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# The Periodic Table of Facebook News Feed Optimization (NFO)

## Facebook's News Feed Algorithm

### SOURCE
- Sw Is it a post from a Friend?
- Si Is it a like, comment or share by a Friend
- Sp Is it a post from a trusted Page?
- Sg Is it a post from a Group?
- Sl Is it local to you?
- So Degree of overlap with interests, friends or Pages
- Sa Is it an ad or sponsored?

### INTEREST
- If Are you a fan of the Page?
- Ir What is your relationship to the source?
- Iw How recently did you become a fan/friend?
- Is Have you selected "See First"?
- In Have you selected "Get Notifications"?
- Il What have you engaged with recently on FB?

### TYPE
- Tv Video and % watched by others
- Tf Live video
- Tp Photo / album
- Ts Status update
- Tl Link post
- Te Event
- To Offer
- Tn Note
- Th Your click history
- Tr Promotional content
- Tc Your connectivity eg wifi
- Tx % text in image
- Ti Can you interact with the content eg 3D
- Ta Landing page speed and quality
- Td Your device

**KEY**
+ = Algorithmic boost
- = Algorithmic throttling
Factors with no + or - could have positive or negative algorithmic impact

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Sw+ Who | | | | | | | | | |
| Si Interaction | If+ Fan | | | | | Pr+ Reactions | | | |
| Sp Page | Ir Relationship | Tv+ Video | Te Event | Tr- Promotional | Cn+ Conversation | Pw+ Newsworthy | Pb- Click bait | Pf #Fans | Rw When |
| Sg+ Group | Iw+ When | Tf+ Live Video | To Offer | Tc Connectivity | Cc+ Comments | Pi+ Informative | Pt- Trigger Words | Pp Past Performance | Rt+ Traction |
| Sl+ Local | Is+ See First | Tp Photo | Tn Note | Tx Text in photo | Cm+ Meaningfulness | Pl+ Relevancy | Pm- Meme | Pa+ About | Rf Frequency |
| So+ Overlap | In+ Notifications | Ts Status | Th History | Ti Interactvity | Ct+ Time Spent | Pu+ Uniqueness | Po+ Moment | Pv+ Verification | Rn News Feed noise |
| Sa Ad | Il Last actions | Tl Link | Td Device | Ta Landing page | Cd+ Detail | Pn- Negative reactions | Px+ Congratulations | Pc Category | Rs+ Storybump |

### CONVERSATION
- Cn Is it driving conversation?
- Cc What are the comments like?
- Cm How meaningful is the engagement?
- Ct How much time has been spent?
- Cd How detailed are the comments?

### POST PERFORMANCE
- Pr Type of reaction
- Pw Is it newsworthy or trending?
- Pi Is it informative?
- Pl Is it relevant to you?
- Pu Is the content unique?
- Pn Are their negative reactions?
- Pb Is it click or engagement bait?
- Pt Does it use trigger words?
- Pm Is it a meme?
- Po Is it a FB "Moment" eg holiday card
- Px Is the post a celebration?

### PAGE PERFORMANCE
- Pf Size of Page (# fans)
- Pp Past Page performance
- Pa Is it informative?
- Pv Is the About text complete?
- Pc What is the Page category?

### RECENCY
- Rw How recently was it posted?
- Rt Is the post getting immediate traction?
- Rf How frequently does the Page post?
- Rn How busy is News Feed?
- Rs Is the content getting new traction?

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