

# FACEBOOK'S EDGERANK: 9 SECRET WEAPONS TO ENSURE YOUR STORIES ARE IN THE NEWS FEED

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# AGENDA



- The Facebook Newsfeed: Top News vs. Most Recent
- What is EdgeRank?
- What Factors Influence the Likelihood that Posts Appear in the Top News Feed?
- Best Practices for Optimal News Feed Visibility

# TOP NEWS AND MOST RECENT



facebook Home Profile Account

Greg Roth [Take My Profile](#)

**News Feed** Top News - Most Recent

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

What's on your mind?

**The New York Times**  
 Did you read The Times's moment-by-moment account of Sunday's raid in Pakistan? What details from the article did you find most compelling? What surprised you the most?

**Clues Gradually Lead to the Location of Osama bin Laden**  
 myl.ms  
 The raid in Pakistan was the culmination of years of painstaking intelligence.  
 19 hours ago · 137 · 970 · Like · Comment · Share

**Tammy Roth Ferezy**  
 Hey Girls  
 I'll be in town for three days next week.... Contact me to book your appointments.... Can't wait to see you all!!

**New York Styles - Sneak Peek**  
 By: On a Whim Apparel  
 Photos: 19  
 54 minutes ago · Like · Comment · Share

**Upcoming Events** [See All](#)

What's the event?

1 event invitation  
 Karen Benjamin's birthday. [See All](#)

**Sponsored** [Create an Ad](#)

**Advertise on Facebook**  
 Promote your business to 500M+ active and engaged users on Facebook. Develop your brand online by connecting with your audience.

**News Feed**  
 Messages  
 Events  
 Friends

Buddy Media  
 Buddy Media Brai...  
 Music Libraries...  
 Create Group...  
 See All

PetSmart Just Doggin' Around Spring Photo Contest  
 AceBucks  
 More +

[Friends on Chat](#)

facebook Home Profile Account

Greg Roth [Edit My Profile](#)

**News Feed** Top News - Most Recent

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

What's on your mind?

**Tracey Petrillo**  
 In my head right now?  
<http://www.youtube.com/watch?v=7Qy0Rz2F00>

**Steve Miller Band - Abracadabra**  
[www.youtube.com](http://www.youtube.com)  
 Steve Miller Band abracadabra song. THX for \$10,000 views...nearly w!

14 seconds ago · Like · Comment · Share

**UNICEF USA**  
 From the field: Equity for poor villagers on remote Indonesian islands  
<http://ow.ly/4N4xk>

**Equity for poor villagers on remote Indonesian islands - News from the...**  
 ow.ly  
 The U.S. Fund for UNICEF supports child survival, protection and development worldwide through education, advocacy and fundraising.

24 seconds ago via NewsSuite · Like · Comment · Share

**Jullianne Whitcomb** · Buddy Media   
 Hi Buddies! I just found a small receipt on the floor near the design team. It's from a car/cab and it looks like the ride was from JFK to Manhattan. I've got it at my desk in the CLT office, come on by to claim!

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1 event invitation  
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[Friends on Chat](#)

# WHAT IS EDGERANK?



$$\sum u_e w_e d_e$$

$$\sum_{\text{edges } e} u_e w_e d_e$$

$u_e$  - affinity score between viewing user and edge creator

$w_e$  - weight for this edge type (create, comment, like, tag, etc.)

$d_e$  - time decay factor based on how long ago the edge was created

## NO REALLY...WHAT IS EDGERANK?



According to Facebook, EdgeRank “is based on an algorithm [that] uses factors such as how many friends are commenting on a Post to aggregate content that [a person] will find interesting. It displays stories based on their relevance rather than chronological order.”

## SO WHAT DOES THIS MEAN?



- Any item that appears within the News Feed – such as a status update or a video – is called an **object**.
- Any action taken on that object - such as a 'Like' or Comment – is called an **edge**
- The the action of creating an object is also an **edge**
- Each edge carries a different weight value, as does the type of object it appears on.



## THREE FACTORS TO INFLUENCE EDGERANK



- Affinity
  - How often do you interact with the post creator?
  - How many friends do you have in common with the post creator?
- Weight
  - How many people have interacted with the post? What type of interaction?
  - What kind of content is included in the post? Photo? Link? Video?
- Time
  - How timely is the post?

# A PERFECT STORM OF DATA





# AN ANALOGY TO THE RESCUE



# WHERE DOES THE WATER GO?

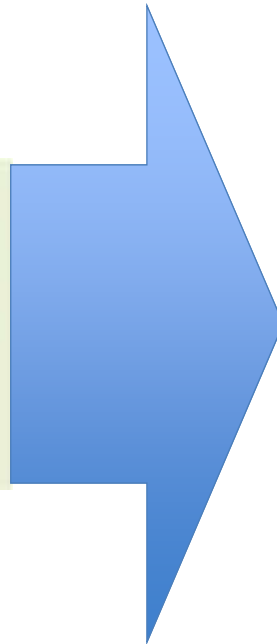


$$\sum_{\text{edges } e} u_e w_e d_e$$

*u* - affinity score between viewing user and edge creator

*w* - weight for this edge type (create, comment, like, tag, etc.)

*d* - time decay factor based on how long ago the edge was created



Affinity, weight, and time?



But.....

# PACK ON THE POUNDS





# SECRET WEAPON #1: ASK QUESTIONS



**Transformers**

If you could have any Transformer as your personal vehicle, which would you pick?

15 hours ago · 6507 3269 - Like - Comment



**Teavana**

Good morning, tea lovers! What are you drinking?

about an hour ago · 105 25 - Like - Comment



**People.com**

Were you satisfied with tonight's outcome?



**SPOILER: Surprise Elimination on Dancing!**  
[www.people.com](http://www.people.com)

Kendra, Kirstie and Romeo all were vulnerable – but who went home?

12 hours ago · 415 424 - Like - Comment - Share



**BORDERS BOOKS & MUSIC**

What's one recipe you think everyone should know?



**Borders Kitchen Blog :: "100 Recipes Every Woman Should Know"**

[brd.rs](http://brd.rs)

Our food blogger Zan takes a look at this charming, cheeky guidebook from the editor of Glamour magazine. Read more and find a recipe on our Borders Kitchen blog ><http://brd.rs/kg0UeN>

17 hours ago · 139 146 - Like - Comment - Share



**Bloomingdale's**

first date...what do you wear?

14 hours ago · 66 32 - Like - Comment

Posts that end with a question have a **15% higher** engagement rate.

# SECRET WEAPON #2: POST GAMES & TRIVIA



**A|X Armani Exchange**

IT'S FIESTA TIME - CINCO DE MAYO!!!!  
ANOTHER REASON TO CELEBRATE - CINCO DE MAYO IS TOMORROW!!!!

WHAT IS YOUR FAVORITE THING ABOUT CINCO DE MAYO?

- A. FOOD
- B. DRINK
- C. MUSIC
- D. THE FIESTA (ALL OF THE ABOVE)

20 minutes ago via Publisher · 49 169 · Like · Comment



**The Lord of the Rings Trilogy (Official Page)**

Great job, fans! The answer to Monday's Quote Scramble is, "Have you learned nothing of the stubbornness of Dwarves?" -Legolas, "The Lord of the Rings: The Return of the King"

19 hours ago · 274 2853 · Like · Comment



**John Deere**

Ready for another John Deere history lesson? What award did John Deere (the man) win at the First Annual Rock Island Fair in 1853?

20 hours ago via Publisher · 72 154 · Like · Comment



**People.com**

Play the Guessing Game: Mariah Drops Hints About Her Babies' Names.

<http://www.people.com/people/article/0,,20486733,00.html>  
www.people.com

17 hours ago · 143 187 · Like · Comment · Share



**Major League Soccer**

Who's at the top of your MLS Power Rankings? Share your picks with Fan Zone!



**My Picks**

Check out my current MLS Power Rankings. Agree or Disagree?

- 1: Real Salt Lake
- 2: New York Red Bulls
- 3: LA Galaxy

...

[See More](#)

2 hours ago via Major League Soccer · 54 35 · Like · Comment  
- Major League Soccer

# SECRET WEAPON #3: INTERACT WITH FAN ENGAGEMENT



**New York & Company**

Congrats to Jennifer Haley, Susan Serena, Donna Bass, Tamara Parker and Brittany Sanchez! Get happy, you have just won a \$50 gift card in the Give Mom NY Style Sweepstakes!

18 hours ago · 50 420 · Like · Comment



**Jillian Michaels**

Guys... I have to say your comments to the last post were amazing. Thank you so much for sharing your thoughts and feelings. Lots of love, respect, and appreciation. Hope you are having an amazing night. xo

10 hours ago · 129 612 · Like · Comment



**Peter Jackson**

## 20 QUESTIONS

It seems like a lifetime ago now, but way back at the beginning of The Lord of the Rings, I agreed to answer 20 questions sent into the Ain't It Cool website...

Monday at 12:11pm · Like · Comment · Share

1,639 people like this.

View all 2,799 comments



**Tina Brennan**



12 hours ago · Like · Comment

14 people like this.

**Carnival Cruise Lines Cool photo**  
-Renee  
12 hours ago · Like

**Sophie Holcomb** That looks soooo relaxing!  
6 hours ago · Like

**Patty Martin** That will be me on Friday! I sail tomorrow. BTW that drink looks really tasty  
5 hours ago · Like

**Tami Peterson** Awesome angle Love this Photo!  
about an hour ago · Like

**Larry Mullen** You are sitting right where we sat everyday for breakfast. and to just relax. The Lido deck. I miss the Splendor I must go back again.  
7 minutes ago · Like

Write a comment...



# SECRET WEAPON #4: INCORPORATE WALL SAPPLETS



Bridesmaids

Every girl loves a night out with their friends! What's your idea of a memorable one?



New Poll! Your idea of a fun girl's night out includes:  
[http://www.facebook.com/Bridesmaids?v=app\\_197115370307806](http://www.facebook.com/Bridesmaids?v=app_197115370307806)  
Click the image to take the new poll!

Monday at 1:25pm via Publisher · Like · Comment

71 people like this.

View all 9 comments

Write a comment...



Hanes

Hanes green trivia: what % of our undershirts fabric is made using renewable energy?



Hanes Green Trivia  
<http://Hanes.com>

What % of our undershirts fabric is made using renewable energy? 9%, 67% or 33%

April 26 at 4:45pm via Publisher · Like · Comment · Share

129 people like this.

View all 37 comments

Write a comment...



State Farm Nation

What NBA Eastern Conference Series has been the most exciting in the first round of the NBA Playoffs?



Welcome to State Farm Nation

<http://st8.fm/Dmo>

Watch exclusive videos, get helpful tips and share advice with friends.

Yesterday at 8:13am via Publisher · Like · Comment · Share

94 people like this.

View all 29 comments



State Farm Nation We encourage you to root for your favorite team, active or eliminated from the playoffs, but please be courteous with your comments.

20 hours ago · Like



Sami Lets When Miami played Boston and won the first game.

16 hours ago · Like

Write a comment...

# SECRET WEAPON #5: INCORPORATE RELEVANT PHOTOS



**SportsCenter**  
May The 4th Be With You!



about an hour ago · 164 likes · 1939 likes · Like · Comment · Share



**New England Patriots**  
Along with the rest of the 2011 Pats Cheerleading squad, Alexa Flutie is at CBS Scene tonight to meet fans and sign autographs! You might recognize her dad...



14 hours ago via iPhone · Like · Comment · Share

707 people like this.

View all 128 comments

Write a comment...



**Michael Kors - The Official Page**

Actress Hilary Swank dazzled in our Fall 2011 Collection crystal bodysuit, straight leg trouser, strappy platforms and envelope clutch to the premiere of her new film "Something Borrowed" in Hollywood last night.



about an hour ago · Like · Comment · Share

203 people like this.

View all 25 comments

Write a comment...



**Sesame Street**

Elmo is going to be on the Jimmy Fallon show tonight! Be sure to tune in!



**Wall Photos**

Guess who is going to be on the Jimmy Fallon show tonight? (Here's a hint: he saw his friend Whoopi Goldberg backstage!)

By: Elmo

14 hours ago · 48 likes · 513 likes · Like · Comment · Share

# SECRET WEAPON #6: RELATE TO CURRENT EVENTS



**Starwood Preferred Guest® (SPG)** added 107 new photos to the album **SPG Amex US Cardmember Event at 2011 Tribeca Film Festival.**



**SPG Amex US Cardmember Event at 2011 Tribeca Film Festival**  
SPG Credit Card from American Express US Cardmembers enjoy an exclusive event at...

[See More](#)

20 hours ago · 7 25 · Like · Comment · Share



## Tribeca Film Festival

It's an honor just to be nominated, but now we know it's even better to win; we won [The Webby Awards](#) for Best Events Website! Just what we needed - a little post-TFF pick-me-up. Thanks to everyone for being so supportive over the past few months!

### 2011 Webby Award Winners!

[bit.ly](http://bit.ly)

Check out the entire list of 2011 Webby Award Winners! Congratulations to everyone...

23 hours ago · 13 83 · Like · Comment · Share



## The New York Times

Did brutal interrogations produce the crucial intelligence that led to the killing of Osama bin Laden? Read this article and share your thoughts on the national debate about torture.



### Bin Laden Raid Revives Debate on Value of Torture

[nyti.ms](http://nyti.ms)

The raid that led to Bin Laden's death has raised anew the issue of using torture to gain intelligence.

about an hour ago · 187 176 · Like · Comment · Share

# SECRET WEAPON #7: INCORPORATE VIDEOS



## MARY KAY

Don't forget Mom! This Sunday, give her a gift she'll love for Mother's Day. From new beauty must-haves, to spa-inspired indulgences, to signature fragrances and more - all say "from the heart." Find the perfect gift today! <http://bit.ly/jXPoHA>



**Mother's Day Gifts by Mary Kay**  
[www.youtube.com](http://www.youtube.com)

18 hours ago · Like · Comment · Share

Karen Benjamin and 946 others like this.

View all 53 comments

Write a comment...



## Top Shot on History

Athena Lee came into Season Two hoping America would get the chance to see "a short, Asian chick kick butt." Do you think she accomplished her mission? Check out Athena's special Thank You message below!



**THANK YOU - ATHENA LEE [HQ]**  
Length: 0:32

Monday at 2:44pm · 101 likes · Like · Comment · Share



## Today Show



**Molestation claims 'biggest lie,' Jackson mom says**  
[www.msnbc.msn.com](http://www.msnbc.msn.com)

Video: Katherine Jackson, the mother of Michael Jackson, addresses allegations that her son was a child molester, calling the claim the "biggest lie ever been told."

about an hour ago · 120 comments · 201 likes · Like · Comment · Share



## The Vampire Diaries

Check out Nina Dobrev on the cover of Seventeen Fitness and don't miss The Vampire Diaries, Thursdays at 8/7c.



**Nina Dobrev - Seventeen Fitness [HQ]**  
Length: 2:12

19 hours ago · Like · Comment · Share

9,750 people like this.

View all 666 comments

Write a comment...

# SECRET WEAPON #8: CONTENT FOR TIME SENSITIVE CAMPAIGNS



Taco Bell

89¢ Cheesy Double Decker Taco. It's twice the taco for couch change!

<http://www.tacobell.com/menuitem/cheesy-double-decker-taco>

Legal Stuff: At participating locations for a limited time only. Prices may vary. Price excludes tax.



10 hours ago · Like · Comment · Share

2,924 people like this.

View all 598 comments

Write a comment...



Hess Express

Godfather's Pizza is feeling generous. Being that it's Tuesday, stop by and pick up 2 pizza slices for just \$2. 'Like' this if it's an offer you can't refuse!



23 hours ago · 41 · 170 · Like · Comment · Share



Lady Gaga

JUDASVIDEO PREMIERE 5.5.11 on E! 7/6c + 11:30/10c. Motorcycle Fellini PopArt FantasyFilm + Haus Directorial Debut



Monday at 2:47pm · 3236 · 29074 · Like · Comment · Share

Brands that posted outside of business hours had **20% higher** engagement rates.

# SECRET WEAPON #9: INCLUDE LINKS



## Omaha Steaks

Have you ever tried our Omaha Steaks Ribeyes? A perfect amount of marbling combined with the ideal level of mellow, beefy flavor – our Ribeyes are an absolute must-have!



## Omaha Steaks Ribeyes

<http://ht.ly/4MVrm>

Carved from the center of our premium Prime Rib Roast, these magnificent Rib Eye Steaks will amaze you.

about an hour ago via Publisher · Like · Comment · Share

50 people like this.

View all 16 comments



## Avon Products, Inc.

Cleanse. Moisturize. Treat. Healthy, youthful looking skin has never been this easy! Discover your routine with our new full-sized ANEW regimen kits: <http://bit.ly/jDNsuq>

about an hour ago via Publisher · 19 · 143 · Like · Comment



## CB2

Are you participating in bike to work week this year? Mark your calendars. Don't have a bike? We hear our abuelo and abuela bicycles are a perfect way to get around <http://bit.ly/go3vqi> <http://bit.ly/gu3WEC>!



**in the loop – Home – bike to work week, 2011**  
[blog.cb2.com](http://blog.cb2.com)

This is the official site for National Bike Month this month so check the events section often to see what 'bike month' and 'bike to work week' events are going on in your community.

Monday at 1:10pm · 2 · 15 · Like · Comment · Share



## Angry Birds

Are you prepared for the next episode of Angry Birds Rio next week? Download the theme music while you wait! Available on Amazon: [amzn.to/ln4NNK](http://amzn.to/ln4NNK) – Available on iTunes: <http://bit.ly/fAtHQd>



22 minutes ago · 204 · 1879 · Like · Comment · Share

Engagement rates are **3 times higher** for Posts that used a full-length URL.

⌂ QUESTIONS?



# THANK YOU!



**MICHAEL "MJ" JAINDL**  
**CHIEF CLIENT OFFICER @ BUDDY MEDIA**

**FACEBOOK.COM/JAINDL**  
**TWITTER: @JAINDL**  
**EMAIL: MJ@BUDDYMEDIA.COM**

A close-up of a textured metal plate with the Buddy Media logo. The logo consists of the word "BUDDY" in blue, a cluster of seven green circles with a blue circle in the center, and the word "MEDIA" in blue. Below this, the word "PLATFORM" is written in blue on a separate bar.

**BUDDY**  **MEDIA**  
**PLATFORM**