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NEVER MISS A STORY.

FACEBOOK NEWS FEED CHANGES IN SPAIN

WHAT HAPPENED AND WHAT SHOULD YOU DO?

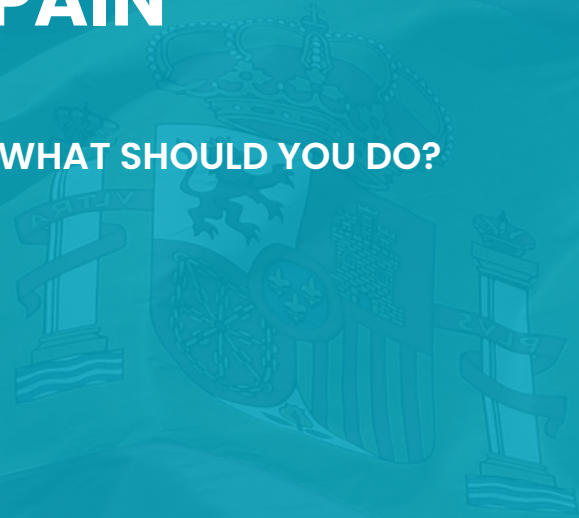




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Understanding Facebook News Feed Changes

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.



Smaller local pages are doing relatively better.

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 SPAIN



Facebook engagement on Spanish news pages **dropped 12%** on average **over 6 months**.



The largest **viral** and **tabloid** publishers are affected across **Europe** and also in **Spain** (e.g. PlayGround).



The **Catalan Independence Referendum** and the Regional Elections caused a spike in late 2017. Catalan language publishers are returning back to previous engagement levels.



Who grew the most: **Local newspapers**.



Photo engagement **remained stable**.



Video engagement **dropped by over 30%**. Video is affected across Europe.



Link engagement **remained stable**.

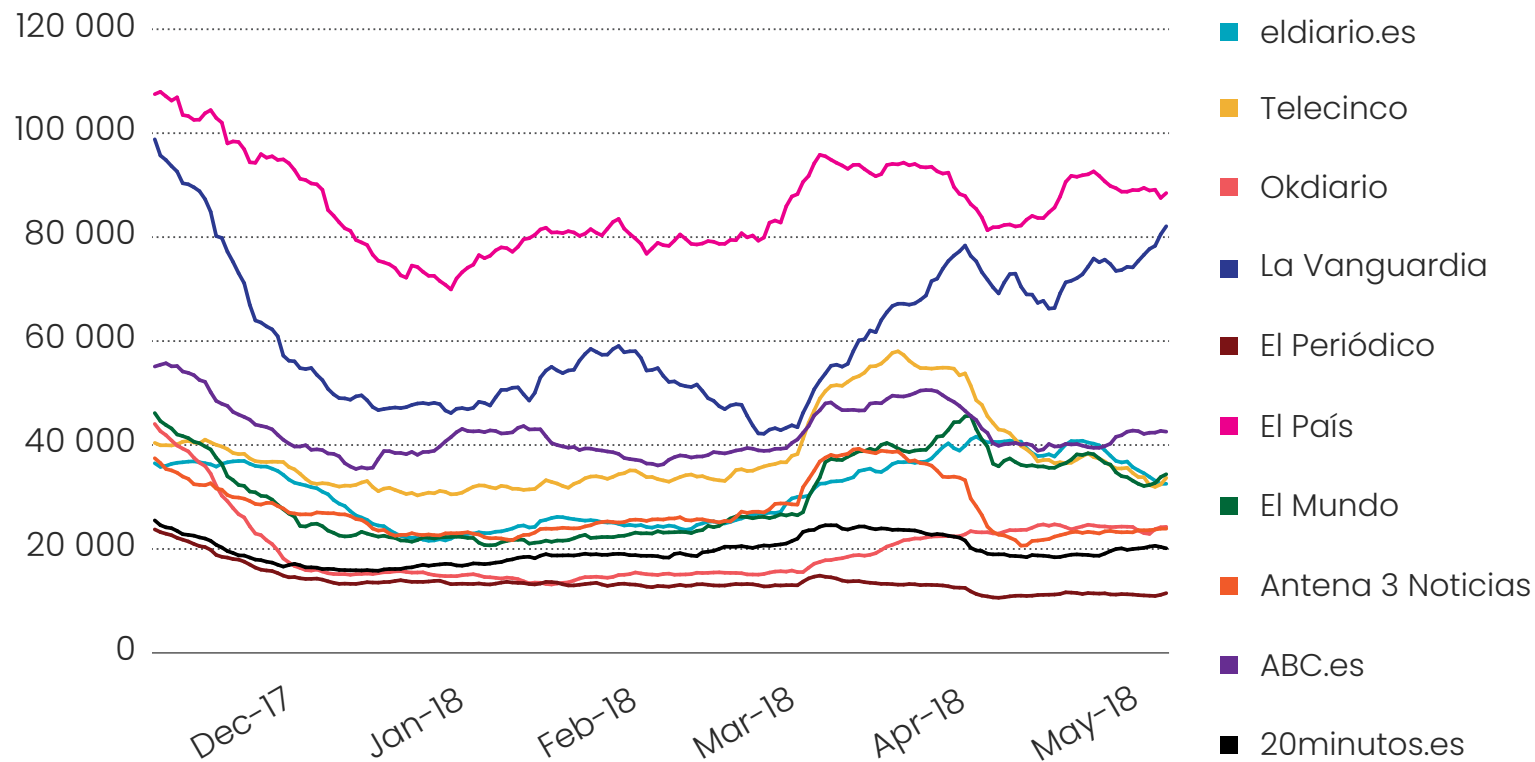


Facebook announced the changes in January 2018, but the effect is spread across end of 2017 and first half of 2018. **Changes vary across different countries** and roll-out schedule is not known outside Facebook.

Spanish news publishers' Facebook engagement dropped by 12% on average in 6 months, but not everybody went down

SELECTED MAJOR NEWS PUBLISHERS IN SPAIN (SPANISH LANGUAGE)

AVERAGE ENGAGEMENT PER DAY
15 NOVEMBER 2017 - 15 MAY 2018

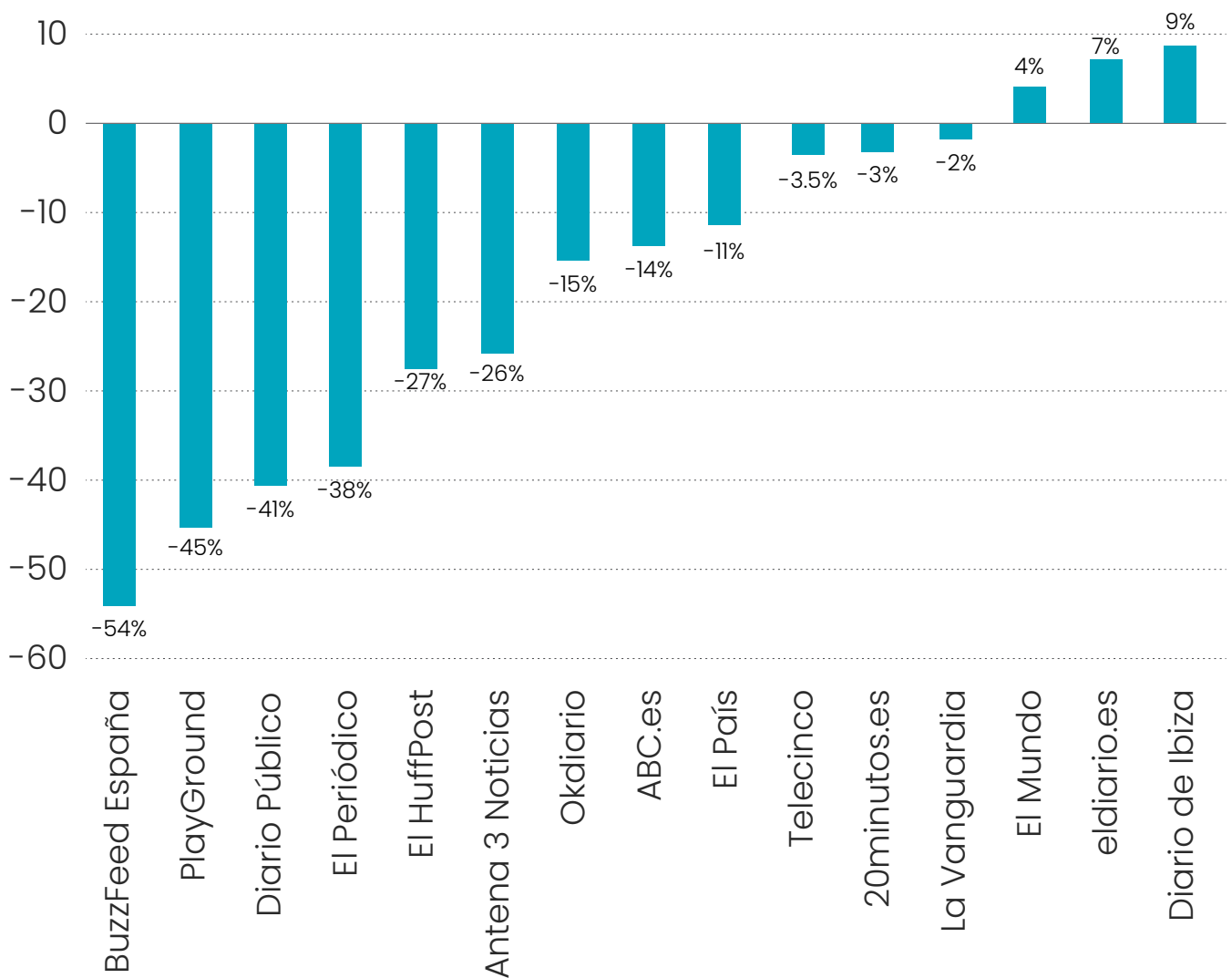


Biggest and viral type of publishers suffer the most everywhere, also in Spain

SELECTED MAJOR NEWS PUBLISHERS IN SPAIN (SPANISH LANGUAGE)

ENGAGEMENT PERCENTAGE CHANGE

15 NOVEMBER 2017 - 15 MAY 2018

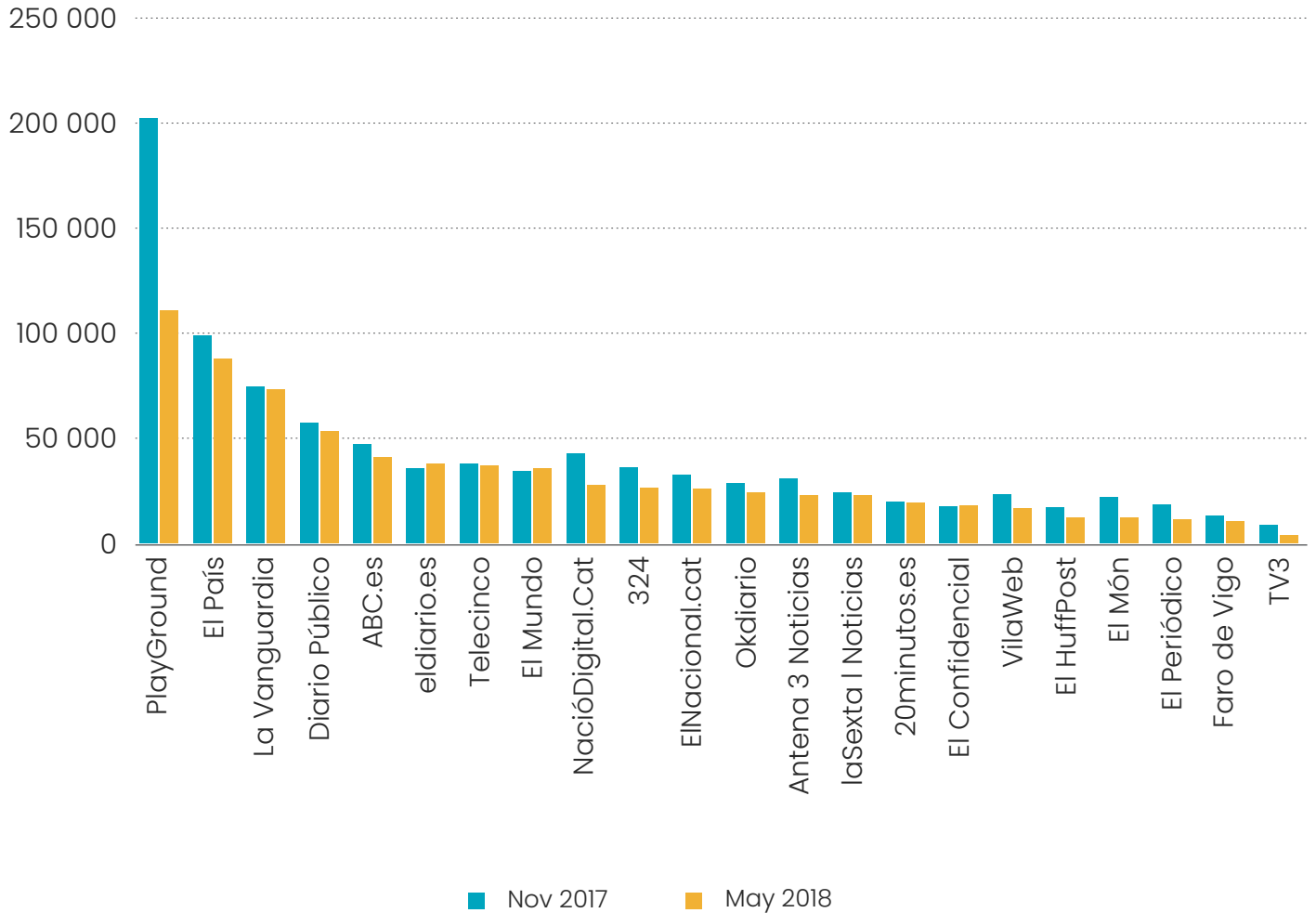


Mid-size publishers remained more stable

SELECTED MAJOR PUBLISHERS IN SPAIN

AVERAGE ENGAGEMENT PER DAY

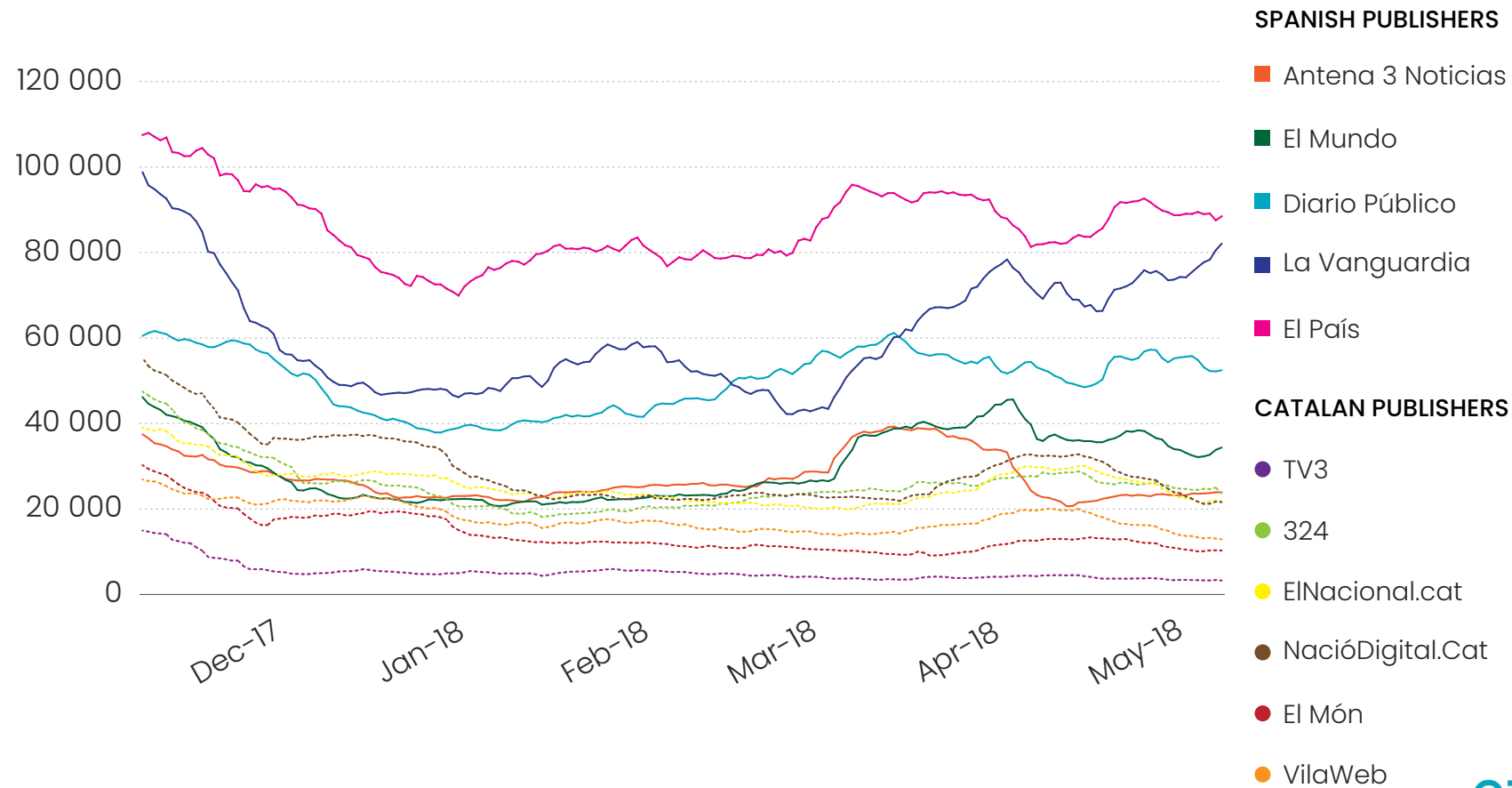
15 NOVEMBER 2017 - 15 MAY 2018



Catalan publishers came down after Election peak, Spanish language publishers were affected less

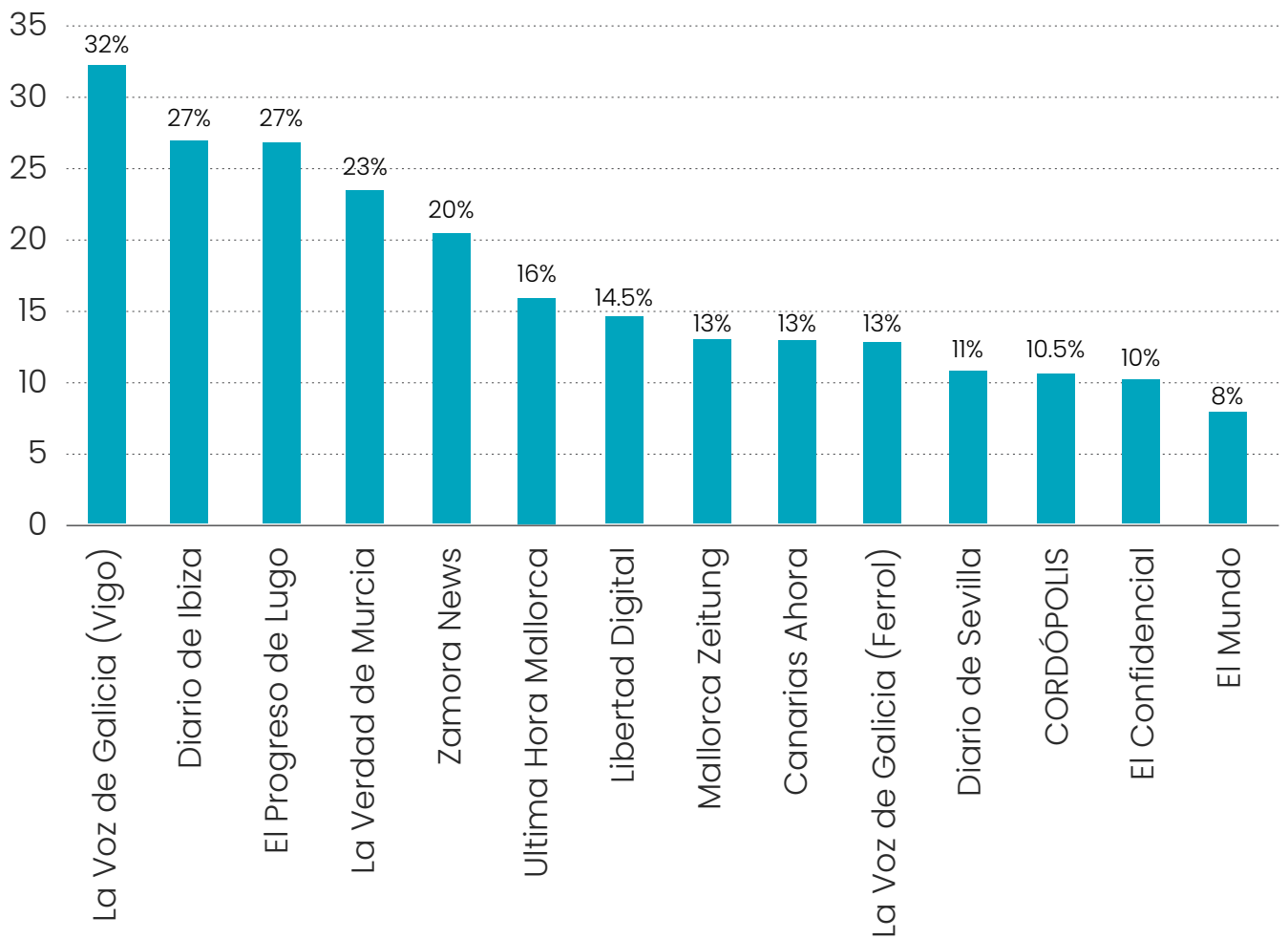
SELECTED MAJOR CATALAN AND SPANISH LANGUAGE PUBLISHERS

AVERAGE ENGAGEMENT PER DAY
15 NOVEMBER 2017 - 15 MAY 2018



Local newspapers grew the most

NEWS PUBLISHERS IN SPAIN
 ENGAGEMENT PERCENTAGE CHANGE
 15 NOVEMBER 2017 - 15 MAY 2018

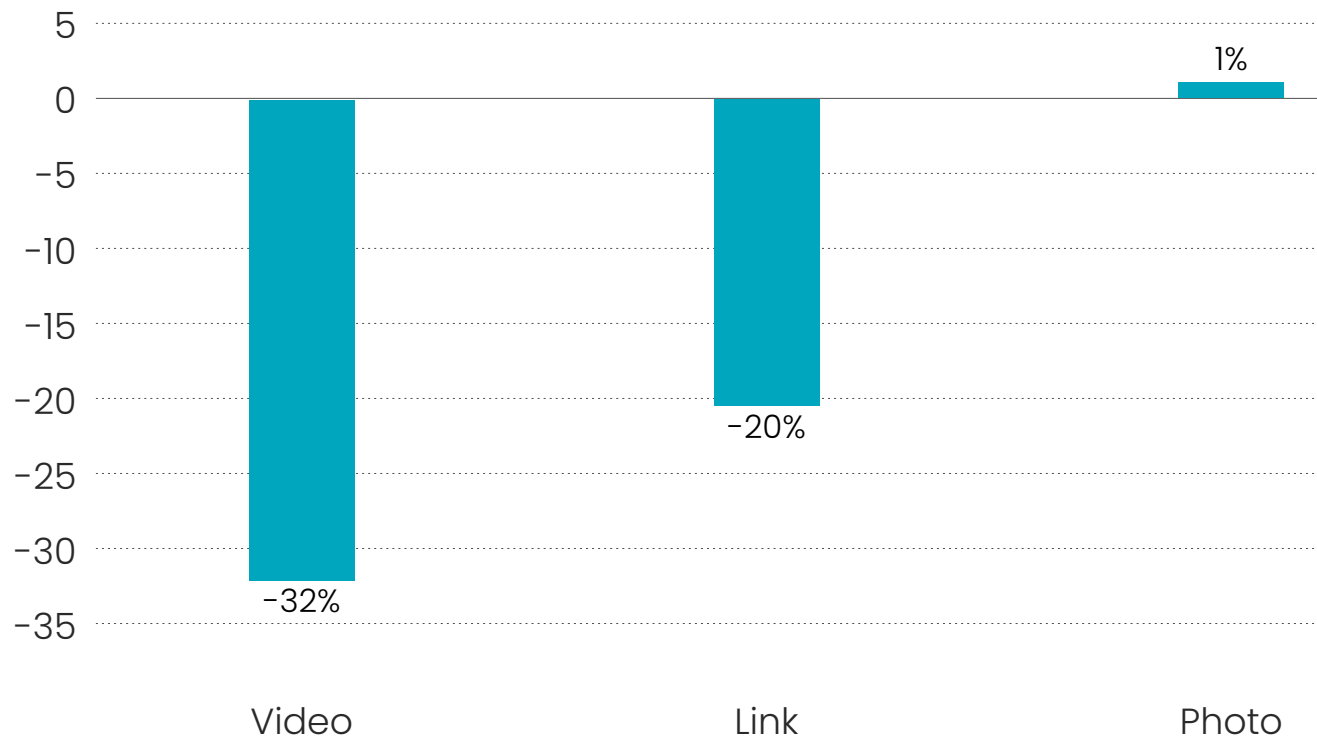


News pages' video and link engagement dropped, photo engagement remained stable

ALL NEWS PUBLISHERS IN SPAIN

ENGAGEMENT PERCENTAGE CHANGE

15 NOVEMBER 2017 - 15 MAY 2018



Recommendations for Newsrooms

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

» **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

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- 02** TOPIC RESEARCH AND CURATION
- 03** KNOW WHEN TO POST ON SOCIAL BASED ON DATA AND AI
- 04** PERFORMANCE METRICS FOR SOCIAL AND DIGITAL
- 05** BENCHMARK YOUR PERFORMANCE WITH COMPETITORS



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