Making Money with Facebook

A PRACTICAL GUIDE FOR MAKERS AND ARTISANS



Step by step how to use Facebook to grow your audience, get noticed and make money from your handmade products.

1 **SET UP**
Get your Facebook house in order

2 **GET NOTICED**
Create content people love

3 **MAKE MONEY**
Turn followers into sales

Real examples. Practical tips. Simple steps. You can do this!

by Home Junkie

WWW.HOMEJUNKIE.CO.UK

Making Money with Facebook

A practical guide for makers and artisans



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Welcome

If you're reading this, there's a good chance you've asked yourself one (or more!) of these questions...

"Why have I only got a handful of followers?"
"Why aren't people buying from me, they say they love my stuff?"
"Does Facebook pay for followers, views, reach?"

If that sounds familiar, you're definitely not alone.

When I started Home Junkie, I had exactly the same questions. Like so many makers and artisans, I spent hours creating products I loved, posting them on Facebook and hoping people would find them. Occasionally they did, but most of the time they didn't!

Over the last few years I've learned a huge amount about how Facebook works, mostly through trial and error, plenty of mistakes, even more mistakes and the occasional happy surprise. I only wish someone had handed me a guide like this when I was starting out.

That's why I've put this guide together.

Whether you're just setting up your very first Facebook page, you've been posting for a while but feel like you've hit a brick wall, or you've already built a successful page and simply want to learn something new, I hope you'll find plenty of ideas in these pages.

Some of the tips might be things you already know. Others might completely change the way you think about Facebook. My hope is that every reader, whatever stage they're at, finishes this guide having learned something they can put into practice straight away.

This isn't a book full of complicated marketing jargon or impossible promises. It's simply a collection of the lessons I've learned, the mistakes I've made, and the things that genuinely helped Home Junkie grow.

Most importantly, this guide is my way of saying thank you, my dear 'Junkies'. The support, kindness and encouragement you've shown me and the Home Junkie brand has meant more than you'll ever know, and I wanted to give something back in return.

Finally, I truly believe there's room for everyone. Behind every handmade business is a real person with a passion for creatting something special, and I hope this guide helps you reach more people, grow your confidence and business, and enjoy the journey.

Remember... every successful Facebook page started with zero followers.

Good luck, and let's get started!

Luba
Home Junkie

How Does Facebook Actually Make Money?



Facebook is free for us to use, so have you ever stopped to wonder who is actually paying for it?

The answer is advertisers.

Meta, the company behind Facebook, generated almost $200 billion from advertising in 2025. Businesses pay Facebook to put adverts in front of people they hope might become customers. They may pay for those adverts to be displayed, clicked or acted upon.

Businesses pay Facebook to reach people like you.

Once you understand that Facebook earns its money from advertising, the way it operates starts to make much more sense. Facebook needs two groups of people. It needs businesses willing to pay for advertising, but it also needs billions of ordinary people who actually want to keep opening Facebook, scrolling, watching, reading, commenting and sharing.

If people stopped finding Facebook interesting, they would spend less time there. And a platform nobody uses would not be particularly attractive to advertisers.

So Facebook spends an enormous amount of effort trying to work out what each person is most likely to find interesting. Its systems use thousands of different signals to decide which posts, videos and Reels to show somebody and in what order.

That is why the reaction to your content matters.
If people stop to look, watch your video, read, comment, share, save or have a genuine conversation underneath it, Facebook gets signals that people may be interested in what you have created. That does not mean every popular post will suddenly go viral, but it helps explain why interesting, original content has a much better chance of travelling beyond the people who already follow you.

There is another useful thing to understand.
Advertising is not worth the same amount everywhere in the world.
Advertisers compete for audiences, and advertising demand and prices vary enormously between countries, industries, times of year and types of customer. Meta itself reports that some geographical areas and some parts of Facebook monetise at lower rates than others.

That is one reason why 1,000 views are not always worth the same amount of money. A creator whose audience is concentrated in countries where advertisers are spending heavily may generate more advertising value than somebody receiving the same number of views somewhere with much lower advertiser demand. It isn't simply a case of 'rich country = this exact payment rate', and Facebook certainly doesn't publish a neat country-by-country creator price list, but where your viewers are located can affect what those views are commercially worth.

This also helps explain why two apparently similar posts can receive similar numbers of views yet earn different amounts.

So What Does Facebook Want From You?

Strangely enough, the answer is probably much the same as what your followers want:

Content worth looking at!

Good content helps everyone!

Facebook wants people to spend time on the platform. It does this by showing interesting, relevant content that keeps people watching, engaging and coming back for more. The longer people stay, the more opportunities there are for Facebook to show ads and make money.

So whenever you're wondering why certain posts are shown more than others, it usually comes down to this cycle. Let's take a look at how it all fits together.



And that's why understanding your audience is so useful. When you create content that people enjoy, you're helping them, and you're also working with Facebook's system, not against it.

Now that's we have a basic understanding of how Facebook works, let's look at how to make the most of it for your Page.

Contents

Here's what we'll cover...



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Let's get started!

Get Your Facebook House in Order

Section 1

by Home Junkie

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Getting Started

Before you worry about followers, reach (now called viewers), or sales, it's worth taking a little time to get the foundations of your Page right.

Think of your Facebook Page as your shop window. Someone may discover you through a post, a comment, a recommendation or a shared photograph, but once they click through to your Page, they will quickly decide whether they want to stay and look around.

Research into online first impressions has found that people can form an opinion about what they see on a screen in as little as 50 milliseconds. So when somebody lands on your Facebook Page, they may start forming an impression of your business almost instantly.

Did you know?

It takes around
50 milliseconds to sew
ONE stitch!

Yep, people really aren't that patient!



You do not need a professionally designed logo, an expensive photographer or a perfectly polished brand. You simply need your Page to feel clear, genuine and complete.

A visitor should be able to understand three things almost immediately:

1. Who are you?
2. What do you do?
3. How can they buy from or contact you?

Choosing your page name

Your Page name is one of the first things people will notice, so it needs to be easy to remember, easy to spell and suitable for the business you hope to build.

Meta recommends keeping Page names simple and specific.



Fig. 2 – Name must be easy to spell and remember

When I started Home Junkie, bags were a huge part of what I made, and still are, so I could easily have chosen a business name that included the word 'bags'. It probably would have seemed like the obvious choice at the time, but what would have happened when I wanted to make something else?

Because I chose the name Home Junkie, I gave myself room to grow, experiment and follow my creativity. I could make bags, but I could also make coats, hats and anything else that inspired me without the business name suddenly feeling wrong.

Your page may change more than you expect.

You might begin by making candles and later add wax melts, gift boxes or home fragrance. You might start with jewellery and later offer accessories, workshops or craft kits. You might currently sell at local markets but eventually teach, design patterns or supply shops.

Ask yourself:

- Will this name still suit me in two or five years?
- Does it give me room to introduce new products?
- Is it easy to say, spell and remember?
- Is another business already using something very similar?
- Can I use a similar name across Facebook, Instagram and my website?

Top Tip
Choose a name that lasts

Choose a name for the business you may become, not only for the product you are making today.

Your Profile Photo - Say Cheese!

Your profile photo may look small, but it works very hard.

It appears on your Page, but it may also appear beside your posts, comments and replies across Facebook. That means people may see it many times before they ever visit your Page.

I like to think of it as a tiny shop sign.

Because it is often displayed at a very small size and cropped into a circle, a detailed photograph or busy collage can become difficult to understand.

Good options include:

- a simple, clear logo
- an easy-to-read business initial or symbol
- or a friendly, close-up photograph of you, particularly when you are an important part of the brand.

NOT SO GOOD ✗



✗ Too far away to see who you are

✗ Hard to recognise or connect with

GOOD CHOICE ✓



✓ Clear, friendly and easy to see

✓ Helps people connect with the real you

Fig. 3 — Example of a good profile photo

It's completely natural to feel shy about using a photo of yourself. Most of us are far more comfortable showing our latest creation than our own face!

But people connect with people. On Facebook, they first get to know you, then they begin to like you, and finally they learn to trust you. A friendly, genuine photo is often all it takes to start that journey.

Know → Like → Trust

Whichever you choose, make sure it is clear, recognisable and still looks good when it is reduced to a very small circle.

Avoid squeezing lots of words into the image. If people need a magnifying glass to read your business name, the design is trying to do too much.

It is also worth using the same or a very similar profile image across your other social media accounts. That consistency helps people recognise that they have found the right business.



Did you know?

Meta says people tend to see businesses with both a profile picture and a cover photo as more trustworthy.

Your profile picture is not only displayed on your Page. It can also appear beside your posts, comments and replies throughout Facebook, which makes it one of the most frequently seen parts of your branding.

Your Cover Photo

Your cover photo is the large image across the top of your Page. It is one of the first things visitors see, so we want to give them an immediate feel for your business.

Facebook Page – Where's the Cover Photo?



This is the *Cover Photo*

It is the large image across the top of your Facebook Page.

This is the *Profile Picture*

It appears as a circle and sits in the bottom left partly overlapping your cover photo.

It could be a beautiful photograph of your favourite creation, a collection of your products, your workspace, you busy making something, or even a seasonal display that perfectly captures the personality of your brand.

For a maker, an authentic photograph will often say far more than a graphic filled with text, as your cover photo should create curiosity and give people a reason to keep looking.

You should also remember that Facebook displays cover photos differently depending on the device being used. Parts of the image may be cropped on a phone, and your profile picture may overlap part of it, so please double check on your devices.

Keep the main product, person or point of interest near the centre. Avoid placing important words or details close to the edges, where they could disappear.

Your cover photograph does not have to stay the same forever. You can update it when you launch a new collection, attend an event, introduce seasonal products or simply take a photograph that represents your business better.

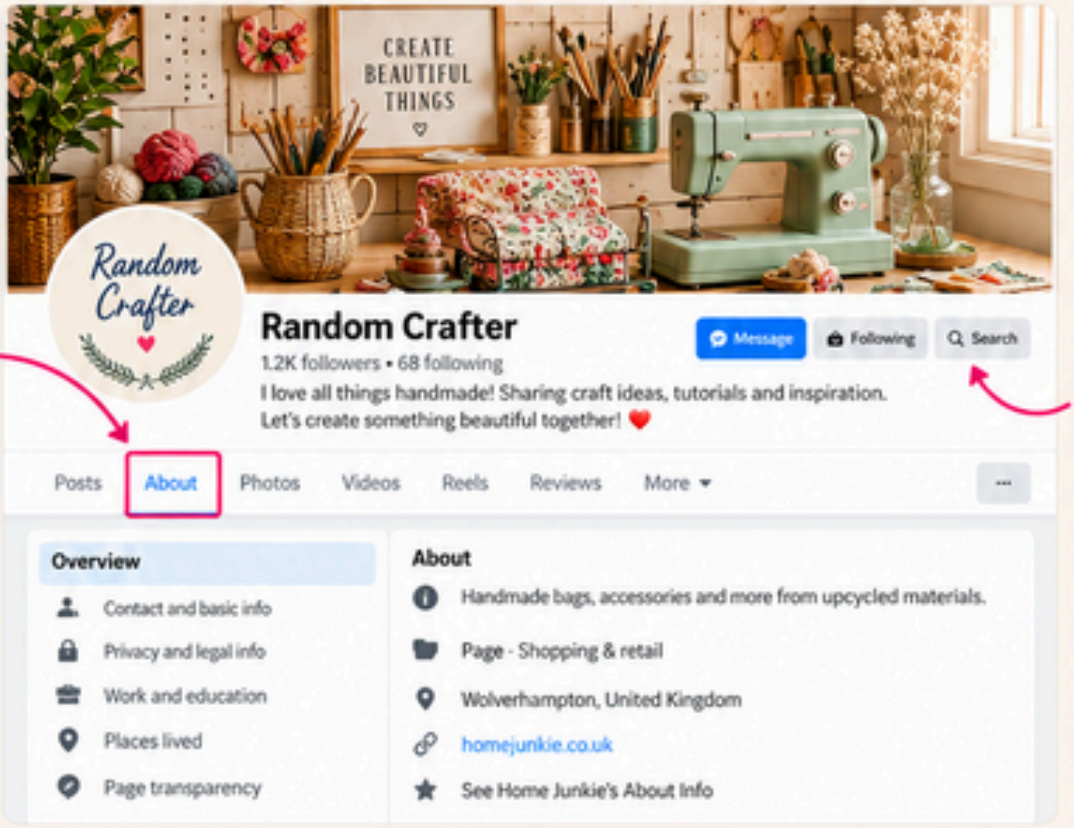
Just make sure that anyone visiting the Page can still recognise that it belongs to the same business.

About you

The About section is where you remove the guesswork.

Someone discovering you for the first time should not have to scroll through months of posts to understand what you make or how your business works.

Facebook Page – Where's the About You?



Click on the About tab

This is where you add information about your business, including what you make, where you are based and how people can contact you.

Your introduction doesn't need to sound formal. One or two clear sentences are often enough, but don't forget that your About section can also include your website, online shop, contact details, location or service area, opening hours and links to other places where customers can find you.

For example:

Home Junkie creates colourful, individual handmade bags, clothing and accessories from lovingly upcycled materials. Every piece is completely unique, and new creations are shared regularly here on Facebook.

The rest of your About section can then fill in the practical details. Between your introduction and the other information Facebook lets you add, a visitor should ideally be able to find answers to questions such as:

- Who are you?
- What do you make or sell?
- Are your products handmade?
- Do you accept custom orders?
- Where are you based (or what area do you cover)?
- Do you post your products?
- Where can someone shop or place an order?
- What is the best way to contact you?
- Who should they expect a reply?
- Do you have a website or online shop?
- Do you have links to your other social media pages?

Call to action

One of the most overlooked features on a Facebook Page is the Call-to-Action button. It appears prominently beneath your cover photo and gives visitors a quick way to contact you or visit your website.

For many handmade businesses, Message is often the best choice because it allows potential customers to get in touch instantly with a single click.

How to add a Call-to-Action button

Make it easy for people to contact you or visit your website by adding a Call-to-Action button to your Facebook Page.

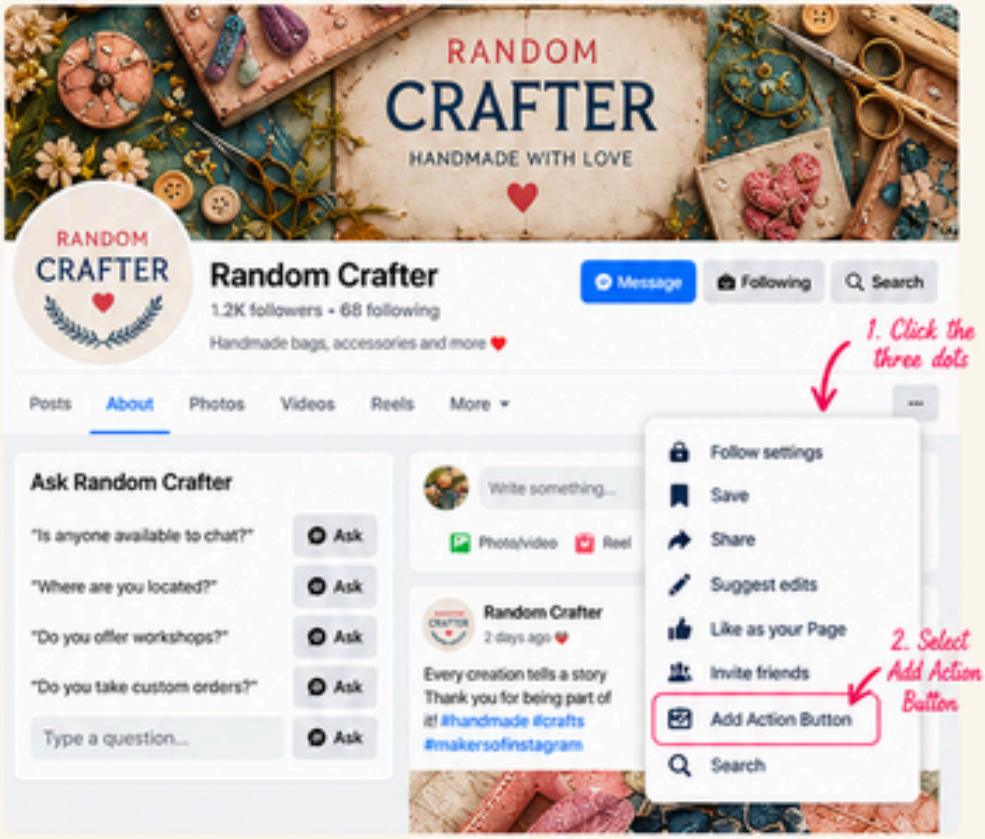


Fig. 6 — Using call to action buttons for customer contact

STEP-BY-STEP

1. Open your Facebook Page.
2. Click the three dots (...) button beneath your cover photo.
3. Select Add Action Button.
4. Choose the button that best suits your business, such as Message, Call Now, Learn More or Shop Now.
5. Follow the prompts and save your changes.

TOP TIP

For most handmade businesses, Message is often the best choice, as it allows potential customers to contact you instantly with a single click.

WHY IT MATTERS

A clear way to contact you builds trust, increases enquiries and makes it as easy as possible for customers to buy from you.

Top Tip

Give your button one clear job.

Decide what you most want a visitor to do, message you, visit your shop, book something or find out more, and make the button take them there as directly as possible.

Your Facebook Page: Ready to Go?

You've got the foundations in place. Before we start looking at how to get your posts seen, give your Facebook Page one final check.

☐ Page Name	Is it easy to remember, easy to spell and suitable for the business you may become?	
☐ Profile Photo	Is it clear and recognisable even when Facebook displays it as a tiny circle?	
☐ Cover Photo	Have you checked how it looks on both a phone and computer, and make sure nothing important gets cropped?	
☐ About You	Can a stranger quickly understand who you are, what you make or sell and where to find more information?	
☐ Make Buying Easy	Can people easily find your contact details, website/shop, delivery information or the best way to place an order?	
☐ Call-to-Action Button	Is your Facebook Page button set up to take visitors somewhere useful, such as Message, Shop or your website?	MESSAGE

All ticked? Brilliant.

Your shop window is ready, now we need to get more people seeing it!



“You are not too late. You are simply beginning from a place of experience.”

Make People Stop Scrolling

Section 2

by Home Junkie

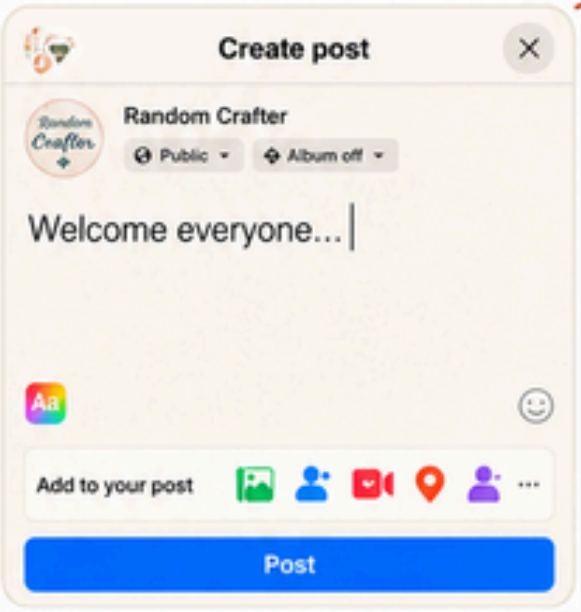
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Your first post

Okay, so now your Facebook Page is looking the part… what should you actually post?

You may already have dozens, or even hundreds, of posts behind you, and that's absolutely fine. This section isn't asking you to wipe the slate clean and start again. It's about making your next post more effective — giving people a reason to stop, read, respond and hopefully come back for more.

Over the next few pages we're going to look at what can make a post stronger: the photograph or video, the opening line, the story behind it, the conversation it creates and whether it gives somebody a reason to share or follow you. But before we do that, there's one important thing I want to get out of the way…



Don't Wait for Perfection!

There is a big difference between trying to create a good post and waiting until you think you have created a perfect one. Of course I want you to think about your photographs, captions and what might make somebody stop scrolling, that's what much of this section is about. But those ideas are there to help you improve what you post, not to give you another twenty reasons to avoid pressing the button.

You can always convince yourself that the lighting could be better, the caption needs rewriting, the workspace should be tidier or perhaps you should wait until you've made something more impressive. And while you're doing all that… you're not posting anything.

The truth is that the only way you learn what works for your audience is by actually putting content in front of them. Some posts you are convinced will be brilliant will barely move. Others you almost didn't bother posting will unexpectedly take off. That's part of learning Facebook.

So use the ideas in this guide. Try to make the post interesting. Give it a strong photograph or video. Think about your first line. Ask yourself why somebody might care about it.
Then, when it's good enough to represent you, press Post.

You'll improve as you go. Your photographs will get better, your writing will become more natural and you'll gradually understand what your audience responds to.
Aim for better, not perfect, because a brilliant post sitting in your drafts is still being seen by nobody.

So… What Should You Post?

We've already established that you shouldn't wait forever trying to create thiie perfect post. But that doesn't mean we shouldn't give each post the best possible chance of being seen.

And this is where one of the most important ideas in this guide comes in:
You don't just want your existing followers to see your posts. You want Facebook to show them to people who don't follow you yet.

Your existing followers are obviously important, but if Facebook only ever shows your content to the same group of people, your Page has very little opportunity to grow. The real excitement starts when Facebook begins putting your post in front of non-followers, people who may never have heard of you before.

So how does Facebook decide whether to do that?

Unfortunately, there isn't a magic formula. Facebook doesn't publish a rule saying a post needs a certain number of comments, a particular caption length or exactly five shares before it will suddenly start travelling further.

What we do know is that Facebook looks at lots of signals that suggest whether people are interested in what they're seeing. If people stop, watch, read, react, comment, share or otherwise engage with a post, that can help Facebook decide that the content may be worth showing to more people.

A useful way to think about this is the way platforms such as TikTok are often described as working. That's why so many TikTok posts seem to start on around 200 views: the platform may first show a post to a small test group of people. If that first group responds well, it may then push the content to another 200 people, and if those people respond well too, it may travel further again.

You can see this happening in my own Home Junkie figures. During the period shown below, 73% of the people viewing my content were non-followers. I've seen that figure fall as low as around 8%, while on particularly strong weeks it has climbed to around 90%.

That difference matters enormously. When most of your views are coming from existing followers, your content is largely circulating within the audience you already have. When a much larger proportion comes from non-followers, Facebook is putting your work in front of far more people who have never seen you before, and every one of those people is a potential new follower.

Views breakdown



Fig. 7 – Followers/Non-followers by media type

Viewer type

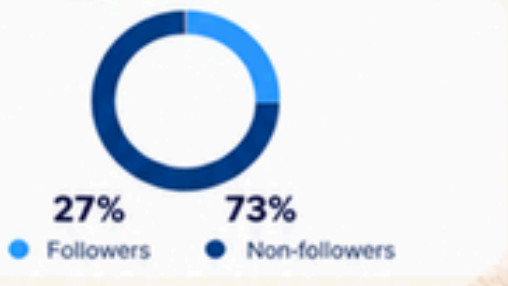


Fig. 8 – Home Junkie followers versus non-followers

We've seen from the Home Junkie screenshots that Facebook can put your content in front of people who don't already follow you. Now let's look at WHY the number of new people who see it can make such a dramatic difference, before we get into the next section about HOW we attract new people.

For simplicity, imagine you have 10,000 followers.

Scenario 1

Let's say all 10,000 of your followers see a particular post and Facebook shows it to another 800 non-followers. That gives the post 10,800 Views, of whom only 800 are people who haven't already chosen to follow you.

So although the post has performed perfectly well within your existing audience, it hasn't travelled very far beyond it.



10,000 followers see your post | **800** non-followers also see it

Result – 800 non-followers have discovered your content.

Scenario 2

You still have the same 10,000 followers, but this time the post takes off and reaches 100,000 Views.

Even if every single one of your 10,000 followers saw it, at least 90,000 of those Views must have been people who didn't already follow you.



10,000 followers see your post | **90,000+** non-followers also see it

Result – at least 90,000 non-followers have discovered your content.

I've experienced both ends of this with Home Junkie. Some posts mostly circulate amongst the people who already follow me; others suddenly travel far beyond that audience, and this is where things get really interesting.

You don't need all 90,000 of those new people to follow you (that's not going to happen). You only need a small percentage of them to decide, "I'd like to see more of this."

That takes us to the next important number: Conversion.

That's the next question.

Did you know?

Facebook now uses "Viewers" for the number of different people who saw your content. Older Facebook reports and screenshots may use the term "Reach" for a similar measure.

So what exactly do we mean by conversion?

In this guide, your conversion rate is simply the percentage of non-followers who see your content and then decide to follow your Page.

The higher that percentage, the better you are at turning new viewers into followers. But even a very small conversion rate can make a big difference when your content is being shown to thousands of new people.

Let's go back to our two scenarios and see what that looks like.

Scenario 1

800 potential new followers

Conversion rates can vary dramatically, but a realistic range of **0.3% to 1%** can be used for these examples.

800 × 0.3% = **2.4**
800 × 1% = **8**

So you would expect between **2.4 and 8 new followers** from this post.

Scenario 2

90,000 potential new followers

Conversion rates can vary dramatically, but a realistic range of **0.3% to 1%** can be used for these examples.

90,000 × 0.3% = **270**
90,000 × 1% = **900**

So you would expect between **270 and 900 new followers** from this post.

The Growth Journey



The Journey

1. Post on Facebook.
2. The post is viewed by a number of people consisting of followers and non-followers.
3. The greater the interaction your post has the more people (including non-followers) Facebook will show it to.
4. Some of those non-followers may decide to follow you if your content seems of interest.
5. This gives you a greater base of followers to work with.
6. Repeat all of this to see consistent Facebook follower growth, the better the posts the faster this will grow due to more views, more non-followers seeing your content, and a higher conversion rate.

So, How Well Are Your Posts Performing?

We've covered the theory, but how do you know whether your posts are actually helping your Page grow?

The two guides below give you a starting point for judging your results. They're not official Facebook benchmarks, but they can help you identify what's working, what needs improving and what to aim for.

1. Non-Follower Discovery Rate

What percentage of your viewers don't already follow your Page?

- **Below 20%:** Mostly reaching existing followers
- **20–40%:** Some discovery beyond your audience
- **40–60%:** Strong non-follower discovery
- **60–80%:** Very strong discovery
- **Above 80%:** Exceptional distribution beyond your followers



2. Non-Follower Conversion Rate

Of the non-followers who see your content, what percentage become followers?

- **Below 0.5%:** Low follower conversion
- **0.5–1%:** A healthy result
- **1–2%:** Strong follower conversion
- **Above 2%:** Exceptional follower conversion



Remember, not every post will perform brilliantly. What matters is recognising patterns, understanding what works for your audience and gradually improving your results.

Right… So How Do We Actually Do It?

We know how important reaching non-followers and then converting them is, so let's go through how you do this practically!

Let's start with the post itself.

1 Posts That Make People Pause

You can write the funniest, cleverest caption in the world, but if the photograph or video doesn't make somebody pause, there's a very good chance they'll never read it, so it'll never get pushed therefore very few people will see it and even fewer will start following you.

So think of your post in stages.

1. First, your photograph or video has to catch their eye.
2. For a video, the opening words displayed on screen should catch attention and give people a reason to keep watching.
3. The written caption beneath your post is different. Make the first line count: Facebook may hide the rest behind 'See more', so put the interesting part first.



Instead of:

✗ 'Here's another bag I finished today…'

Try:

✓ 'I was about to throw this zip away… then I had an idea.'

One simply tells people what they're looking at. The other gives them a reason to keep reading.

Why does all this matter?

Because as previously mentioned Facebook is constantly looking for signs that people find a post interesting. If somebody pauses, watches, reacts, comments, shares or clicks to see more, those behaviours can help Facebook decide that the post is worth showing to more people, or not.

In simple terms, the more interest your post appears to generate, the better chance Facebook has of 'pushing' it beyond the people who would normally see it, including potential new followers, and we've just seen how important they can be.

Before you press Post, look at your photograph or video first and ask:

'Would this make me stop scrolling?'

Then read only the first line of your caption and ask:

'Would this make me want to know more?'

So, What Actually Makes People Stop?

There is no single type of photograph or video guaranteed to stop somebody scrolling, but research into attention gives us some useful clues.

People are naturally drawn to faces, movement, contrast, something unexpected and things that feel personally relevant to them. Meta's own eye-tracking research has also found that people pay particular attention to who shared the post, faces within the content and the headline or opening text.

Clutter makes this harder. If your image contains lots of competing objects, tiny details or too much text, the viewer has to work out what they are supposed to look at. A strong post usually gives the eye somewhere obvious to go.

Curiosity helps too. If somebody instantly understands everything about a post, there may be no reason to look any longer. Something surprising, unusual, unfinished or slightly unexpected can create that little moment of:

"Hang on… what's this?"

Video works in much the same way. Meta recommends getting to the interesting part quickly rather than waiting the opening seconds on introductions, logos or lengthy explanations.
So, before posting, think about whether something looks perfect and more about whether it gives somebody an immediate reason to look.

Did you know?

Meta's eye-tracking research found that three areas repeatedly attracted attention on Facebook: the person or Page sharing the post, faces in the content and the headline.

Posts That Start Genuine Conversations

Genuine conversations can help Facebook decide that your content is worth showing to more people. But simply asking people to "Like and share please" gets old very quickly. Facebook has also specifically warned against engagement bait, so the aim should be to start a real conversation rather than manufacture one.

Think about the conversations you naturally have with friends.

You probably don't begin with, "Please comment below." You mention something you have seen, ask what they think, tell them what happened or ask for their advice. Treat your Facebook community in much the same way.

Example:

If you are making a bag from an old pair of jeans, instead of asking, "Do you like it?", you could ask:

"I nearly removed the original jeans pocket, but decided to keep it. Would you have kept it or taken it off?"

Suddenly, people have something specific to think about and an easy reason to join in.



My advice is to start conversations about things you genuinely find interesting yourself. Your followers are already there because they have some connection with what you make, so there is a good chance that the fabrics, techniques, mistakes, discoveries and slightly odd things that fascinate you will interest some of them too.

There will always be people who deliberately post something controversial because they know disagreement can generate a flood of comments. It may get attention, but attention is not always the same thing as building the community you actually want. I have always preferred Home Junkie to be a positive place where people can laugh, share ideas, offer opinions and feel comfortable joining the conversation.

Why does all this matter?

Because every genuine conversation gives Facebook another indication that people are interested in what you are sharing, while also giving your followers another opportunity to get to know the person behind the business. And that second part matters just as much as the algorithm.

Before posting, ask yourself:

"Would I actually enjoy having this conversation with someone?"

If the answer is yes, there is a good chance your followers might too.

Did you know?

Meta awards a "Very responsive to messages" badge to Pages that maintain a response rate of at least 90% and reply, on average, in under 15 minutes. While not every business can respond that quickly, replying promptly helps build trust and shows customers they're dealing with a real person.

Posts People Want to Share

Think about the last few posts you sent to somebody else. You probably didn't share them because the person who posted said, "Please share this." You shared them because they made you laugh, taught you something useful, surprised you, or made you immediately think, "Sarah would love this!"

That is the mindset to use when creating your own posts. Give people something they naturally want to pass on.

Why does this matter?

Meta specifically lists shares, along with comments, reactions and likes, as signals that can influence how posts are ranked in Feed. A share is particularly valuable because it can do two jobs at once: it tells Facebook that somebody found the post worth passing on, and it can introduce your content to people who don't already follow you, exactly the audience we've just seen is so important for growth.

There is some useful research behind why people share too. A large study into online virality found that content was more likely to be shared when it was useful, interesting or surprising, while content that created stronger positive emotions, particularly things that inspired or amazed people, also travelled further.

So, how do you make something more shareable?

Before you post, try to give it at least one clear reason to be passed on:

"That's useful – I'm saving/wanting that."

Teach something, solve a small problem or explain something people regularly wonder about.

"You have GOT to see this."

Show something surprising, unusual, clever or unexpected.

"This is so you!"

Create something people recognise in themselves or in somebody they know.

"This made me smile."

Humour, warmth and positive emotion are naturally easy to pass on. Research has found that emotional content is more likely to travel than dry information alone.

The simple test

Before you press Post, ask:

"Who might somebody share this and why?"

If you genuinely cannot think of an answer, that doesn't mean the post is bad, not every post needs to be shareable. But if reaching new people is the job of that particular post, it may need a stronger reason for somebody to pass it on.

The impact of shares can be seen on the next page.

How Shares Can Spread Your Post

A share does not guarantee reach, but each one gives your post another chance to be seen by new people.

1 You post to your Page

Example Page audience:
1,000 followers



2 Facebook shows it to some followers

Example:
200 people see the post

3 A few people engage and share

Example:
5 people share it

4 Each share creates a new chance to be seen

If each person has 300 friends, that is up to **1,500** more potential people.

5 Some of those people react well

Example: more likes, comments, saves and **4** more shares.

6 Another wave begins

4 more shares × 300 friends =
up to **1,200** more potential people.

Potential extra audience after 2 share waves:

2,700 people

Facebook will not show your post to every single friend, and there will often be overlap. But each share gives your content another fresh chance to travel beyond your existing followers. That is how a post can start to snowball.

That is why shares matter so much: they can help a good post move from your audience into completely new circles of people.

Illustrative example only — real reach depends on engagement, overlap and how Facebook distributes content.

Posts Only You Could Create

This one is particularly good news for makers because Facebook is actively favouring original content. Meta says content filmed or produced directly by the person or Page posting it is considered original, while copied, reposted or only slightly altered content may receive less distribution. Meta also reported that views and time spent watching original Reels approximately doubled during the second half of 2025 compared with the same period in 2024.

Why does this matter?

Because original content can help with both parts of the journey we've just been talking about. Facebook wants to recommend original content, which can help put you in front of more non-followers. Then, when those people discover you, something recognisably yours gives them a reason to think, 'I'd like to see more of this' and press Follow.

So, what counts as original? Thankfully, you don't need to invent something nobody in the history of mankind has ever done before. Your own photographs, your voice, your opinions, your process, your mistakes, the way you work and the stories behind what you do are all yours.

The important part is to let people see some of you in the content. Ten different Pages might photograph a handbag, bake a cake or paint a piece of furniture. The Page people remember is often the one that also shows who made it, why they made it, what went wrong, what they learned or what they are going to try next.

And that matters for conversion. A non-follower might enjoy one beautiful photograph and carry on scrolling. But if they quickly understand what they are likely to get by following you, you've given them a much stronger reason to stay.



Before you post, ask yourself:

"Could somebody else have posted exactly this?"

If the answer is yes, think about what you could add that makes it unmistakably yours.



Top Tip

People don't just follow a post, they follow because they want to see what comes next!

Consistency

This was probably one of the hardest bits for me in the beginning. I wanted to get on with sewing, not sit staring at Facebook thinking, "What on earth am I supposed to post today?"

But consistency really does matter. A non-follower might see one of your posts and scroll on. They see you again a few days later and recognise the name. Then another post appears, they remember you, perhaps visit your Page and eventually press Follow. Not everybody converts the first time they discover you. And there is some interesting research behind this. Buffer analysed more than 100,000 social-media users and found that people who posted consistently received around FIVE TIMES more engagement than those who posted sporadically.

That does not mean Facebook has a secret rule saying you must post every day. Current Facebook benchmarks show Pages averaging around one post a day, but that includes businesses with teams whose entire job is social media. The important thing for us is to choose a routine we can actually maintain. Because there is absolutely no point posting seven times this week, exhausting yourself and then disappearing for the next three.



So, how do you stay consistent?

Plan it!

Don't wait until Tuesday afternoon to suddenly realise you haven't posted anything and then spend forty minutes staring at your camera roll. (I mean that will still happen, but try to avoid where possible!)

Set aside a little time each week to decide what you are going to post. Some people go even further and have a social-media morning or afternoon where they take photographs, record several short videos, write their captions and schedule everything for the days ahead.

Right... What Are We Posting This Week?

You've collected some photographs, saved a few videos and decided when you're going to post. Excellent.

Did you know?

Buffer's 2026 analysis of 14 million Facebook posts found that timing does affect engagement, with weekday mornings generally performing best, but your own audience matters most, so use Meta Business Suite's Active Times to schedule posts for when your followers are actually online.

Show the Process, Not Just the Finished Result

Photograph the materials before you start, take another picture halfway through, film ten seconds of what you are doing and photograph the finished result. One project can easily give you several different posts without creating any extra work.



Keep It Simple

If you are comfortable talking to camera, it can be even quicker. Hold up what you are working on, talk about it for thirty seconds and post it. No fancy graphics, no complicated editing and no spending an hour trying to find the perfect piece of music.

Regular posting felt impossible to me at first. Once I started planning ahead and collecting content as I worked, it became surprisingly easy.

Top Tip

Don't wait until you need a post to start looking for something to post. Plan ahead, collect content as you work and let scheduling do some of the work for you.

A Quick Warning for Apple Users

Scheduling posts in Meta Business Suite is free, although Meta may encourage you to Boost the post once you've scheduled it. You do not have to do this.

If you do decide to boost a post, be careful on an iPhone or iPad. Apple may add a 30% service fee to your advertising payment. That fee goes to Apple, not towards reaching more people.

Schedule for free. Ignore the upsell unless you actually want to advertise. If you do want to boost, use Facebook or Meta's advertising tools in a web browser/computer instead.

An EXAMPLE Weekly Facebook Planner

This is just one example plan — feel free to adapt it to suit your own business and what works for your audience.

Monday	**Introduce yourself.** Help new followers get to know you.
Tuesday	**Show something you've made.** Share a finished piece or work in progress.
Wednesday	**Ask a question.** Start a conversation and get people's opinions.
Thursday	**Behind the scenes.** Show your process, workspace or a useful skill.
Friday	**Share a review or customer photo.** Build trust by showing real feedback.
Saturday	**Show something for sale.** Share a product, a special offer or let people know what's available.
Sunday	**Transformation video.** Share a before and after, a time-lapse or a short video showing the finished result.

A Few More Ideas You Can Use

If you're ever stuck for inspiration, here are some tried and tested ideas. You can adapt them to suit your craft, products and the time you have available.

1. "Did You Know?"

Post an interesting fact connected to your craft, materials or techniques. For example: Did you know the oldest known sewing needle is more than 50,000 years old and was made from bone?

2. Price Considerations

Share something people might not know just by looking at it, such as how many hours it takes, how long it took to make or where the idea came from or which part was the most difficult.

3. Tell a Relevant Story

Share a current story about crafting, sustainability, small businesses, fashion waste or handmade skills. Keep it relevant to your Page rather than posting something completely unrelated.

4. Show the Original Materials

Photograph the old jeans, curtains, scraps or forgotten fabrics before they are transformed and ask people what they think they might become.

5. Share a Craft Challenge

Tell people about a materials or weekly first attempt, or something that did not go according to plan. These posts are relatable, encouraging and often reach more people because they show the real side of what you do.

6. Answer a Question

Explain whether you take commissions, how long something takes to make, where you find your materials, whether you provide care washes or how packaging works.

7. A Quick Tip

Share one small piece of useful knowledge connected to your craft. It could be a storage trick, a simple repair, or a way to care for handmade items or something you wish you had known when you started.

8. "Guess What This Becomes?"

Show a close-up of a material, product, tool or a partially finished section and invite people to guess what you are making. Reveal the finished piece in a later post.

9. Review an Old Creation

Share something you made another year or two ago and explain what you would do differently now or why it remains one of your favourites. Older work often performs well because new people have not seen it before.

10. Mark a Seasonal Moment or Awareness Day

Use occasions like Mother's Day, Handmade Sewing Month or another relevant event as a starting point. The post could celebrate, reflect or explain how it connects to your work, your materials or the people who support handmade.

Facebook Growth Summary

We've covered quite a lot, so before we move on, here's the whole journey in one simple page.

1. You Post

Create something worth stopping for.

2. Facebook Decides How Far It Travels

People show interest — or they don't. Their response helps Facebook decide whether to show your post to more people.

3. Non-Followers Discover You

The further your post travels outside your existing audience, the more potential new followers you reach.

4. Some of Them Press Follow

This is conversion. Give them a reason to think: "I'd like to see more of this."



5. Repeat

Post again, reach more people, convert some of them and gradually grow your community.

What helps that happen?

- Stop the scroll
- Start genuine conversations
- Create things people want to share
- Make original content only you can create
- Keep showing up consistently

POST → GET SEEN → REACH NON-FOLLOWERS → CONVERT → REPEAT



“Somewhere out there is someone who will absolutely love what you create. Your job is to help them find you.”

Show me the money!

Section 3

by
Home Junkie

WWW.HOMEJUNKIE.CO.UK

Can I Really Get Paid From Facebook?

Yes!

And the good news is that there isn't just one way to do it. In this section I'm going to show you different ways your Facebook Page could make you money, some directly through Facebook itself, and others because of the audience you've built.

Some of these methods can work with a relatively small following. Others become more realistic as your views, engagement or follower numbers grow. And with each one, we'll answer the question you're probably already thinking.

The important thing to remember is that your followers are not just numbers on a screen. They are real people who have chosen to see more of what you do. I genuinely adore and have deep gratitude for my followers, so build that relationship properly and opportunities can start to appear, ads, commissions, sponsorships, affiliate income, paid content and more.

If you are already putting hours into creating, posting and growing your Page, there is absolutely nothing wrong with allowing some of that hard work to earn you an income too. So, let's start with the most obvious one...



1. Getting Paid by Facebook Itself



Yes, Facebook really can pay you for the content you post.

Through Facebook Content Monetization, eligible creators can earn money from Reels, longer videos, Stories, photographs and even text posts. Meta says it paid creators almost $3 billion in 2025, so there is definitely real money being paid out.

So, how do I actually get set up for Facebook to pay me?

Unfortunately, there isn't a big button marked "Yes please, start sending me money!" Facebook Content Monetization is currently invite-only, although you can tell Facebook that you're interested. On the Facebook mobile app, complete the form by going to:

Professional Dashboard → **Monetisation** → **Content Monetisation**

Facebook also doesn't currently publish a simple rule saying you need exactly 1,000 followers, 3,000 followers or 10,000 followers before you can be accepted.

Real example

I applied when Home Junkie had around 3,000 followers and I was accepted fairly quickly (in about a week). I hadn't applied before then, so I honestly don't know whether I could have been accepted sooner. Please don't take 3,000 as a magic number, it is simply what happened to me.

Facebook also doesn't publish a guaranteed waiting time either. Mine was dealt with quickly, but that doesn't mean everybody will have the same experience.

There's also a tax bit!

Before Facebook can actually pay you, you'll need to complete your payout setup, including providing the tax information and payment details Meta asks for.

Information you may be asked for

Depending on where you live and whether you're being paid as an individual or a business, you may be asked for things such as:

- Your legal name and address
- Whether you're an individual or a business
- Your tax identification information
- Your bank or payout details
- Identity or business documents if Meta needs to verify them

So, how much does Facebook actually pay?



Now this is where things become considerably less straightforward.

Looking across my own Home Junkie figures, I currently average roughly **$0.09** for every **1,000** views (averaged over photos, videos and reels). But that is my overall Home Junkie average, not a rate Facebook promises everybody. Facebook does not simply say:

1,000 views = $0.09

Why can two similar posts earn different amounts?

Well, for starters, Facebook doesn't pay a fixed amount for every view, and the type of content can make a big difference. A photograph, Reel, Story or longer video won't necessarily earn the same amount, even when the viewing figures look almost identical.

The type of content can matter too

A photograph, Reel, Story or longer video will not necessarily produce the same effective earnings even when the viewing figures look similar. Meta itself says that different products, including Reels, Feed and Stories, are not necessarily monetised at the same rate.

It's only an average

So my $0.09 per 1,000 views is useful because it gives you a genuine Home Junkie example, but it is still only an average across lots of different posts and different types of content. And from my own experience, the amounts can vary enormously.

Similar posts can earn very different amounts

I've had posts with very similar numbers of views earn noticeably different amounts. I've also posted two things that were remarkably similar, only for one to take off and the other to barely go anywhere.

A trap I fell into

I used to post too many photos because they were quicker and earned the same money as videos, and that's fine for a bit, but I had to mix it up with videos so that Facebook would push me and more people would follow. So make sure you have a healthy balance between photos and videos and look for the longer term follower count rather than just immediate payment.



Why Where Your Viewers Live Matters

Why location matters

It's difficult to put an exact value on 1,000 Facebook views because the value of an audience can change depending on where in the world those viewers live.

Advertisers pay different amounts around the world

Meta makes most of its revenue from advertising. Advertisers value audiences differently, and average CPM (cost per 1,000 ad impressions) varies by market.

USA **$16.08**	UK **$11.81**	Australia **$11.63**	Canada **$11.47**
Philippines **$3.40**	South Africa **$2.99**	Brazil **$2.63**	India **$1.36**

Illustrative 2026 advertising benchmarks: these are CPM figures, not creator payments.

Advertising CPM is not creator earnings

A US advertising CPM of $16.08 does not mean Facebook pays a creator $16.08 for 1,000 views. Home Junkie's own average has been around $0.09 per 1,000 views. Advertising prices and creator payouts are different, and Meta does not publish a country-by-country creator payment table.

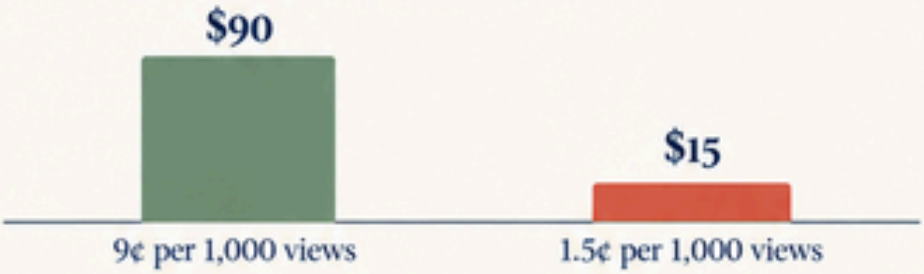
Why this matters to your Page

If advertisers value one audience more than another, that can help explain why two posts with similar viewing figures may earn different amounts. Content type, performance and other factors also matter.

What 1 Million Views Could Earn

Two illustrations based on different assumed creator earnings rates:

Same views. Different earnings.



Illustrative gross income, not a prediction or a claim about specific countries.