



When do you **STIR** a Facebook post?

- S** **Shelf-Life** - Will the post still be relevant 4 days from publication?
- T** **Time** - Has it been at least 6 hours since publication?
- I** **Impact** - Does the post include a link or other call-to-action that creates desirable customer behaviors (beyond a simple “like”)?
- R** **Results** - Has the post exceeded a 1% engagement rate (likes + comments + shares, divided by total fans)?

4 Yes Answers = Promote