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The

ULTIMATE GUIDE

for tackling the

FACEBOOK ALGORITHM



Social⁺

So, what is the...

FACEBOOK ALGORITHM?

The Facebook algorithm decides which posts we see, and in what order we see them. Facebook states that there is not one single algorithm but there are 'multiple layers of machine learning models and rankings' which decides which posts will benefit us in the long-term. Every time a user refreshes their feed, Facebook evaluates the posts and gives the posts a rating of interest for the user, in order to keep the user scrolling and to see more paid advertising.



BRAND TIP - Facebook rewards users for posting content that people engage with by improving their organic reach.

Just like Instagram's algorithm, Facebook has created their algorithm around a number of ranking factors over the years. They have changed from time to time, in 2017 a 'reaction' to a post weighted more than just a 'like'. In 2018, 'meaningful interactions' were taken into consideration, meaning posts that received the most comments were prioritised.

However, the most important ranking signals to consider are Relationship, Content Type, Popularity and Recency.

Facebook RANKING SIGNALS

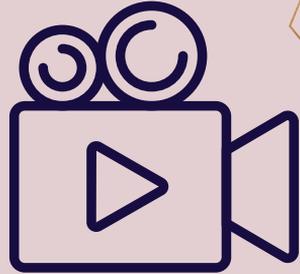


Relationship

The users that you frequently interact with.

Content Type

The type of media in the post
e.g. video, photo.



Popularity

How many likes and/or engagement the post gets.

Recency

The more recent the post, the more likely that it will be shown in users feeds.



Social Tips for...

OPTIMISING YOUR ORGANIC REACH

Build Relationships with your Audience

The algorithm prioritises posts that a user has interacted with in the past, if you have a strong relationship with your followers, they are more likely to continue interacting with your posts!

Aim for a Reaction

As we previously said, 'reactions' weigh a lot more than 'likes', therefore post content that causes an emotional reaction (there has never been a greater reason to get an office puppy - email your boss!)

Post at the Right Times

Stating the obvious; post when your followers are active! Recency is one of the key ranking signals, therefore, if you post content whilst users are scrolling it is more likely to be seen.

Make Videos a part of your Strategy

Facebook stated that video content results in higher engagement and interactions from users compared to any other type of content on the platform, don't make the

Social Tips for...

OPTIMISING YOUR ORGANIC REACH

Post Stories Regularly



BRAND TIP - Stories aren't included in the news feed, therefore, they are not governed by the algorithm. This means that they are more likely to be seen and they are extremely effective in navigating users to your account.

Become your Followers Favourite Page

Unaware to some, you can actually favourite up to thirty accounts, which makes the content posted by these accounts a priority - give your followers a reason to favourite your account (office puppy).

Go Live!

You receive x6 more engagement when you go live in comparison to posting regular content. Make sure when you go live it is relevant, for example, if you're a gymfluencer - do a live workout!

Review your Analytics

The best way to evaluate what works for you is to review the analytics on your previous posts, look at what content received the most engagement and take it from there!