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Facebook Edgerank: Maximize Your Social Marketing

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Facebook EdgeRank Marketing Tips By Jazmin Casing, Orange County Website Design & SEO Online Marketing Expert

Are you getting edged out or gaining a competitive edge when it comes to Facebook EdgeRank?

What is Facebook EdgeRank and how does it effect your business?

We all know that Facebook marketing is essential when it comes to targeting your customers. With the recent implementation of Facebook EdgeRank, however, reaching out to your audience is not as easy as it used to be.

In the past, all you had to do was post content on your Facebook page and you could rest easy knowing that anyone who "liked" your page would see your post in his newsfeed. With EdgeRank, however, not all your posts are guaranteed to make it into your subscribers' feeds.

Facebook EdgeRank Explained

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

u_e ~ affinity score between viewing user and edge creator
 w_e ~ weight for this edge type (create, connect, like, tag, ect.)
 d_e ~ time decay factor based on how long ago the edge was created

Facebook Edgerank is an algorithm that Facebook recently implemented that changes the way Facebook posts show up in individual users' newsfeeds. There are three variables that make up this algorithm and you have to pay special attention to them in order to leverage your Facebook marketing as effectively as possible.

- Affinity.** Affinity is the variable that calculates the relationship between you and the viewing user. The closer your relationship is, the more likely your content will appear in the user's newsfeed. For example, Facebook will prioritize a story from your best friend or brother above a story posted by someone with whom you've barely interacted.
- Weight.** Facebook posts are assigned weight, which is basically additional priority, based on the type of content that is posted. The type of content that carries the most weight are photos or videos, the second highest in weight are links and the one that weights the least are plain text updates. The lesson here for social marketing? Concentrate on posting more photos or videos, to increase your chances of appearing prominently in your audience's newsfeed.
- Time-Decay** is the last variable that goes in to determining Facebook Edgerank. Time-decay is pretty much exactly what it sounds like. The older the post, the less likely it will appear in a newsfeed.

So how do you make Facebook EdgeRank work for you?

Keep in mind the above variables when you're planning your Facebook marketing content. While you should experiment to see what works best and gets the highest engagement from your audience, use the following as a general rules of thumb:

- Be a social media heavyweight and make the majority of your Facebook posts photos or videos.
- Battle Time-Decay by keeping your content fresh.
- Engage with your audience regularly to maximize and increase Affinity.

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