

# 5 TIPS FOR THE NEW FACEBOOK NEWS FEED

**MAGNET  
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— TIP SHEETS —

On March 7, 2013, Facebook announced three major updates to the News Feed. Users now have more control over what appears in their feed, and the desktop experience is more consistent with the mobile Facebook app. Most importantly, there is a greater emphasis on pictures than ever before. So what does this mean for brands that rely on Facebook for marketing? Here are five tips for getting the most out of the new News Feed.

## WHAT YOU NEED



Internet  
Connection



Visual Content



Facebook Account



Your Imagination



Great Attitude

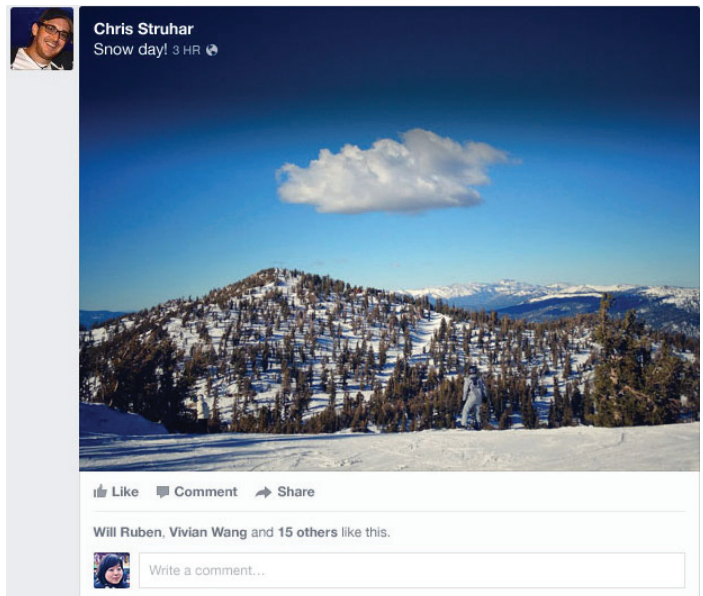


## 1 INVEST IN VISUAL CONTENT

With the new News Feed placing more emphasis on visuals, your brand should prepare by investing in professional quality picture and video content to publish on your blog and other networks. Cover photos now show up in a stream whenever a new person likes a page, making them more important than ever to attract new fans. They need to give a sense of what the brand its values in additional to looking gorgeous.

## 2 USE IMAGES IN EVERY POST

Even if you're just sharing a status update, each post should include a visual component. Consider graphically illustrating text. When sharing links, upload a picture rather than relying on the metadata and a thumbnail image. This will ensure that your updates will still appear if a user switches a "photos-only" feed. Image captions are different now, so keep any copy to a minimum.



### 3 INTEGRATE YOUR FACEBOOK AND PINTEREST STRATEGIES

Not only do 98 percent of Pinterest users have Facebook, but content shared through third-party apps (like Pinterest's) will have greater visibility in the News Feed. They will not only look better and show up more often, but Pinterest can be used to drive direct sales. Use the two in tandem to increase social media ROI.

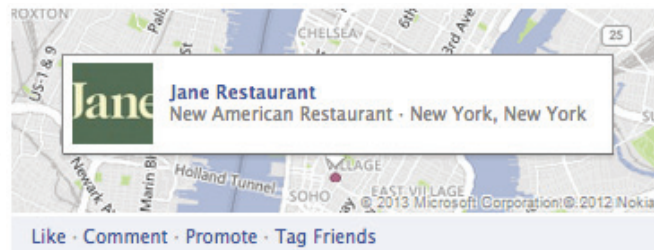
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### 4 REACH OUT TO TOP FANS

The new News Feed allows users to only see posts from friends while avoiding brand content altogether. To keep reaching fans, you need your top fans to repost and share your content. Hone in on things they enjoy the most and include them in your posts. This way, your content will still reach people that only look at their friends' content.

### 5 USE FACEBOOK'S CHECK-IN FUNCTION

Encourage customers, employees, and visitors to "check-in" on Facebook when they visit your office. Facebook's Graph Search allows users to search for a business by location, and also returns results based on proximity to the user. Check-ins are now easier to see on the News Feed, and is another way to reach people using the "friends-only" feed.







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