

# FACEBOOK ALGORITHM

## Changes for Business Pages

INFORMATION AND STRATEGY TO MAXIMIZE ORGANIC REACH

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### PREPARED FOR

Small Businesses  
and Non-Profits

### PRESENTED BY

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FROM THE OFFICE OF



# Mark Zuckerberg

January 11, 2018 – 7:28pm – Menlo Park, CA

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.



ZUCKERBERG ALSO WROTE THAT

“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.”

In his announcement, he wrote that “Pages making posts that people generally don’t react to or comment on could see the biggest decreases in distribution. Pages whose posts *prompt conversations* between friends will see less of an effect.”

## What should your business do?

- Create quality content focused on conversation
- Include questions in your posts
- Write about timely, relevant topics that users are sure to have an opinion on

Users will be more likely to see your Facebook posts if their friends and family are commenting on it.

# What Works

## WE KNOW IT

- Facebook Live
- Photographs of real people/current events
- Commenting on comments, engaging with questions on your posts
- Information from reputable sources
- Information from pages with fast load times
- Engaging content that keeps visitors on platform
- Having engaged, relevant followers, NOT vanity metrics

# What Doesn't

## WE KNOW THAT TOO

- Click bait
- Disproportionate number of 'likes' to engaged followers
- Spam (medical or weight loss claims, earnings claims, 'lowest price ever', etc)
- Posting only outbound info(do this, buy this, click here)
- Re-purposing exact content continuously
- Failing to engage with comments or questions

# Take Action Now

Facebook gives users the ability to designate what pages/posts appear at the top of their newsfeed. Make sure to ask customers to follow your page on Facebook. Use in-store conversations, emails and on-page reminders to loyal followers about the "See First" option.

Use Facebook Live...no matter how well (or not) you think we do on camera. Video always gets a higher initial organic reach than plain text and text with graphics. Plan go Live at least 1-3x per week.

Consider adding a Group for your loyal page followers. Opinions vary but right now the advice is to avoid linking a Group to a page. As Groups are designed strictly to build community, you must be very careful not to be overtly selling within the group.

Integrate your email marketing system with your Facebook page to start to gather email addresses from your customers, followers, and prospects!

# A - E - I - O - U

## ACRONYM FOR EVERY FACEBOOK POST

**Awareness:** Does it inform, teach, share important information?  
(Road closures to Press Releases)

**Entertaining:** Does it make you laugh, smile, want to share with others?

**Inspiring:** Does it illicit action, conversation, shares or involvement?  
(Hero stories, specific encouragement-'Good Luck' to the seniors taking exams today)

**Outreach:** Is the post to be helpful to others, does it involve the geographical or common-interest community?  
(Local Food Drive drop-off location, Fundraiser for community family, seeking sponsors for Little League)

**Useful:** Is it actionable? Can someone take an action to better their situation, learn a new skill, solve a problem? (how-to posts, opinions about park bond, tips for driving in the snow)

# We all love Facebook

**BUT YOUR BUSINESS NEEDS A WEBSITE**

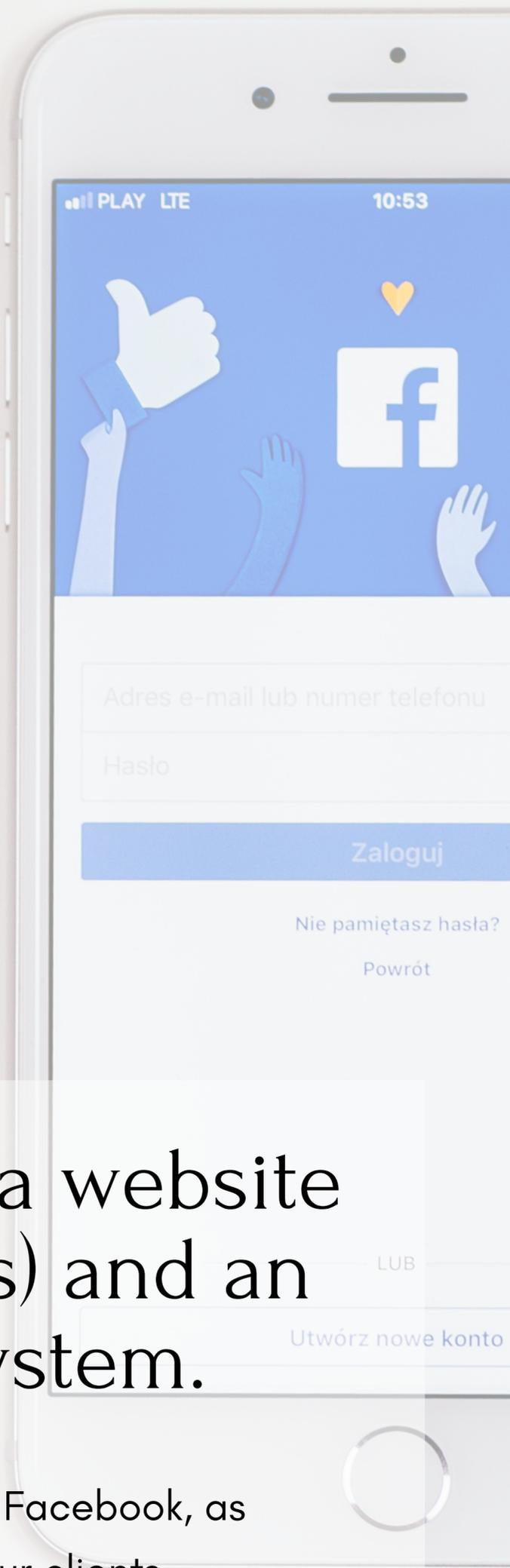
Facebook is an important part of most companies' marketing and provides an easy, interactive platform to grow businesses and brands.

Facebook Advertising is effective and affordable when done professionally.

Every business needs a website (preferably Wordpress) and an email marketing system.

You **CAN NOT** depend on a third party, like Facebook, as your primary means of communicating to your clients.

Facebook controls what you can post, what you can advertise, who can see it, and how much advertising costs...OWN YOUR OWN DATA



# Go Live!

## FACEBOOK LIVE STATS

From May 2016- May 2020 the amount of time people spend watching live video on Facebook has grown ten-fold.

More video content is uploaded in 30 days than the major U.S. television networks have created in 30 years. (Livestream, 2019)

Every second, a million minutes (17,000 hours) of video content will cross global IP networks in 2021, according to Cisco (via Forbes).

Over 500 million (half a BILLION) people are watching video on Facebook every day (via Forbes).

Over half of video content is viewed on mobile. 51% of marketing professionals worldwide name video as the type of content with the best ROI. Marketers who use video grow revenue 49% faster than non-video users.

59% of executives agree that if both text and video are available on the same topic, they are more likely to choose video. Video drives a 157% increase in organic traffic from SERPs.

Videos up to 2 minutes long get the most engagement. Native videos on Facebook have 10 times higher reach compared to YouTube links.

# Resources

FOR POST CONTENT AND GRAPHICS TEXT

[www.nationaldaycalendar.com](http://www.nationaldaycalendar.com)

[refdesk.com](http://refdesk.com)

[onthisday.com](http://onthisday.com)

[wordthink.com](http://wordthink.com)

[mentalfloss.com](http://mentalfloss.com)

[newsdesk.si.edu](http://newsdesk.si.edu)

[www.google.com/alerts](http://www.google.com/alerts) (Set up  
GoogleAlerts for topics relating to your  
particular industry)

[Canva.com](http://Canva.com)

[Spark.Adobe.com](http://Spark.Adobe.com)

[Eas.il](http://Eas.il)

[Unsplash.com](http://Unsplash.com)

[Morguefile.com](http://Morguefile.com)

[Splitshire.com](http://Splitshire.com)

## Video Ideas

Make How-To Videos

Interview a Customer

Shoot an unboxing video

Schedule a FB Live takeover day

# Stay Visible

Facebook gives users the ability to designate what pages/posts appear at the top of their newsfeed. Make sure to ask customers to follow your page on Facebook. Use in-store conversations, emails and on-page reminders to loyal followers about the "See First" option.

The image shows a screenshot of a Facebook page for 'Mama's Secret Handmade Skincare'. The page features a cover photo of lavender flowers and a profile picture with the brand's logo. A settings menu is open over the page, with 'See First' and 'Notifications' options circled in blue. The page content includes a post about a new location at Energy Market.

**Mama's Secret Handmade Skincare**  
Handmade Skincare  
Using The Wisdom Of Mother Nature  
@mamassecretskincare

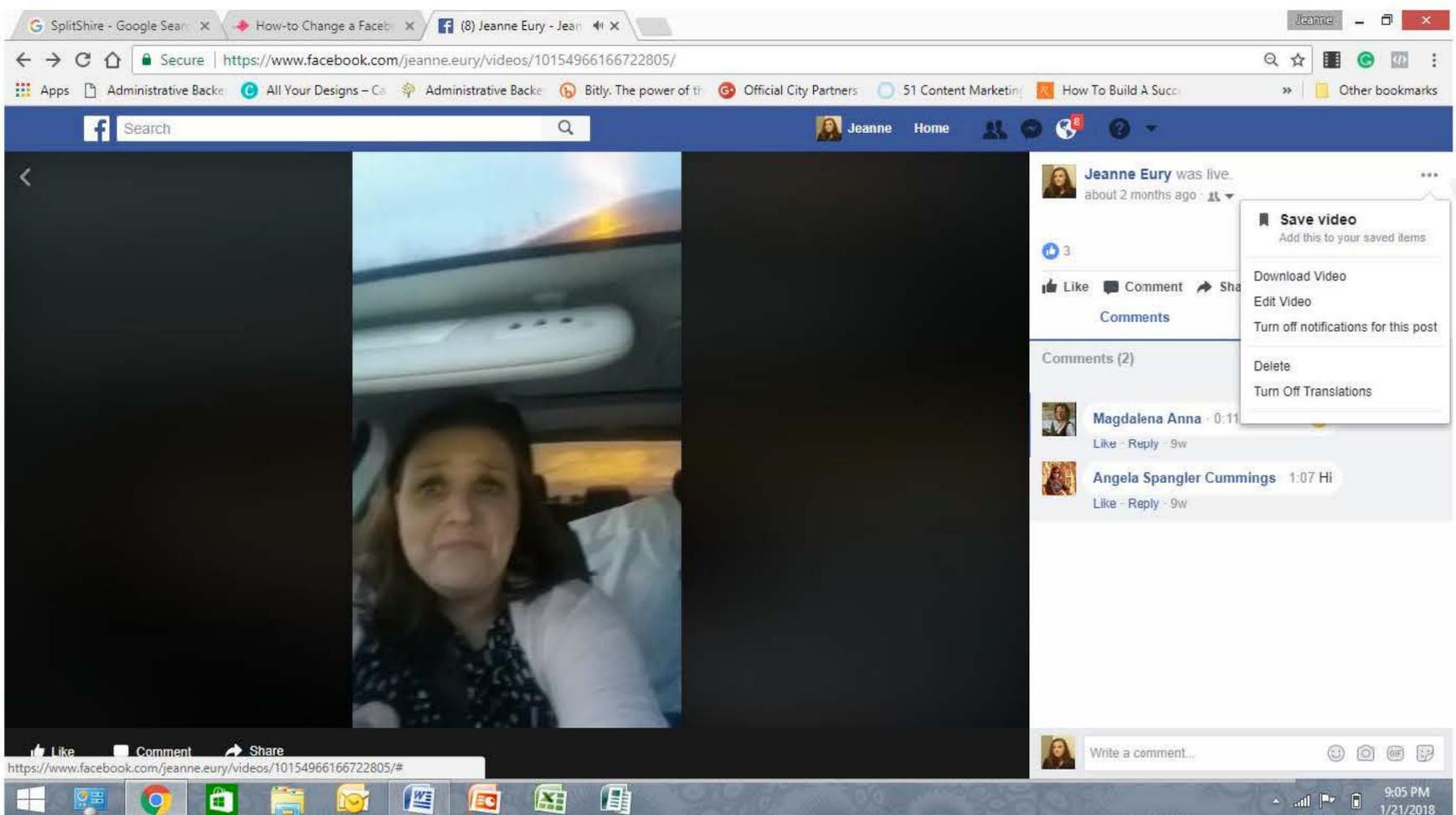
**Settings Menu:**  
Unfollow this Page  
**YOUR NEWS FEED**  
 See First  
 Default  
 Unfollow  
**NOTIFICATIONS**  
 On (Events, Suggested Live Videos)  
 All Off

**Post Content:**  
Happy New Year to all Friends and Family of Mama's Secret! May your year be filled with lots of love and much good fortune!!!  
As the year kicks off, Mama is thrilled to announce that our all natural and organic products are now carried at the new Inergy Market at 8310 East Oak Island Drive.

# How to Change a Thumbnail on a Facebook Video



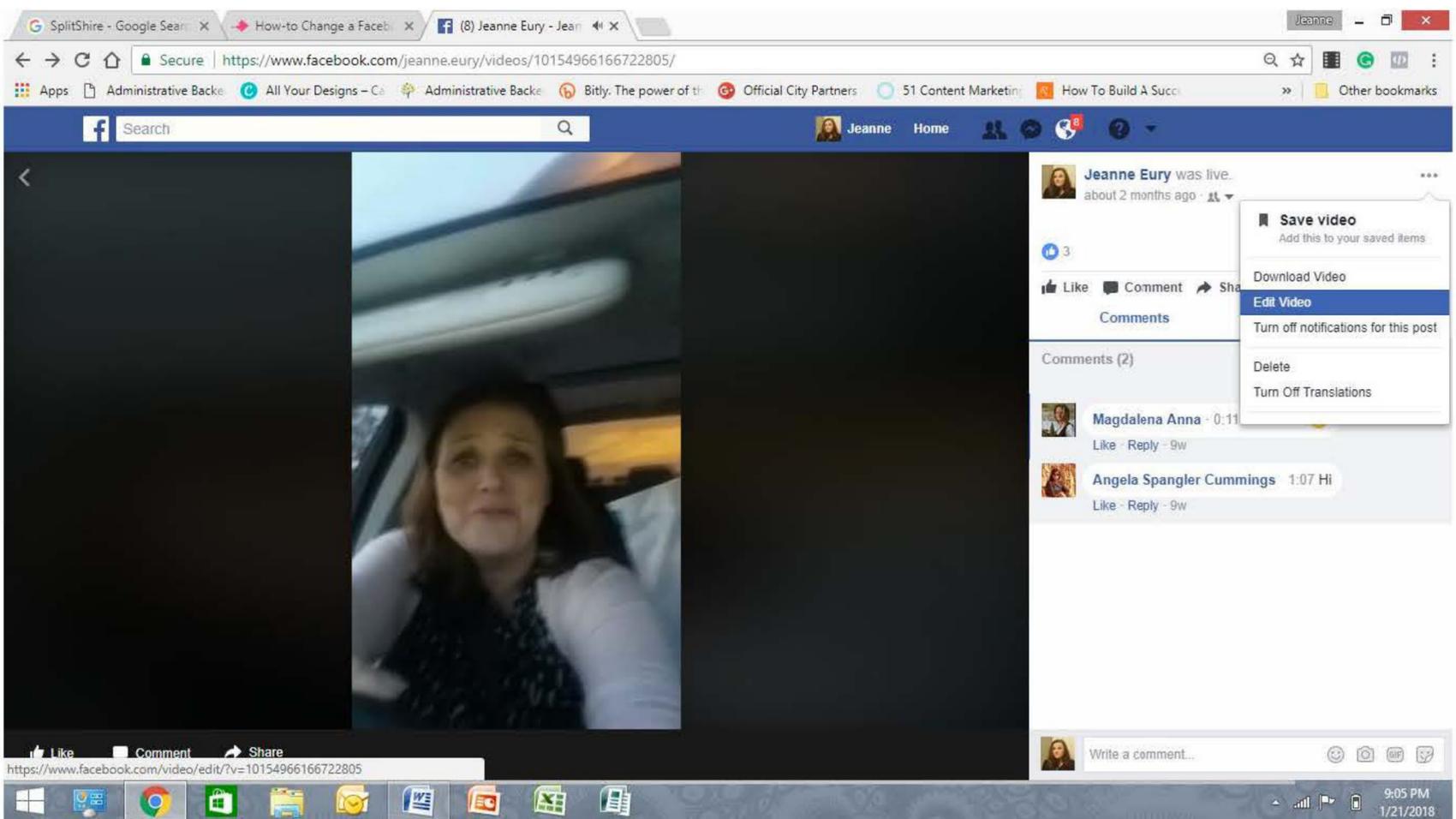
Open video to full screen



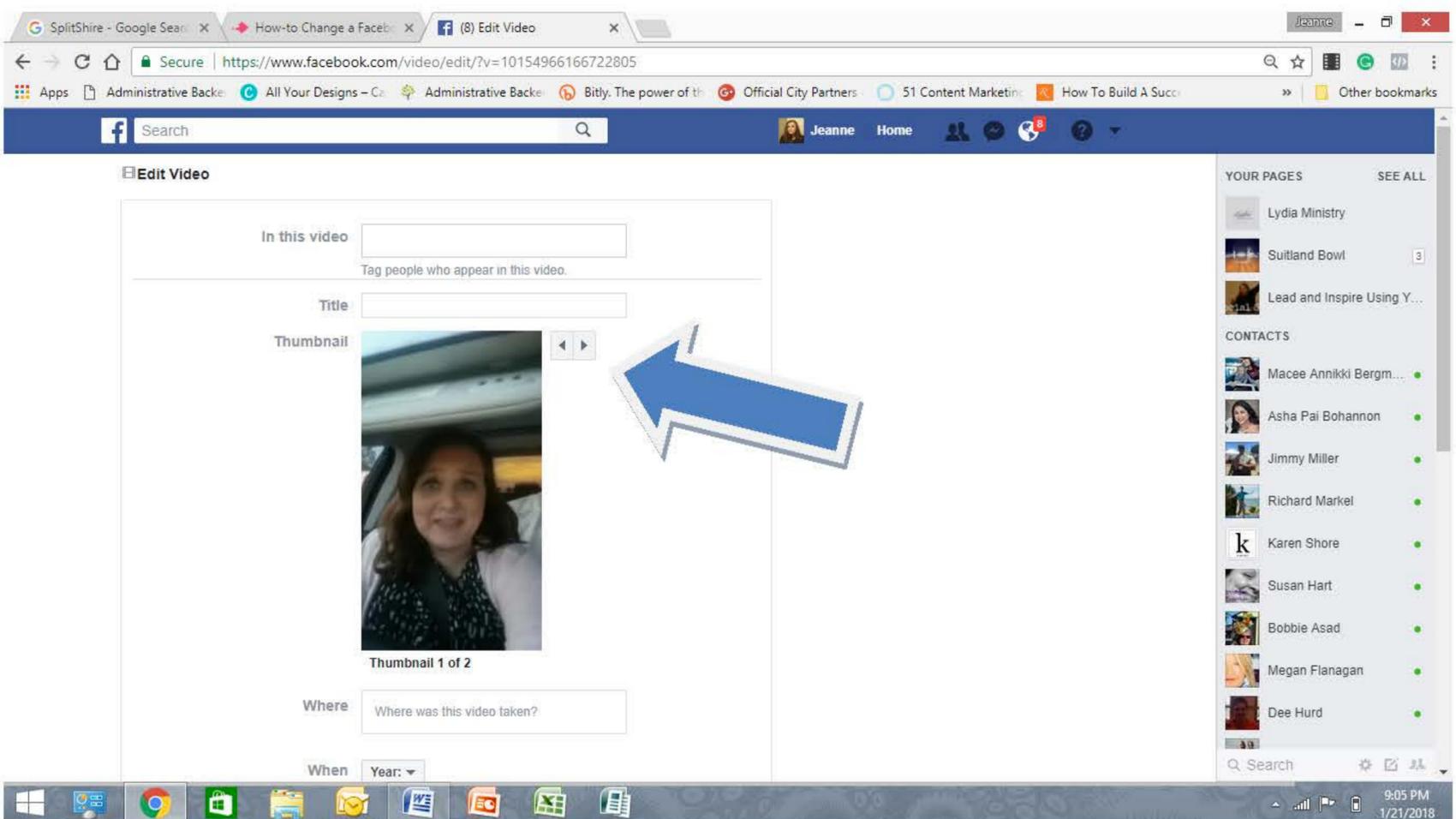
Click on the three dots in the upper right hand corner beside your name

# How to Change a Thumbnail on a Facebook Video

CONTINUED



Click on the Edit Video Option



Facebook will give you up to 10 options for the thumbnail. (this video only had two because I was moving A LOT). Click on the one you want.

## WHO WE ARE

Melanie Diehl and Jeanne Eury are professional marketers who offer marketing strategy, services and training.

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Melanie Diehl, Owner of Melanie & Co



Jeanne Eury, Owner of The 8 Arms Group

## WE SPECIALIZE IN

- Communication and Marketing Strategy
- Social, Digital, and Traditional Marketing
- Email Marketing
- Campaign Management
- Website Design and Build
- SEO audit and assistance
- Content Marketing
- Event Creation

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