



The New Facebook Algorithm

You'll like it.

October 2013

Facebook

- ❖ A social media site created in 2004, by Mark Zuckerberg, originally for Harvard students, the site later opened up to other colleges and in 2008 became a key marketing arena for businesses.
- ❖ Some quick facts:
 - ❖ Average time spent on Facebook is 20 minutes.
 - ❖ 4.5 billion average daily 'Likes'.
 - ❖ 150 billion total number of Facebook friend connections.
 - ❖ 50 million total number of Facebook pages.
 - ❖ 128 million total users in the United States.
 - ❖ 36 average number of monthly posts per Facebook page.

Facebook content statistics

- ❖ Highest traffic occurs mid-week between 1 to 3 pm.
- ❖ Every 60 seconds on Facebook: 510 comments are posted, 293,000 statuses are updated, and 136,000 photos are uploaded.
- ❖ 4.75 billion pieces of content shared daily as of May 2013 which is a 94 percent increase from August 2012.

The New Algorithm

- ❖ Facebook recently announced a change in their algorithm. This will change the content users will see on their news feeds.
- ❖ By letting people decide who and what to connect with, and by listening to feedback. When a user likes something, that tells News Feed that they want to see more of it; when they hide something, that tells News Feed to display less of that content in the future. This allows Facebook to prioritize an average of 300 stories out of these 1,500 stories to show each day.
- ❖ Facebook will begin to rank content based on relevancy.

News Feed algorithm

- ❖ The News Feed algorithm responds to signals from the user:
 - ❖ How often the user interacts with the friend, Page, or public figure (like an actor or journalist) who posted.
 - ❖ How much the user has interacted with this type of post in the past.
 - ❖ Whether or not the user and other people across Facebook are hiding or reporting a given post.

The Old Algorithm

- ❖ The old algorithm allowed for Facebook pages to game the news feed by posting memes or asking the user to 'like' this.
- ❖ Memes and content asking for 'Likes' are now considered low quality posts and will not show up on News Feeds.



What does this mean?

- ❖ Content now more than ever, needs to be relevant and timely.
- ❖ The better the content, the higher you will rank in a user's news feed.
- ❖ Pages producing some low quality, meme content can expect to see a slight decrease. Pages that are exclusively posting low quality, meme content might see a bigger drop. The magnitude of the change will be greatest for Pages creating high quality content. Generally, these Pages should see increased distribution."

How do we stay relevant?

- ❖ Push local new stories and community involvement on your page.
- ❖ Make sure what you are posting is timely and relevant.
- ❖ Don't ask a user to comment or 'like' a status
- ❖ Don't sweat the algorithm.
- ❖ High quality content motivates the user to take action.

A large, light blue lowercase letter 'f' representing the Facebook logo, drawn with chalk on a blackboard.

=

engaging + attractive

relevant posts

