

A long-exposure photograph of a multi-lane highway at night. The image shows vibrant light trails from cars, with white and yellow streaks on the left side of the road and red, orange, and blue streaks on the right. The road curves into the distance under a dark, cloudy sky. The overall mood is dynamic and fast-paced.

ezyinsights™

The fastest content discovery for
newsrooms & publishers.

Who do we work with?



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ezyinsights™

Lessons learned from viral media

- 1. ERAS OF FACEBOOK**
- 2. BUZZFEED**
- 3. BEHIND THE CURTAIN**

1. ERAS OF FACEBOOK

2. BUZZFEED

3. BEHIND THE CURTAIN

A BRIEF HISTORY OF WHAT'S WORKED ON FACEBOOK FOR VIRAL SITES

1. PICTURES OF CATS
2. LISTS OF CATS
3. VERY SPECIFIC LISTS OF CATS
4. THIS CAT DID SOMETHING YOU WON'T BELIEVE
5. OLD VIDEOS OF CATS
6. NEW VIDEOS OF CATS
7. LIVE VIDEOS OF CATS

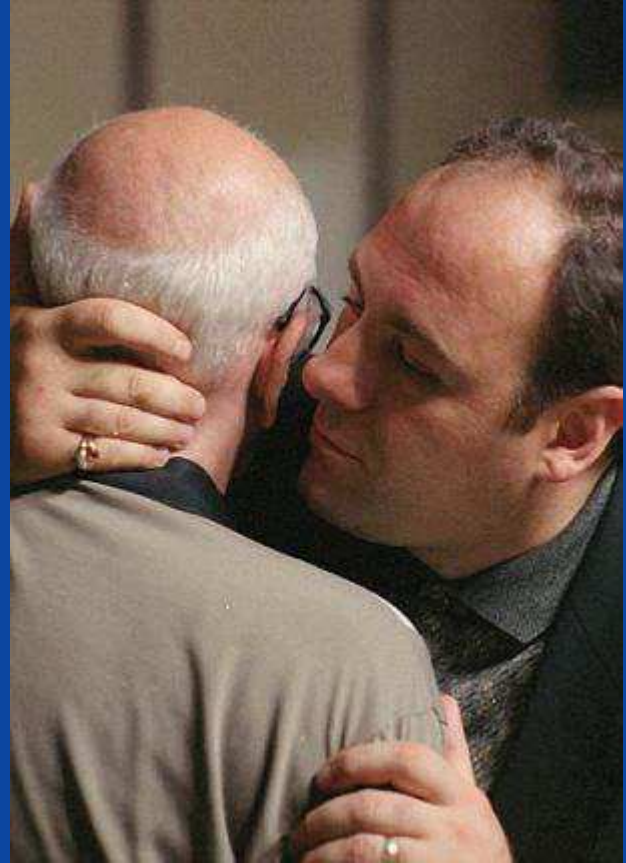


A BRIEF HISTORY OF WHAT'S WORKED ON FACEBOOK FOR NEWS PUBLISHERS

1. PICTURES
2. SHORT ARTICLES
3. NICHE ARTICLES
4. CLICKBAIT ARTICLES
5. NATIVE VIDEO
6. LIVE VIDEO

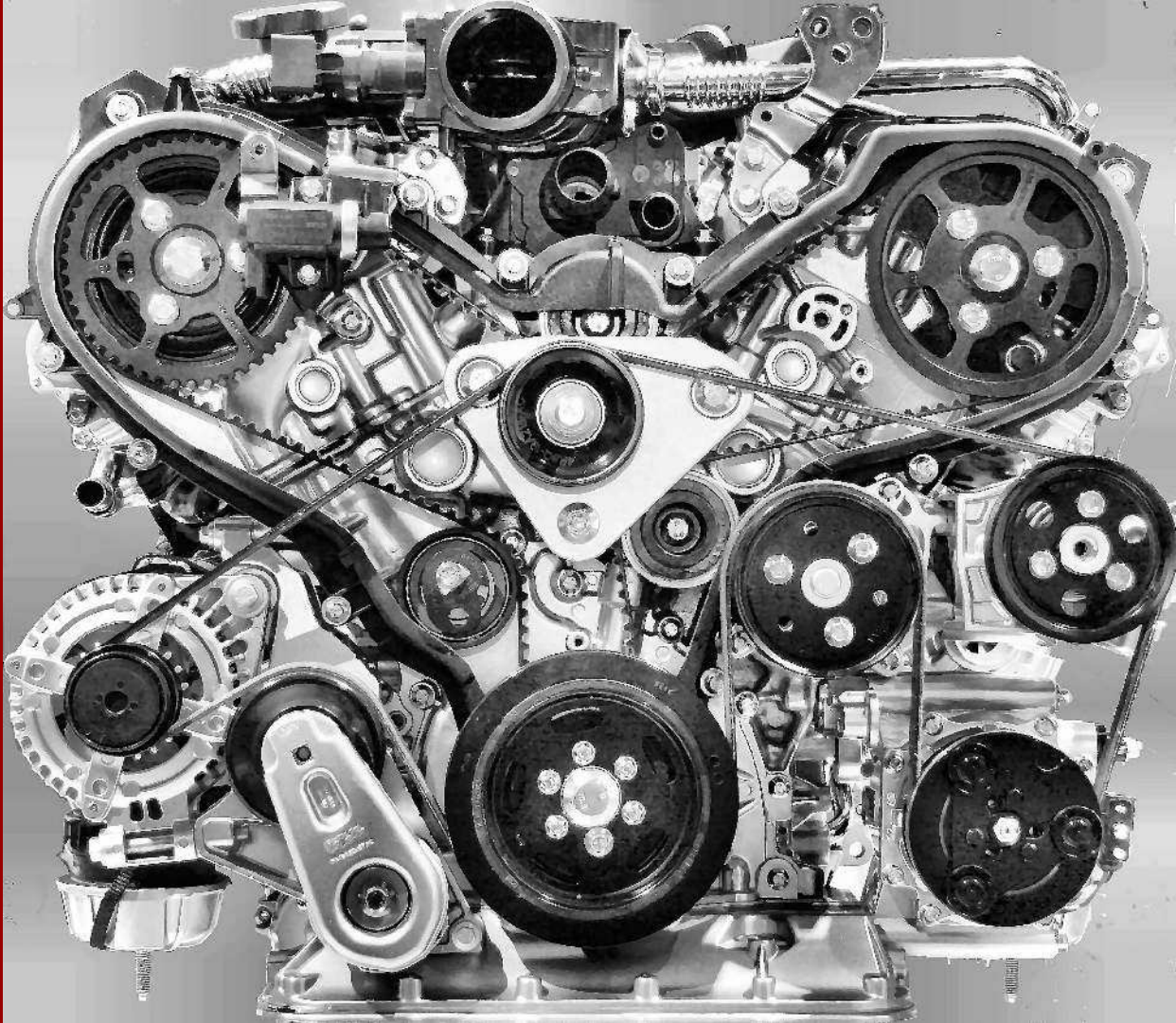
**FROM:
DIRECTING PEOPLE
AWAY FROM FB**

**TO:
KEEPING PEOPLE
CLOSE OR ON FB**



USING YOUR FB PAGE AS AN ENGAGEMENT ENGINE

ezyinsights™

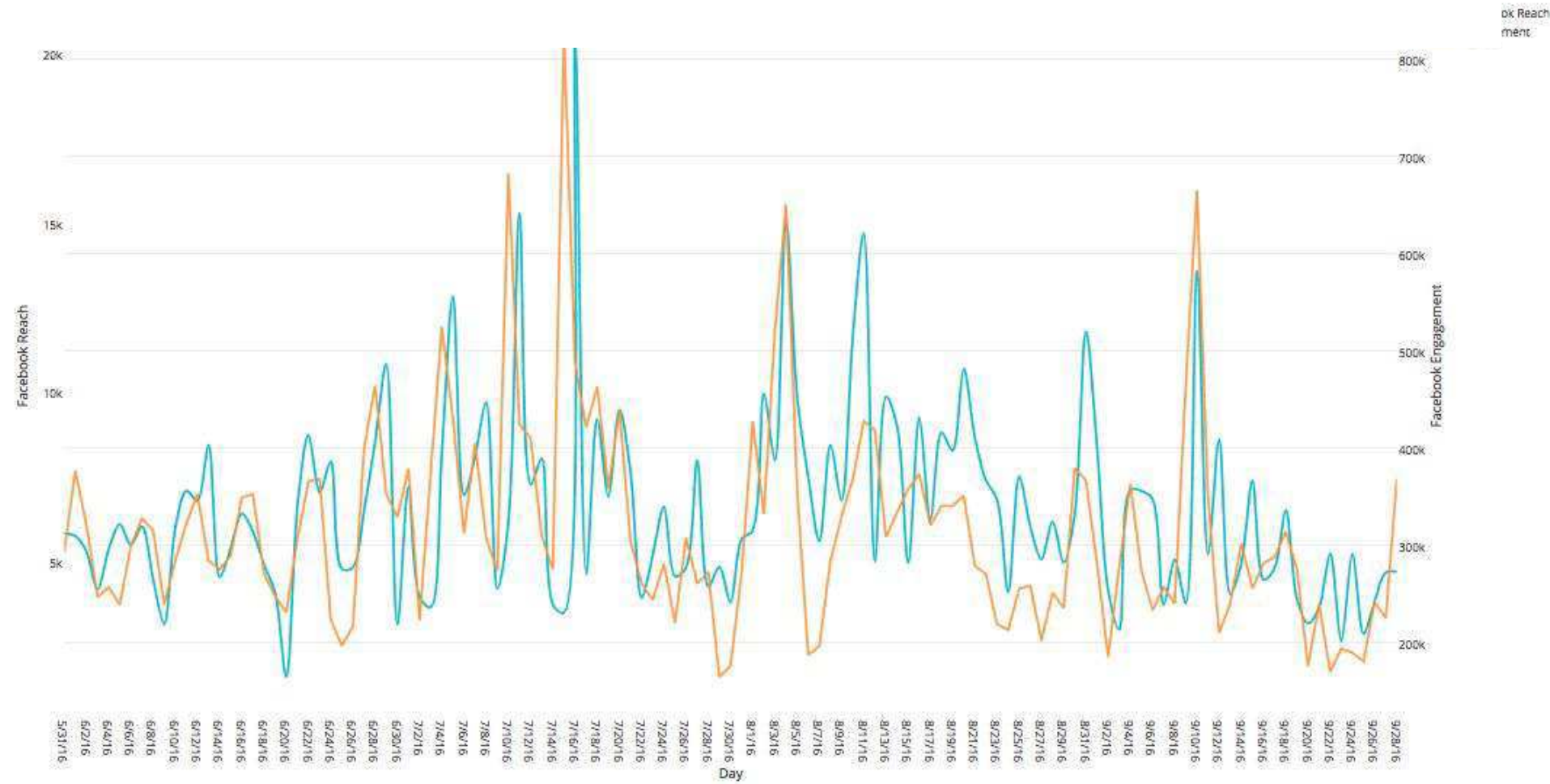


BUT WHY DO IT?

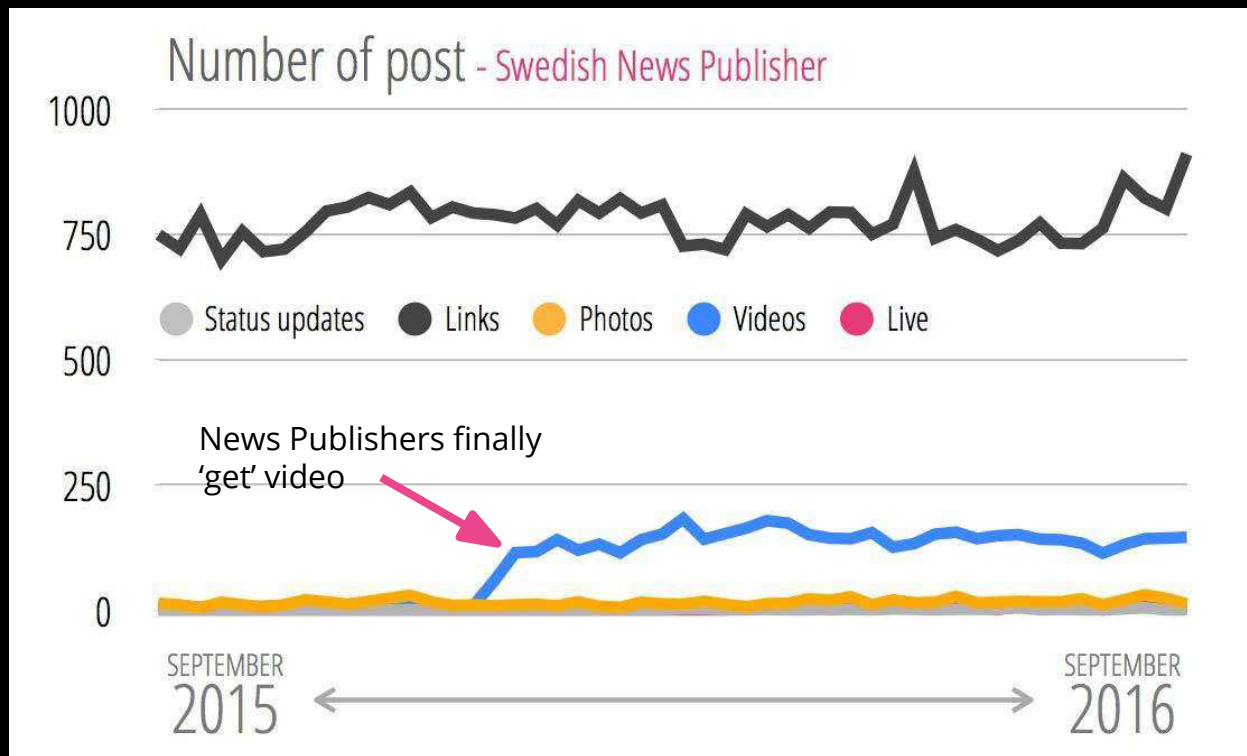
**MORE ENGAGEMENT =
BETTER PERFORMING PAGE = MORE
REACH ON ALL CONTENT = MORE
TRAFFIC ON YOUR PAGE**

(NOT SUPER EFFICIENT BUT...)

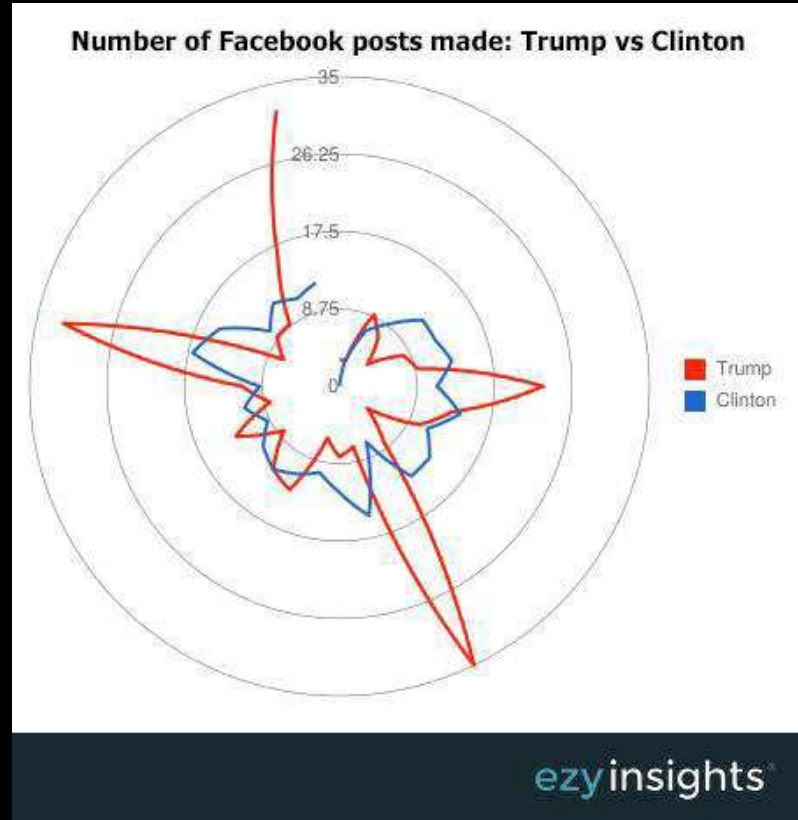
Facebook Reach against Facebook Engagement



POSTING FREQUENCY & POST TYPE



DYNAMIC POSTING FREQUENCY



LIVE VIDEO POLLS



1. ERAS OF FACEBOOK

2. BUZZFEED

3. BEHIND THE CURTAIN

News

Big Stories

Life

Quizzes

Lists

Videos

More ▾

Ge



18 Cats Who Are Beyond Pumped For Taylor Swift's New Album

What is BuzzFeed?

100+ Facebook pages

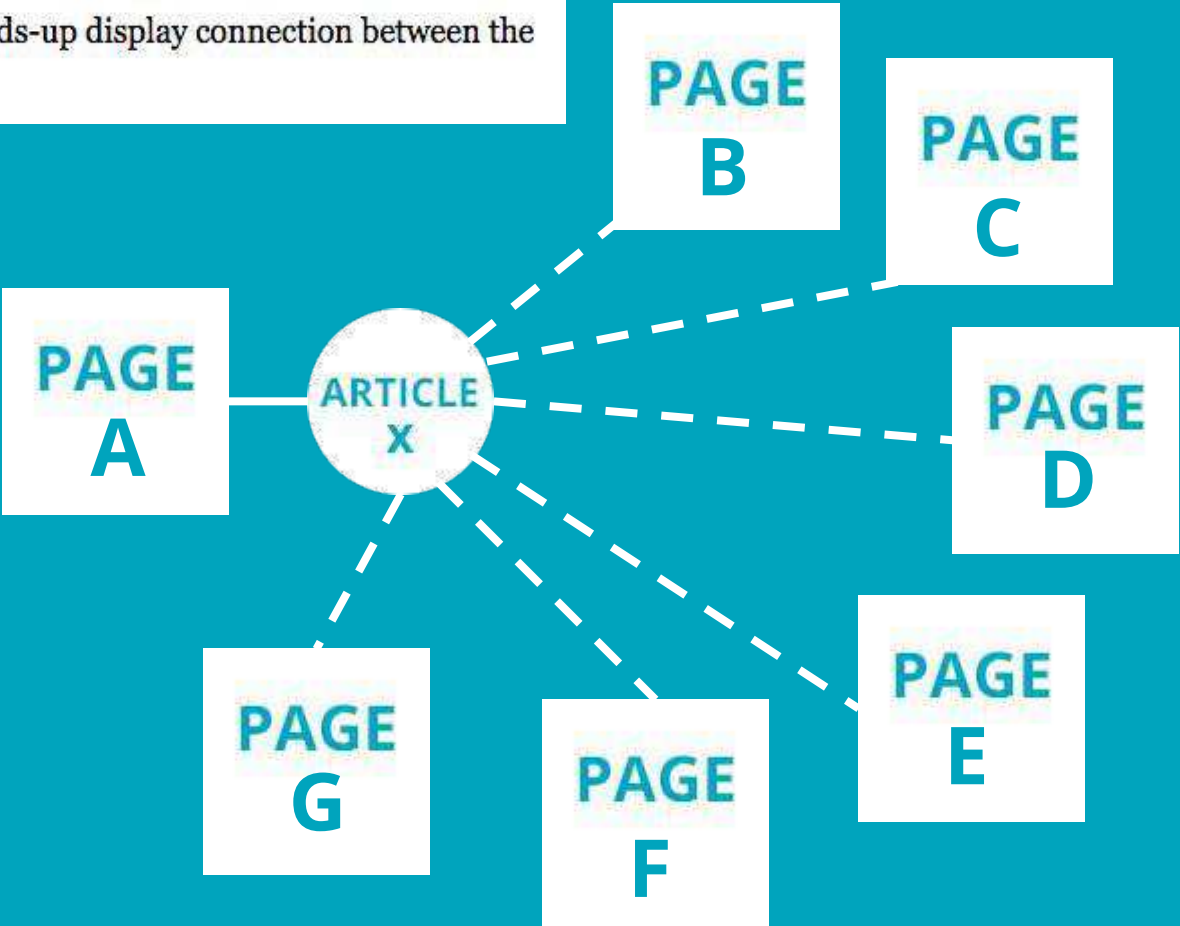
A delivery network within a delivery network

Multiple YouTube channels with over 27 million subscribers.

Recruiting for 118 Open Positions

“You can double down on what content hits, and you can branch out into into multiple formats,” adds Sherrett. “It’s like a heads-up display connection between the teammates and their tools.”

Many
horses in
the race



Traditional media has
learned...too slowly?

Not - Replication
But - Application

[Gloss]

THE TIMES, BEHIND

From descriptions of BuzzFeed in the New York Times between 2007 and 2014. BuzzFeed was founded in 2006.

We have never visited BuzzFeed before, but it seems dedicated to providing users with the latest info on hot trends and cool celebs

BuzzFeed, a trend-tracking site that recently linked to several fake Craigslist ads

BuzzFeed, a news-and-entertainment aggregator that's partly devoted to these new sources of memey entertainment

BuzzFeed, a site that employs both paid staff and volunteers to create a user-generated hot list of newsworthy items

BuzzFeed, a site where the editors and algorithms sift the Web in search of viral articles elsewhere

BuzzFeed, the popular online outfit known for cute animal pictures and breezy "listicles" (along with political reporting)

BuzzFeed, a new breed of social news organization

BuzzFeed, the viral-content aggregator that recently hired staff members to report on politics

BuzzFeed, the social website that is suddenly and rather robustly investing in reporting muscle

BuzzFeed, the hip young news site

BuzzFeed, the website

1. ERAS OF FACEBOOK
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 **Donald J. Trump**
3 days ago

TODAY WE MAKE AMERICA GREAT AGAIN!

 1407550 On-Post  N/A

 N/A  N/A

 320.99 Engagement per minute 

 **Hillary Clinton**
a day and 19 hours ago

Last night, I congratulated Donald Trump and offered to work w...

 1279381 On-Post  N/A

 N/A  N/A

 488.87 Engagement per minute 

 **Donald J. Trump**
3 months and 23 days ago

The media is spending more time doing a forensic analysis of ...

 1169417 On-Post  N/A

 N/A  N/A

 7.13 Engagement per minute 

 **Donald J. Trump**
5 months and a day ago

DONALD J. TRUMP STATEMENT REGARDING TRAGIC TERR...

 992457 On-Post  N/A

 N/A  N/A

 4.54 Engagement per minute 

 **Donald J. Trump**
a day and 18 hours ago

Such a beautiful and important evening! The forgotten man and...

 834661 On-Post  N/A

 N/A  N/A

 323.50 Engagement per minute 

 **Donald J. Trump**
3 days and 16 hours ago

MAKE AMERICA GREAT AGAIN!

 792346 On-Post  N/A

 N/A  N/A

 127.76 Engagement per minute 

 **Donald J. Trump**
4 months and 6 days ago

Last night's horrific execution-style shootings of 12 Dallas law e...

 627653 On-Post  N/A

 N/A  N/A

 3.46 Engagement per minute 


 **Donald J. Trump**
5 months and a day ago

While I greatly appreciate everybody congratulating me for bein...



 470325 On-Post  N/A



 N/A  N/A



 2.15 Engagement per minute 

 **Donald J. Trump**
3 months and 26 days ago

We grieve for the officers killed in Baton Rouge today. How ma...

 447540 On-Post  N/A

 N/A  N/A

 2.66 Engagement per minute 

 **Donald J. Trump**
5 days ago

I would like to thank the United States Secret Service and the I...

 430304 On-Post  N/A

 N/A  N/A

 54.30 Engagement per minute 


 **Donald J. Trump**
a month and 3 days ago

The media and establishment want me out of the race so badly...



 401354 On-Post  N/A



 N/A  N/A



 8.25 Engagement per minute 

 **Donald J. Trump**
5 months and a day ago

Is President Obama going to finally mention the words radical I...

 367056 On-Post  N/A

 N/A  N/A

 1.68 Engagement per minute 

 **Donald J. Trump**
5 months ago

Crooked Hillary says we must call on Saudi Arabia and other c...

 365992 On-Post  N/A

 N/A  N/A

 1.69 Engagement per minute 

 **Hillary Clinton**
a month and 29 days ago

I just wanted to thank everyone for all the well-wishes you've s...

 356775 On-Post  N/A

 N/A  N/A

 4.16 Engagement per minute 


 **Donald J. Trump**
4 months and 25 days ago

If elected President - I WILL REPEAL & REPLACE OBAMACARE!



 294381 On-Post  N/A


 N/A  N/A



 1.40 Engagement per minute 

 **Donald J. Trump**
7 months ago

Why is it that the horrendous protesters, who scream, curse pu...


 293540 On-Post  N/A

 N/A  N/A

 0.86 Engagement per minute 

 **Donald J. Trump**
27 days ago

This election is being rigged by the media pushing false and un...

 293022 On-Post  N/A

 N/A  N/A

 7.51 Engagement per minute 

 **Donald J. Trump**
3 months and 19 days ago

Wow, President Obama's brother, Malik, just announced that h...

 292622 On-Post  N/A

 N/A  N/A

 1.85 Engagement per minute 

 **Donald J. Trump**
5 months and a day ago

Horrific incident in Orlando, Florida. Praying for all the victims &...

 288310 On-Post  N/A

 N/A  N/A

 1.32 Engagement per minute 

 **Donald J. Trump**
3 months and 26 days ago

We are TRYING to fight ISIS, and now our own people are killin...

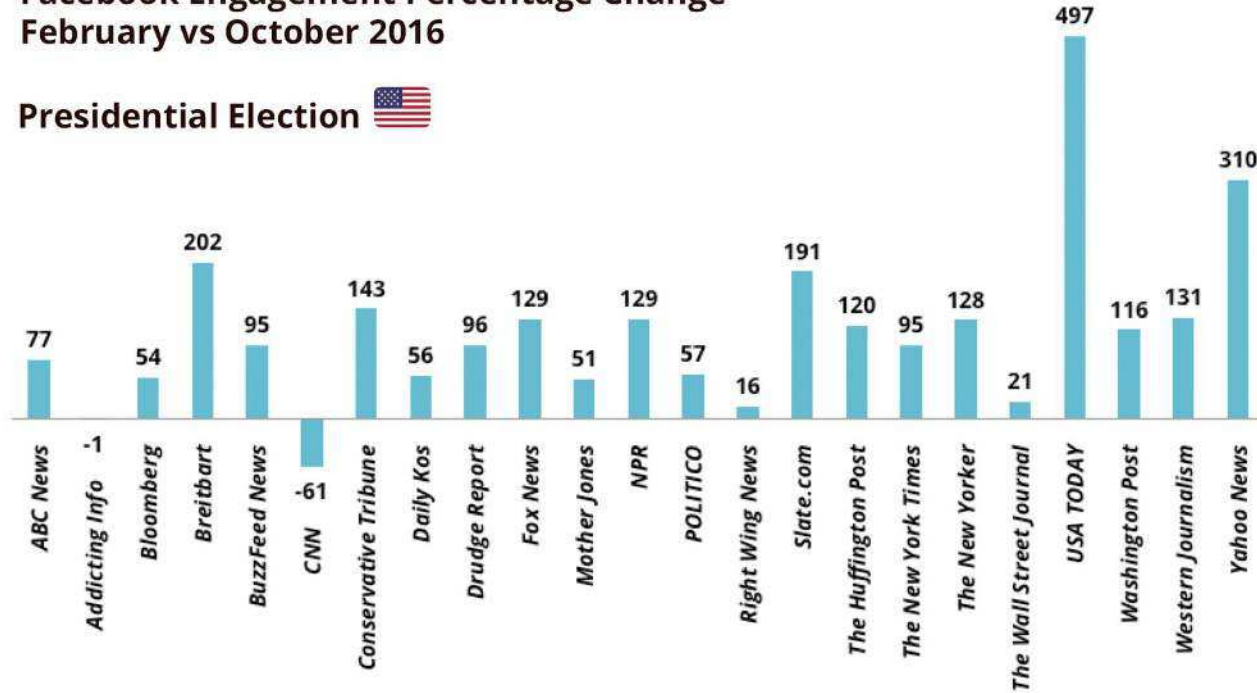
 287193 On-Post  N/A

 N/A  N/A

 1.71 Engagement per minute 

Facebook Engagement Percentage Change February vs October 2016

Presidential Election 



**You cannot be
surprised by
what you know
is there**

