

# FACEBOOK'S TOP DEVELOPMENTS AND FEATURES FOR PR PROS

**Alex Nicholson**

Vice President, New & Social Media  
@Alex20001

**CONE**  
COMMUNICATIONS  
PUBLIC RELATIONS & MARKETING

**#prnbig3**



**KEEP AMERICA  
BEAUTIFUL**



## WHAT I'LL COVER

**What's the deal with the Newsfeed?**

**What's that EdgeRank thing?**

**How do you know if you have good EdgeRank?**

**How do you make better content?**

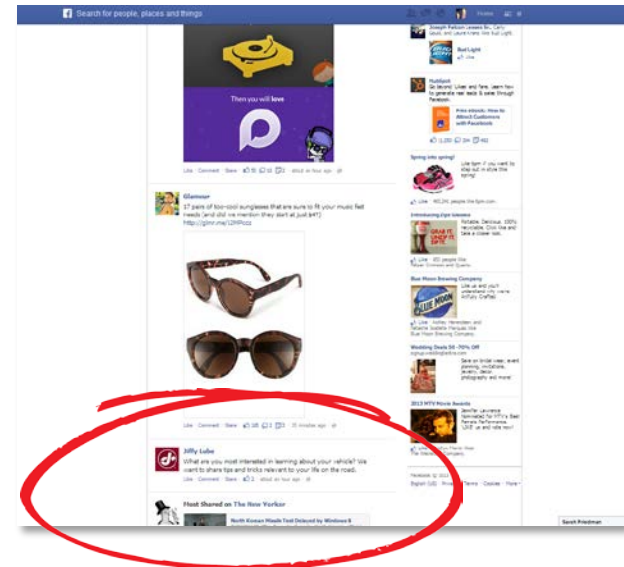
**#prnbig3**

# ALL THE ACTION IS IN THE NEWSFEED



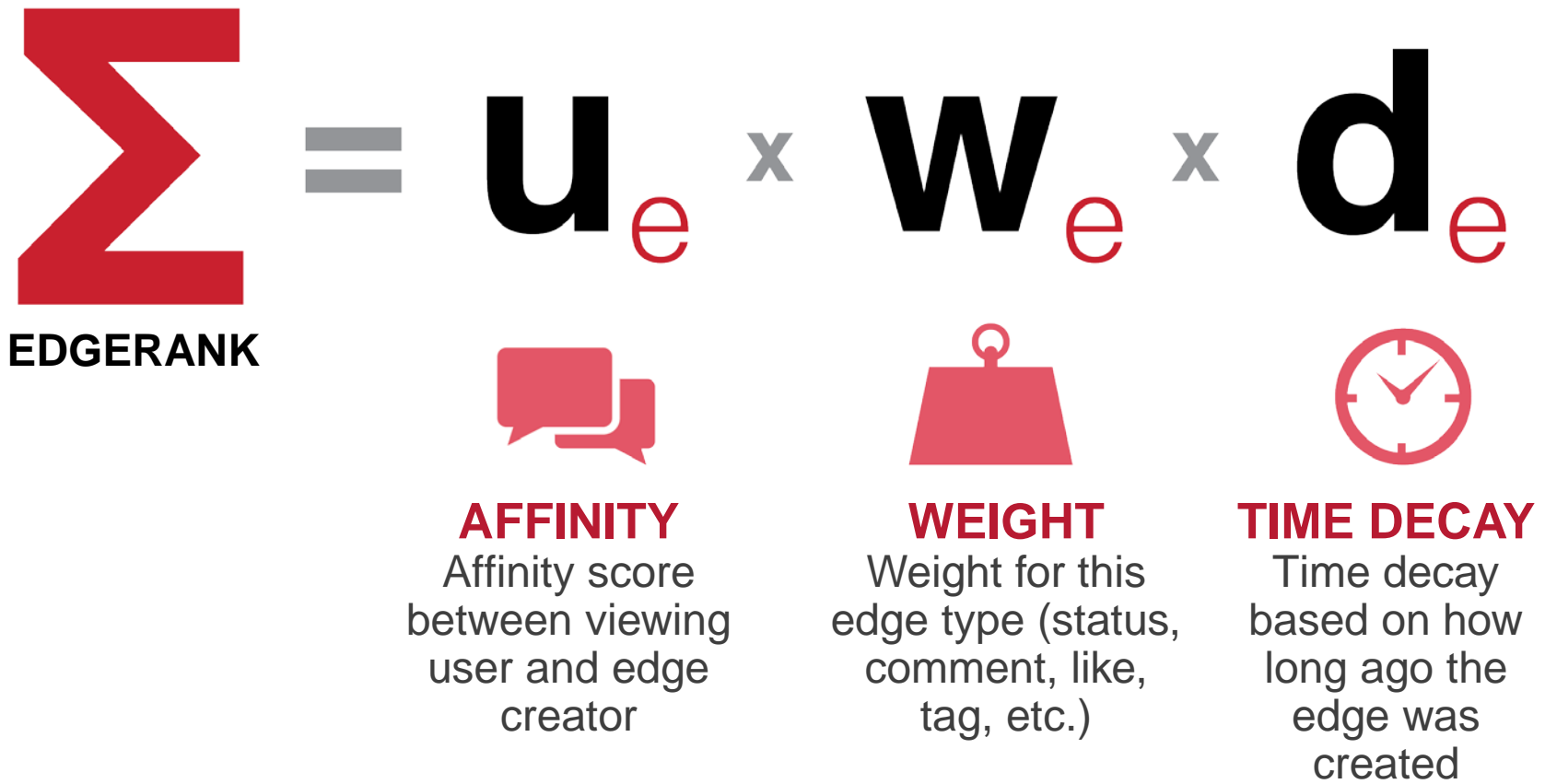
96% of your fans never return to your Facebook page after they “Like” you.

Only 1-in-500 stories actually makes it into your Newsfeed.



#prnbig3

# WHAT IS EDGERANK



# WHAT AFFECTS EDGERANK?



## AFFINITY

- How often you engage with a person/brand
- How much commonality your network has with a brand/content



## WEIGHT

- Comment > Share > Like > Click > Views
- Hide Post < Hide All Posts < Unlike < Report Story or Spam



## TIME DECAY

- The longer something lives in the newsfeed, the less relevant it is

**#prnbig3**

Choose a graph: Interactions

54 Active Fans This Week [7]

-4 Since May 06

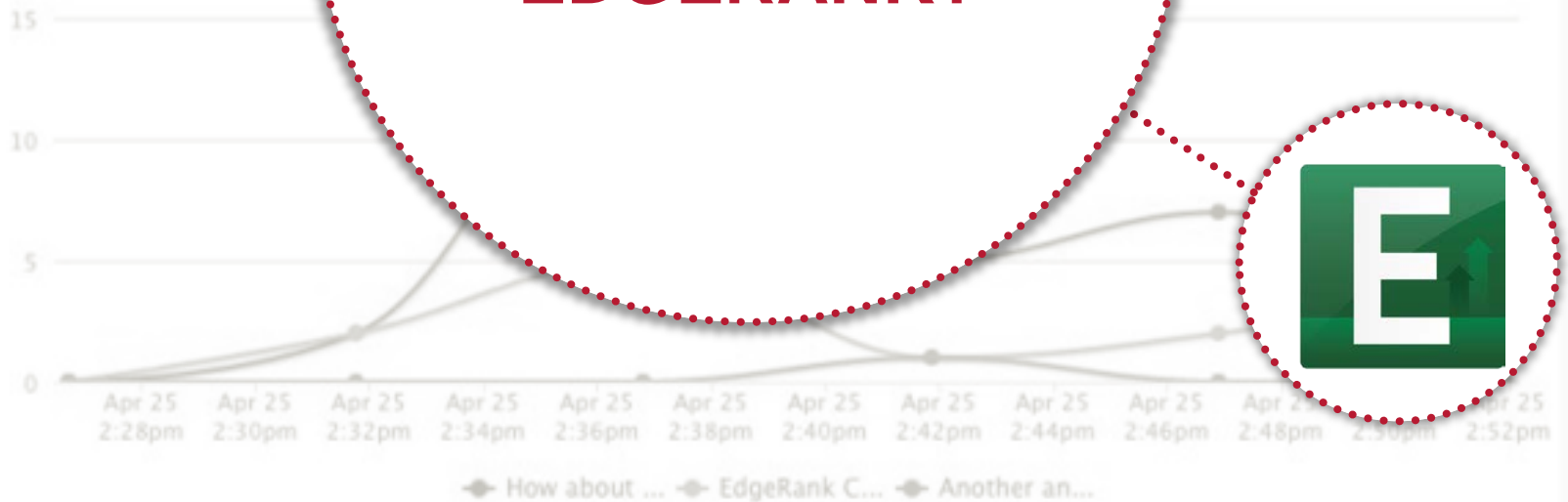


	Male	Female	Male	Female
	56%	44%		
13-17	0%	0%	0%	
18-24	25%	0%	25%	
25-34	31%	19%	50%	
35-44	0%	25%	25%	
45-54	0%	0%	0%	
55+	0%	0%	0%	

Cities	Top Languages
11	English (US)
52	

**SO HOW DO I KNOW  
IF I HAVE GOOD  
EDGERANK?**

CHANGE IN VALUES



# FACEBOOK INSIGHTS

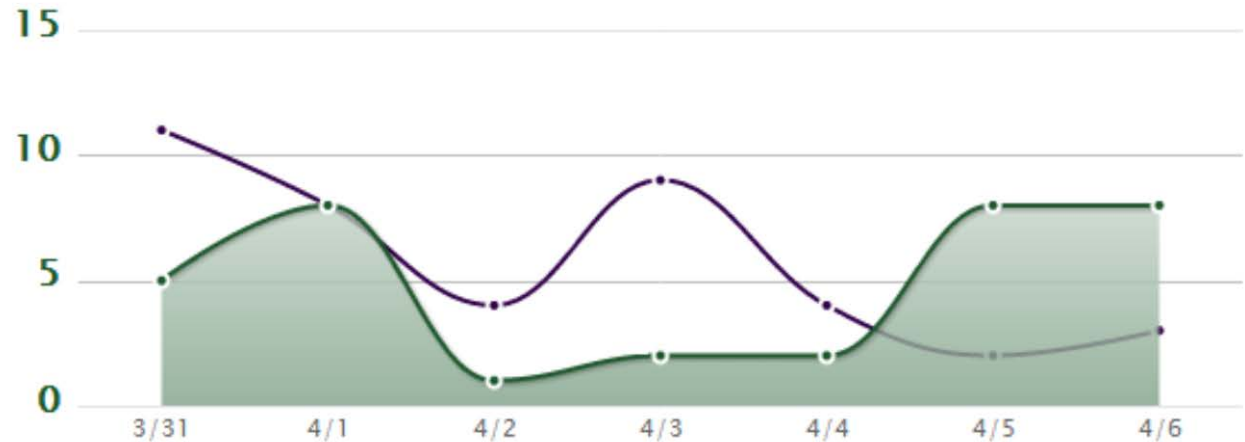
Post ?	Reach ?	Engaged users ?	Talking about this ?	Virality ?
 Oh no, this sock lost its other half in the d...	7,476	208	165	 2.21%
 "Like" this if you're celebrating National N...	14,544	390	291	 2%
 "Like" this if you'll be storing your winter d...	95,200	452	315	 0.33%
 "Like" this if you have a clever April Fool's ...	45,884	99	30	 0.07%
 Happy Easter! How many eggs did you fin...	6,946	94	43	 0.62%
 "Like" this if you're washing your family's ...	6,381	64	31	 0.49%
 "Like" this if you're drowning in dirty laund...	55,466	263	88	 0.16%

**#prnbig3**



Fans | **590,212**  
Fan Growth | **0.49%**  
Avg. Post Lifetime | **4h 59m**

## EDGERANK SCORE OVER TIME



<b>ER Score</b>	-34%	<b>Likes</b>	+70%	<b>Comments</b>	-74%	<b>Impressions</b>	-34%
-----------------	------	--------------	------	-----------------	------	--------------------	------



**BEST EDGERANK**  
Saturday



**WORST EDGERANK**  
Tuesday



**MOST NEW FANS**  
Friday



**LEAST NEW FANS**  
Monday



Choose a graph: Interactions

54 Active Fans This Week [7]

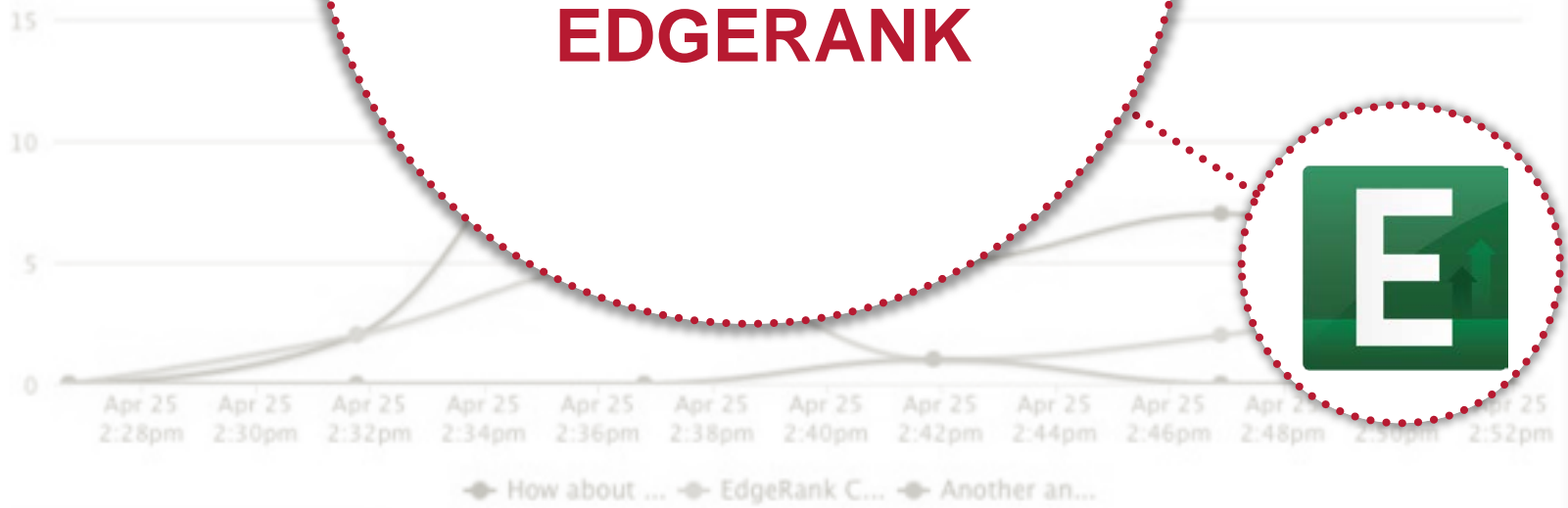
-4 Since May 06



	Male	Female	Male	Female
	56%	44%		
13-17	0%	0%	0%	
18-24	25%	0%	25%	
25-34	31%	19%	50%	
35-44	0%	25%	25%	
45-54	0%	0%	0%	
55+	0%	0%	0%	

# ADJUST YOUR CONTENT STRATEGY FOR HIGHER EDGERANK

## CHANGE IN VALUES



# PAYING ATTENTION = BETTER RESULTS



## RECOMMENDATIONS FOR SUNDAY

3X TOTAL POSTS	POST TYPE	POST TIME
<b>1X / DAY</b> You had the highest engagement when you posted <b>1</b> time a day.	<b>STATUS</b> You had the highest engagement when you posted <b>status updates</b> .	<b>6PM-9PM</b> You had the highest engagement when you posted between <b>6PM-9PM</b> .
<b>NEXT BEST</b>	<b>PHOTO</b>	<b>9AM-12PM</b>
<b>THIRD BEST</b>	<b>LINK</b>	<b>3PM-6PM</b>

# DOUBLED RESULTS IN ONE WEEK



**NORMAL TIMING**  
(3/14 – 3/22)

**EDGERANK TIMING**  
(3/14 – 3/22)

AVG. **LIKES**

132

372

AVG. **COMMENTS**

21

58

AVG. **REACH**

35,782

64,568

**#prnbig3**

# PAYING FOR REACH AIN'T CHEATING

You are posting, commenting and liking as Wisk — Change to Alex Nicholson

## Admin Panel

Notifications **1** Edit p

### Posts

Write New Post

	Post	Total Reach?	Paid Reach?	Promotion
	Do you follow us on Twitter, Wisk fans?...	3,256	--	Promote Now ▾
	Sweaty socks? Unsightly pit stains? Wh...	2,847	--	Promote Now ▾
	Tax tip #2: Deadline making you sweat...	52,864	--	Promote Now ▾
	Shoes: \$50 MP3 player: \$100 Water bo...	249,088	244,736	Promote Now ▾
	Tax tip #1: Something to hide? Don't -- ...	3,176	--	Promote Now ▾

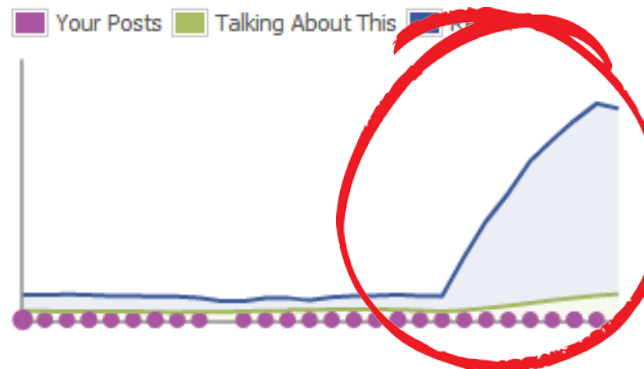
### New Likes

See All

### Insights

See All

- Mariana Salvadoray**  
5 minutes ago
- Leslie Edmond**  
11 minutes ago
- Alicia Jukniewicz**  
14 minutes ago
- Kim Nehring**  
16 minutes ago



# STAY UP TO DATE ON EDGERANK

## 1. Set up a Google Alert for “EdgeRank”

## 2. Read

- [EdgeRankChecker.com/blog](http://EdgeRankChecker.com/blog)
- [AllFacebook.com](http://AllFacebook.com)
- [InsideFacebook.com](http://InsideFacebook.com)

**#prnbig3**

# KEY TAKEAWAYS

1. **Encourage content** that drives comments above all
2. **Work on limiting** negative feedback on page
3. **Use tools** like EdgeRank Checker and Facebook Insights to analyze performance and adjust content
4. **Budget dollars** to promote your content, just like you do for press releases

**#prnbig3**

**CONE**  
COMMUNICATIONS  
PUBLIC RELATIONS & MARKETING

**#prnbig3**

**THANK YOU!**



**GOT A QUESTION?**

@Alex20001 / [anicholson@conecomm.com](mailto:anicholson@conecomm.com)