

## Social Media Marketing: Understanding the Lifeline of a Facebook Post

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### *How Long will a Facebook Post Attract Comments and Likes?*

It's a question that has crossed many of our minds, "How long will people see my status update? A few hours? A day? A week?"

While questioning the lifeline of a Facebook status update may seem pretty insignificant, it's really not - especially with regard to social media marketing.

Lawyers and other professionals who continually update their Facebook business pages want to know how long their posts are going to attract precious comments and likes.

According to Jeff Widman, co-founder of [PageLever](#), a Mountain View, Calif.-based startup that makes analytics and metrics tools for Facebook pages, **you have very limited time to make a mark on Facebook**. Whether you're promoting a blog post or introducing a new service, it's important to know that **status updates don't remain in the Facebook newsfeed for long**. In fact, Widman says that **devising a timing strategy for how often to post new items to your Facebook business page should be a priority**.

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So, how does a person craft such a timetable for Facebook?

Widman offers this guide:

- **The average lifetime of a post in the Facebook Newsfeed is 22 hours and 51 minutes for comments and Likes, and 28 hours and 57 minutes for per-post impressions.**
- **The standard deviation of hours of posting ranged from a minimum of 10 hours and 42 minutes for comments and Likes and 11 hours and 29 minutes for per-post impressions.**

Timing matters on Facebook because **one status update that's visible to your fans on the Newsfeed is really all you want as one time.** Any more and you may annoy your Facebook fans. Any less and you may be forgotten.

Facebook is a great medium for social media marketing, so please use it wisely.

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