

Together. We Create!

New Facebook algorithm

„As we roll this out, you'll see less public content like posts from businesses, brands, and media”

Mark Zuckerberg

What makes the updated news feed?

- Paid content, many likes, shares and video content no longer secure the visibility of a post.
- It is about real social interaction, comments and conversations.
- This makes the comments under the posts and about the posts more important.
- Previously, shares of contributions were an important currency, but now it is the comments and interactions that determine the success of a contribution.
- Pure presence-facebook pages will not generate range and will gain little visibility.
- If the company website in question is not directly subscribed to by the followers and the contributions do not provoke strong interaction, it flies under the radar.
- A visibility of pages that do not contain any real reactions and conversations can no longer be bought with paid content.

What does this mean for corporate communications?

- **Communicate instead of consume.** It's about producing content that you like to see and putting it on an organic scale.
- **What interests my community?** Which contents are discussed, what is shared organically and without direct request by the site operator?
- **Community(s) first!** Run real community management and use their possibilities. Start a dialogue with the community.
- **Mail me!** To focus more strongly on messengers such as WhatsApp (compare the expansion of WhatsApp Business for small and medium-sized enterprises) and Messenger Service, thus strengthening a sustainable customer relationship.
- **Show face!** Show personality and encourage employees to share the contributions on Facebook and participate in conversations.



HELP, do contributions on company pages now reach anyone at all?

- **Don't panic.** Actually, the new algorithm only gets to the point, which has been clear for a long time. Now it's time to produce content that is so relevant that people, employees, partners, customers and interested parties react and interact with it and connect it to their personal timeline.
- **Just stay put.** An important currency is the length of time users spend on the respective pages. The content should ensure that the user stays on the site as long as possible. External links should be avoided because they are placed less prominently in the algorithm. If absolutely necessary, post as a comment under the post.
- **Communicate clear messages with corners and edges.** Yes, this includes a larger portion of personality and less consumer-oriented contributions.
- **Ads remain important.** Facebook wants to make the network more personal again on the one hand, but also to increase advertising revenues on the other hand. Therefore, targeted placement of the contributions by ads remains important.



navos – Public Dialogue Consultants. Effective PR in dialogue for our clients.

Our communication habits and infrastructures are changing rapidly. What unites this development is that they encourage and demand dialogue. Each and every individual is becoming increasingly significant in communicative terms and thus also relevant for a company's reputation and economic success. For navos, sustainable, serious dialogue with all stakeholder groups therefore provides the basis of communication. We have mastered the art of conducting essential dialogue and are specialised in stakeholder dialogue, crisis communications and public affairs. navos stands for groundbreaking, contemporary and functional communication. With our 40 employees from our offices in Berlin, Düsseldorf and Kassel, we particularly work on behalf of clients from the energy, environmental, telecommunications and financial sectors.

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