



# Beating The Facebook Algorithm

Amy Freeman + Nikki Giaquinto



What  
is the  
Facebook  
Algorithm ?

# What Does Facebook Want People to See?

**FACEBOOK OVERHAULS NEWS  
FEED ALGORITHM**

**TO PRIORITIZE 'MEANINGFUL  
SOCIAL INTERACTIONS' OVER  
'RELEVANT CONTENT'**

# What Does Facebook Want People to See?

Facebook interface showing the profile of Jason and Marlo Quade - Brick & Main Real Estate.

**Page Header:** Jason and Marlo Quade - Brick & Main Real Estate

**Navigation:** Home, Find Friends, Settings, Help

**Page Info:** Jason and Marlo Quade - Brick & Main Real Estate  
@MarloAndJasonQuadeBrickandMain

**Business Manager:** Go to Business Manager to manage this Page.

**Brick & Main REAL ESTATE**  
JASON AND MARLO QUADE REALTORS

**Actions:** Like, Follow, Share, Learn More

**Create Post:** Write a post...  
Options: Photo/Video, Get Messages, Feeling/Activ...

**Scheduled Posts:** 7 Scheduled Posts  
Next post scheduled for tomorrow at 4:42 PM. See posts.

**Get More Online Sales:** Show your products to people who are likely to buy them.

**Reach People Nearby:** Set your location and reach customers in your area.

**Reviews:** 5.0 out of 5 - Based on the opinion of 3 people

**About Jason and Marlo Quade - Brick & Main Real Estate:**  
The Real Estate Company For Pet Parents!  
Helping Pets and their Families find their Forever home! We want your home sale or purchase to be a pet-friendly experience.



# How Does Facebook Rank your Content?



Facebook sucks.

Like Comment Share

Agustin Small, Kyle Perreault and 3 others

Marina Galperina You can now react to comments  
Angry · Reply · 7 · 9 mins

Sophie Kleeman hey marina  
Sad · Reply · 3 · 8 mins

Sophie Kleeman do u like my reactions  
Wow · Reply · 3 · 8 mins

Marina Galperina This is overwhleming  
Sad · Reply · 4 · 8 mins

Sidney Fussell no negativity on this site please  
Love · Reply · 5 · 8 mins

Marina Galperina I thought this was a gadgets site  
Like · Reply · 4 · 8 mins



Like



Love



Haha



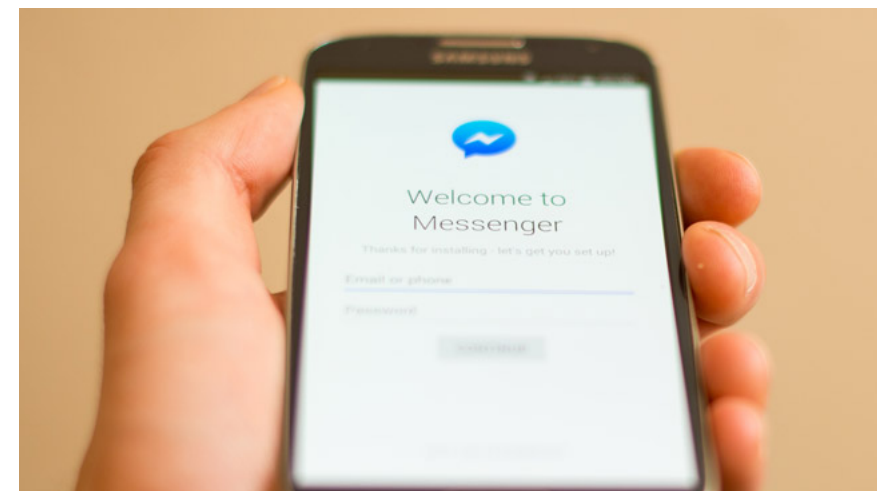
Wow



Sad



Angry



f

Share

# What is the Solution?



# Start a Conversation



# Starter Words

Should?

Would?

Which?

~~***Not***~~

Why? or How?



# Leverage Facebook Groups




# You Need People to Interact With Your Posts



# Remind Followers to Turn on Notifications

Page Ad Center <sup>1</sup> Inbox Notifications <sup>99</sup> Insights Publishing To... More ▾ Settings Help ▾

Go to **Business Manager** to manage this Page.

 Jason and Marlo Quade - Brick & Main Real Estate  
@MarloAndJasonQuadeBrickandMain

Home  
About  
Contact  
Posts  
Photos  
Services  
Reviews  
Offers  
Videos  
Events  
Community  
Jobs

**Brick & Main**  
REAL ESTATE  
JASON AND MARLO QUADE  
REALTORS

Like Following Share ...

Learn More

Unfollow this Page

IN YOUR NEWS FEED

- ✓ See First
- Default
- Unfollow

NOTIFICATIONS


- ✓ On (Highlight Posts)
- All Off

Event Offer Job

et Messages Feeling/Activ... ...

Next post scheduled for tomorrow at 4:42 PM. [See posts.](#)

5.0 **5 out of 5** · Based on the opinion of 3 people

 ABOUT JASON AND MARLO QUADE - BRICK & MAIN REAL ESTATE  
REAL ESTATE

The Real Estate Company For Pet

# Make Sure Your Content is Evergreen






# Mix Post Formats

**Cielo Real Estate**  
Published by Robert Dakno [?] · April 16 at 10:54 AM · 🌐

Looking to move to an NC Foothills neighborhood with gorgeous views, privacy, and access to amazing amenities? Consider moving to the Green River Highlands! 🏡



CIELORE.COM  
**Search Homes, Rentals & Amenities in Green River Highlands**  
Green River Highlands, located in Rutherfordton, is a private gated...


**Parkside Realty Group**  
Published by Hootsuite [?] · April 16 at 11:20 AM · 🌐

Just steps away from our office- Food Truck Tuesday takes place this evening! Come out and support this great cause benefiting the Palm Coast Arts Foundation. More details here: <http://ow.ly/4tFt30omZce>



**Gilliam & Associates Realty** was live — at Gilliam & Associates Realty.  
Published by Gilliam & Associates Realty [?] · February 4 · Apex · 🌐

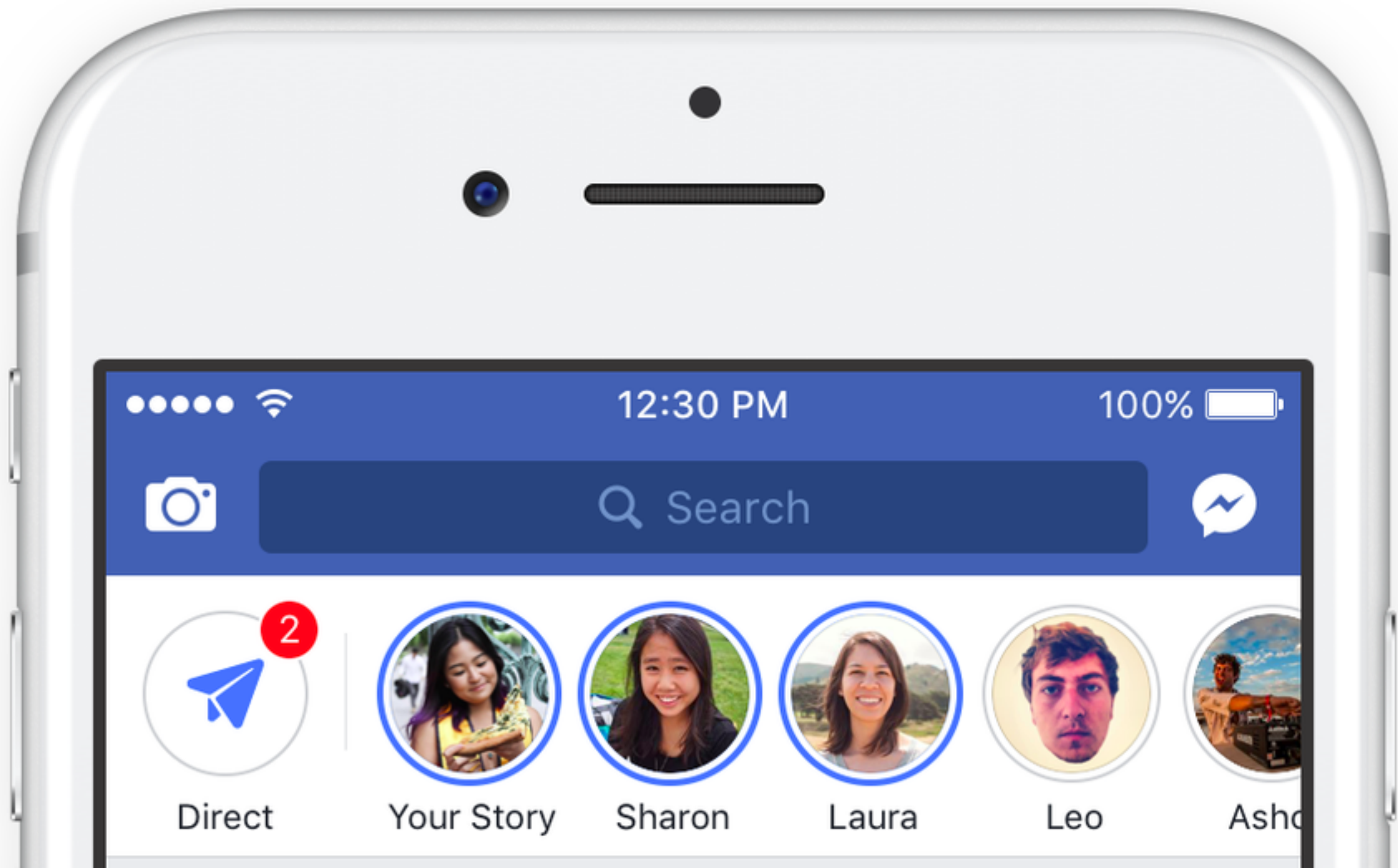
Check out our newest Coming Soon listing in 12 Oaks at <http://109Honeyridge.info>



Watch this video with your friends Start Watch Party

**372** People Reached **113** Engagements [Boost Post](#)

# Facebook Stories





# Use Attractive Images



# Use High Quality Images and Video





# Make Your Posts Interactive



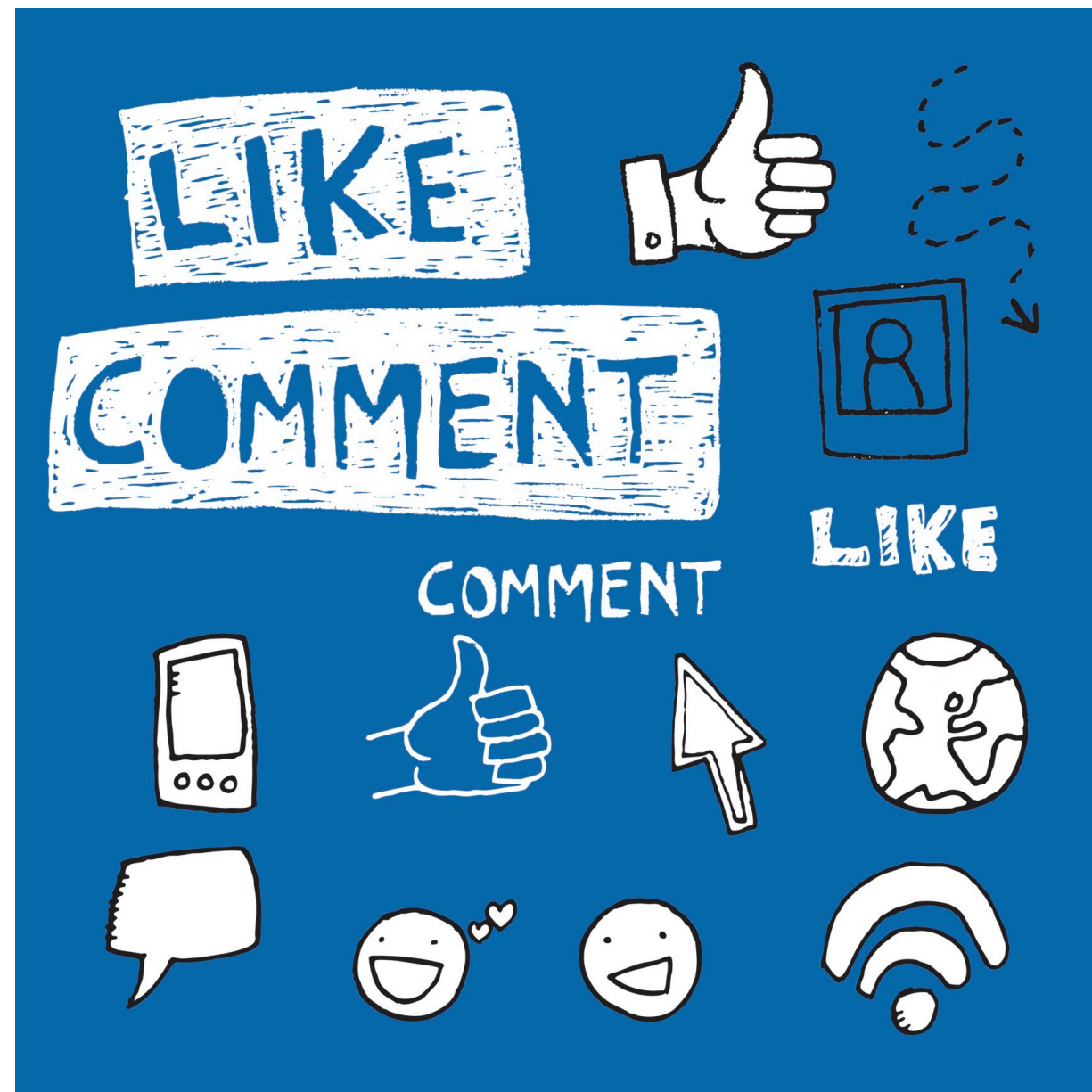
# Respond to Comments Right Away



Ask Your Colleagues to  
**Engage with Your Posts**

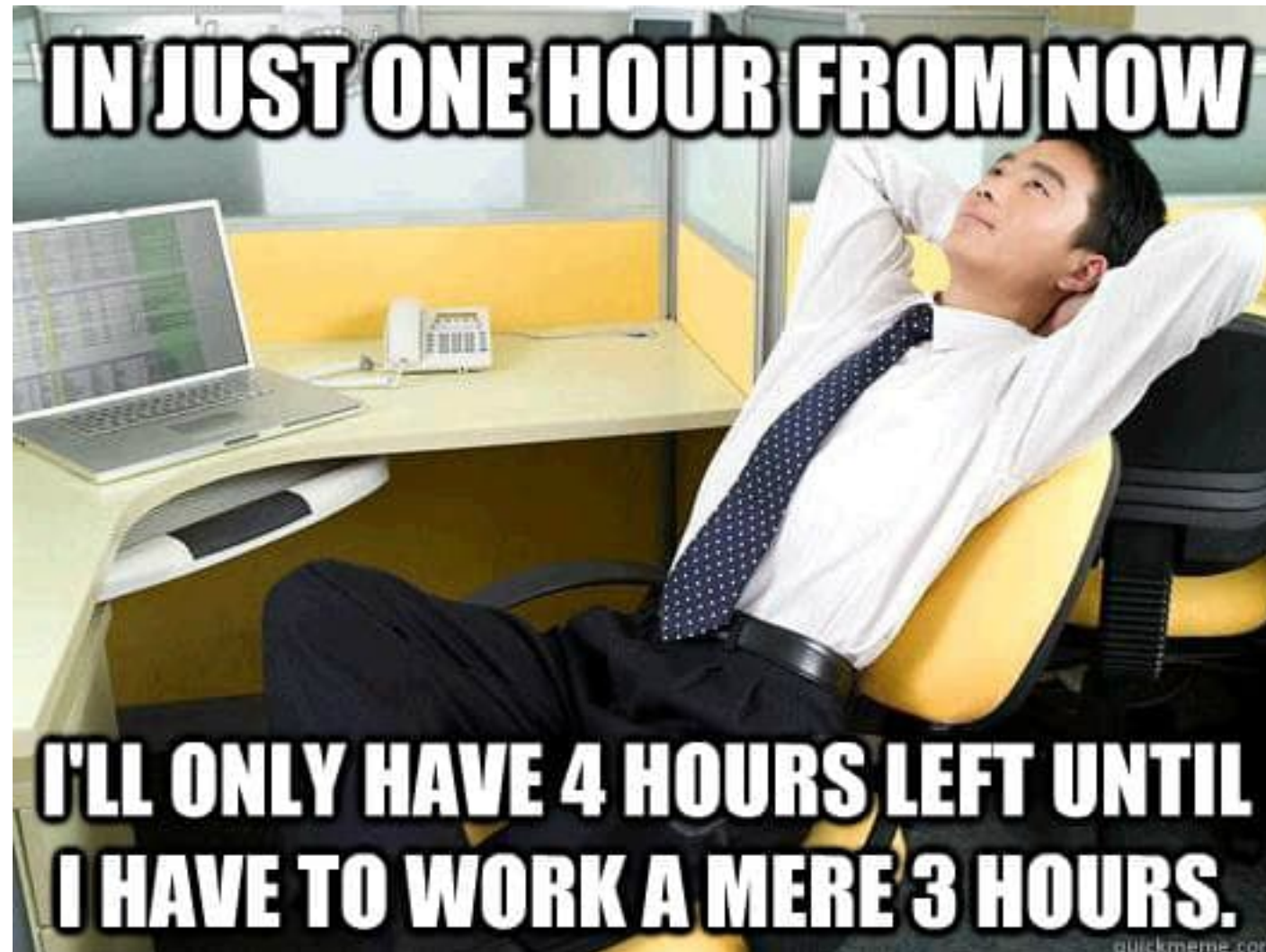


# Make Sure You Are Interacting With Others on Facebook






# When Should You Post?









# How Often Should You Post?

*Every  
Day*

# Where Should Your Post Land?

 Select Language ▼



919-235-0007

SEARCHSELLBUYCOMING SOONRELOCATIONVIDEOSBLOGCOMMERCIALABOUTCONTACT

LINDA CRAFT  
& TEAM  
REALTORS®

Search Homes for Sale with Backyard Pools  
Homes for Sale in Greater  
Raleigh with Private Pools





# Where Should Your Post Land?



**LIFE AT THE TOP®**  
STYLISH PENTHOUSE LIVING

FIND  
SELL  
OUR LUXURY BUILDINGS  
NEW CONSTRUCTION  
MEET THE TEAM  
CONTACT

41  
HIDDEN  
PENTHOUSES

202-759-7373  
jeff.wilson@sir.com

\$ 889,500  
Waterview - Arlington

# Where Should Your Post Land?



The Raines GROUP | HER REALTORS

HOME SEARCH COMING SOON BUY SELL LUXURY RELOCATE OUR AREA RESOURCES BLOG VIDEOS ABOUT US CONTACT US

Selling Your Central Ohio Home  
With Peace of Mind

How Much is Your Home Worth?

Find Out Now

NEED HELP?  
CLICK TO  
LIVE CHAT

The screenshot shows the top portion of a real estate website. At the top is a dark navigation bar with the company name 'The Raines GROUP | HER REALTORS' in white serif font, followed by social media icons for Facebook, Twitter, YouTube, and LinkedIn. Below this is a horizontal menu with links: HOME, SEARCH, COMING SOON, BUY, SELL, LUXURY, RELOCATE, OUR AREA, RESOURCES, BLOG, VIDEOS, ABOUT US, and CONTACT US. The main hero section features a large image of a smiling couple standing in front of a modern blue house with a white garage. Overlaid on the right side of the image is the text 'Selling Your Central Ohio Home With Peace of Mind' in a large, white serif font. Below the image is a solid red banner containing the text 'How Much is Your Home Worth?' in white serif font, followed by a white rectangular button with the text 'Find Out Now'. On the left side of the red banner, there is a small circular live chat icon with a woman's face and the text 'NEED HELP? CLICK TO LIVE CHAT'.



Understanding the Central Ohio Market



Thank you for attending

# REBootCamp NORTH CAROLINA

presented by  **dakno**  
real estate marketing