



Facebook Algorithm Cheat Sheet

In this lesson, you will learn about:

- ★ Facebook Algorithm
 - What it likes
 - What it doesn't like
- ★ Facebook Feed
 - What we know about it
 - What an individual sees on their feed
 - What a business page sees on their feed

Facebook Algorithm

- ★ The Facebook algorithm is the way in which the platform decides where a piece of content is placed in someone's feed.
- ★ Like other social media platforms, the Facebook algorithm is a well guarded secret.

What the Facebook Algorithm likes:

- ★ Content that sparks conversations and attracts positive interactions between your followers
- ★ Content that is relevant to your core audience
- ★ High engagement, the more reactions, comments and shares a post receives makes it more likely to appear higher up in the feed
- ★ Ad spend on content that has performed well organically
- ★ Facebook pages that post regularly and engage meaningfully (by replying to comments, rather than just 'liking' comments)
- ★ Videos (especially those done live) and images

What the Facebook Algorithm doesn't like:

- ★ 'Clickbait' - Try not to include posts that have copy asking people to "comment, like, and share". (your content should inspire them to engage without having to ask)
- ★ If you ask people to share and/or tag friends as part of a competition, you are violating Facebook competition rules. (more on this in the engagement lesson)

Facebook Feed

Here's what we know...

- ★ Like other social media networks, what you see in the Facebook feed is based on the algorithm.
- ★ Only about 10% of your Facebook business page followers will see your posts organically, which is why you might want to consider paid advertising to get in front of more people.
- ★ The Facebook feed is primarily viewed by individual users and is constantly updating.



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What an individual sees on their feed:

- ★ Status updates, photos, videos and external links from friends and business pages they follow
- ★ Individuals are more likely to see a post if the reactions and comments on the post come from people or business pages that they follow
- ★ The feed helps individuals stay connected with friends, family, groups and organisations that they care about most; encouraging them to join in on conversations and share things that resonate
- ★ Individuals may see 'sponsored' posts (i.e. paid advertising targeting you)

What a Business Page sees on their feed:

- ★ To access the feed that a business page sees on a desktop (on the new Facebook layout), type news_feed at the end of your URL (e.g facebook.com/TechPixies/news_feed).
- ★ To access this on a mobile device, tap 'more' on the top bar and select 'Pages News Feed'.

Key Takeaways

- ★ The algorithm determines the feed.
- ★ What individuals see is based largely on what is doing well organically on Facebook or what has ad spend behind it.
- ★ Live videos do well on Facebook business Pages provided that the followers engage with the video.

To maximise the visibility of business page posts:

- ★ Create content that is engaging and relevant to your audience.
- ★ Use paid advertising to increase views to your best-performing organic content*.

*More on this in our Paid Advertising workshop which is included in the Strategy module.