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

## Facebook's News Feed Algorithm

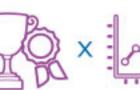














News Feed

Cn Is it driving conversation?

Cc What are the comments like?

Cm How meaningful is the engagement?

#### 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?



#### KEY

- + = Algorithmic boost
- = Algorithmic throttling Factors with no + or - could have



## 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



positive or negative algorithmic impact



Newsworthy

Informative







History Status Interactvity

Device

**Time Spent** Td la

Landing page

Uniqueness

Relevancy

Moment Negative reactions

Verification

Congratulations Category

Storybump

Traction

## Ct How much time has been spent? Cd How detailed are the comments?

CONVERSATION



Pr Type of reaction

Pw Is it newsworthy or trending?

Pi Is it informative?

Pl Is it relevant to you?

POST PERFORMANCE

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



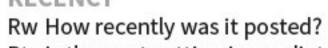
Pp Past Page performance

Pa Is it informative?

Pv Is the About text complete?

Pc What is the Page category?

#### RECENCY



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?



Overlap

Sa



In

Notifications

**Last actions** 



Link



Detail

Meaningfulness







**News Feed noise** 

