

Platform updates that might require you to shuffle your social media strategies[©]

What's new and what's coming for marketers in 2018
Part 1: Facebook

Presented to IABC Oregon Columbia by Carri Bugbee



Speaker — Carri Bugbee

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bit.ly/smmtrain



[@CarriBugbee](#)

Facebook Feature Launches & Updates

Late 2017:

- Launch of stories for Pages.
- Launch of “Collaborative stories” for groups and events.
- More emphasis on “communities” (Groups).
 - Tools + analytics
- Launch of Facebook “Watch” (original content).
- Launch of Facebook Local app.
- Hard stance on engagement bait (repeated in early 2018).

Early 2018:

- Algo change will diminish news-related links in News Feed.
 - Roll-out will be slow (theoretically).
- Greatly diminished organic reach for publishers.
- Focus on local news.
- Desktop tools for uploading & editing Page stories.

Possible Upcoming Facebook Updates

- **“Today In” your city section may be added to regular FB app (currently in test markets).**
- **Page posts might eventually be in a separate “Explore” tab (testing in other countries).**
- **More features roll out for job seekers and employers (to take a bite out of LinkedIn).**
- **“Watch” continues to morph:**
 - **Focus on content with celebrities.**
 - **More expensive shows, but fewer of them.**

NEW Updates

(Added after IABC meeting on 2/21/18)

- Facebook will NOT roll out a separate newsfeed specifically for brand and publisher pages.
- “Watch” moves closer to “social TV” than brand content or DIY videos.
 - Announced: a new “prank” show for “Watch” starring Kim Kardashian.
 - Academy Awards were available to view live via “Watch.”
 - Facebook published “Top Five Most Talked-About Oscars Moments”
- Some publishers will be given “Breaking News” designation.
 - Can be applied to one post a day for a set period of time.
 - Only 50 local and national publishers have it during test phase.
- Facebook is testing the option of audio-only public posts called “voice clips” (similar to what’s available in Messenger).
- Users are asked to tweak settings on facial recognition.

Deep-dive on the “algo apocalypse”



Official announcement vs. reality

Zuck's message:



Mark Zuckerberg ✓

January 11 at 4:28pm · Menlo Park, CA · 🌐

One of our big focus areas for 2018 is making sure the time we all spend on Facebook is time well spent.

As we roll this out, you'll see less public content like posts from businesses, brands, and media. And the public content you see more will be held to the same standard -- it should encourage meaningful interactions between people.

Translation: People don't trust us because we allowed fake news and propaganda to proliferate. We couldn't figure out how to vet or rank news (we tried!), so now we'll throttle all national/regional news and concentrate on local news, IRL connections and events.

Explanation from head of News Feed

Facebook's Head of News Feed, Adam Mosseri, said that instead of prioritizing posts based on comments and shares, Facebook will push content to the top of News Feed that algorithms predict will spark meaningful "back-and-forth discussion."

Based on information shared by FB in an exclusive webinar for publishers, it seems he means posts that receive *comments made on other comments (within threads)* will be rewarded with the best visibility.



Adam Mosseri

@mosseri

Follow



Replying to @corinne_podger @lisahopeking @jack

The meaningful social interactions changes are actually rolling out slowly over months. I'm not sure what specific publishers you're looking at, but at an aggregate level the changes are relatively small so far.

8:32 PM - 31 Jan 2018

Is Facebook is figuring this out as they go along? Will publishers and biz pages fare even worse as time goes on? Too soon to tell!

Why FB is making algorithm changes

(shared in FB's private webinar for publishers)



Students that read Facebook ten minutes were in a **worse mood** than students assigned to post or talk to friends on Facebook



More reasons for the algo changes

(shared in FB's private webinar for publishers)



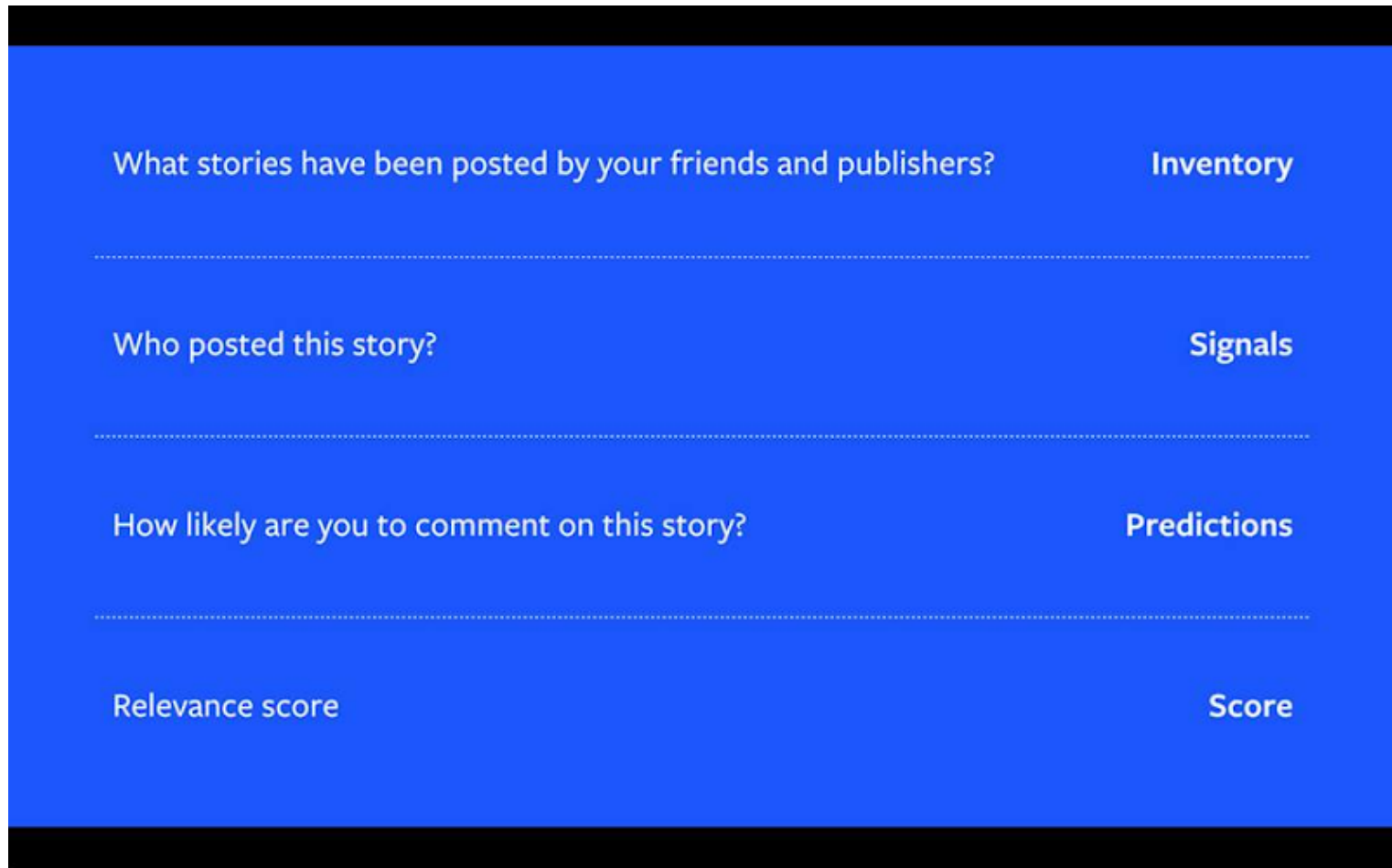
People who sent or received more messages, comments and timeline posts reported improvements in social support, depression and loneliness.

“Positive effect stronger when talked to closest friend online”

How News Feed works *now*

(via Facebook February 2018)

Ranking factors for posts and shares



How News Feed works *now*

(via Facebook February 2018)

Items in blue lead to better ranking in News Feed

MEANINGFUL INTERACTIONS WILL BE PRIORITIZED



How to “game” News Feed

BuzzFeedNEWS / REPORTING TO YOU BuzzFeed Videos Quizzes Tasty More ▾

How I Cracked Facebook’s New Algorithm And Tortured My Friends

Or, how to lose friends and influence people.

Posted on February 15, 2018, at 8:56 a.m.



If people *hate* a post, it will get a lot of visibility—as long as people are talking about it.



Using Groups instead of Pages is no panacea for dwindling organic reach

- Difficult to get people to join or engage in groups (must ask and remind frequently).
- No ad unit to drive traffic to groups.
- Confusing new notification scheme, with a default of fewer notifications.



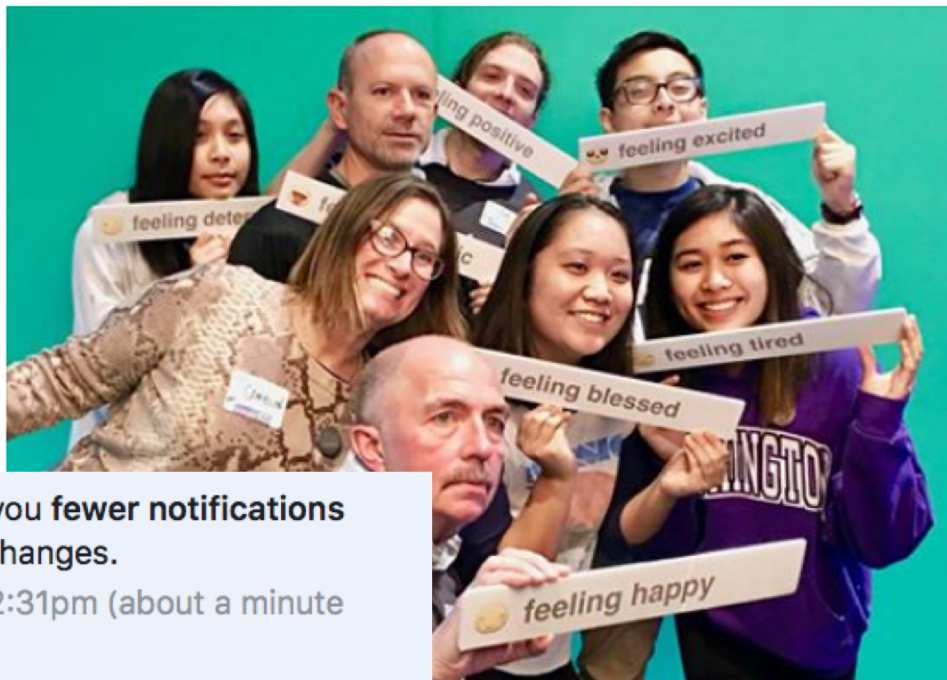
inspirED

Published by Carri Bugbee [?] · November 28, 2017 ·

Teachers: get free social-emotional learning resources here:

<https://inspired.fb.com/educators/>

Join our groups to share ideas with your peers! Click "Groups" in the left column of this page to find "inspirED Educators" & "inspirED Changemakers" (for teens). 😊



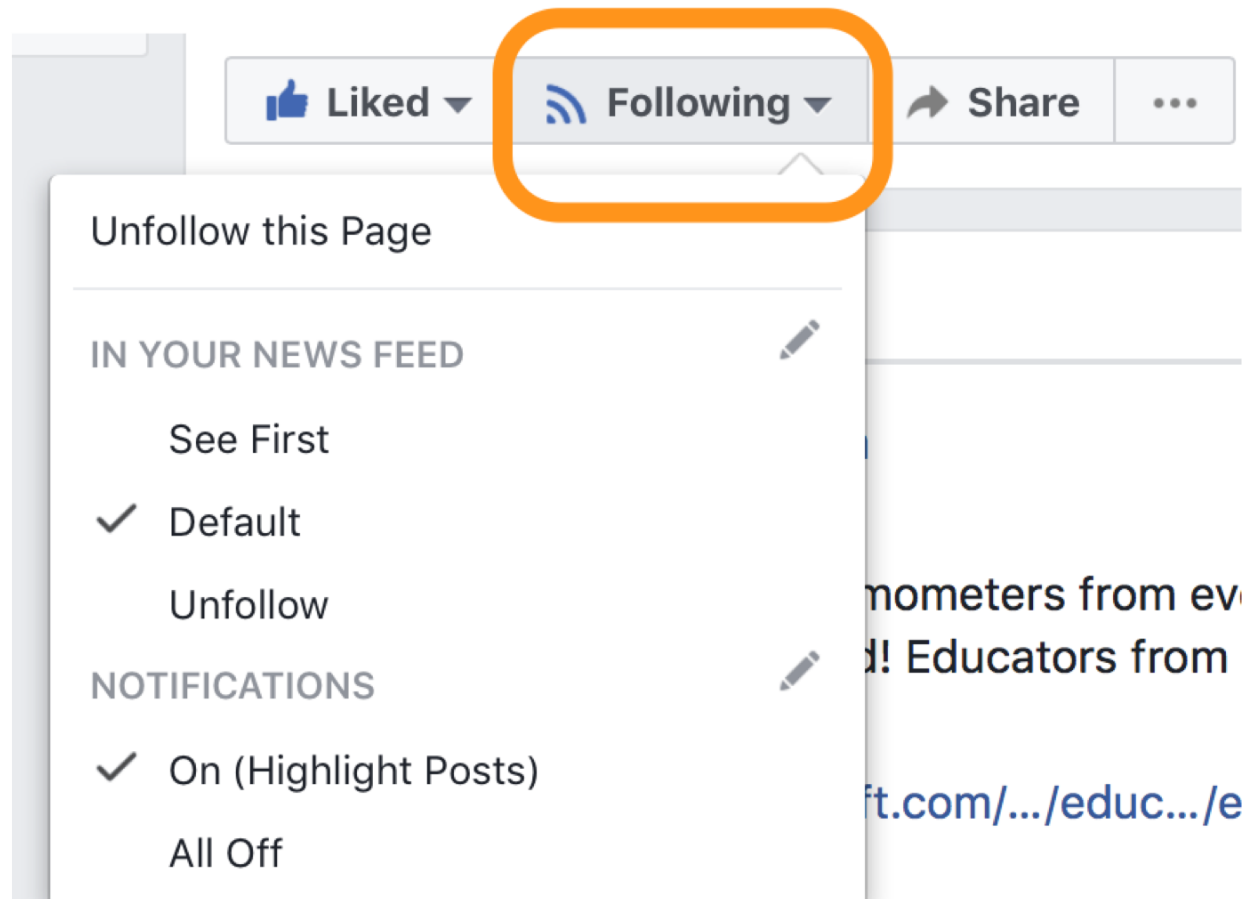
We're reducing clutter by showing you **fewer notifications** from some groups. Manage these changes.



Tuesday, February 20, 2018 at 2:31pm (about a minute ago)

One legit way to “beat” the algo

Encourage fans to click “See First” and turn on notifications for your page.



Feature Updates & Launches



**To see the rest of this presentation,
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