
What to Know for Facebook Publishing Ahead of 2019

*The latest insights on the Facebook Algorithm
For publishers and brands*

“Facebook finally wakes up its sleeping giants”

This was the way that Renan Borelli, Senior Editor, Digital Storytelling, New York Times, predicted Facebook would shake social publishing strategies up for 2018, and boy, did they.

However, far from the dim outlook on the platform at the beginning of the year, Facebook has remained an essential tool to publishers’ content distribution.

As we heard experts say at ONA 2018 this September, Facebook is still essential for new reader acquisition.

Mark Alford, Head of Digital, Sky News, said that it’s almost impossible to quantify exactly what the social networks provide, because “we can’t put a value on getting new people to see stuff”.

In this report, we look at the latest on the Facebook algorithm, the state of social distribution on the platforms, the trends in native content, and where content creators should focus next.

Let’s dive in.

What’s in this report:

- How publishers & brands have navigated the Facebook algorithm shift
- What the shift looks like on web vs. natively on Facebook
- Trends to know ahead of 2019

88%

*88 percent of online users of age 18-29 are on Facebook, and 84 percent of users who are ages 30-49.**

Checking in with Facebook

Among the wide breadth of social platforms, Facebook has remained an institution.

Even as others vanished this year, Facebook is the place for many social users to check in and see what their friends and family are talking about.

Here are a few of Facebook's updates to be aware of as we approach 2019:

Facebook Watch: The platform's latest video platform just rolled out internationally

A/B Testing: Facebook is running a test with a group of publishers, giving them the ability to test variations of headlines, images, videos and copy in their Facebook posts to see which perform better

Facebook Stories: Facebook will soon begin testing Stories Highlights, letting users pick favorite expired photos and videos, compile them into themed collections with titles and cover images and display them on their profile

Facebook's Election "War Room": Facebook's HQ for safeguarding elections will have a team focused on uncovering disinformation, monitoring false news, and deleting fake accounts that may be trying to influence voters ahead of elections in the U.S., Brazil, and other countries

Down-ranking of Fake News: A new study from Stanford University and New York University found that:

"Interactions with fake news sites on both Facebook and Twitter rose steadily through the end of 2016. Interactions then fell sharply on Facebook while they continued to rise on Twitter, with the ratio of Facebook engagements to Twitter shares falling by approximately 60 percent."

As ever, things are constantly changing at the book. According to [Facebook](#) itself, "Every day, we run hundreds of tests on Facebook, most of which are rolled out to a random sample of people to test their impact."



An early adopter of new social formats, NASA is producing Facebook Stories. To the left, an excerpt from NASA's 60th anniversary Story on September 24th, 2018.

What's hot and what's not on Facebook

As much as certain trends seem to stay the same every year, there are many things that change.

We compiled five years of cumulative data and insights from web and Facebook data to bring you the definitive guide to what's in and out on Facebook ahead of 2019.

Hot

- Viral publishers that drive comments
- How-to videos
- Breaking news journalism
- Facebook Watch
- Emotional storytelling

Not

- Fake news and malicious players
- Live video
- Super short videos
- Clickbait



The New York Times
10 hrs · 🌐

Update: Rod Rosenstein, who was considering quitting, will meet with President Trump on Thursday to discuss his future at the Justice Department.



NYTIMES.COM
Rod Rosenstein Will Meet With Trump to Discuss His Fate
Mr. Rosenstein talked last year about invoking the 25th Amendment to...

👍👎👏 7K
1.4K Comments 1.9K Shares



About this website

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Newspaper in New York, New York

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WHERE THIS LINK HAS BEEN SHARED



6K people shared this link.

Truth is in.

In late September, Facebook added an info button to links in the newsfeed. Clicking the button would pop up information about the site, other articles, and where the link was being shared.

The state of Facebook, *according to social engagements*

What did the algorithm shift do again?

In January, Mark Zuckerberg announced that Facebook's News Feed would change so that users could "expect to see more from [their] friends, family and groups [and] less public content like posts from businesses, brands, and media."

The shift in focus to personal updates forced digital creators to focus on building meaningful relationships with their audiences. Content must be relevant, timely, and spark conversation.

20%

NewsWhip analysis shows publishers only put about 20 percent of their web content on Facebook Pages, the distribution of the other 80 percent comes down to their readers.

According to Facebook, the visibility of news in the News Feed only dropped from 5 percent to 4 percent.

According to the Facebook Journalism Project lead, Campbell Brown, the News Feed change will not affect links to publisher content shared by friends.

Most publishers only get about 50 percent of the engagement of their site content through their Page engagement.

The rest comes from "personal sharing", the stories you or a friend found on the web and shared yourselves.

In our own analysis, we've found that publishers only put about 20 percent of their web content on their Pages, the other 80 percent comes down to their readers.

Dark social has become more and more important, with a clear shift from social media to private media. Research from GetSocial suggests that private sharing was twice as large as public sharing in 2017.

So where did the change leave content creators?

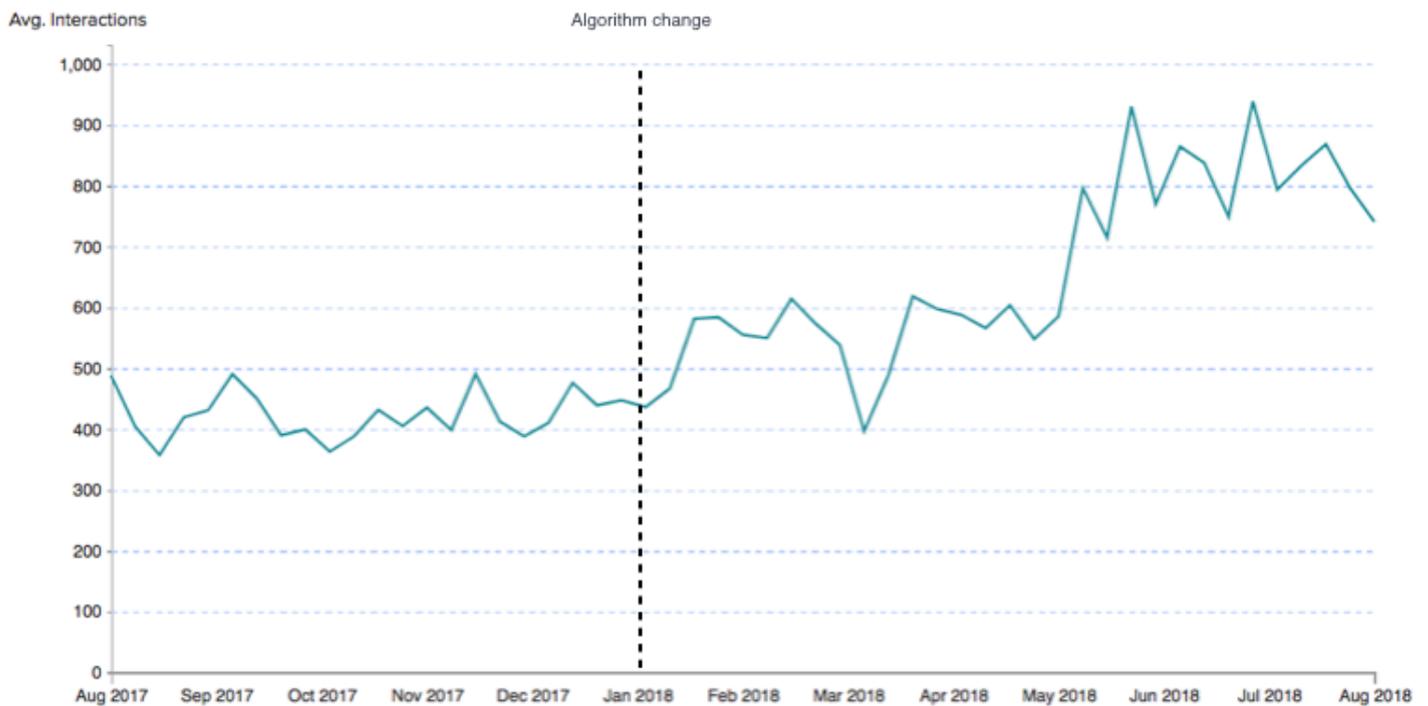
Simply, what goes viral will continue to go viral. Stories go massively viral because of people, not so much because of algorithms.

This provides an opportunity for content creators to find the storytelling moments that resonate deeply with people.

The state of the Facebook Algorithm

Top 25 Publishers on Facebook: 2017 - 2018

Average likes, comments, shares, and reactions to web content



In the digital age, how do we compete with everything else that's out there?

Despite concerns of fragmented audiences and diluted distribution channels, data shows that people are still hungry for the news.

A Pew Research report in Q3 2018 reveals two-thirds of Americans expect to get their news from social media. That's growing on some platforms like Reddit, YouTube, and Instagram.

Indeed, according to a panel from ONA, Facebook's algorithm shift hasn't been the nail

in the coffin for referral traffic this year. Far from it: their data shows that after an initial dip, Facebook referrals have recovered.

Our own data echoed this. Above, we looked at August's top 25 publishers, and the average Facebook engagements across their content since August 2017.

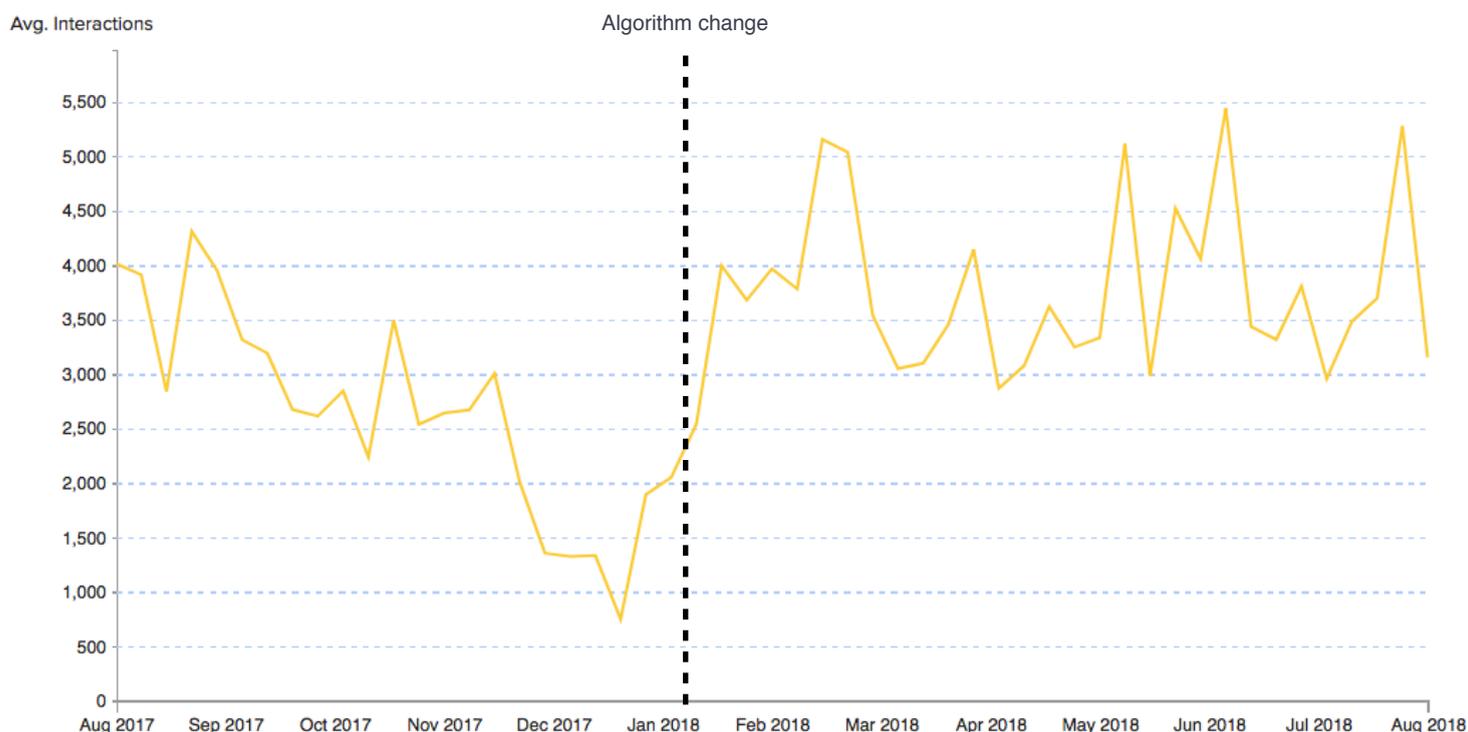
These are the publishers that have thrived in spite of platform shifts.

In the next few pages, we'll explore these publishers further, and who's ended up on top.

News publishers vs. the algorithm

CNN: Facebook Engagements for August 2017 - August 2018

Average likes, comments, shares, and reactions to web content



Let's break that down into specific publishers.

Looking at news-focused publishers, we can see how publishers have performed this year with web content on Facebook.

When we looked at this in February, it seemed a little up and down. These charts show how these numbers have balanced out. In this analysis, we examined 25 publishers.

Since the shift, we've seen impressive gains for the likes of: CNN, NBC, Fox News, Daily Mail, USA Today, NPR, ABC News, New York Post, Bloomberg, Reuters, and New York Magazine.

Moderate increases and sustained engagements for: The New York Times, BBC News, Washington Post, CBS News, VICE, Wall Street Journal, the Atlantic, LA Times, Chicago Tribune, and the New Yorker.

Slight downward trends have remained for publishers like the Guardian, the Hill, the Mirror, and Vox.

So how have these publishers sustained and even grown their Facebook engagements this year? We went into the top stories to find out.

News publishers: Top stories

WEBSITE	HEADLINE	TOTAL
DAILYMAIL.CO.UK	McDonald's worker body-slams customer who threw a milkshake over her	5,636,949
CNN.COM	CNN's Anthony Bourdain dead at 61	5,309,066
BBC.COM	Visionary physicist Stephen Hawking dies	4,381,625
THEGUARDIAN.COM	Stephen Hawking, science's brightest star, dies aged 76	2,857,698
NPR.ORG	High-Paying Trade Jobs Sit Empty, While High School Grads Line Up For University	2,271,686
BBC.CO.UK	Visionary physicist Stephen Hawking dies	2,017,811
CNN.COM	John McCain, senator and former presidential candidate, dies at 81	1,743,050
NYTIMES.COM	Opinion I Am Part of the Resistance Inside the Trump Administration	1,665,490
DAILYMAIL.CO.UK	Customer grabs waitress's backside - so she throws him to the ground	1,639,965
NYTIMES.COM	U.S. Opposition to Breast-Feeding Resolution Stuns World Health Officials	1,552,675
CBSNEWS.COM	Stabbing rampage at Pa. high school leaves 21 injured	1,538,847
THEATLANTIC.COM	What I Saw Treating the Victims From Parkland Should Change the Debate on Guns	1,361,696
BBC.COM	Cranberries singer Dolores O'Riordan dies	1,249,410
INSIDER.FOXNEWS.COM	Report: US Therapists See Increase in Patients With 'Trump Anxiety Disorder'	1,234,270
BBC.CO.UK	Missing Thai boys found alive in caves	1,223,141
HUFFINGTONPOST.COM	Paul McCartney's Carpool Karaoke Leaves James Corden In Tears	1,182,451
CNN.COM	A group of Christians attended a pride parade to apologize for how they've treated the LGBT community	1,145,153
FOXNEWS.COM	'Full Metal Jacket' actor R. Lee Ermey dies at age 74	1,088,639
WASHINGTONPOST.COM	Trump derides protections for immigrants from 'shithole' countries	1,077,270
NYTIMES.COM	John McCain, War Hero, Senator, Presidential Contender, Dies at 81	1,027,266

A need for connection

Year-to-date, those were the top stories published across leading news sites.

Immediately, we can spot a few trends. Breaking news articles appeared several times throughout the top 20 articles.

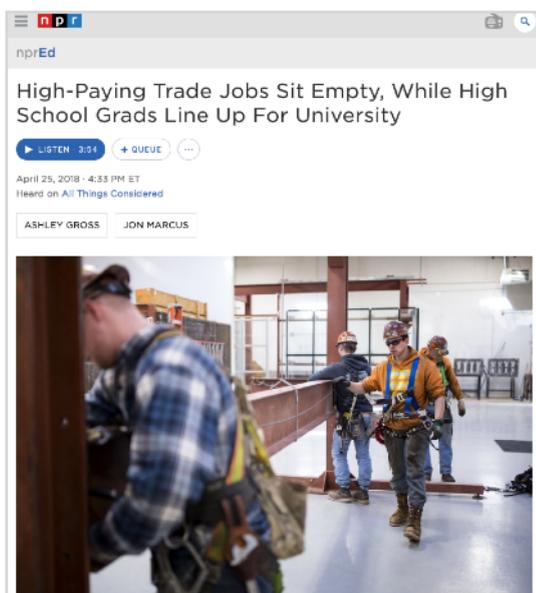
These stories have a sense of urgency, as deaths of seven famous politicians, celebrities and other public figures appeared in seven of the 20 stories.

Many of the stories are connected to a sense of caution or shock, such as the Daily Mail's article, "McDonald's worker body-slams customer who threw a milkshake over her", which drove more than 5.7 million engagements.

Stories around topics that are currently at the forefront of audiences' minds also performed well, such as an Op-Ed from inside the Trump administration, and a story from a doctor treating the victims of the Parkland shooting.

Studies and health news also went viral, likely due to their relevancy to readers' lives.

It's not all bad news, that's good news for engagements. The occasional heartwarming and triumphant story also goes viral, like when the missing Thai boys were found alive in the cave that they were trapped in.



National Public Radio

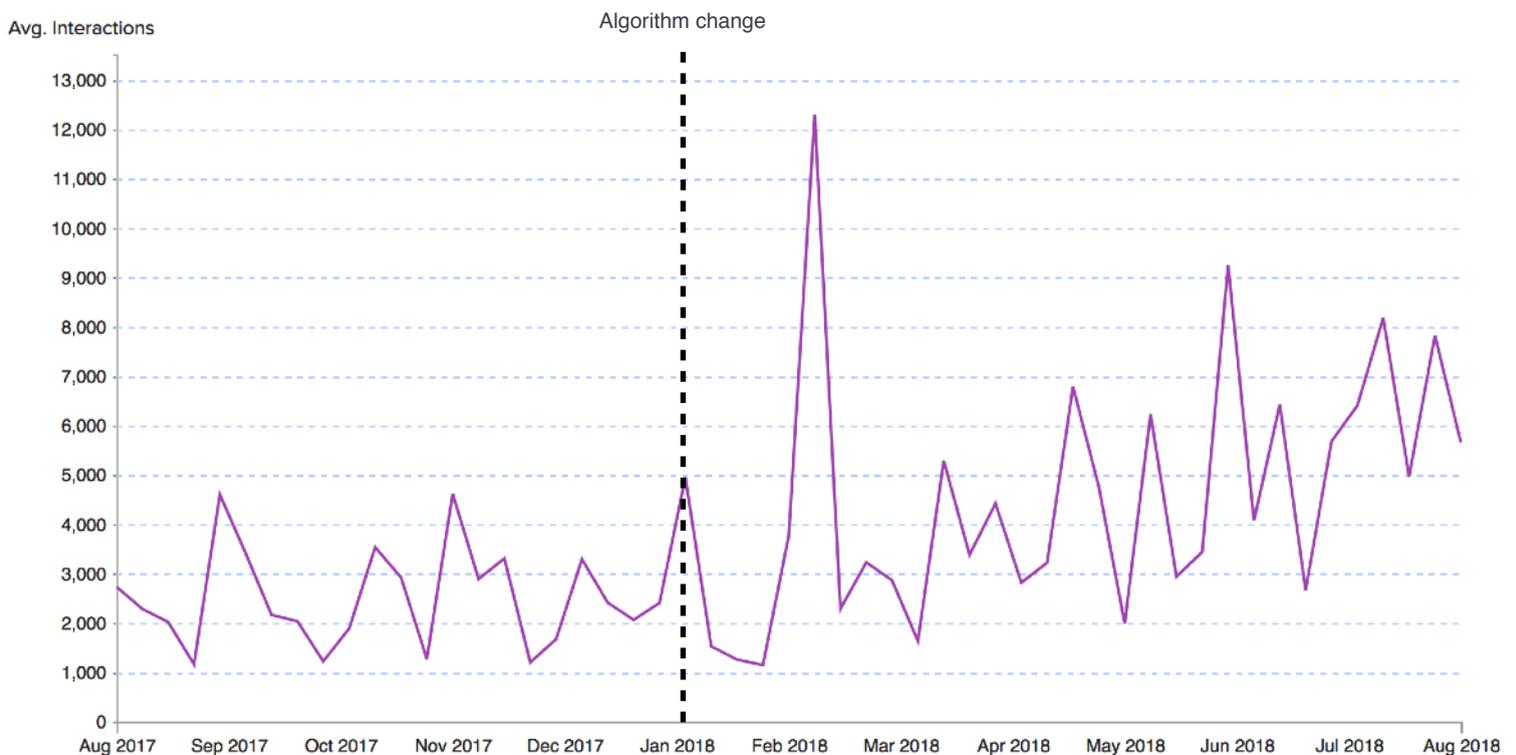
From January to August, NPR has seen an increase of 1.2x engagements, with some quality pieces.

The story to the left, drove 2.3 million engagements across Facebook. This was 17 percent of the publishers' total Facebook engagements for the month it was published.

Magazine publishers vs. the algorithm

Delish: Facebook Engagements for August 2017 - August 2018

Average likes, comments, shares, and reactions to web content



We can look a little closer at some niche and magazine publishers.

Looking at 20 magazine and interest publishers, we analyzed their Facebook engagements to web content over time.

Again, there are those who have actually increased their Facebook engagements. The Onion, This is Insider, the Dodo, Delish, and PopSugar have all seen their average Facebook engagements steadily rise since the change.

People, ComicBook, Rolling Stone, National Geographic, Teen Vogue, and Complex's average engagements have remained consistent.

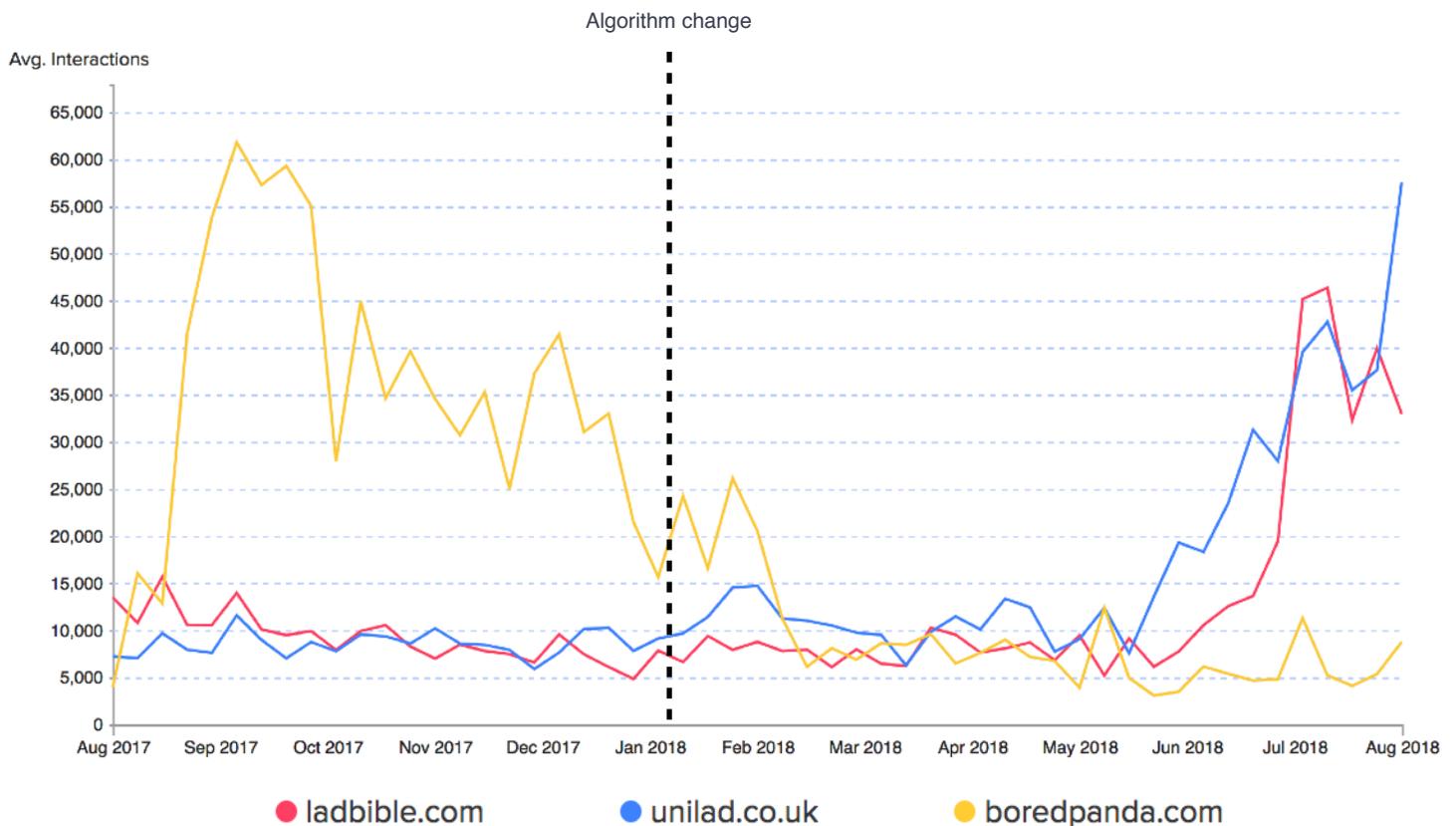
There have been some declines for the likes of ESPN, MTV, and Bleacher Report, while Wired and TechCrunch's engagements fell and then leveled out, lower than they were before.

Scary Mommy and IFL Science also saw dips after the shift, which then rose back up.

Viral publishers vs. the algorithm

Viral Publishers: Facebook Engagements for 2017 - 2018

Average likes, comments, shares, and reactions to web content



And finally, let's take a look at some viral publishers.

There have definitely been winners in this space, and ones who didn't quite survive the algorithm shift.

LADbible, UNILAD, BuzzFeed, and Someecards have all seen marked increases. After a dip in June, 9Gag has also continued at an upward

trend. Simple Most remained consistent until June, then dropped drastically.

Elite Daily mostly remained the same. Bored Panda, Clickhole, and a couple of others declined.

On the next page, we'll examine the LADbible and UNILAD's drastic rise a little more closely.

LADbible & UNILAD: The British Invasion

LADbible: Top Stories for August 2017 and August 2018

August 2017

HEADLINE	TOTAL
Mario Kart Just Got Real, Check Out This Multi-Level Track	395,460
Stephen King Has Watched 'It' Twice And Loved It	178,444
Man Severs Genitals Trying To Climb Over Metal Spiked Fence	130,818
A 'Sons Of Anarchy' Spin-Off Show Is Coming To A TV Near You	117,517
You Could Get A Job Drinking Whisky And Travelling The World	114,821

August 2018

HEADLINE	TOTAL
Big Brother Gets Tattoo Of Little Brother With Down's Syndrome On Arm, He Absolutely Loves It	2,516,415
Heartwarming Footage Shows Chimp Playing 'Airplane' With Baby	1,086,956
Remembering Robin Williams On The Fourth Anniversary Of His Death	793,088
Buckingham Palace Plays Aretha Franklin's 'Respect' On Day Of Funeral	707,675
Drake Pays Surprise Birthday Visit To Heart Transplant Patient Who Did Kiki Challenge	680,453

How did LADbible and UNILAD end up as two of the most viral publishers on social media?

Recently, we released our monthly rankings of top publishers on Facebook for August.

It surprised us to see LADbible and UNILAD jump to first and fourth place. LADbible even saw 2.3x the interactions as the previous month.

So what's the secret to the success of this month's British invasion?

1. **An audience-first strategy:** Content must have a value to your audience — are you teaching them something new, inspiring them, or simply making them laugh?

2. **Emotionally-charged storytelling:** Since last year, the publishers' top stories have become more heartwarming and emotional, or humorous and out-of-the ordinary
3. **Encouraging comments:** LADbible and UNILAD both saw more than double the number of comments vs. shares in July
4. **Know your audience:** On which platforms do they spend the most time? Determine that and distribute your content as aligned with that platform's best practices
5. **Adapt fast:** When platform trends or audience consumption behaviors change, be quick to act. The two sites have seen a decrease in video interactions, but an increase to links posted natively to Facebook

Look who's talking (on Facebook)

Community-building has been a major focus of social platforms this year.

Comments have been seen as stronger indicators of interest and noteworthiness in general, especially when compared with likes.

Along with engagements overall, we see that comments have been on a steady rise for LADbible and UNILAD since April.

Which stories drive the most comments for these publishers?

To determine this, we looked at the stories with the highest percentage of comments. The headlines are almost formulaic.

We noticed the most commented stories followed one of two paths. Some of the stories present an opportunity that the reader can jump in on, or share with specific friends that might be interested.

Other content that drove comments tended to be articles that prompted an agreement or disagreement.

Plenty of people had opinions on LADbible's "Eldest Siblings Are The Worst Drivers, Research Finds", which saw 81 percent of its total Facebook interactions come from comments.

UNILAD and LADbible's Facebook comments

Average comments to web content



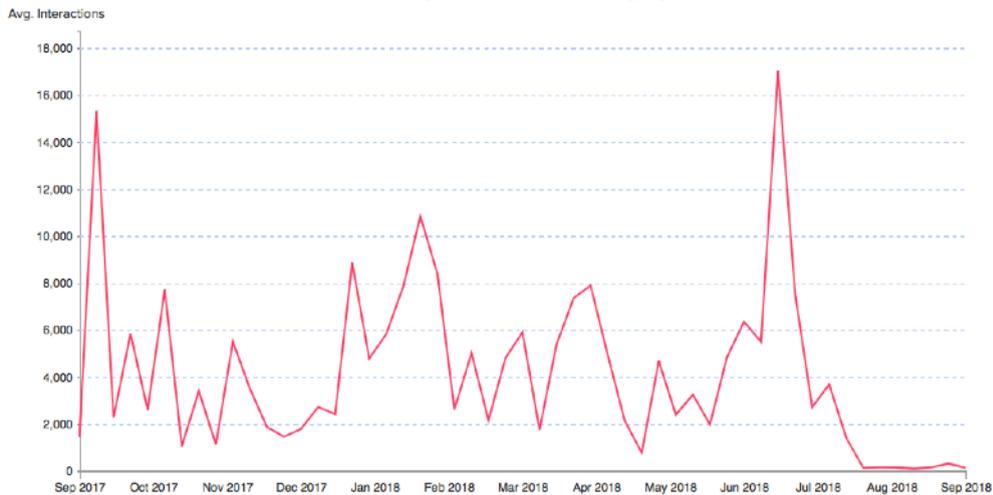
■ ladbible.com ■ unilad.co.uk

Chitter chatter

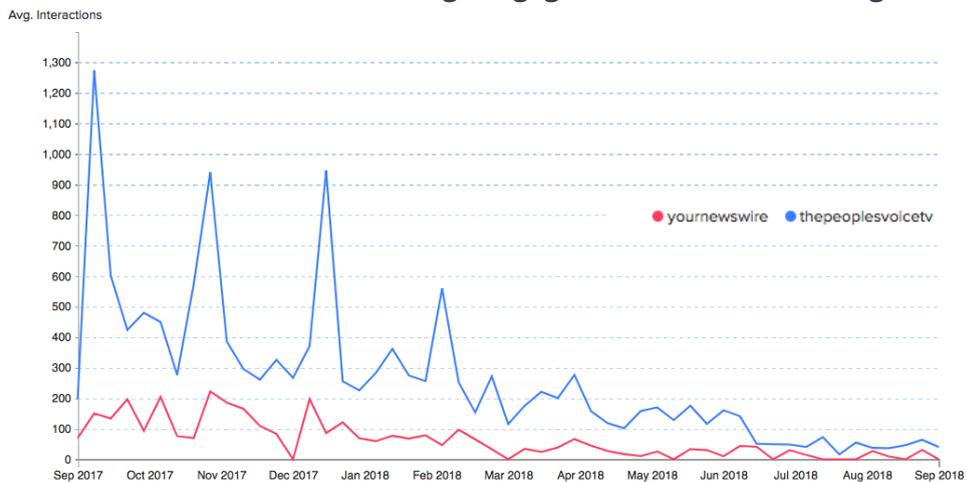
Facebook's algorithm shift promised to emphasize meaningful interactions like comments. Both LADbible and UNILAD have seen growth in their comments this summer.

Fake publishers vs. the algorithm

YourNewswire: Average Facebook Engagements to Web Content



YourNewswire: Average Engagements to Facebook Pages



What about fake news?

With regular reports of disinformation coming from malicious players on social platforms, how has this actually shaken out this year?

The above charts show Facebook engagements to a prominent fake news publisher, Your Newswire.

We can see a slow decline on the site's two Facebook Pages, as Facebook seemed to take

moves to halt the spread of false material natively.

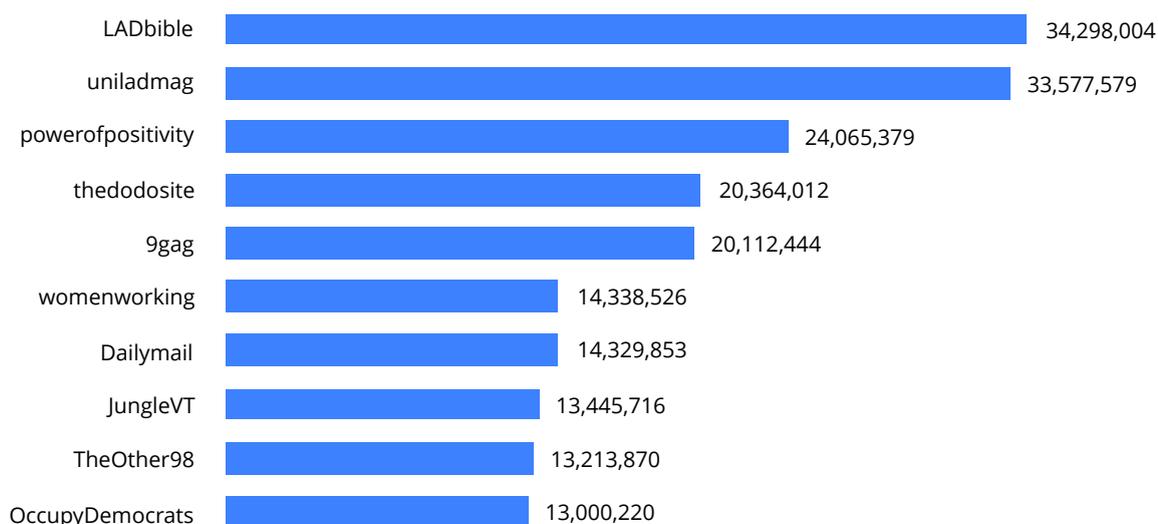
A look at the web content shows that while the banning from Facebook has been significant, individual users continued to engage with and share false news to the platform, until a sharp decrease in August 2018.

This is something we've seen across fake news generally, as noted in our [recent politics report](#).

Native Facebook Posts, *Or is it all still about videos?*

Facebook Pages: Looking at native content

Top Facebook Pages: August 2018*



What about Facebook Pages? From what we've seen so far, Facebook's depreciation of content hasn't meant decimation. Does that hold true for native Facebook Pages?

2017 was peak engagement for some Pages. Some have seen considerable declines, while others have remained consistent or seen engagements recover and grow.

Generally, across a sampling of 30 Facebook Pages, we saw a mixed bag.

Some viral Pages had been on a decline since August 2016. Others still have grown since 2016 and continued to grow.

Most, however, surged in 2017 and declined in the 2018 shift as a **new baseline** was established.

Here are a few quick notes from trends we've observed over the year:

Seriously viral: Individual posts drive more engagements than they did in years' past, even as Facebook Pages may see less engagements

Native video is still top dog, with Facebook Watch amping up the engagements. (You can read more about that [here](#))

Video length is on the rise, with viral publishers leading the trend ([More here](#))

Facebook Reactions continue to rise in use year over year, and comments have significantly risen from 2016

On the next page, we have the top Facebook posts for English-language publishers in August 2018.

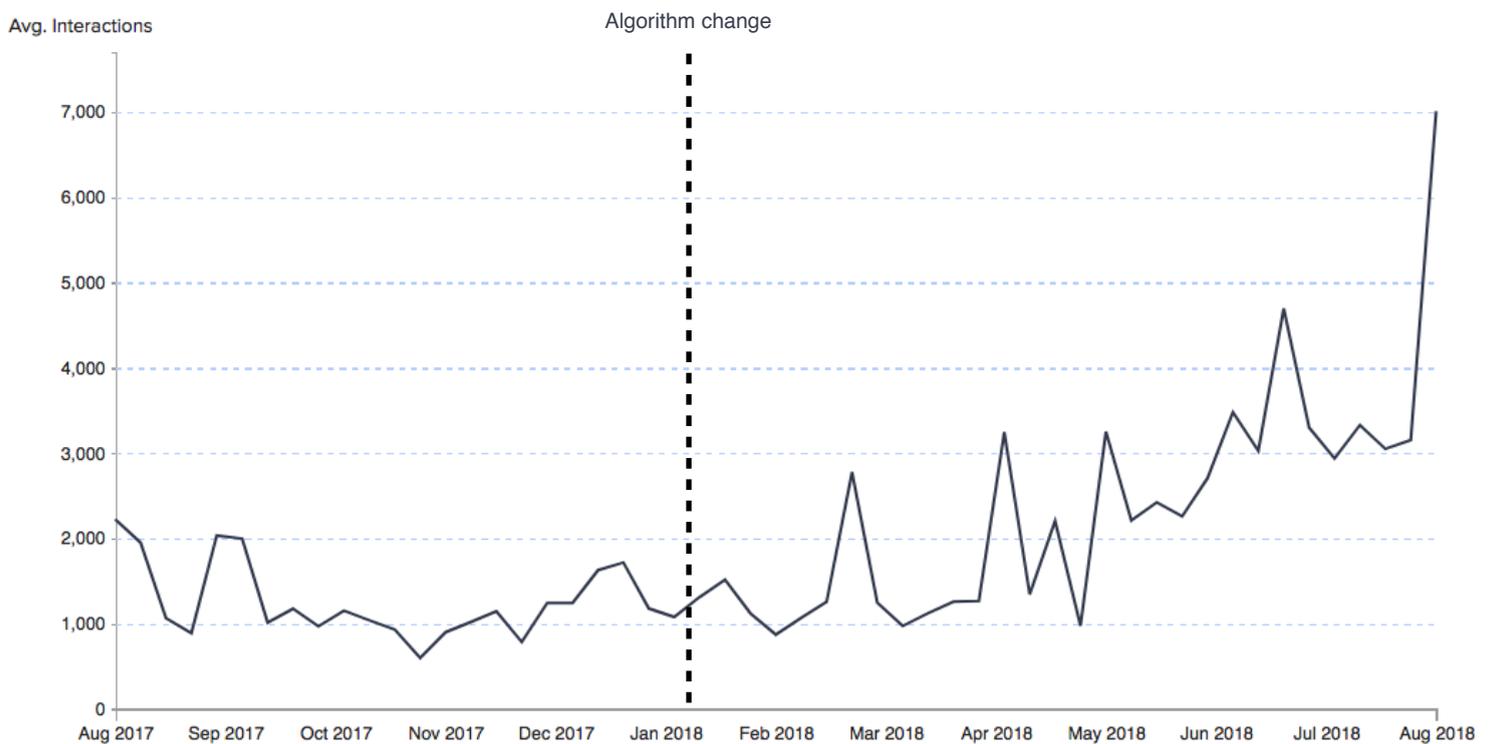
Top Facebook posts: August 2018

FACEBOOK PAGE	HEADLINE	TYPE	TOTAL
FUNNIEST FAMILY MOMENTS	GUILTY DOGS - Funny Dogs Compilation 🤔😂	Video	5,436,952
SHARING IS CARING	When a lifeless infant is pulled out of a water filled car – a group of strangers are forced to work against the clock. Please pass this on to honor these brave heroes ❤️	Video	4,113,540
THE DODO	Guy Gives Up Everything To Save Stray Dogs	Video	2,706,131
RAINY DAYS	S6 EP13: Yarn Crafts. Say hello to the hip new craze that doesn't need batteries - YARN 🙌👏	Video	2,622,213
CBS NEWS	ACT OF LOVE: This 99-year-old man walks six miles every single day -- no matter the weather -- to visit his wife in the hospital...	Video	2,547,358
ABC NEWS	"I'm walking! I'm finally walking!" Adorable toddler with spina bifida warms hearts with video showing him celebrating his first steps.	Video	2,481,152
BLOSSOM	I'm not clumsy... it takes talent to trip over flat surfaces!	Video	1,928,626
VIRAL TRND	This guy is beast!! 🤖👆	Video	1,735,006
STUDENT PROBLEMS	Spot on 😂	Video	1,640,304
THE DODO	This guy was on a cruise when he saw a dog stranded on a deserted island and knew he had to save her 💕	Video	1,620,237
NOWTHIS POLITICS	Beto O'Rourke — the man taking on Ted Cruz — brilliantly explains why NFL players kneeling during the anthem is not disrespectful	Video	1,497,522
JUKINVIDEO	Pouncing Puppies. This is what a dream come true looks like! 🐶👀	Video	1,294,726
VIRAL TRND	The cutest 2-year-old cake baker! 🧁💕	Video	1,255,089
YAHOO UK & IRELAND	When you see your friend causing trouble at the end of a night out... 🤪	Video	1,230,294
5-MINUTE CRAFTS	Egg-stremely delicious hacks! 🔍 bit.ly/2HMyFeZ	Video	1,216,572
PETS INSIDER	Dogs everywhere are doing the snoot challenge!	Video	1,205,009
THE DODO	This owl was stuck when construction workers came along to save him — and they can't stop saying how pretty he is 💕	Video	1,168,312
POWER OF POSITIVITY	Reagandoodle and Little Buddy. This is the cutest thing ever...	Video	1,156,088
GENIUS CLUB	Ep.09 - Add space to your home, instantly! Make the most of your square footage. This functional furniture puts your futon to rest. 🤖...	Video	1,109,452
GOODFUL	These time lapses of seeds growing is so amazing ✨🌱	Video	1,108,223

News on Facebook

CBS News: Facebook Page Engagements

Average likes, comments, shares, and reactions to main Facebook Page



Our data for news-focused Facebook Pages reveals much the same as it did for web.

Looking again at an array of 25 news-focused Facebook Pages, we can see how publishers have performed this year with their native Facebook efforts.

Not as many saw gains to their Facebook Pages, but for the most part, they remained consistent.

The ones who did see a rise were ABC News, CBS News, NowThis Politics, USA Today, the New York Times, ABC (Australia), along with local outlet Fox13 Tampa Bay.

Of the 25, five of those have seen a slight decline since the change, that has continued through the year. A few dropped in their engagements and then ended up leveling out.

Good news for those who have feared the video takeover — for another five of the publishers, they've seen their average video engagements decline but **link engagements rise**, which was the case for UNILAD and LADbible as well.

On the next page, we have the top Facebook posts from these publishers for January to September 2018.

News publishers: Top Facebook posts

FACEBOOK PAGE	HEADLINE	TYPE	TOTAL
ABC NEWS	Father of daughter killed in Florida shooting delivers passionate speech. "We're here because my daughter has no voice."...	Video	2,721,925
CBS NEWS	ACT OF LOVE: This 99-year-old man walks six miles every single day -- no matter the weather -- to visit his wife in the hospital...	Video	2,547,358
ABC NEWS	"I'm walking! I'm finally walking!" Adorable toddler with spina bifida warms hearts with video showing him celebrating his ...	Video	2,481,152
NOWTHIS POLITICS	Beto O'Rourke on NFL Players Kneeling During the National Anthem	Video	1,497,522
NOWTHIS	Woman Breathes With New Lungs for the First Time	Video	1,487,053
ATTN:	These are the victims of the Florida high school shooting. We should remember their names and faces.	Video	1,481,368
DAILY MAIL	We don't deserve dogs ❤️	Video	1,319,756
CBS NEWS	Teen's gift brings classmate to tears	Video	1,239,333
YAHOO UK & IRELAND	When you see your friend causing trouble at the end of a night out... 🤪	Video	1,230,294
UPWORTHY	Thor's Journey. Whether you believe in miracles or not, you have to admit this is one lucky pup. (via The REAL Bark)	Video	1,069,671
NOWTHIS POLITICS	A man harassed a woman wearing a Puerto Rico shirt because she 'should not be wearing that in the United States of ...	Video	1,066,140
DAILY MAIL	Beware of the dog! He is absolutely terrifying! 😂😂😂👹	Video	1,053,107
DAILY MAIL	This super dad-erina came to rescue his daughter when she broke in tears on stage ❤️	Video	1,043,970
GOOD MORNING AMERICA	"Look, Maggie! I'm walking, Maggie!" Toddler with spina bifida warms hearts after showing his dog he can walk	Video	1,021,470
ABC NEWS	You might be happy – but are you rolling around in the mud with a baby elephant happy?	Video	1,005,500
CNN	"They say that tougher gun laws do not decrease gun violence. We call BS! They say a good guy with a gun stops a bad guy ...	Video	933,420
DAILY MAIL	This man has only just realised how old he is 😂👴	Video	909,086
DAILY MAIL	This is what loyalty looks like ❤️	Video	898,916
ATTN:	America Vs. Cinco de Mayo. The way America celebrates Cinco de Mayo has nothing to do with the history behind the...	Video	865,344
CNN	After some students were bullied because of dirty clothes, a principal installed a free laundromat at school	Video	829,064

The top of Facebook

Looking at the top Facebook posts this year across 30 news publishers, there are a few discernible trends across even just the top 20 most-engaging posts.

A good deal of heartwarming content went viral on Facebook in August, from a 99-year-old man walking to visit his wife in the hospital every day, to an elephant rolling around in the mud.

As to be expected, animal-focused content performed quite well in general.

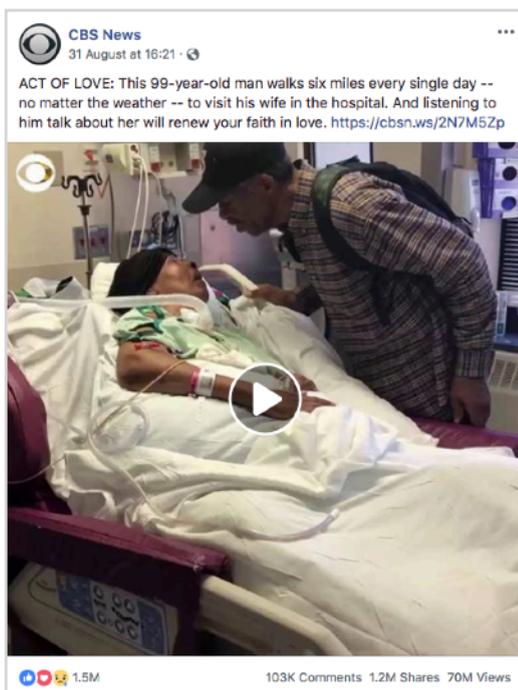
Other stories had to do with topics in the public consciousness generally. Three of the top 20 were about the Parkland shooting survivors and gun control.

Others had to do with immigration and the NFL kneeling movement.

All of these stories were considerably emotionally-charged, whether they were dealing with happy feelings, or feelings of outrage.

Five of the top posts came from the Daily Mail, more than any other publisher we analyzed.

Additionally, all of the top 20 posts across these publishers were video content.



Make them care

CBS News is one of the publishers with a Facebook Page that's grown its engagements this year.

Its top post of the month, is a heartwarming video. The post drove 2.6 million engagements, which ended up being 26 percent of the Page's engagements for the month of August 2018.

Trend alert

What you need to know

Trend alert: What you absolutely need to know

Ahead of 2019, what should you be considering for your social publishing strategy?

Here are a few of the places that content creators may want to invest in for next year.

Facebook Watch: Facebook is clearly investing more in its Watch offerings. From what our data has revealed, publishers are benefitting from sharing Facebook Watch posts to their preexisting Pages.

On a related note, Facebook just expanded mid-video ads to 21 more countries. This incentivizes creators to produce longer videos.

Groups: From what we heard at ONA, Groups aren't necessarily "build it and profit". Instead, Groups need to take off organically on their own, as an "already there" place when relevant news breaks.

Stories: Facebook Stories are poised to grow significantly. According to Digiday, CPM and

conversion rates may be optimal, possibly due to the fact that the competition is lower there.

At the end of September, Facebook announced that Stories has 300 million daily active users across its core app and Messenger combined.

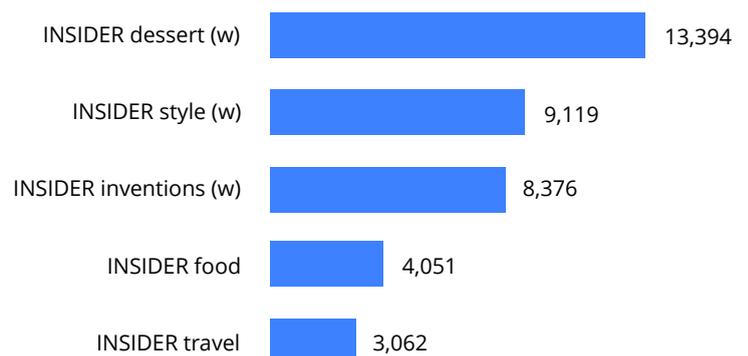
Mobile: On that note, it's imperative to consider your mobile audience. Mobile isn't the future, it's the present. At ONA, we rounded up some expert tips on how to reach your mobile users:

- Facebook is still key to acquiring new readers.
- Apple News is gaining favor among publishers
- Users that interact with you in-app are much more invested
- iOS 12 will shake up push notifications
- Following specific journalists like influencers may become commonplace

Watch this

Looking at INSIDER's Facebook entities and their average engagements on video content, we can see that the Facebook Watch shows are currently over-performing when compared to the regular Facebook Pages.

INSIDER: Watch vs. Regular Pages



What to remember

So, what's up for Facebook as we approach 2019?

In the end, the answer now boils down to this: In an interview with Slate, Adam Mosseri, the former Head of the News Feed said, "We're an important part of a lot of publishers' strategies, and I think that's a good thing. It's important that we're not publishers' only strategy."

Regardless, there are countless ways still to make use of Facebook in your content distribution strategy.

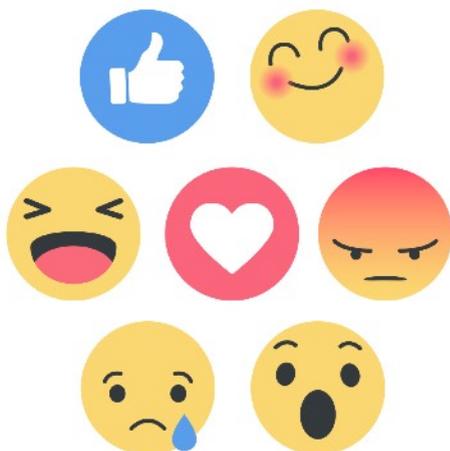
Facebook remains an important pulse on what's going viral across the internet, across a variety of topics and audiences.

You can understand the content that has social audiences reacting in different ways, whether it's shares, comments, or nuanced interactions like the "Angry" or "Wow" reaction.

The best practices continue. Content is king, as is understanding your audience and what delivers a real value to them.

Ahead of 2019, keep your focus on these tactics for your Facebook content:

- Content that has legitimate value to your audience — how-to's, informative breaking news, inspirational, or just entertaining
- The human interest, or emotional, component of stories — why should your audience care?
- Content that encourages comments or personal anecdotes
- Episodic video content through Watch
- Digestible content through Stories



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Content intelligence predicting which stories will engage audience across social

Our content intelligence database contains the world's most complete set of stories and publishers tracked against every major media network.

NewsWhip is the world's most powerful content strategy platform, empowering the world's leading publishers and brands to predict and understand the stories that will engage audiences.

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Associated Press Case Study

AP ASSOCIATED PRESS

The AP grew to be globally recognized as a leading newswire service featured on front pages around the globe. Today, it faces the challenge of digital media. No longer are breaking news outlets competing only for newspaper real estate – to succeed, news publishers like the AP must be at the forefront of developing events around the globe.

Using Spike, the AP's newsrooms can track which stories are generating engagement and building momentum in one, syndicated place. Day by day, Spike helps to inform the stories that AP reporters cover.

The team then uses NewsWhip Analytics to examine which stories generate engagement. Looking at NewsWhip's breakdown of the top AP stories, the AP learned that U.S. politics, political debate, and partisan viewpoints are driving a high number of comments, shares and reactions across mainstream, right and left-leaning sites. These insights help the publication remain on the cutting edge of digital news.

"Sometimes Spike is our first signal of a story. At our largest newsrooms – in New York, London and Washington – AP runs much broader Spike searches. Political staff track the US presidential primaries with pages specific to each candidate."

– Mark Davies
Former Global News
Editor
Associated Press



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