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THE BUSINESS NEWSLETTER FROM AUSWILD & CO  
PO Box 527 Kogarah NSW 1485  
*Chartered Accountants and Business Consultants*

Website: [www.auswild.com.au](http://www.auswild.com.au)  
Telephone: (02) 9588 0100  
Facsimile: (02) 9588 7865

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## Facebook Zero? What the News Feed Changes Mean for Businesses

Over the past few weeks, Facebook's chief executive **Mark Zuckerberg** has announced a series of changes to the social media site that will impact users' News Feeds. Some of these changes include prioritising "trustworthy" news as well as cutting back on public posts that people see in their feeds.

### What are the changes?

Essentially, Facebook is changing their focus from helping users find relevant content, to helping users have more "meaningful social interactions." Users are going to see less public content like posts from businesses, brands, and media.

"The first changes you'll see will be in News Feed, where you can expect to see more from your friends, family and groups," Zuckerberg said. That means you'll see fewer news items, and those that you do see will more likely be "trustworthy".

Zuckerberg also said Facebook would put an emphasis on local news sources and flagged it will continue to fight fake news by using member surveys to identify high-quality outlets and fight sensationalism and misinformation.

### What does this mean for businesses?

"As we roll this out," Zuckerberg said, "You'll see less public content like posts from businesses, brands, and media." As the changes roll out over the next few months, businesses will most likely see a significant decrease in organic reach. Users will also probably spend less time on Facebook, though Zuckerberg hopes the time they do spend on the platform will be "time well spent."

So, what does this actually mean?

According to **Todd Austin** from *Fletch Digital*, it means businesses on Facebook will need to change the way they think about content. It's time for businesses to ask the question – How can our business foster meaningful interactions on our Facebook content? How can WE tell our STORY?

### How to continue reaching customers on Facebook

While nobody knows exactly what the impact of the news feed changes will be, there are certainly ways for businesses on Facebook to work with the new algorithm and continue reaching their customers through "meaningful interactions."

### Continue posting engaging, quality content that prompts comments

According to Zuckerberg, "meaningful interaction" means comments, comments, and more comments. Promotional and non-conversational content posted organically will affect your Facebook Page negatively. "Pages making posts that people generally don't react to or comment on could see the biggest decreases in distribution. Pages whose posts prompt conversations between friends will see less of an effect."

This means businesses should create quality content focused on sparking conversations between users. Try including questions in posts, or write about timely, relevant topics that users are sure to have an opinion on. The point is, users will be more likely to see your Facebook posts if their friends and family are commenting on it.

## Encourage customers to follow your Facebook Page

One thing that's not changing about the Facebook news feed is the ability for users to make sure they always see posts from their favourite Pages by choosing "See First" in their news feed preferences. This means businesses shouldn't be shy about asking customers to follow their page on Facebook. They could even remind loyal followers about the "See First" option.

## Make more Facebook Live videos

The Facebook algorithm favours video but the new changes will have us steering away from passive video. However, live videos will be even more important. In his announcement, Zuckerberg said that "live videos often lead to discussion among viewers on Facebook—in fact, live videos on average get six times as many interactions as regular videos."

This means if businesses haven't already invested time and energy into posting live videos on Facebook, they 100 percent should do so now.

## Invest time in Facebook Groups

Do you have one? Could this be a good choice for your business? This is a hugely popular way for people to communicate on Facebook and users are already seeing an increase in Group content in their News Feed. Because Facebook Groups already operate on the basis of audience engagement, this marketing tactic will likely serve you well under the new algorithm. Businesses should look into new ways to engage customers with Groups, alongside their Page and advertising efforts.

## And grow your EDM lists!

Email direct marketing has always been important in a landscape where you don't own your social media followers.

These changes can be hugely positive for Business Pages as Facebook is navigating a return to their original goal – a way to help people stay connected and bring us closer together with the people that matter. This News Feed clean-up will allow for more space in the News Feed for genuine stories AND for effective Facebook Ads.

Importantly, businesses will be rewarded if their Page encourages conversations among friends. Cultivate the stories behind your posts – you need to make sure that the content you're posting on your social channels is content that your ideal and existing customers WANT to see and you need to communicate on social media the way you communicate with your friends.

*This article was adapted from "Facebook Zero" a blog posted by Alex & Todd Austin from Fletch Digital. Fletch Digital can assist your business in creating and nurturing your online presence. They use up to the minute web standards and trends to optimise your digital footprint for today and tomorrow's user. [www.fletchdigital.com.au](http://www.fletchdigital.com.au)*

## ausNEWS! ausNEWS! ausNEWS!

*Birthday wishes this month go to **Vicki Odman** (Concord) who celebrates a special birthday this month. **HAPPY BIRTHDAY** to you.....**CONGRATULATIONS** go to former Auswild partner **Geoff Thoroughgood**, who was honoured with an Order of Australia Medal in the Australia Day Honours List for services to sport and the community. An honour well deserved!..... Our **CONDOLENCES** go to **Beth Hunt** (Manly) and family on the passing of **Alf**.....and to **Gwen Amor** (Ballarat) and family on the passing of **Peter**. Our thoughts and prayers are with you both.....and our **BEST WISHES** for a speedy recovery go to **Greg Oakman** (Macarthur Nissan & Mazda) who recently underwent surgery.*

**Important:** This is not advice. Clients should not act solely on the basis of the material contained in this bulletin. Items herein are general comments only and do not constitute or convey advice per se. Also changes in legislation may occur quickly. We therefore recommend that our formal advice be sought before acting in any of the areas. This bulletin is issued as a helpful guide to clients and for their private information. Therefore it should be regarded as confidential and not be made available to any person without prior approval.