

## FACEBOOK: ACT WHILE YOU CAN!

Got “big personal news”? Congratulations! Is it a baby, a marriage, an engagement or a new job?

You might be able to game the Facebook news feed. That is, until Facebook changes the algorithm to combat it.

Margarita Noriega, director of social media at *Fusion*, tested keywords in a status update to see if it would propel her post to the top of her friends’ news feeds.

It worked. Here’s her post:

Guys, I have big personal news about my family and friends!  
Congratulations!  
Facebook may or may not show you this post. But keywords like baby, marriage, “I’m engaged!” and “new job” might end up at the top of your feed. So I’m testing it out!!!

The newsletter *Business Insider* reported that the status continued to appear in people’s feeds. When people commented on the status, that would push it to the top of more people’s feeds, creating a feedback loop.

Noriega told *Business Insider* she didn’t believe it was true that keywords would put you at the top of people’s feeds. “I thought people were just exaggerating,” she said. “It was a joke only someone who works in social media would make.”

She added that she’s “sad to see that Facebook’s feed is apparently so dependent on sentiment analysis.”