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NEVER MISS A STORY.

FACEBOOK NEWS FEED CHANGES IN ITALY

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 ALGORITHM CHANGES ARE ONGOING



Facebook made a big announcement in January.



Changes to algorithm are ongoing and require monitoring.

EFFECTS OF THE NEWS FEED CHANGES IN ITALY



Italian news publishers' Facebook engagement **dropped by 17% on average in 6 months.**



Italian General Election caused spikes for everybody in March 2018.



Mid-size news pages grew despite the News Feed changes. Pages like Today.it, Leggo and Corriere Della Sera were among the best growing publishers in Italy.



Largest broadcasters suffered more than newspapers.



Engagement on different content types changed. **Photos' engagement grew, while video went down by over 30%.**



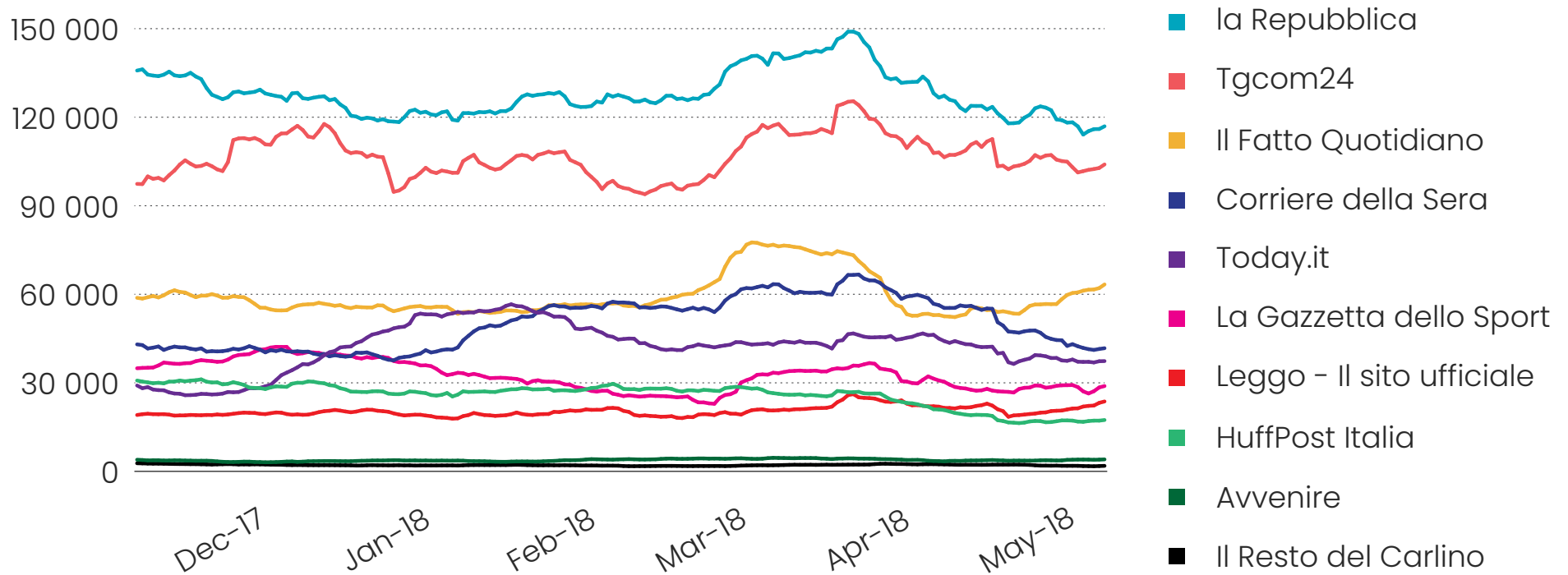
Link engagement remained stable.



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

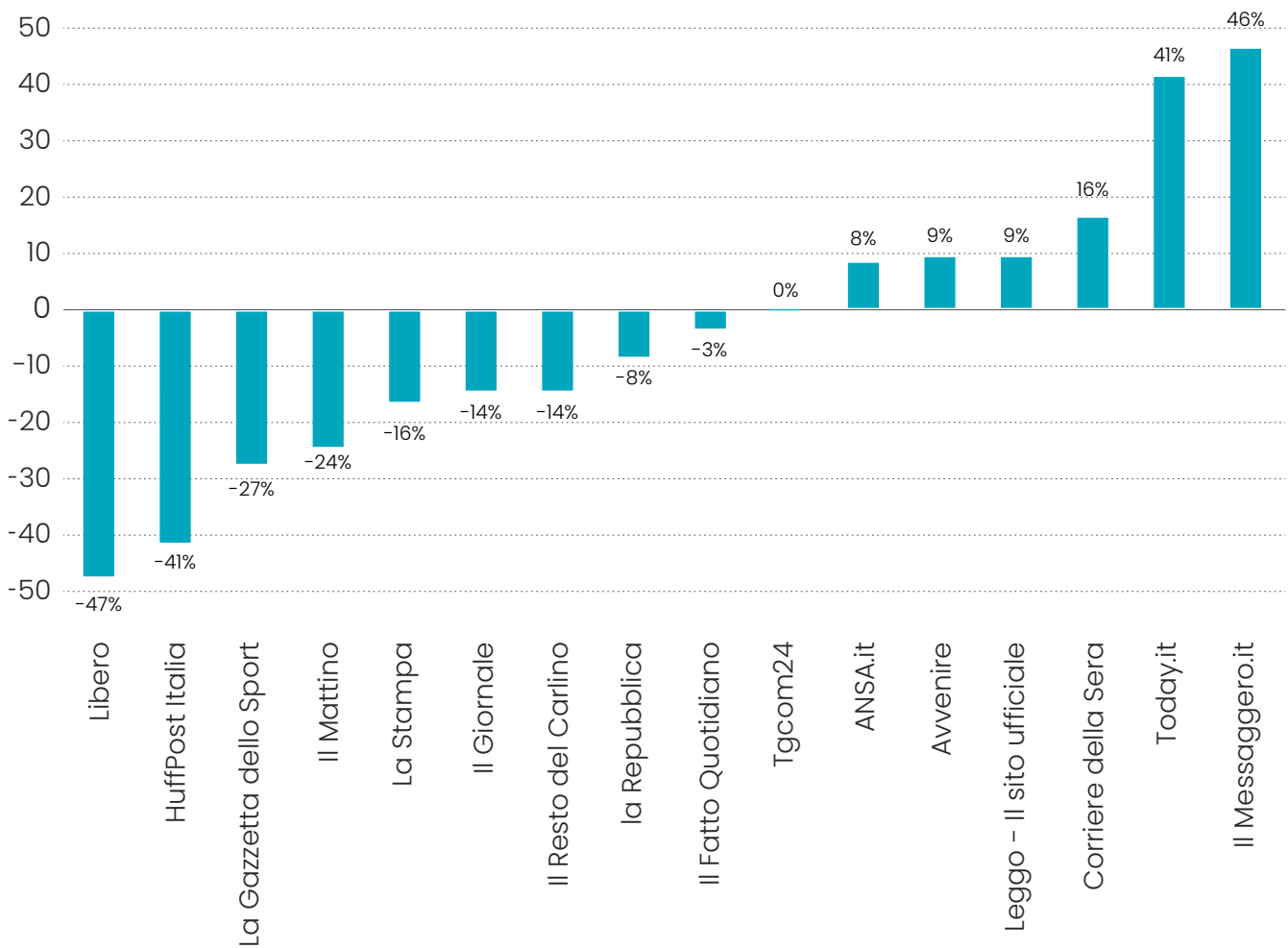
Italian news publishers' Facebook engagement dropped by 17% on average in 6 months, but not everybody went down

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



Several Italian news pages grew despite the News Feed changes

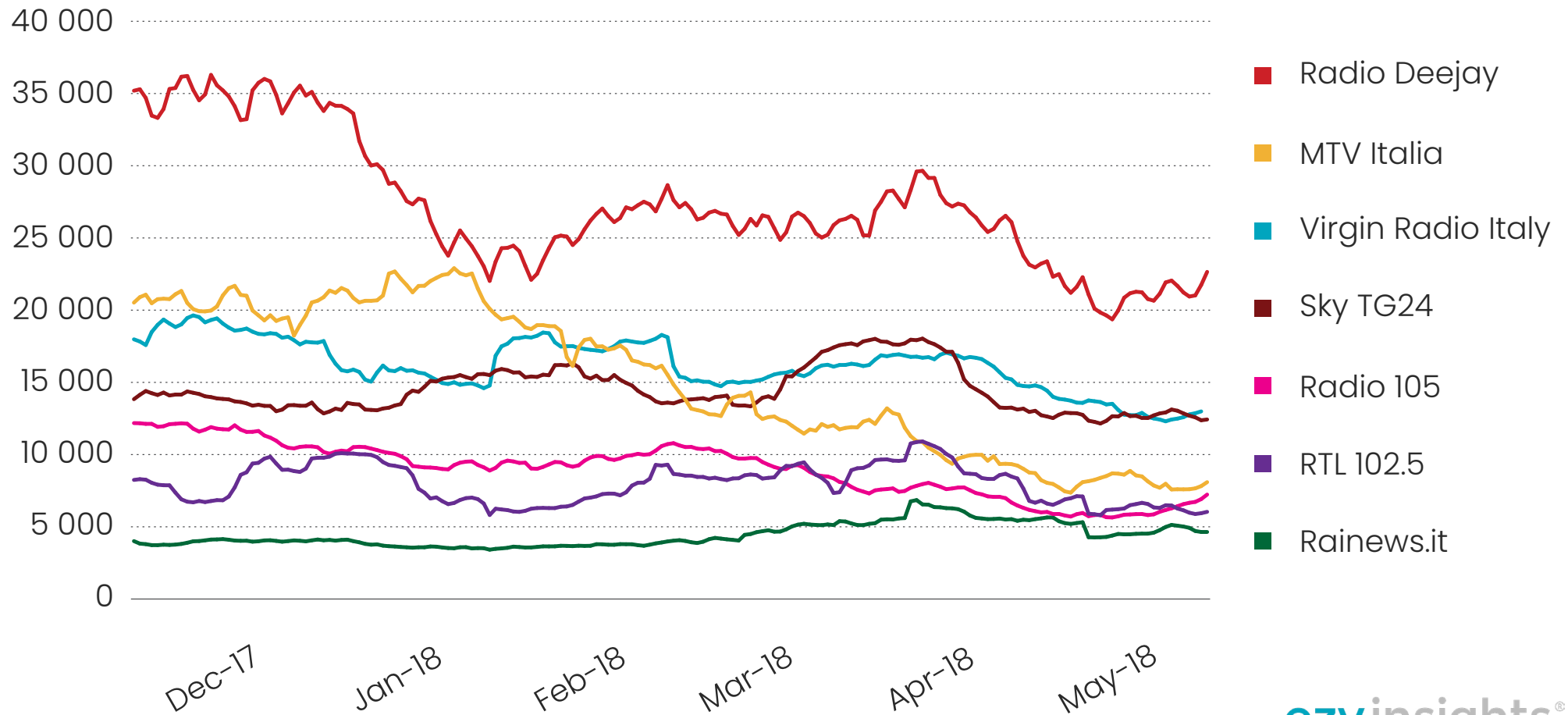
SELECTED MAJOR NEWS PUBLISHERS IN ITALY
 ENGAGEMENT PERCENTAGE CHANGE
 NOVEMBER 2017 VS. MAY 2018



Large broadcasters' pages were hit more than news

SELECTED MAJOR BROADCASTERS IN ITALY

AVERAGE ENGAGEMENT PER DAY
15 NOVEMBER 2017 - 15 MAY 2018

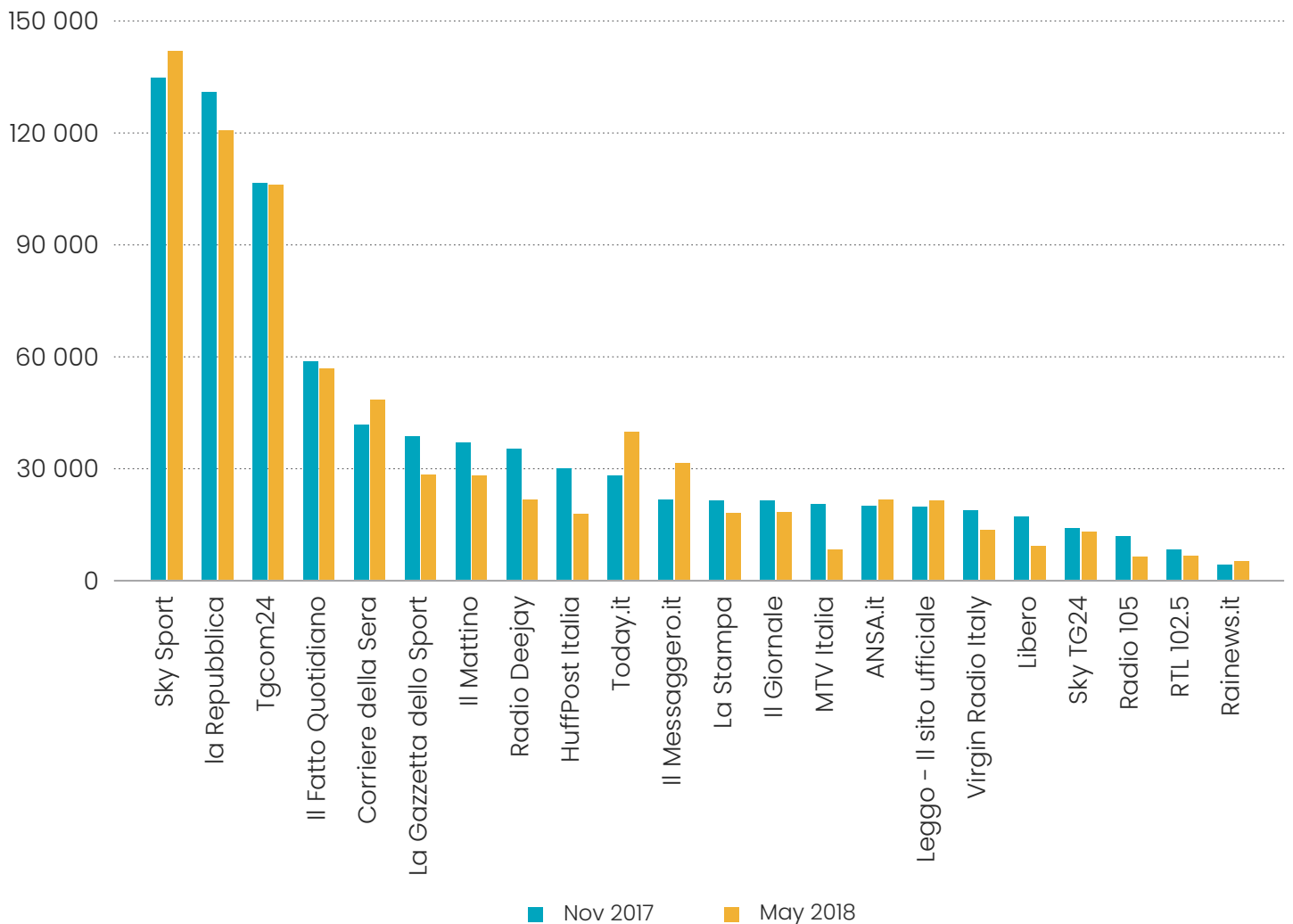


Biggest changes happened among mid-sized publishers

SELECTED MAJOR PUBLISHERS IN ITALY

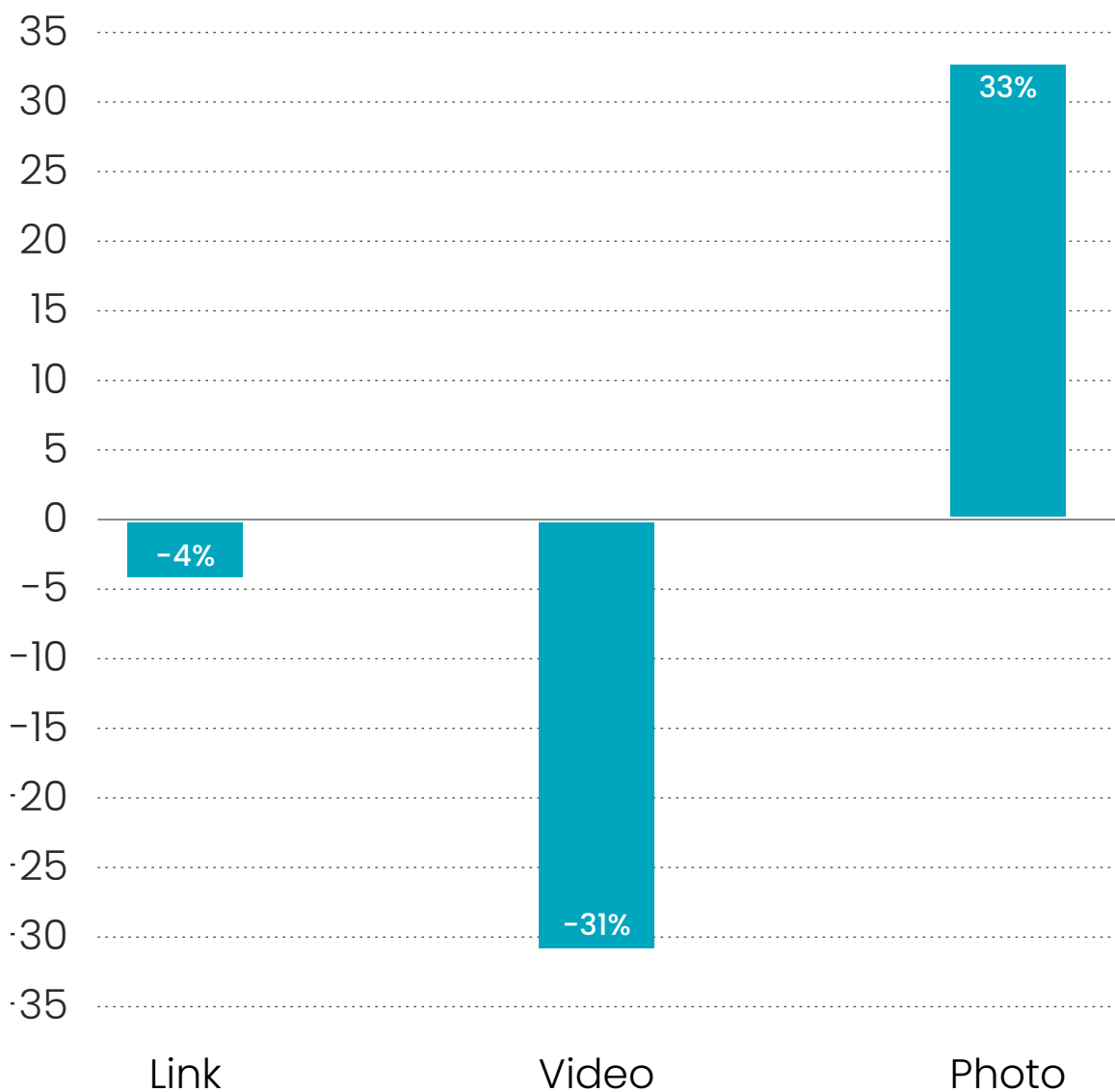
AVERAGE ENGAGEMENT PER DAY

NOVEMBER 2017 VS. MAY 2018



News pages' video engagement dropped and photo engagement grew

NEWS PUBLISHERS IN ITALY
ENGAGEMENT PERCENTAGE CHANGE BY CONTENT TYPE
NOVEMBER 2017 VS. MAY 2018

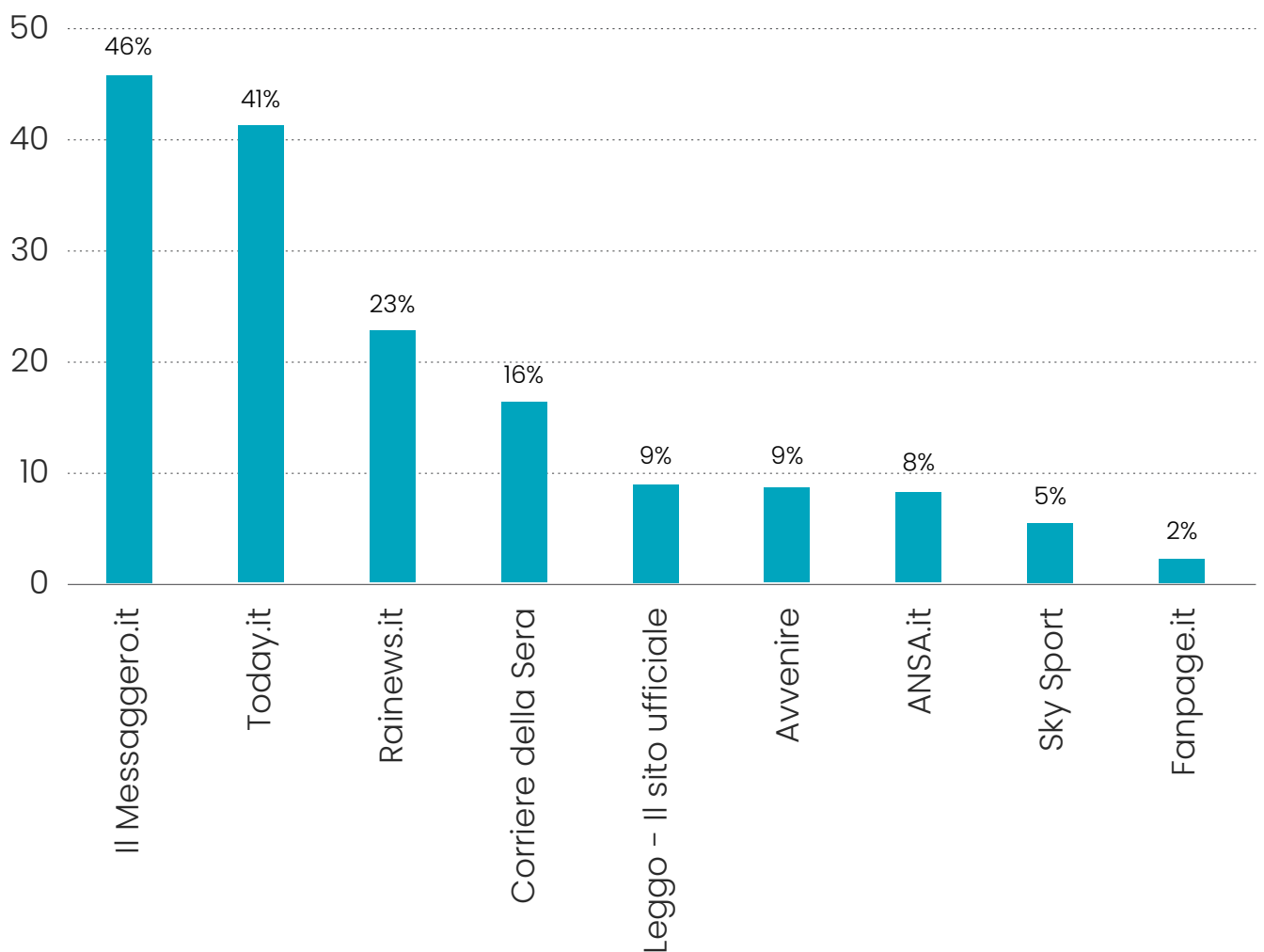


Several major Italian publishers grew, despite News Feed changes

SELECTED MAJOR PUBLISHERS IN ITALY BEST GROWING FACEBOOK PAGES

ENGAGEMENT PERCENTAGE CHANGE

NOVEMBER 2017 VS. 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 a 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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- 01** EFFICIENT NEWS GATHERING
- 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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