

## TOL – Adding a link to a comment on a Meta Facebook post

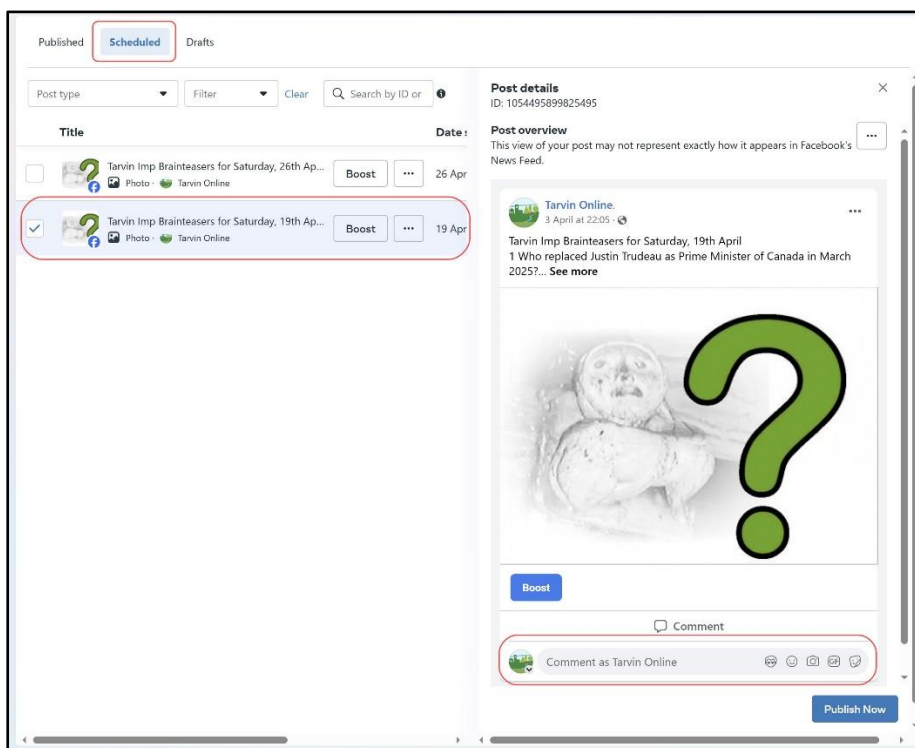


It is known that Facebook posts that include a link to a non-Facebook website are less likely to be prioritised in search results. The workaround is to put any such link in the comments section for the post.

Tarvin Online uses the Meta Business Suite to schedule and publish Facebook posts. A link can be added to the comments of a specific post prior to it being published via the Planner or the Content modules of the suite.

In the Content module –

- Select the Scheduled tab then select the relevant post.



In the Planner module –

- Click on the relevant post as it appears in the Planner view.

When the post preview is displayed –

- Scroll down to the bottom of the preview to the text field “Comment as Tarvin Online.
- Enter relevant text and the URL of the page you want to link to.
- Note that you can remove the preview image if appropriate.
- You can edit or delete the comment (via the three vertical dots option) and also add further comments if appropriate.

Note: you can copy and paste this downward pointing emoji 📍 into the body of the post!

