

November 18, 2014

FACEBOOK – MORE CHANGES, LESS FREE

Declaring that "People don't want to be sold in their News Feed, they want to feel welcome," Facebook will reduce the amount of what they term "overly promotional" posts in newsfeeds starting in 2015.

What this means is that Pages that post promotional creative messages – contests, promos for your show, information about a sponsor – will see organic distribution fall significantly.

These types of posts will become less visible; according to Facebook:

- Posts that solely push people to buy a product or install an app;
- Posts that push people to enter promotions and sweepstakes with no real context;
- Posts that reuse the exact same content from ads.

Basically, if you're going to advertise anything on Facebook, you'll have to pay for it.

As Facebook explains it, "A lot of the content people see as too promotional is posts from Pages they like, rather than ads. This may seem counterintuitive but it actually makes sense: News Feed has controls for the number of ads a person sees and for the quality of those ads (based on engagement, hiding ads, etc.), but those same controls haven't been as closely monitored for promotional Page posts. Now we're bringing new volume and content controls for promotional posts, so people see more of what they want from Pages."

This move follows a policy in place on Facebook since November 5 that bans incentives in exchange for liking a Post or a page.

Sure, Facebook is "free"; but that doesn't mean there's not a cost. And the price goes up again at the first of the year.

