

Overview of Facebook News Feed factors

The Algorithm Loves

- Posts with lots of comments
- Posts with lots of likes
- Post types that users prefer more than others (photos, video, or status)
- Posts that reference a trending topic
- Posts that receive a high volume of interaction in a short time
- Posts that tag other pages within the text
- Posts that are liked or commented on by one's friends
- Posts from pages that one interacts with often
- Post types that one interacts with often
- Posts from pages with complete profile information
- Links that have not been posted before

The Algorithm Hates

- Click-bait
- Frequently circulated content and repeated posts
- Like-baiting
- Posts that include spammy links
- Text-only status updates
- Posts including "Like, Share or Comment"
- Posts that are frequently hidden
- Posts that are classified as memes by Facebook's visual analysis of overlaid text on images

From Facebook

- The stories that show up in your News Feed are influenced by your connections and activity on Facebook
 - o This helps you to see more stories that interest you from friends you interact with the most
- The timing of *when* likes, comments and shares occur on a post impacts visibility
 - o This is why timing posts is so important
- Click-bait is determined by:
 - o A user clicking through to a link and then coming straight back to Facebook
 - o If a lot of people click on the link but few people like or comment on the story when they return to Facebook
- Link posts receive preference over links shared in photo caption or status updates
- Frequently circulated content and repeat posts are shown less
- Like-baiting: Facebook users don't associate these posts with quality (good call, Facebook)
- Spammy Links: by measuring how frequently people on Facebook who visit a link choose to like the original post or share that post w/their friends, they've been able to better identify spammy links

- January, 2014: The latest update to News Feed treats text status updates from pages as a different category to text status updates from friends
 - o Page admins can expect a decrease in the distribution of their text-status updates
- Facebook bumps older organic stories that people didn't scroll far enough to see the first time. These posts can reappear near the top of news feeds if they're still getting lots of likes & comments.