

# The Power of a Post: How Your Interaction Helps McConnelsville Thrive

When you interact with a local business, non-profit, or event page on Facebook, you aren't just being friendly—you are helping that entity grow. Facebook's algorithm prioritizes posts that people engage with, meaning your single click can put that business in front of hundreds of new eyes.

## 1. The "Like" vs. The "Love" (and Other Reactions)

While a "Like" is always appreciated, "**Love**," "**Wow**," and "**Care**" reactions actually carry more weight in the Facebook algorithm. These "stronger" reactions signal to Facebook that the content is emotionally resonant, which helps the post reach a wider audience than a standard like.

## 2. The Power of the Comment

A comment is one of the most valuable forms of support.

- **Why it works:** It starts a conversation.
- **Pro-Tip:** Aim for at least **five words**. Brief comments like "Great!" are good, but a sentence like "I love their morning coffee!" tells the algorithm this is a high-quality post worth showing to others.

## 3. The Share: The Ultimate Endorsement

Sharing a post is like giving a personal recommendation to everyone you know.

- **Public Shares:** When you share a post to your own timeline, you are essentially providing free advertising.
- **Add a Note:** If you share, try to add one sentence of your own. "We should go here!" or "This looks fun!" makes your friends much more likely to click.

## 4. Inviting Friends: Growing the Community

Have you ever used the "**Invite Friends**" tool on a page? This is the fastest way to help a local non-profit or new business build their following. It's a direct, personal invitation for your friends to join the journey of an entity.

## 5. Constructive Feedback: The "Direct Message" Rule

We all want McConnelsville to be the best it can be. However, public "call-outs" or ridicule can permanently damage a small business's reputation.

- **Message Privately:** If you have a concern or a less-than-stellar experience, send a **Direct Message (DM)**.
- **The Impact:** This gives the owner a chance to make it right and improve their service without the public negativity that can discourage others from visiting.

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**The Bottom Line:** You don't have to spend a dime to support local. Your clicks, comments, and kindness are the fuel that keeps our village vibrant.