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# FACEBOOK NEWS FEED CHANGES IN GERMANY

WHAT HAPPENED AND WHAT SHOULD YOU DO?



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# Understanding Facebook News Feed Changes

**FACEBOOK IS REDEFINING ITS ENGAGEMENT LOGIC**



Improving user experience and spread of reliable news.

**FACEBOOK ENGAGEMENT IS SHRINKING FOR ALMOST EVERYBODY**



As of May 2018, most publishers on Facebook have lost engagement.



Publishers most affected: Large tabloid and viral pages.



Content type most affected: Video.



In Germany, some major news publishers like tagesschau and SPIEGEL ONLINE grew despite the general downwards trend.

**FACEBOOK'S PUBLIC ANNOUNCEMENTS OF ALGORITHM CHANGES DO NOT MATCH UP WITH CHANGES IN PRACTICE**



Facebook made a big announcement in January.



Changes to algorithm are ongoing and require monitoring.

## EFFECTS ON THE NEWS FEED CHANGES IN GERMANY



Facebook engagement on German news pages **dropped 8%** on average **over 6 months**



**Viral** and **tabloid** types of publishers are affected not only in **Germany**, but also across **Europe**



Who grew: Traditional German **print** and **broadcaster** pages



**Photo** engagement **grew 30%**



**Video** engagement **dropped 20%**



**Link** engagement **dropped 5%**



What grew: **Lifestyle, sports** and **travel**



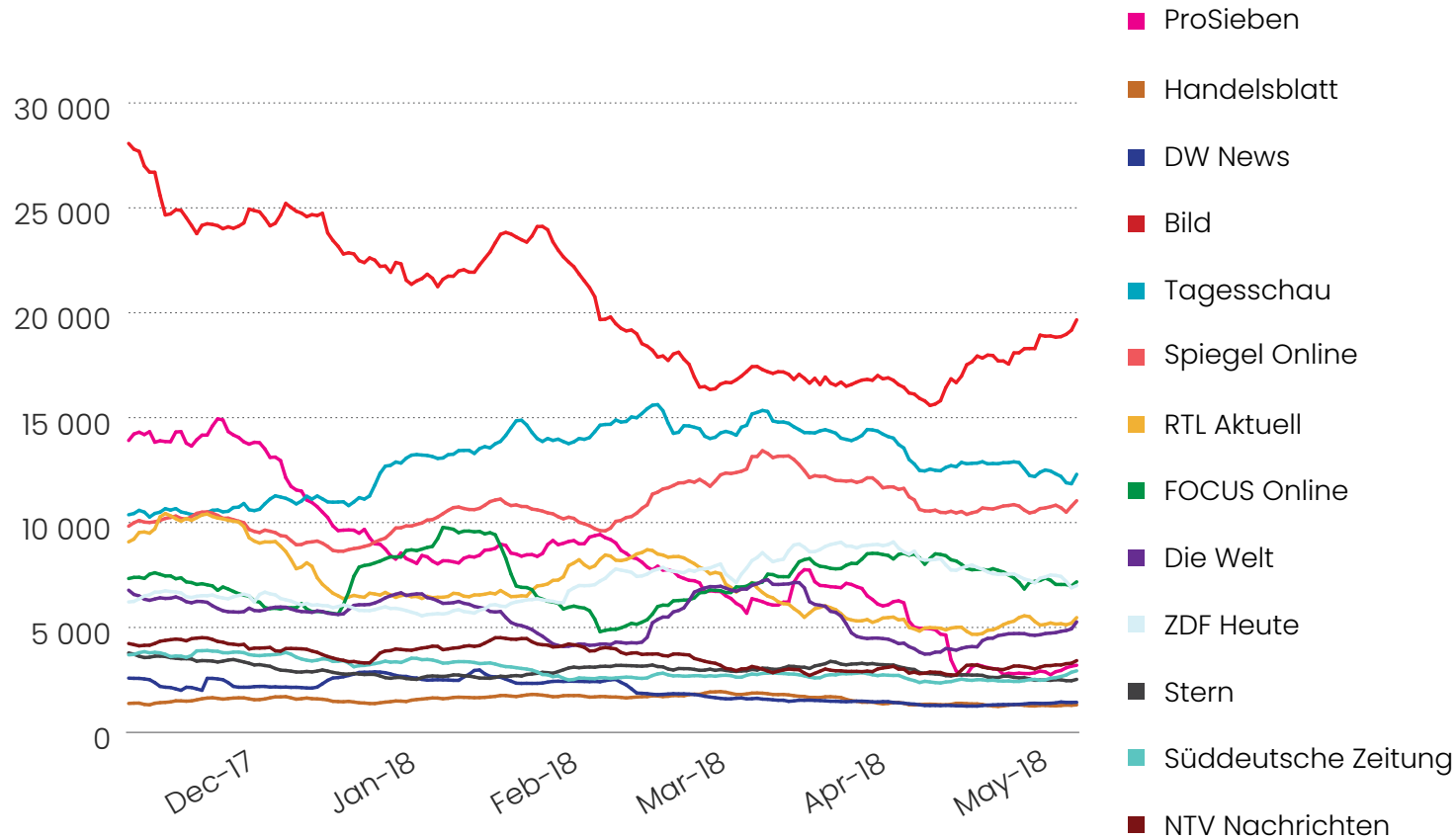
What dropped: **Politicians, entertainment** and **technology**



Algorithm changes appear to be **ongoing** during **Q1** and **Q2 2018**

# German news Publishers' Facebook engagement dropped by 8% on average in 6 months, but not everybody went down

SELECTED MAJOR NEWS PUBLISHERS IN GERMANY  
 AVERAGE ENGAGEMENT PER DAY  
 15 NOVEMBER 2017 - 15 MAY 2018

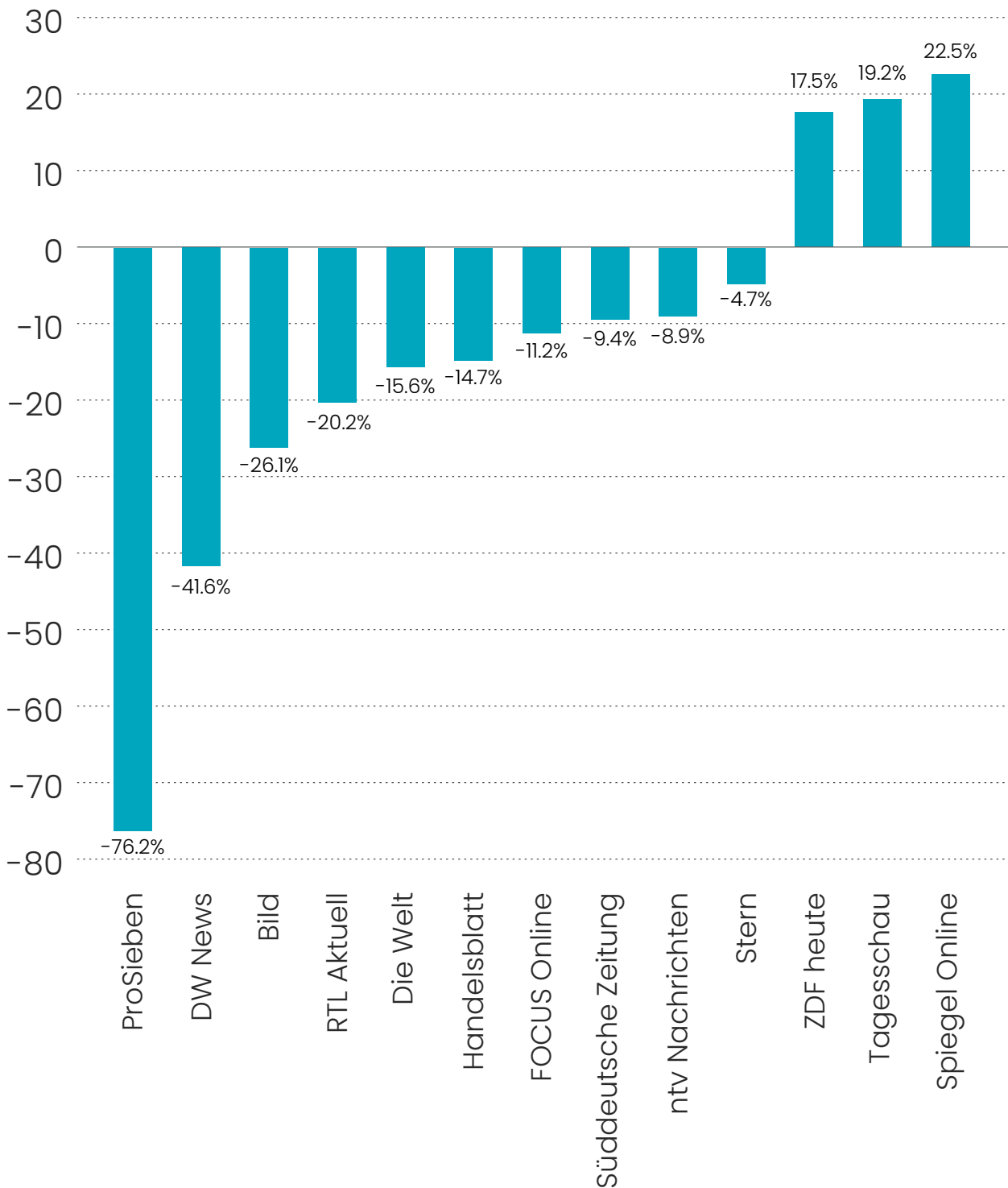


## Some Traditional Print/Broadcaster Publishers Grew

### SELECTED MAJOR NEWS PUBLISHERS IN GERMANY

ENGAGEMENT PERCENTAGE CHANGE

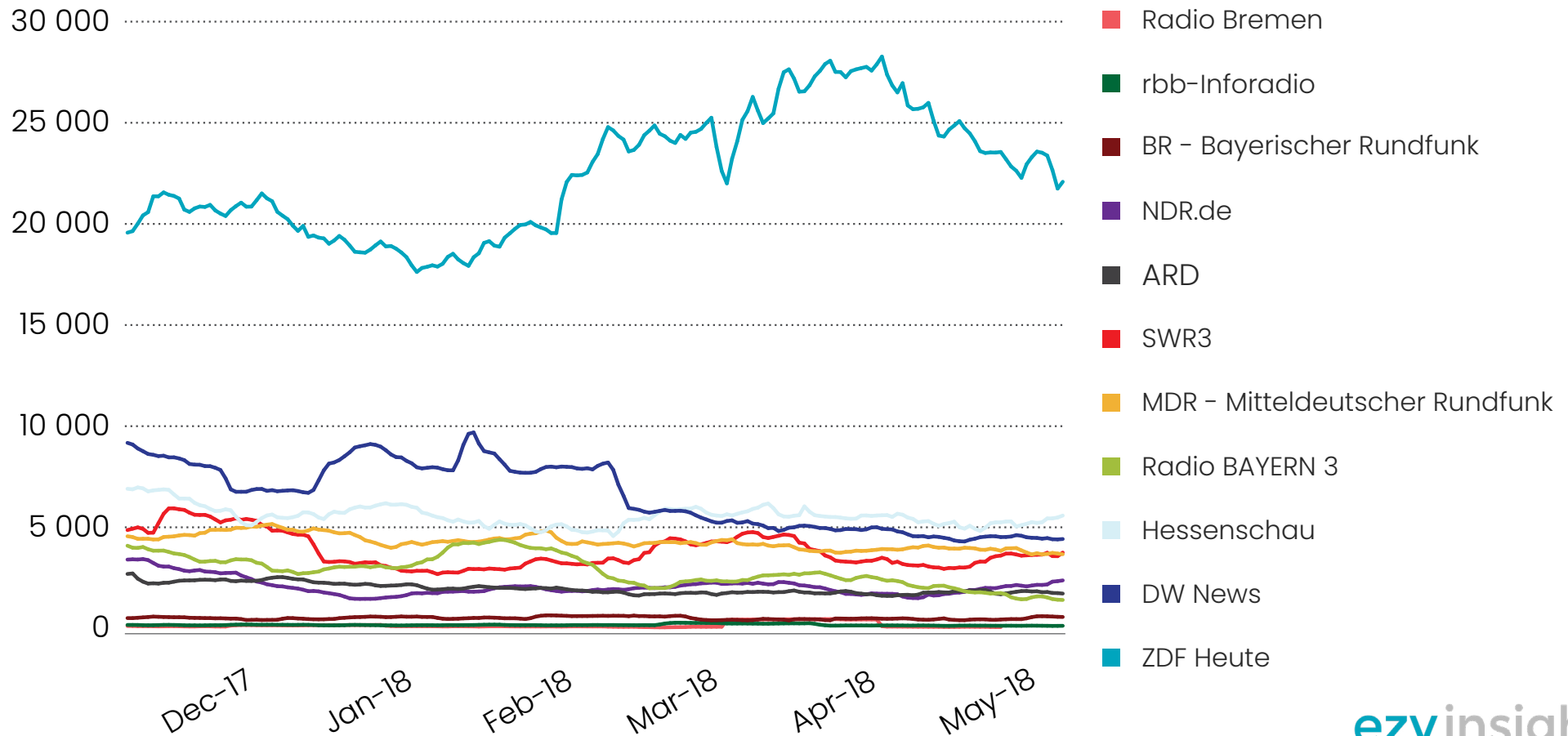
15 NOVEMBER 2017 - 15 MAY 2018



# German Broadcasters' Facebook engagement dropped, but not everybody went down

SELECTED BROADCASTERS IN GERMANY  
 AVERAGE ENGAGEMENT PER DAY  
 15 NOVEMBER 2017 - 15 MAY 2018

**i** ZDF Heute grew



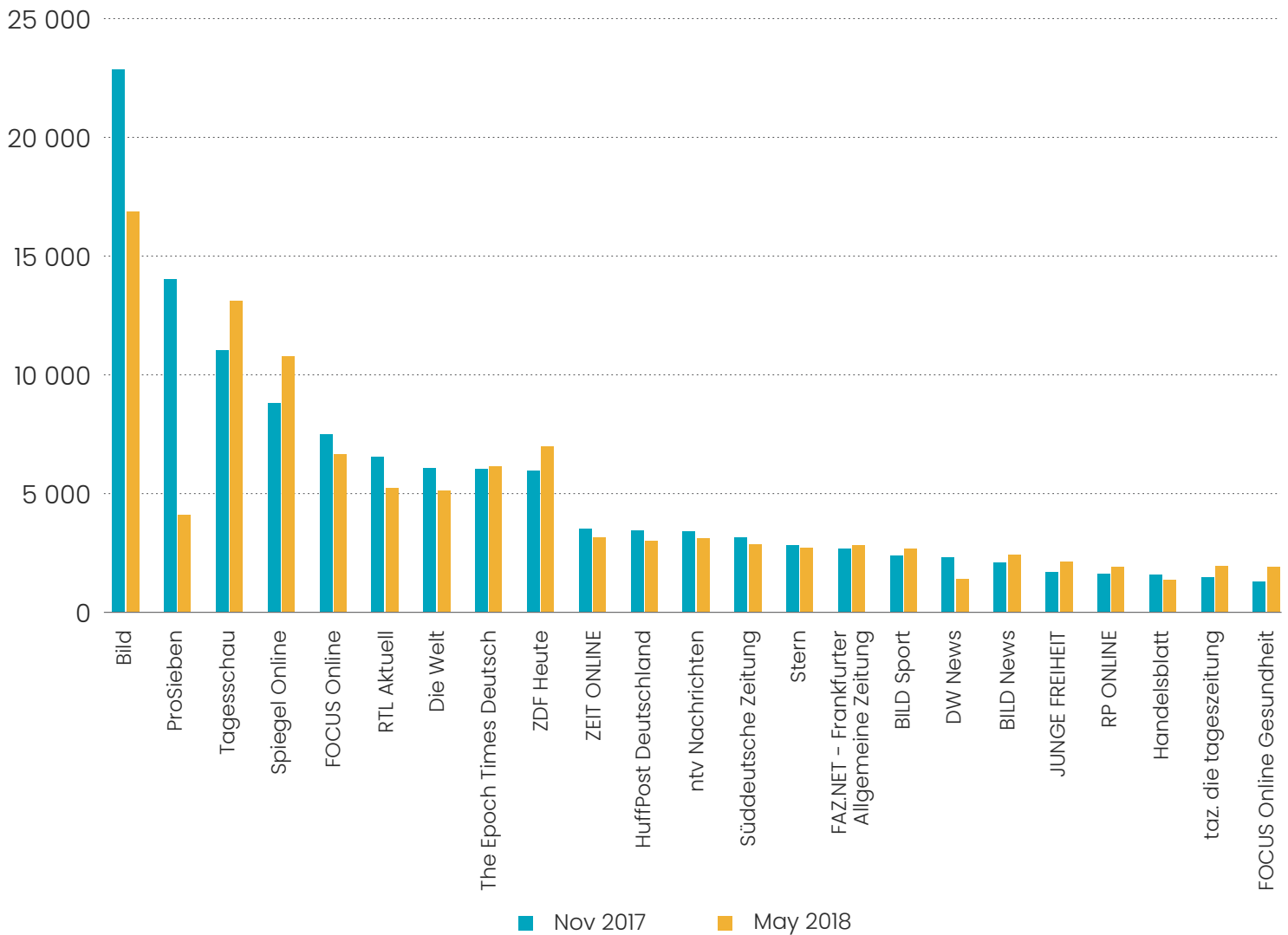


## Smaller Publishers grew

### SELECTED MAJOR PUBLISHERS IN GERMANY

AVERAGE ENGAGEMENT PER DAY

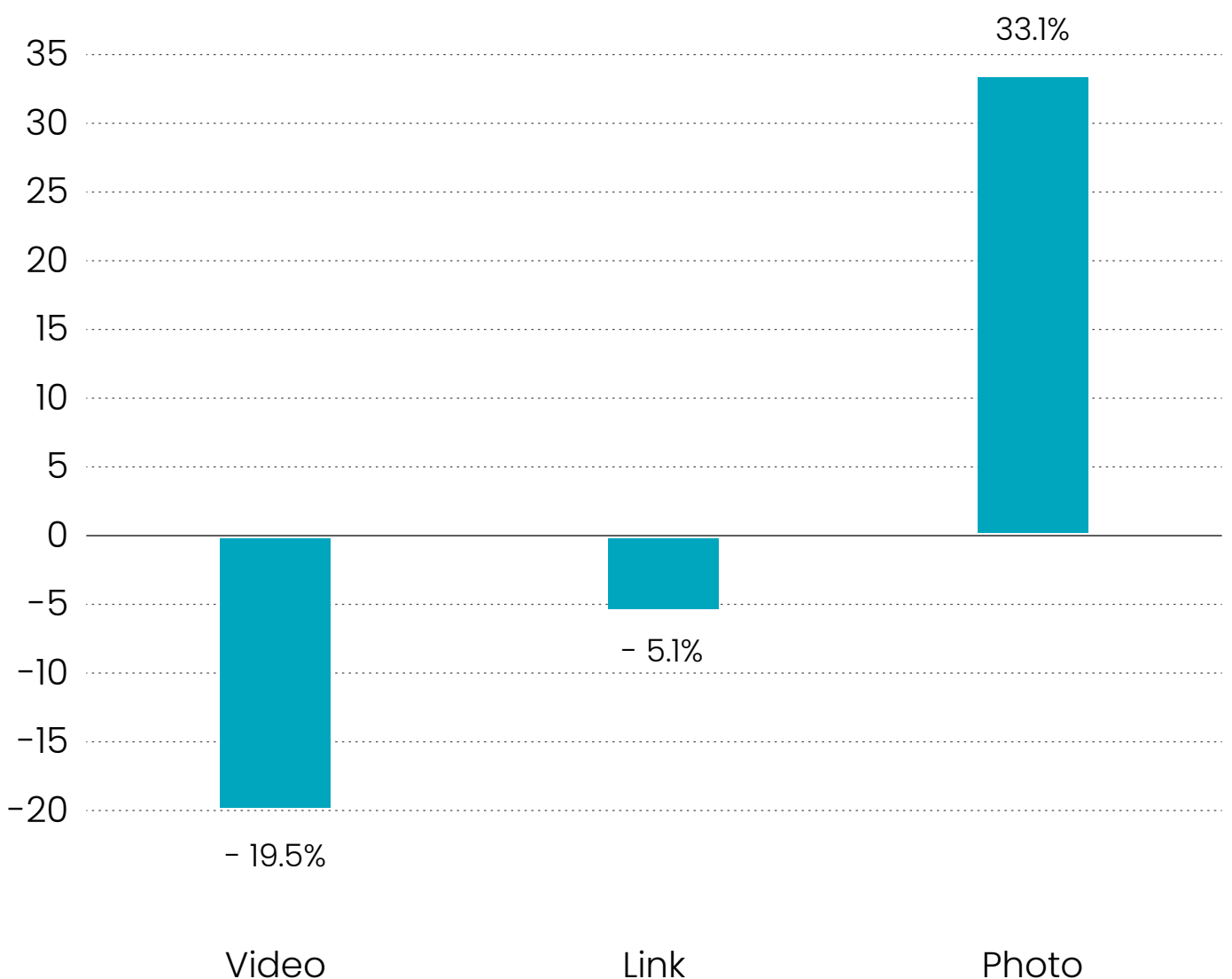
15 NOVEMBER 2017 - 15 MAY 2018





# News & Tabloid pages' video engagement dropped by 19% on average in 6 months

ALL NEWS AND TABLOID PUBLISHERS IN GERMANY  
ENGAGEMENT PERCENTAGE CHANGE  
15 NOVEMBER 2017 - 15 MAY 2018

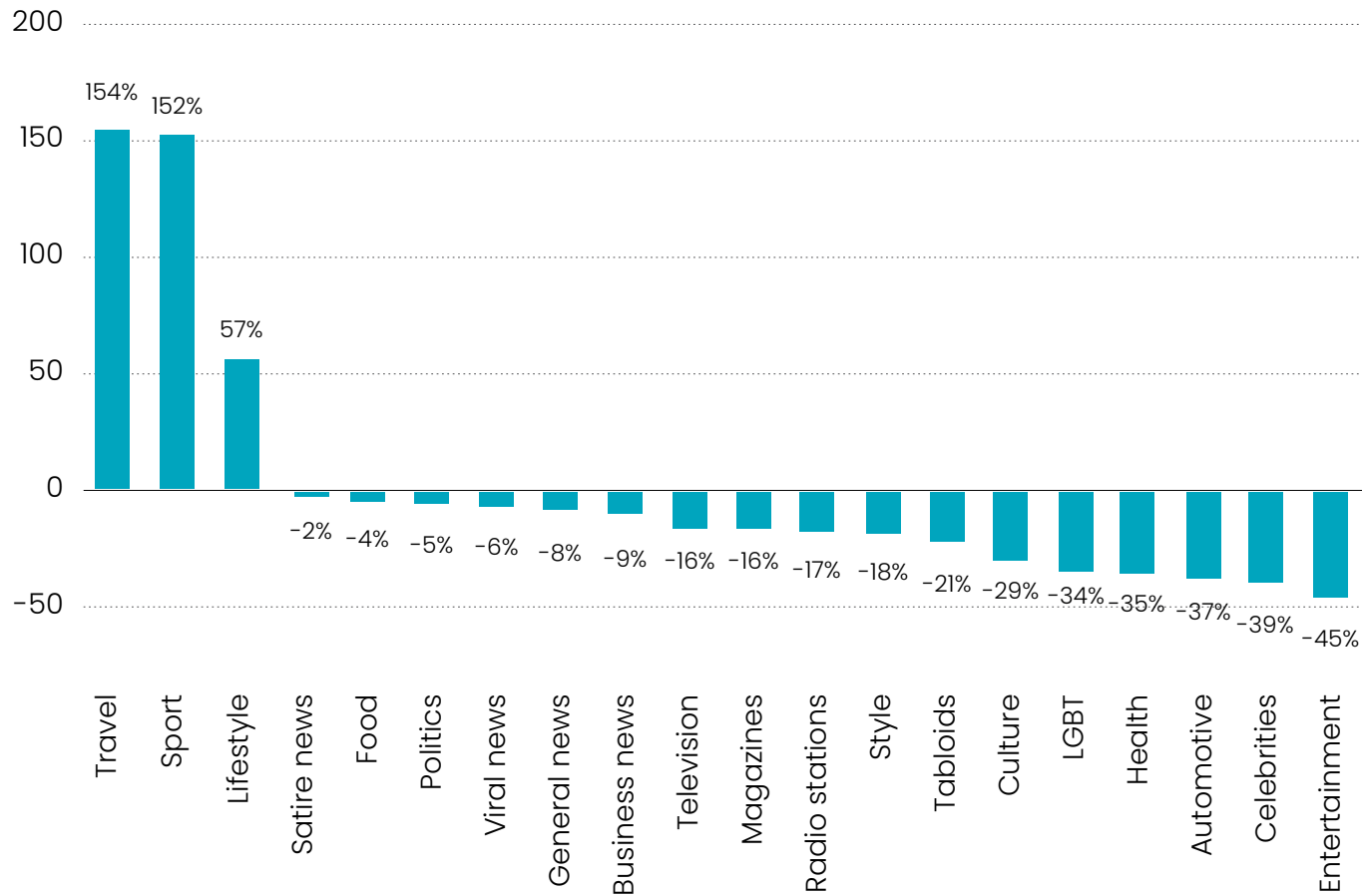


## German Travel, Sport and Lifestyle Content Grew

### ALL PUBLISHERS IN GERMANY

ENGAGEMENT PERCENTAGE CHANGE

15 NOVEMBER 2017 - 15 MAY 2018



# Recommendations for Newsrooms

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**1****FOLLOW DATA METHODICALLY.**

- » Make data available daily.
- » Observe the trends.
- » Recognise changes.
- » Investigate anomalies.
- » Share your findings.

**2****USE DATA AND FACTS TO HELP FINE-TUNE YOUR CONTENT STRATEGY.****3****ASK US QUESTIONS.**

- » We are here to help!

**4****DON'T GET CAUGHT BY SURPRISE.**

- » Data informed newsrooms need never panic.

**5****AUTOMATE YOUR NEWS GATHERING AND POSTING FREQUENCY WHERE POSSIBLE.**

- » Ability to cover and publish relevant stories still matters a lot.
- » Being fast in news publishing is still very important.

## Metrics used in this report

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» **Publisher**

We look at each publisher's main page (typically their major news page) on Facebook.

» **Engagement**

Sum of reactions, comments, and shares on posts on publishers' Facebook page (on-post engagement) per day.

» **Trend**

30 day average (sum of engagement for 30 days divided by 30).

» **Percentage Change**

Average daily engagement on first vs. last 30 days over a period.

» **Content type**

Content type of Facebook post (Link, Video, Photo). Video includes both video and live video if not specified otherwise. We look at average engagement per post for different content types.

» **Category**

Categorisation in EzyInsights Realtime and SoMe Index (e.g. News, Tabloids, Broadcasters, Radio, Magazines).

» **Date range**

The reports cover a 6 month period.

## ABOUT THIS STUDY

THIS STUDY HAS BEEN CONDUCTED BY EZYINSIGHTS – THE FASTEST NEWS GATHERING TOOL FOR NEWSROOMS AND JOURNALISTS.

**WE HELP PUBLISHERS IMPROVE THEIR EDITORIAL WORKFLOW**

## CONTACT

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