

Stay Newsworthy in the News Feed

Helpful tips to make sure your Facebook posts don't get lost in the noise

Facebook's Ever-changing Algorithm

You may be aware of Facebook's sweeping change this year aimed at decreasing the organic reach of "promotional posts." It's good news for Facebook users tired of being advertised to in every other post. But for a newspaper or print outlet, this means yet another hurdle for getting significant organic reach when it comes to readers.

Have you noticed a drop? You're not alone.

A Web Director at a news outlet was concerned that Facebook referral traffic to their website had been cut in half since the beginning of the year. And the digital team was starting to panic. Why is this happening? What can they do?

Two Simple Changes Can Make a Huge Difference

After looking at their page, two simple changes were identified that could make a big difference:

Eliminate Promotional Calls to Action

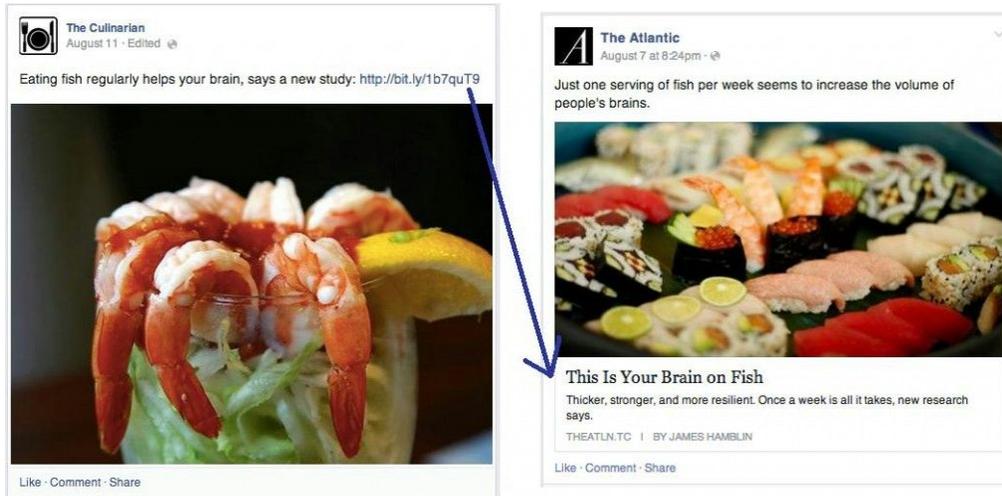
Nearly every post by this news outlet includes the phrase "READ MORE HERE:". Most of the changes Facebook is making to decrease the reach of "promoted content" are based on text recognition and



computer learning. Hence, the combination of the all caps, the repetitive nature of the caption and the words themselves are causing Facebook to flag this content as "promotional." Be more conversational in the writing and eliminate any repetitive, all caps phrases that can be seen as click-bait.

Post Links as Links

As a content publisher, Facebook wants you to be posting links as links and says it will reward you for doing so. If your photo posts are still doing great, carry on. But if those posts are starting to decrease in reach and clicks to your site, it's a safe bet this is part of the problem. Try posting links as links and see if that creates a rebound.



More tips: 5 Dos and Don'ts

Still mystified by the News Feed algorithm? Here are a few more tips to set up your newsworthy content for the best chance at organic reach ...at least until Facebook changes the algorithm again.

1. Do post original content. Facebook loves photos, videos and links that have never been posted before.
2. Don't repeat posts or post duplicates.
3. Don't use the words "Like", "Comment", "Share" as calls to action in your post.
4. Don't overlay text on your image, Facebook may see this as "meme content." (Facebook hates memes. #Buzzkill)
5. If relevant, reference a Facebook Trending Topic in your post.

Interested in learning more tips and best practices when it comes to social media for your newspaper? Or just have some social media questions we can answer? If so, we'd love to hear from you.

[Contact us today!](#)