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FACEBOOK GRAPH QUERIES
FOR CONTENT MARKETERS

We've got a whole lot of love for Facebook Graph Search and its application in enhancing your content marketing. This is a cheat sheet of queries you can use on Graph Search to assist in content marketing.

Please note that at the time of writing, Graph Search has not rolled out for all UK users yet. You can join the waiting list and find out more about it at https://www.facebook.com/about/graphsearch

AUDIENCE INSIGHT

Queries you can use to assist in writing content consumer personas and to get to grips with the interest of your fans or the fans of your competitors.

OTHER PAGES LIKED BY FANS OF A CERTAIN PAGE 👍
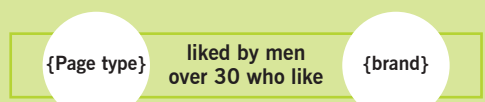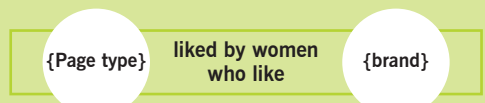
HOW'S THIS USEFUL?

Understanding the other interests of your fans or your target fans (e.g. fans of close competitors) is a great way to build up a picture of the type of content they might get a kick out of.

ACCEPTED QUERY STRUCTURES

| {Page type} | liked by fans of | {brand} |

| {Page type} | liked by women who like | {brand} |

| {Page type} | liked by men over 30 who like | {brand} |

| {Page type} | liked by fans of | {brand} | who live in | {city} |

Examples:
- **Pages** liked by fans of **Paddy Power**
- **TV shows** liked by fans of **Paddy Power** and **Ladbrokes**
- **Interests** of men over 30 who like **Paddy Power**
- **Movies** liked by fans of **ASOS** who live in **Manchester**

{PAGE TYPES} YOU CAN DO THIS WITH:

- Athletes
- Books
- TV shows
- Sports
- Sports teams
- Cities
- Regions
- Countries
- Movies
- Music
- Employers
- Games
- High Schools
- Grad Schools
- Colleges
- Regions
- Religions
- Interests

HINT: You can find common interests of fans that like more than one page by changing the query to [item] liked by fans of [brand 1] and [brand 2].

EXAMPLES:

f Pages liked by people who like **Paddy Power** 🔍

f TV shows liked by people who like **Paddy Power** and **Ladbrokes** 🔍

f Movies liked by people who like **ASOS** and **Amazon.com** 🔍

f Favorite interests of people who like **Apple Inc.** and live in **London, United Kingdom** 🔍

f Favorite interests of men over 30 years old who like **Paddy Power** 🔍

f Movies liked by fans of **ASOS** who live in **Manchester, United Kingdom** 🔍

PLACES VISITED BY FANS OF A CERTAIN PAGE

HOW'S THIS USEFUL?

These queries can help you to gain insight as to the type of places your audience or target audience hangs out. Particularly helpful for local guides and roundup centric content and great for local campaigns. You can also find out where your target audience shops offline.

ACCEPTED QUERY STRUCTURES

{Place type} — visited by fans of — {brand}

{Place type} in {city} — visited by fans of — {brand}

{Place type} in {city} — visited by women who like — {brand}

{Place type} in {city} — visited by men over 50 who like — {brand}

Examples:
- **Places** visited by fans of **Paddy Power**
- **Bars** in **London** visited by fans of **Paddy Power** and **Ladbrokes**

{PLACE TYPES} THIS WORKS WITH:

- Bars
- Restaurants (plus specific restaurant types, e.g. "Italian restaurants")
- Museums
- Shops
- Beauty clinics
- Landmarks
- Dentist offices
- Arcades
- Airports
- Banks
- Beaches
- Fairgrounds
- Gyms
- Hotels
- Libraries
- Pubs
- Parks
- Rivers
- Regions
- Spas
- Schools
- States
- Zoos

EXAMPLES:

- f   Bars in **London, United Kingdom** visited by people who like **ASOS**
- f   Museums visited by men over 30 years old who like **Paddy Power**
- f   Shopping & Retail places in **Seattle, Washington** visited by people who like **Amazon.com**
- f   Italian restaurans in **Manchester, United Kingdom** visited by fans of **Virgin Holidays**
- f   Beaches in **United States (U.S.A.)** visited by fans of **Abercrombie & Fitch**
- f   Spas in **England, United Kingdom** visited by women over 30 years old

OUTREACH

Finding influencers, bloggers, journalists, writers and other authorities you might want to contact about your content just became much easier. These queries can also help you to identify experts and sources for content.

HOW'S THIS USEFUL?

These queries let you find relevant influencers (e.g. journalists or bloggers) who've already "liked" your page, a competitor's page or a certain interest. This is targeted influencer seeking.

ACCEPTED QUERY STRUCTURES

{Job title}   who like   {brand}

{Job title}   in   {city}   who like   {interest}

People who work at   {employer}   and live in   {city}

{Job title}   at   {employer}   who like   {brand/interest}

{Job title}   who has visited   {place type}

Examples:
- **Journalists** who like **Virgin Holidays**
- **Journalists** who work at **Daily Mail** and are fans of **Paddy Power**

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EXAMPLES:

f Journalists who work at **Daily Mail** and are fans of **Paddy Power**   🔍

f Bloggers who live in **London, United Kingdom** and like **ASOS**   🔍

f Reporters who live in **New York, New York** and like **Amazon.com**   🔍

HINT: using "self employed" as the employer is a good way to find freelance journalists.

f Journalists who work at **Self-Employed** and like **Interior Design**   🔍