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NEVER MISS A STORY.

FACEBOOK NEWS FEED CHANGES IN FRANCE

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 OF THE NEWS FEED CHANGES IN FRANCE



French news publishers' Facebook engagement **dropped by 21% on average in 6 months.**



Biggest **viral and tabloid publishers were affected** across Europe and also in France (e.g. Epoch Times). The general news publisher **20 Minutes** is now the biggest.



Who grew the most: **Smaller local pages, including big broadcasters' and news publishers' sub pages.**



Engagement on different content types has changed. **Video** is affected across Europe. In France, Video engagement **dropped by 36%.**



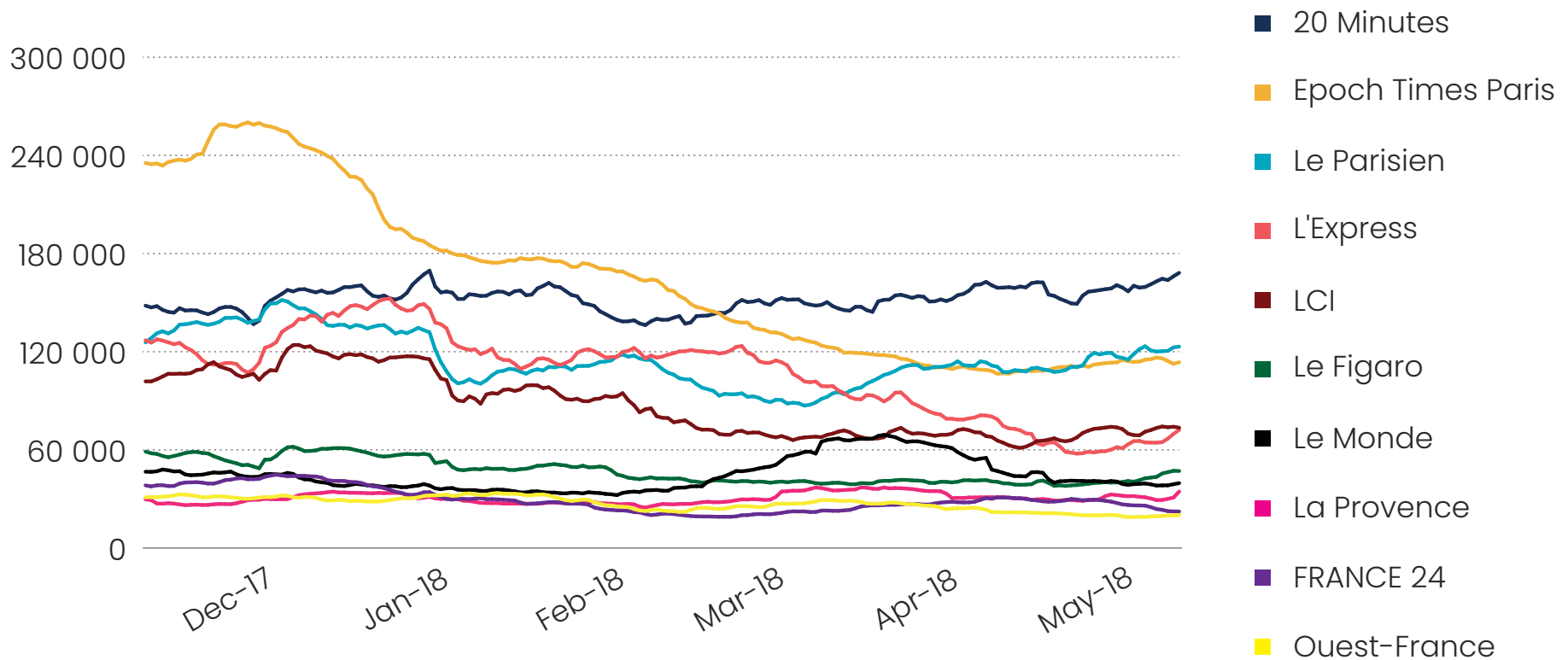
Link engagement **dropped by 19%.**



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

French news publishers' Facebook engagement dropped by 21% on average in 6 months, but not everybody went down

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

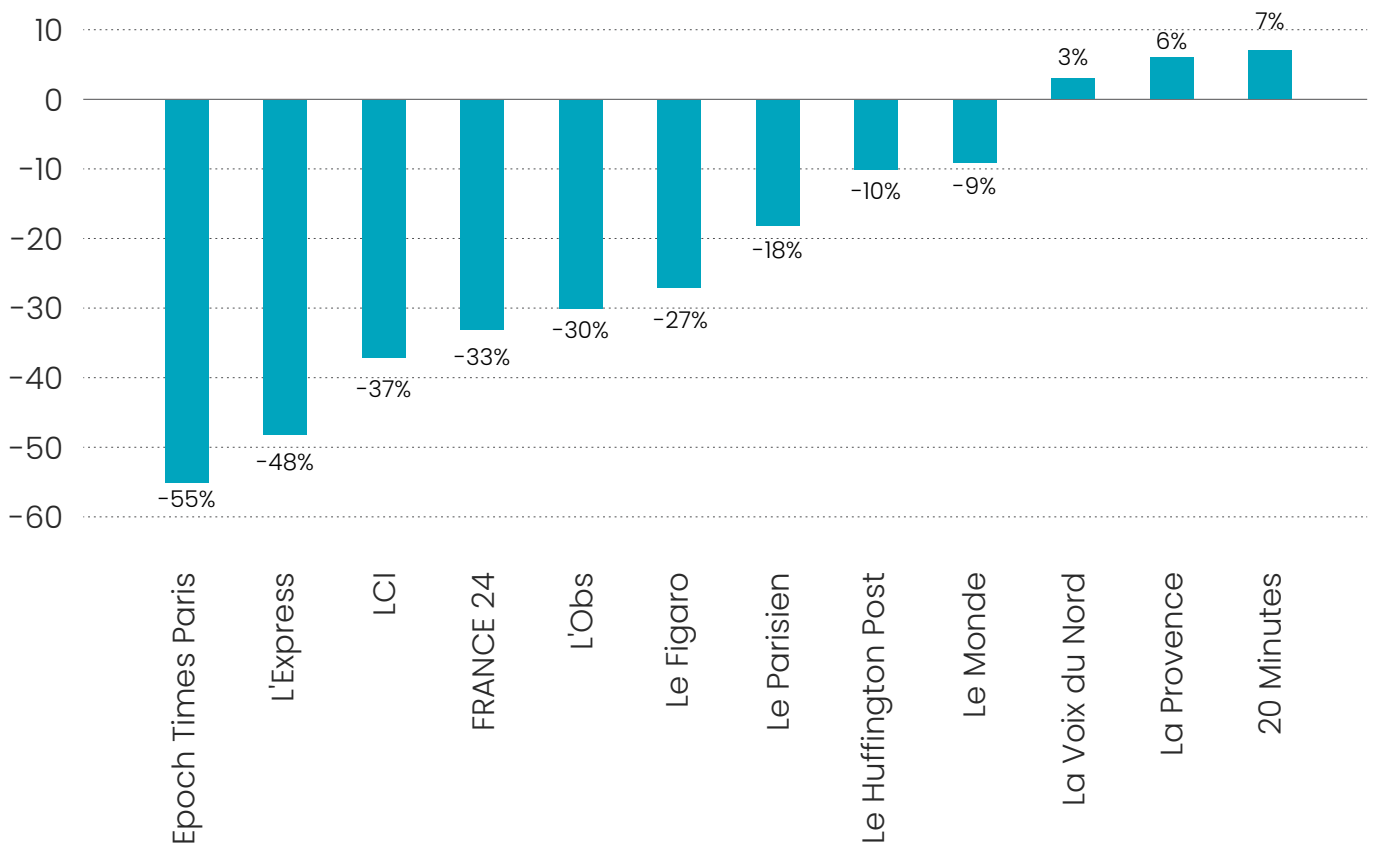


Large publishers and viral publishers experienced the biggest drops, but some major publishers grew

SELECTED MAJOR NEWS PUBLISHERS IN FRANCE

ENGAGEMENT PERCENTAGE CHANGE

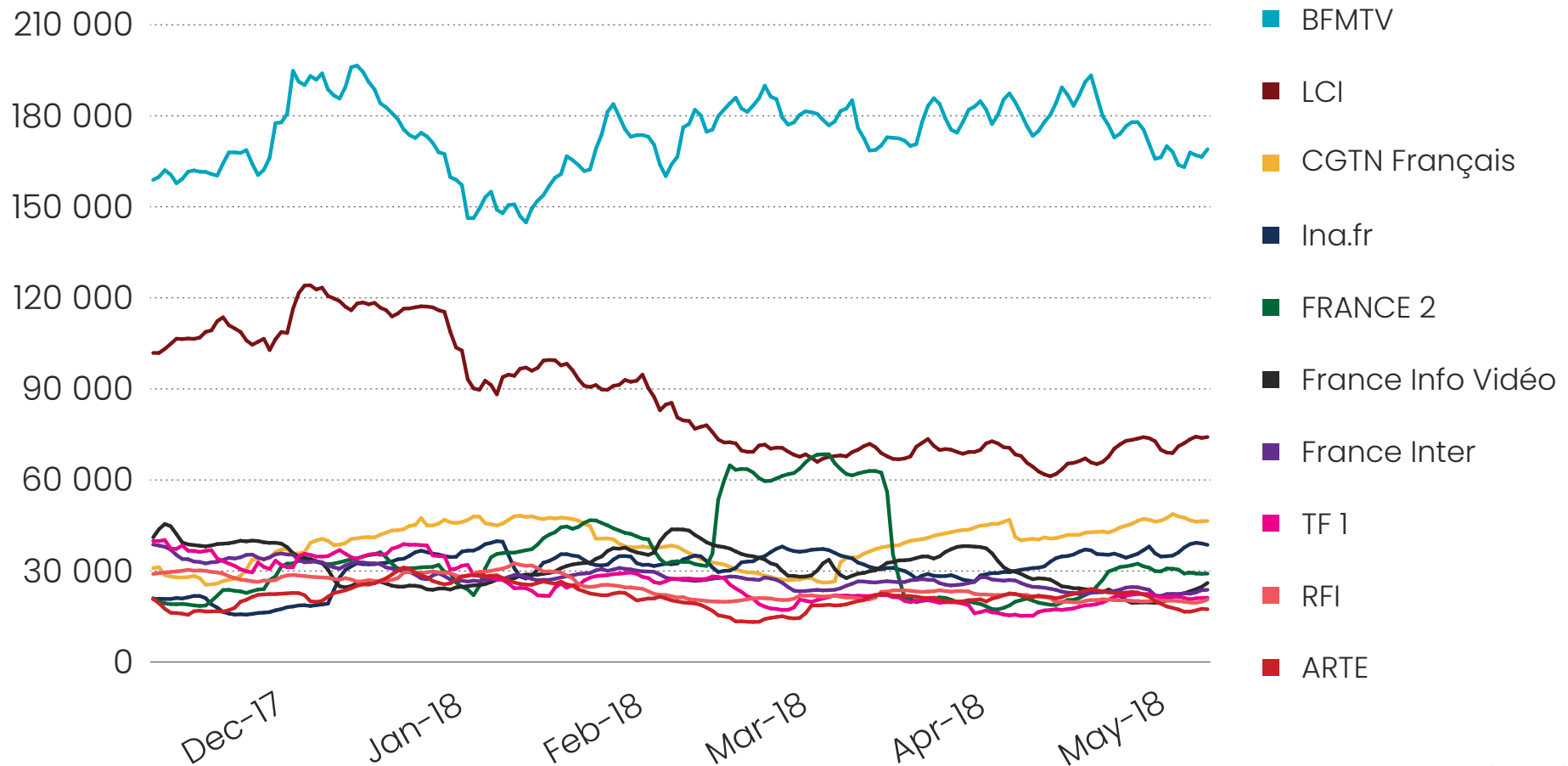
15 NOVEMBER 2017 - 15 MAY 2018



Large and mid-sized broadcasters grew

SELECTED MAJOR BROADCASTERS IN FRANCE

AVERAGE ENGAGEMENT PER DAY
15 NOVEMBER 2017 - 15 MAY 2018

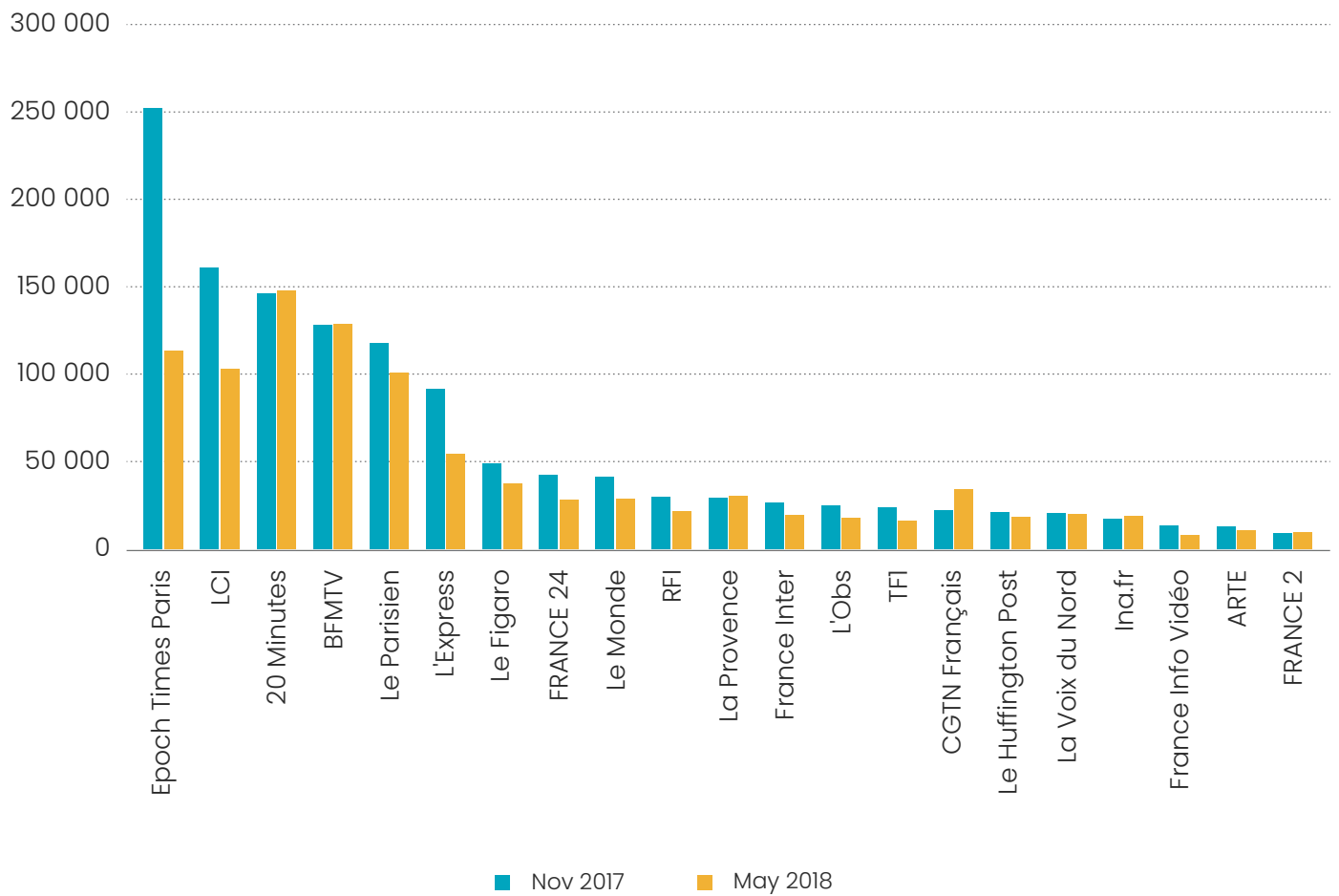


Top publishers changed positions. Some large publishers dropped significantly.

SELECTED MAJOR PUBLISHERS IN FRANCE

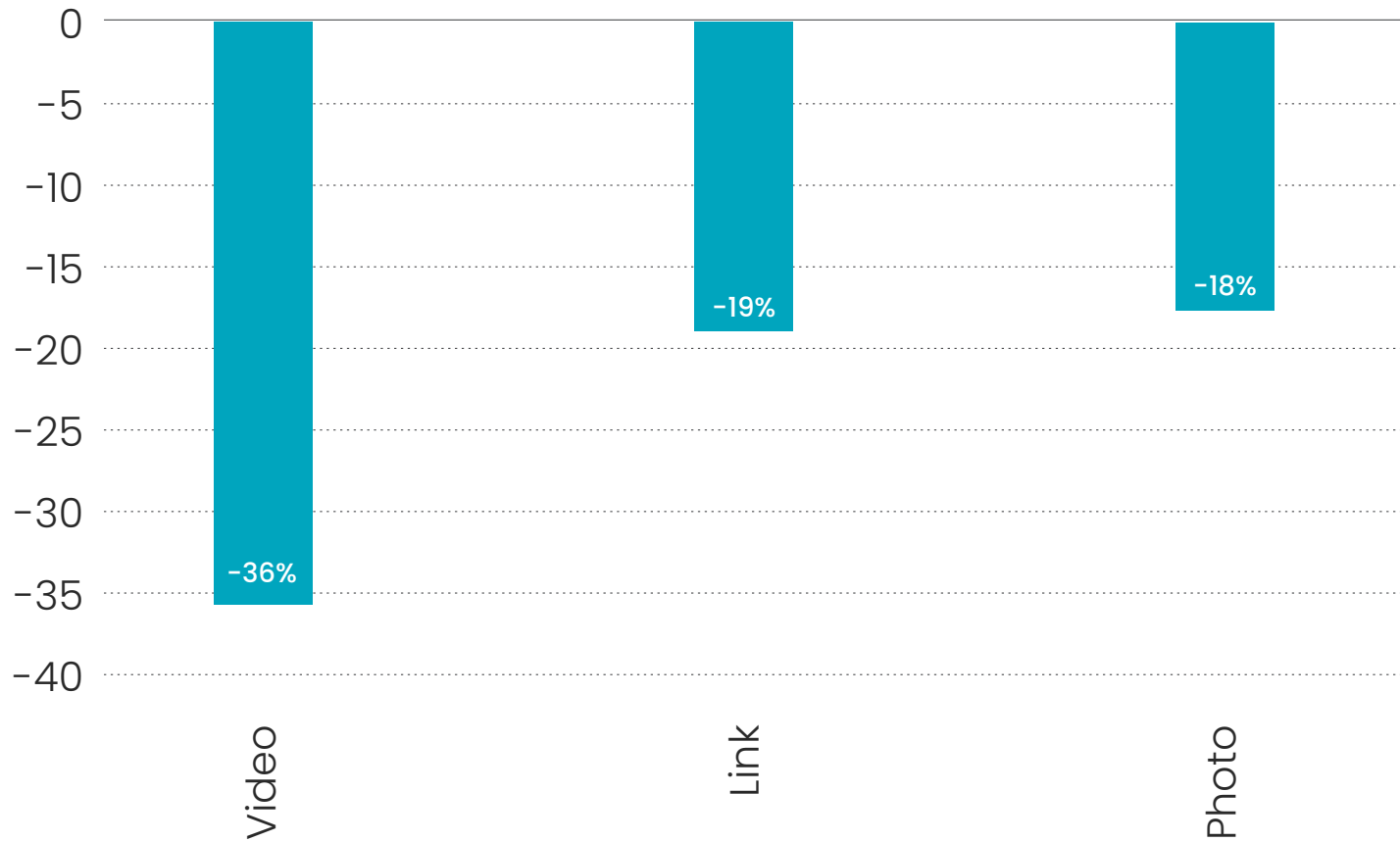
AVERAGE ENGAGEMENT PER DAY

15 NOVEMBER 2017 - 15 MAY 2018



News pages' video engagement dropped the most

ALL NEWS PUBLISHERS IN FRANCE
ENGAGEMENT PERCENTAGE CHANGE BY CONTENT TYPE
15 NOVEMBER 2017 - 15 MAY 2018

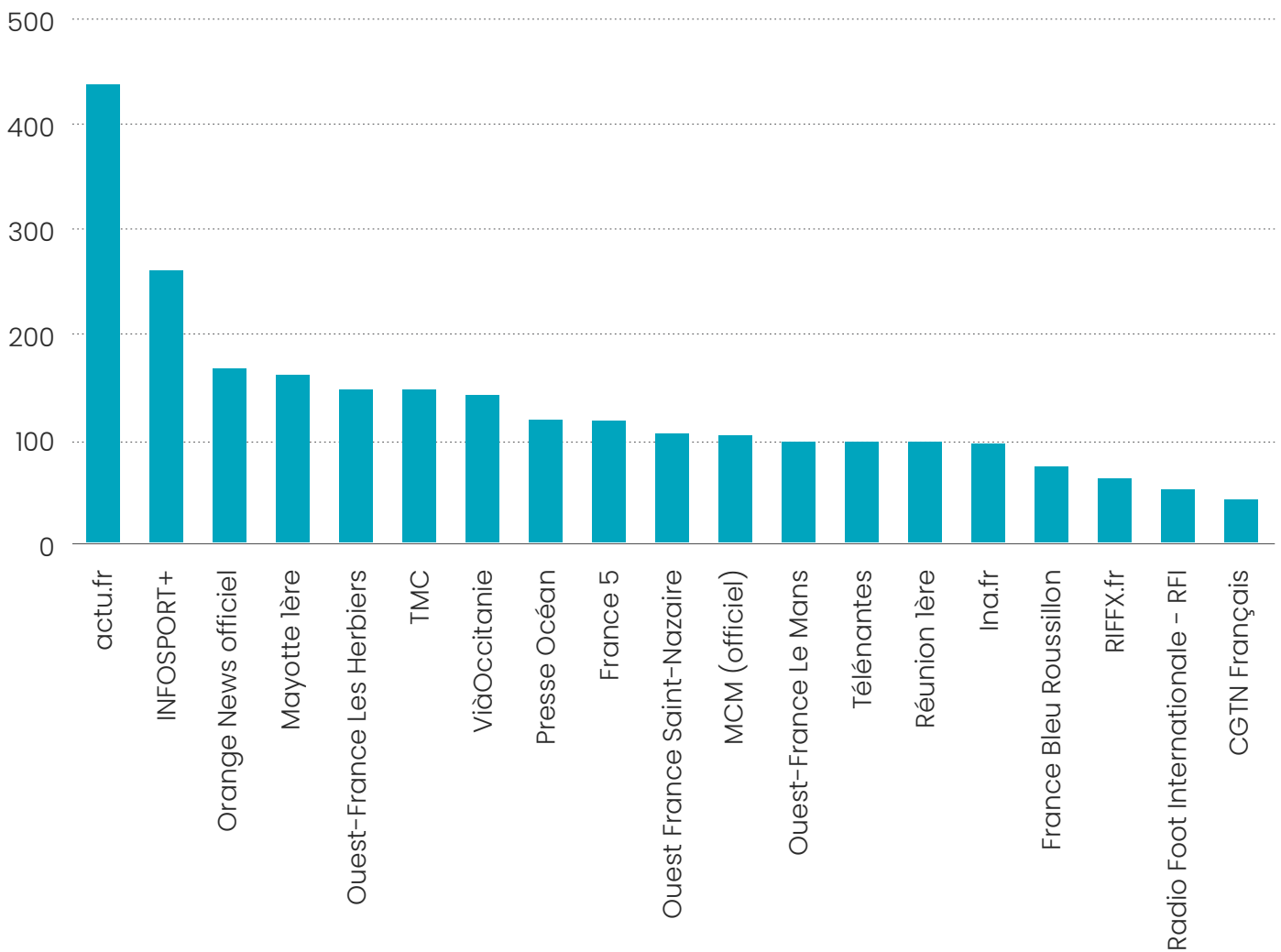


Large broadcasters' and news publishers' sub pages grew – along with smaller local publishers

NEWS PUBLISHERS AND BROADCASTERS IN FRANCE

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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