

Web Pro News are kicking up a storm about updates to the way Facebook will deal with organic reach generated by pages. OK in English? The organic reach is the number of people who like your business page who see your posts to that page. It's been regular practice for Facebook to only deliver your page updates to a percentage of the people who like your page for some time, but this new concept could have slightly different consequences..... Well actually if you play fair it probably won't.....

If you are looking for ways to circumvent Facebook's desire for you to pay to promote your articles and posts, then yes this will impact on you. If you are happy with the reach you get through Facebook by using fair means, the presentation tools they kindly provide and respect that Facebook is a commercial entity ? then realistically you've nothing to worry about.

Personally I spread my Business Facebook posts between plain text, images with linked text and links embedded in plain text. This way I hope to provide something accessible and of interest to everybody in the target audience and on any device. Variety, as they say is the spice of life....

This is the original article from Web Pro News:- (<http://www.webpronews.com/facebook-makes-more-news-feed-algorithm-changes-2014-08>)

Facebook announced ? wait for it ? more changes to the News Feed algorithm and how it will deliver your Page's posts to its alleged audience. As you're probably well aware, Facebook has been mixing things up all year, and reducing the organic reach of Page posts. The company just announced two more specific changes to its algorithm. First, it's going after "click-baiting" headlines. Facebook's definition of this is when a publisher posts a link with a headline that encourages people to click to see more, without telling them much info about what they will see. According to the company, 80% of people say they prefer headlines that help them decide if they want to read the full article before they click through. Here's what they say about how they

?One way is to look at how long people spend reading an article away from Facebook. If people click on an article and spend time reading it, it suggests they clicked through to something valuable. If they click through to a link and then come straight back to Facebook, it suggests that they didn't find something that they wanted. With this update we will start taking into account whether people tend to spend time away from Facebook after clicking a link, or whether they tend to come straight back to News Feed when we rank stories with links in them. Another factor we will use to try and show fewer of these types of stories is to look at the ratio of people clicking on the content compared to people discussing and sharing it with their friends. If a lot of people click on the link, but relatively few people click Like, or comment on the story when they return to Facebook, this also suggests that people didn't click through to something that was valuable to them.?

The second signal on that seems more helpful as some clicks won't require the user spend a lot of time to get what they're looking for. The second change Facebook announced is going to hit home with a lot of people. At some point, Pages wised up to the fact that it was easier to get links to content in front of people if they were included in the text part of a photo post. Facebook, after all, does tend to show photo posts to more people. Many, many publishers have adopted this strategy on the majority of their posts. Some might say it really wasn't a bad thing. It meant sharing a photo with the post, which is indeed more engaging much of the time. It can make the overall presentation of the content more interesting. Well, I hope you weren't getting too used to the effectiveness of that strategy because Facebook is apparently killing it. Here's what they say about that:

?We've found that people often prefer to click on links that are displayed in the link format (which appears when you paste a link while drafting a post), rather than links that are buried in photo captions. The link format shows some additional information associated with the link, such as the beginning of the article, which makes it easier for someone to decide if they want to click through. This format also makes it easier for someone to click through on mobile devices, which have a smaller screen. With this update, we will prioritize showing links in the link-format, and show fewer links shared in captions or status updates.?

According to Facebook, the best way to share links is to use the link format. Go figure. We'll see if these types of shares start performing better for publishers. Obviously Facebook wants you to promote your posts, so I doubt it. As far as the click-bait headlines go, Facebook says publishers

*using this strategy can expect to see a decline in their distribution over the next few months.
Apparently the change will roll out slowly.*

[flike}

{fcomment}