



10 ACTIONS TO AVOID BEING BLOCKED BY FACEBOOK

INTRODUCTION

Before we begin..

There are many actions that should be avoided to prevent your account from getting restricted. This list is not comprehensive because the truth is, Facebook does not release a list of all the reasons they could choose to temporarily block you, but a number of these are mentioned in their terms of service, and these are ones we know for a fact will definitely put you at risk and you should avoid!



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✓ Action Tip #1: Slow Down

If you share the same content in multiple groups at the exact same time, you'll get thrown into a virtual Facebook jail. This "speeding ticket" goes for not only posts and comments, but also creating events, or groups, or adding/inviting guests. Almost any action that they deem is "too fast" could get you flagged.

To avoid this imprisonment, it is recommended to leave at least several minutes between every post or action. Using a post scheduler like PostMyParty, you can schedule posts minutes, hours, days or even longer apart in advance.

You can publish your content on multiple Facebook groups and pages and pre-determine a time interval (of say 5 minutes) in between each post.

Remember, the longer the time interval of posts being posted by your Facebook Profile (through scheduling or manually), or other actions, the less the chances of your account getting ticketed for this reason.

Action Tip #2: Tagging Others

Facebook doesn't exactly like it when you tag people in posts and images that they aren't actually in, especially when you're not also FB "friends" with them.

If this happens too much they will temporarily prevent you from being able to tag anyone.

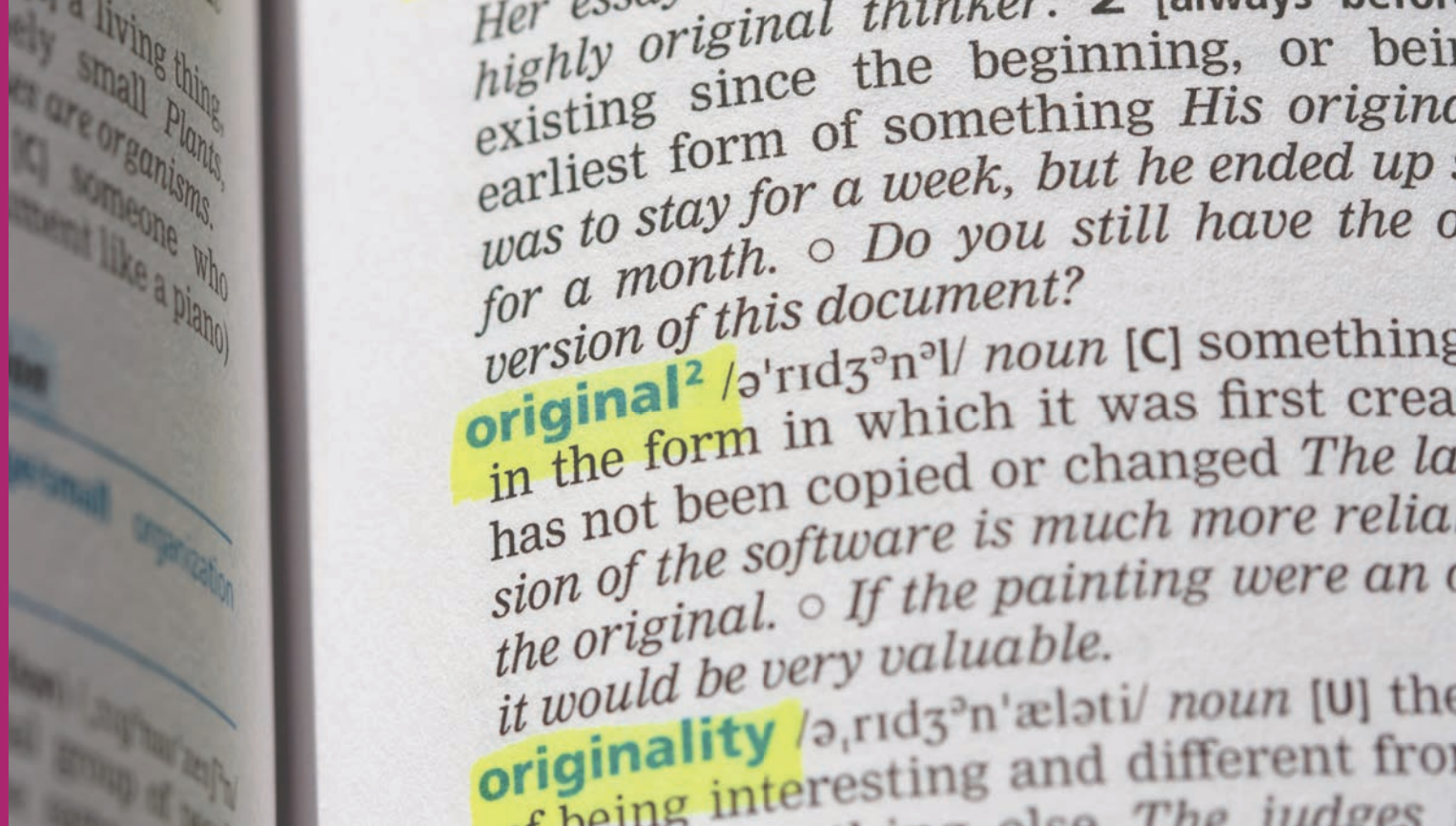
So keep it real and avoid spamming people by tagging everyone in the group. Only use it when applicable or utilize your host and let them do the tagging of their friends.

Action Tip #3: Never Add Someone to a Group Without their Permission

Make sure you and your host always personally invite or ask people to join your group. Never invite/add them without their permission or letting them know ahead of time!

The reason for this is if the percentage of people accepting your invitation to join is too small, or too many people have rejected your invite/add, FB will temporarily block you (or the host) from inviting or adding guests.

The best way to invite guests to join your Group is to share the link to the group so the guests can request to join themselves!



Action Tip #4: Use Original Content

We see this so often and it is so important!

Create your own images or receive them from a good source and then edit to add your own watermark or filter if allowed. Using shared images you found or were given can mark your post as spam. This is because the images shared with you may be previously flagged as SPAM on Facebook. So, if you use the same spammed image on your Facebook account, it will bring with it all the possible red flags it already has.

Also keep in mind that this warning for originality not only applies to the images, but also to the links and texts as well. If you've ever received a notice that your account might have been hacked; shared content is the reason 99.9% of the time. Because FB is seeing identical content being shared in multiple places and this exactly the M.O. of hackers.

So create your own content to avoid this problem!



Action Tip #5: Don't Use Your Personal Account as Your Business Account

Make sure you use your real name for your personal account and your business name for your business page. Don't confuse the two and make your personal profile all about business! Facebook has this rule stated pretty clearly in their terms of service so best to abide by it!

Business pages also offer effective ways to do business via Facebook! Not only can you have multiple pages for multiple businesses, your posts on those pages can be found in Facebook/Google search results!

And now with the ability to have Business Page Groups or Groups linked to your Business Page there really is no reason not to have a Page for your business!



Action Tip #6: Do NOT have more than one Personal Profile on Facebook.

This is one of the first items listed in their terms of service.
From Facebook:

"Facebook is a community where people use their authentic identities. It's against the Facebook Community Standards to maintain more than one personal account."

They take this kind of breach very seriously and have been known to delete one or both accounts when discovered. So don't jeopardize your business by having more than 2 Personal Profiles!



Action Tip #7: Only Friend Request People You Know

If you're talking to someone online and have built a relationship, go ahead and send them a friend request. Just don't let Facebook catch you friend requesting a bunch of people you don't know and those requests getting rejected or deleted!

This can threaten the very existence of your account as those friend requests often go unanswered and sometimes, are marked as SPAM by the receiver.

Then Facebook will temporarily or permanently restrict you from sending friend requests. Therefore, it is recommended to connect only with those you have already "seen" in another way on FB, be it members of the same group or you've chatted in the P.M.'s.

Action Tip #8: Using Links

Posting the same exact link to multiple pages and groups in a short time span is an activity that can be marked as SPAM by Facebook. And blocked links on FB can turn into blocked business.

So first off, focus on building relationships first before sharing a link.

Secondly, use shortened links, and try to put them in the comments rather than part of the main post. There are many sites that can help you shorten URLs such as wp.me, bit.ly or goo.gl. and using a post scheduling service like PostMyParty you can schedule those links to post in the comments when posted to your Business Page or Business Page Groups.

Action Tip #9: Don't Send Messages to People You're Not Otherwise Connected To

Avoid sending too many messages or sending private messages for promotional purposes. Facebook messages are meant to be used in an honest and professional way.

But, if you send frequent messages to unknown users, they are more likely to mark you as SPAM to get rid of those unwanted notifications. Also, there is an average message usage for each user and if someone exceeds that limit, he'll be possibly marked as SPAM and the offending account blocked from that action.



Action Tip #10: Self Promotion

Promoting your own business on other's business pages, personal profiles, and in groups you don't admin can act as a one-way ticket to Facebook jail.

You might think that it is a good way to increase your reach and make your business visible, but trust me, that won't be the case. This is because, as soon as they see your post, they won't waste any time reporting it.

Also, frequent posting in groups that are deleting your posts can also be the reason for your account's suspension. If a group is not allowing you to post your content, you should immediately stop posting in them. They can report your posts as SPAM and there are high chances of your account getting blocked.



CONCLUSION

This is just a small sampling of the worst actions that could get you blocked or restricted on Facebook, but don't let that scare you from running your business!

Each action I've mentioned here is something we've seen time and again which is why I bring them up. However I've personally never been restricted and we have tens of thousands of users on Facebook who have no problem either!

This goes against the rebel in me....but if we're using Facebook to do business, we have to follow their rules, written and unwritten, to do so.

The best policy is to be authentic. Don't treat others in business differently than you'd want to be treated. And just because an upline is doing something one way, doesn't mean it is the right way or the best way.

Happy partying!

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