

## Don't Let Business Fans on Facebook UN-FRIEND You

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### *Top Reasons for Facebook UN-FRIENDING.*



It's happened to the best of us. We log into our [Facebook](#) accounts only to find the number of friends and/or business page fans has shrunk.

It's not a nice feeling to see that number go down. So, what gives? What prompts people to hit the "unfriend" button?

A student from the University of Colorado Business School believes he may have the answer.

Christopher Sibona surveyed more than 1,500 Facebook users on [Twitter](#) and found that the top reason for unfriending is "frequent, unimportant posts."

In other words, repetitive **IRRELEVANT POSTS** will not win you any points on Facebook.

“The 100th post about your favorite band is no longer interesting,” says Sibona.

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Other reasons people unfriend others on Facebook include:

- **Too many posts about topics like religion and politics.**
- **Inappropriate posts, such as rude or racist comments.**
- **Offline behavior, such as an arguments or bad business deals.**

Sibona adds, "They say not to talk about religion or politics at office parties and the same thing is true online."

The full results of this [Facebook study](#) will not be published until January. But, as the world waits, Facebook users can take stock in the preliminary findings which suggest **PEOPLE WANT VALUE.**

**Stay relevant. Stay interesting.** Give your Facebook friends and Business Page fans posts that will keep them coming back for more - and bringing more friends and fans with them.

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