

NEW FACEBOOK ALGORITHM | 020118

WHY THE CHANGE?

- Zuckerberg built Facebook to help people stay connected and bring us closer with those who matter to us
- “The research shows that when we use social media to connect with people we care about, it can be good for our well-being”
- “But recently we’ve gotten feedback from our community that public content -- posts from businesses, brands and media -- is crowding out the personal moments that lead us to connect more with each other”.
- Partially contributing to the change, Facebook made these algorithm adjustments to ensure positive sentiments for users, following negative backlash in the past few months
- The new algorithm was announced on January 11, 2018 via a status update from Mark Zuckerberg (see below for full Facebook post)

CONSIDERATIONS WITH NEW ALGORITHM

- Emphasis on ‘meaningful interactions’
 - Brands and businesses should aim to create quality content that sparks conversations between users
 - Including content that engages a user’s opinion or asking questions to a user (avoiding salesy tones) are good tactics to utilize
 - Utilize Messenger for one-on-one meaningful and personal interactions with users
- News feed is redesigned
 - Posts from friends and family are relevant and will appear more readily than postings from businesses and brands
 - Encourage users to follow/like a brand/business page and utilize “See First” option
 - “See First” option allows pages you want to see at the top of news feed
- Decrease in organic reach and ad budget will need to be increased
 - Facebook ad rates have risen 35% in the last quarter alone
 - Engagement-bait will be deprioritized in favor of ‘meaningful’ content
 - More money will need to be spent on paid ads to get the same number of views because of the decreasing organic content
 - Need to effectively and concisely target the right audience to ensure advertising dollars go further
- Influencers just got a huge boost
 - Influencers build their personal brand by connecting with friends and family at first
 - This type of social growth fits into the ‘meaningful interactions’ category
 - BIG area of interest for Facebook centric marketing efforts
- Comments, comments, comments
 - Users are more likely to see brand/business content if friends and family are actively engaging with the posts(s)
- Use Groups
 - Seemingly build a new ‘pseudo’ news feed
 - Inspires meaningful conversations and niche online communities surrounding the brand/business
- Facebook Live

- “Live videos often lead to discussion among viewers on Facebook-in fact, live videos on average get six times as many interactions as regular videos” Mark Zuckerberg
- Facebook Local
 - “Local news helps us understand the issues that matter in our communities and affect our lives. Research suggests that reading local news is directly correlated with civic engagement. People who know what’s happening around them are more likely to get involved and help make a difference.” Mark Zuckerberg
 - Plays into the meaningful interactions the new algorithm is seeking
 - <http://bit.ly/2noL6FX> :Insight of how to create and utilize FB Local Page
 - Extriciti, NEO Eye Surgeons (Useful for Cleveland/Akron centric clients)
- AVOID
 - Engagement-bait: “Like for a yes or angry face for a no!”
 - Not a meaningful interaction and will be deprioritized and demoted by new algorithm
 - Videos
 - Will only give user passive, not meaningful and interactive, engagement
 - Will also be deprioritized in news feed

FULL FACEBOOK TEXT FROM MARK ZUCKERBERG:

“One of our big focus areas for 2018 is making sure the time we all spend on Facebook is time well spent.

We built Facebook to help people stay connected and bring us closer together with the people that matter to us. That’s why we’ve always put friends and family at the core of the experience. Research shows that strengthening our relationships improves our well-being and happiness.

But recently we’ve gotten feedback from our community that public content -- posts from businesses, brands and media -- is crowding out the personal moments that lead us to connect more with each other.

It’s easy to understand how we got here. Video and other public content have exploded on Facebook in the past couple of years. Since there’s more public content than posts from your friends and family, the balance of what’s in News Feed has shifted away from the most important thing Facebook can do -- help us connect with each other.

We feel a responsibility to make sure our services aren’t just fun to use, but also good for people’s well-being. So we’ve studied this trend carefully by looking at the academic research and doing our own research with leading experts at universities.

The research shows that when we use social media to connect with people we care about, it can be good for our well-being. We can feel more connected and less lonely, and that correlates with long term measures of happiness and health. On the other hand, passively reading articles or watching videos -- even if they’re entertaining or informative -- may not be as good.

Based on this, we’re making a major change to how we build Facebook. I’m changing the goal I give our product teams from focusing on helping you find relevant content to helping you have more meaningful social interactions.

We started making changes in this direction last year, but it will take months for this new focus to make its way through all our products. The first changes you’ll see will be in News Feed, where you can expect to see more from your friends, family and groups.

As we roll this out, you'll see less public content like posts from businesses, brands, and media. And the public content you see more will be held to the same standard -- it should encourage meaningful interactions between people.

For example, there are many tight-knit communities around TV shows and sports teams. We've seen people interact way more around live videos than regular ones. Some news helps start conversations on important issues. But too often today, watching video, reading news or getting a page update is just a passive experience.

Now, I want to be clear: by making these changes, I expect the time people spend on Facebook and some measures of engagement will go down. But I also expect the time you do spend on Facebook will be more valuable. And if we do the right thing, I believe that will be good for our community and our business over the long term too.

At its best, Facebook has always been about personal connections. By focusing on bringing people closer together -- whether it's with family and friends, or around important moments in the world -- we can help make sure that Facebook is time well spent.”