

Harnessing the waves of change

How to navigate Facebook's ever-changing, perplexing algorithm

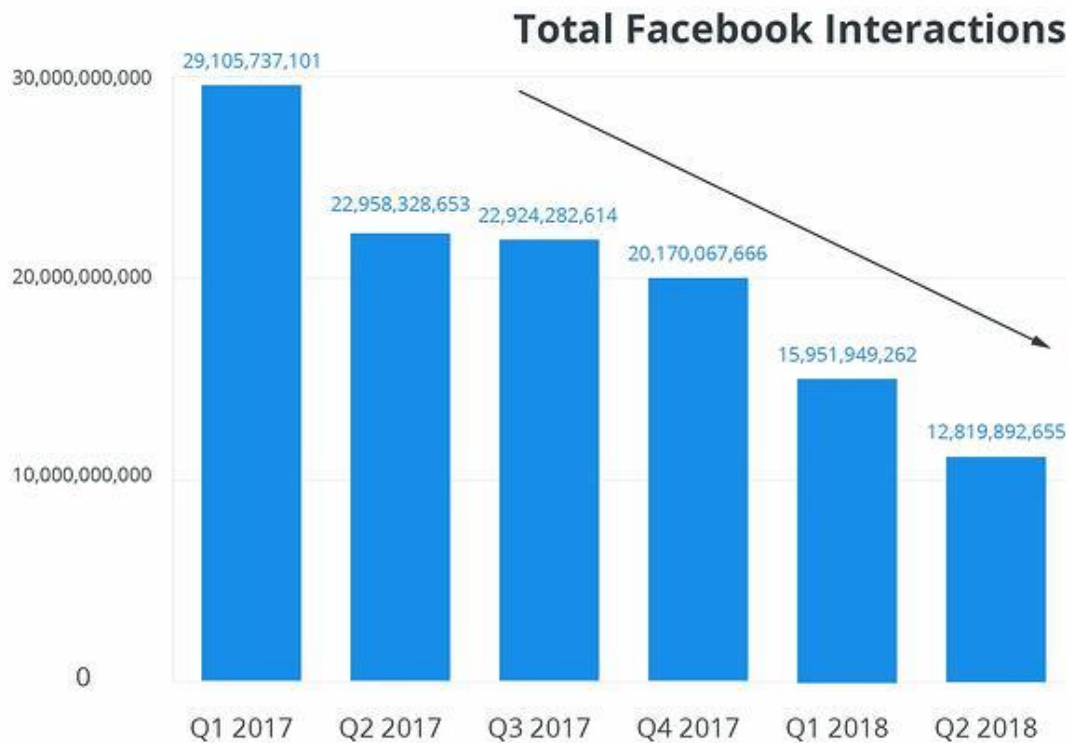




January 12, 2018:

Facebook founder and CEO Mark Zuckerberg announced that users will “see more from friends, family, and groups” and less from “businesses, brands, and media”.

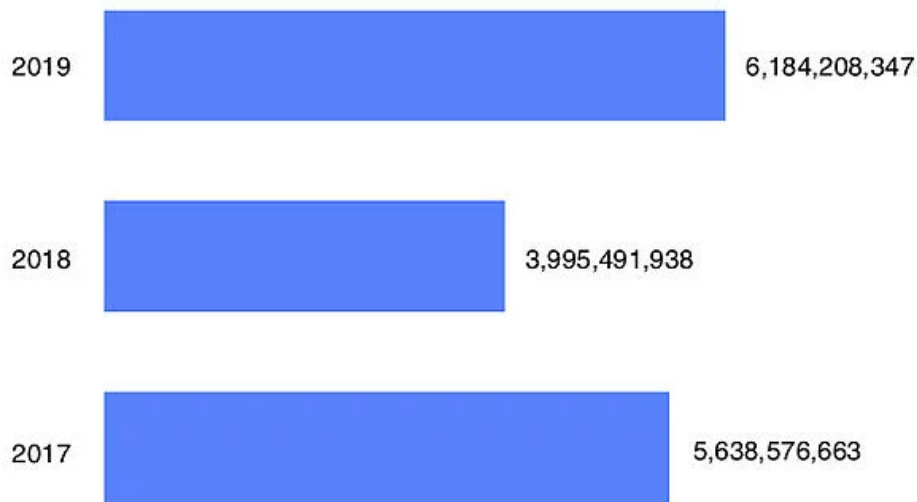
Seven months later...



Source: [Buffer](#)

However, web content has rebounded in 2019

**Total Engagement Jan 1. - Mar. 10 by
Year**



Source: [NewsWhip](#)

Important note:
That rebound came from
content posted from
individual users. **Not** business
pages

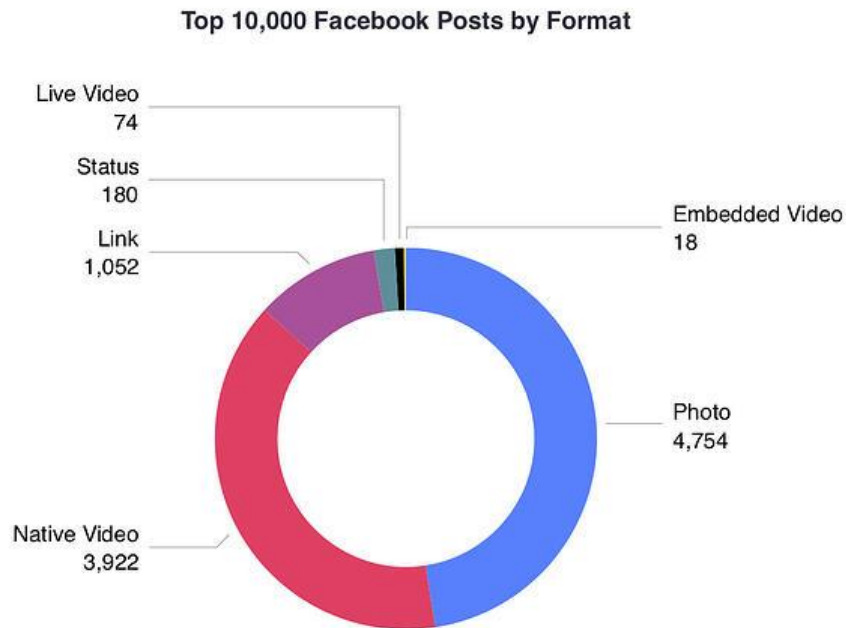
Facebook's goal: 'meaningful interactions'

- Posts should inspire users to engage in conversations with each other
- The more users hit the “share” link from your post, the more it will be seen by their friends
- The more effort it takes to engage, the higher posts will be prioritized in News Feed

Facebook ranked its own algorithm factors

1. Comments
2. Reactions. Particularly “HaHa,” “Wow,” “Sad,” and “Angry.” “Thumbs up” is too passive
3. Comment replies
4. Sharing links in Facebook Messenger to a friend or group of friends
5. Reactions on “Shared” links

What types of content work best on Facebook



Increasing organic meaningful engagement

1. Post original, astonishing photos to page
2. Graphic images with facts/info
3. Share relevant stories from news websites
4. Reply directly to user comments. Use GIFs
5. React to user comments, answer questions
6. Respond to FB Messenger comments
7. Start/participate in a Facebook group

There's one sure fire way to grow FB audience

Pay for it.

Reasons to use Facebook marketing tools

1. No interference by News Feed's algorithm
2. Content appears to the exact audience
3. Grow your email list with engaged readers
4. Better ROI with FB ads than traditional ads

Organic reach is only for brand diehards

1. Pages are for building relationships
2. Boost posts doing performing well organically
3. Grow your email list with your prime audience

If you think that's the end, you're wrong



Zuck and his spokespeople have publicly indicated in 2019 that the future of “meaningful interactions” will take place in group messaging services like Facebook-owned Messenger or What’s App. Not pages.

If you think that's the end, you're wrong



The "future of communication will increasingly shift to private, encrypted services where people can be confident what they say to each other stays secure."

So what's it all mean?



Questions?

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