

FACEBOOK ALGORITHM

A Meaningful Change



NEW YEAR, NEW ALGORITHM?

Mark Zuckerberg built the Facebook platform with the intention “to help people stay connected and bring us closer together with the people that matter to us”

On January 11, 2018, he revealed that the platform was no longer serving its purpose, being overrun by public content, rather than meaningful posts from friends and family.

“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”.



FOOD FOR THOUGHT

As we explore the new Facebook algorithm, there are important key factors to keep in mind:

- Emphasized focus on ‘meaningful interactions’
- The news feed is redesigned
- There will be, and currently is, a significant decrease in organic reach
- The ad budget will likely need to be increased
- Influencers just got a huge boost



DO'S

Facebook's new algorithm has one central theme: meaningful interactions. As the brand and/or business we should aim to:

- Create quality content that sparks conversations between users
- Comments, comments, comments
- Encourage users to follow/ like Facebook page
- Encourage users to utilize the 'See First' function
- Make good use of messenger for improved one-on-one interactions with users
- Use Facebook Live
- Use the 'Groups' function
- Utilize influencers



DO'S



The New York Times 
@nytimes

Home
Posts
Videos
Photos
About
Instagram
Pinterest
Events
Notes
Groups



 Liked  Following  Share 

- Unfollow this Page
- IN YOUR NEWS FEED 
- See First
- Default
- Unfollow
- NOTIFICATIONS 
- On (Events)
- All Off

laughter everyone. We initially thought it
ed a witness.



DO'S

3 Important Things You Can Do as a Brand



- Focus on content that connects like-minded people









- Post content that naturally creates meaningful interactions



- Activate niche communities through Facebook Groups

KEEP IN MIND...

Active Interactions vs. Passive Interactions	
Active (Positive)	Passive (Neutral)
• Commenting 	• Clicking 
• Sharing 	• Watching 
• Reacting 	• Viewing / Hovering 

DON'TS

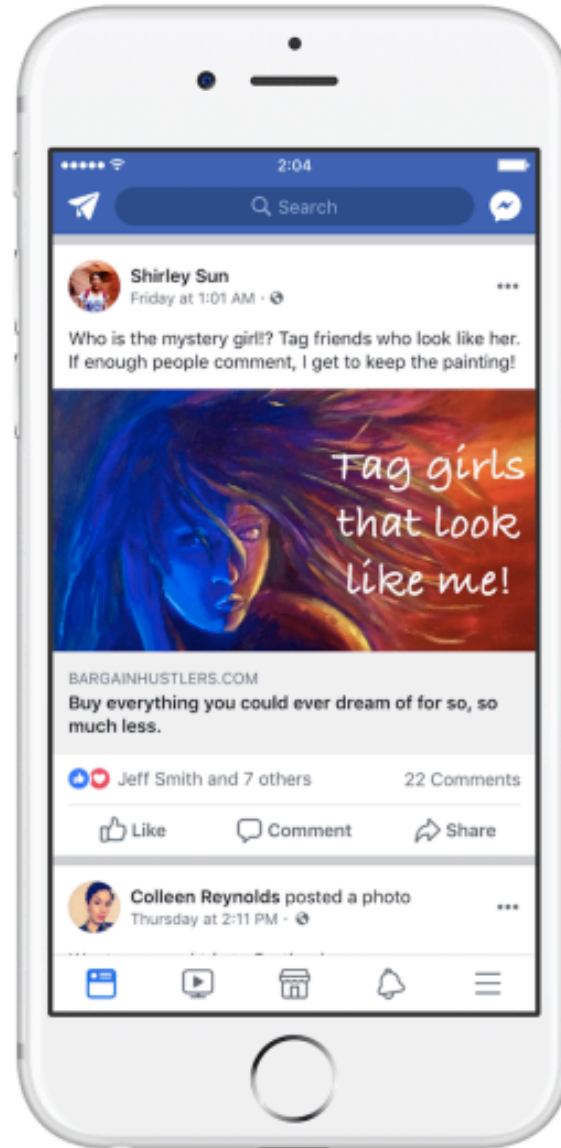
Never have I ever...used these tactics on Facebook. Below, you will find a list of suggested practices to steer clear of with Facebook's new algorithm:

- Don't fall into the engagement-bait trap
- Using videos will not aid in engagement with users
- Salesy-like tones will get demoted and deprioritized in news feed

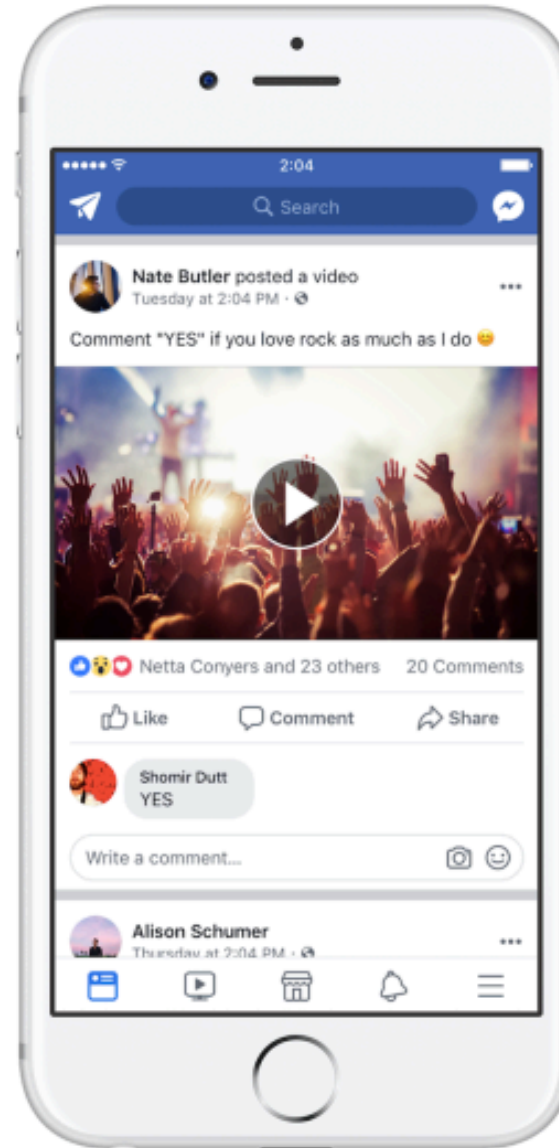


DON'TS

Tag baiting



Comment baiting





“ At its best, Facebook has always been about personal connections.