

FILIP STRUHÁRIK, DENNÍK N

# Čo nás Facebook naučil, keď vyhodil všetky stránky z newsfeedu



[dennikn.sk/autor/struharik/](https://dennikn.sk/autor/struharik/)

[fb.com/struharik](https://fb.com/struharik)

[twitter.com/filip\\_struharik](https://twitter.com/filip_struharik)

10/19/2017



pocuj, nerozumiem tomu, ale dosah ludi dnes na fb je strasne nizky

Hm, kuknem

jo, od včera je reach mizerný. budem sledovať, či sa to nezmení



diky

Tak zapli toho prieskumníka všetkým. Reach padol, už zisťujem viac

People have told us they want an easier way to see posts from friends and family, so we are testing two separate feeds, one as a dedicated space with posts from friends and family and another as a dedicated space for posts from Pages.

To understand if people like these two different spaces, we are testing a few things, such as how people engage with videos and other types of posts.

These tests are running in six countries including Slovakia.

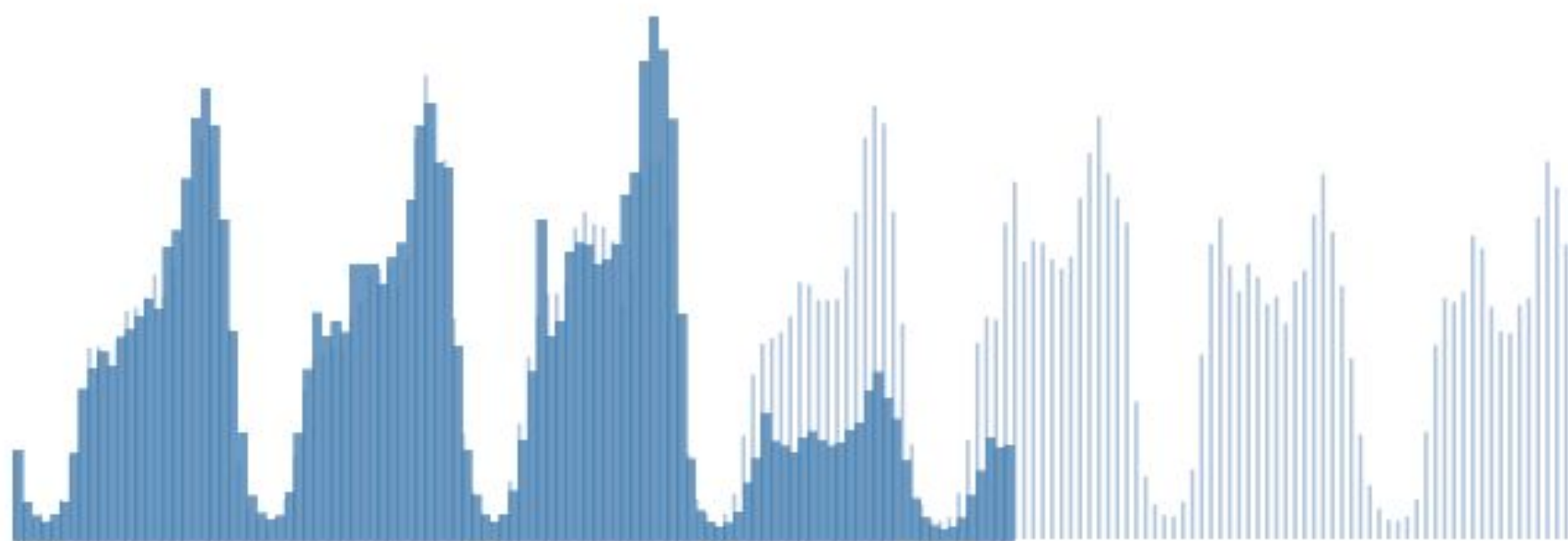
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● Last Week ● This Week

 Total Interactions ▼



Mon 16

Tue 17

Wed 18

Thu 19

Fri 20

Sat 21

Oct 22

I think that we shouldn't be looking at drops on a day-by-day basis, but rather long-term trends.





Filip Struhárik

Journalist, editor and social media manager at @dennikn. Interested in digital media and good journalism.

Oct 21, 2017 · 4 min read

## Biggest drop in Facebook organic reach we have ever seen

Facebook is testing radically different Explore Feed in six countries than in the rest of the world.

Facebook Explore Feed is rolling out globally this week. Most people around the world can see it in their bookmarks and they can discover new content here. But in Slovakia, Sri Lanka, Serbia, Bolivia, Guatemala and Cambodia it works differently: **all posts by pages are moved from newsfeed to Explore Feed**. In main newsfeed are now just friend and sponsored posts.

Yes, you log into Facebook and you can see only posts from your friends and ads. **You have to click on Explore Feed to see posts from pages you follow.**

5.2K



Filip Struhárik

Journalist, editor and social media manager at @dennikn. Interested in digital media and good



The New York Times

The Guardian



REUTERS

Mashable



Bloomberg



The Atlantic

EL MUNDO



Deutsche Welle



[General](#)

Oct 23, 2017

## Clarifying Recent Tests

*By Adam Mosseri, Head of News Feed*

There have been a number of reports about a test we're running in Sri Lanka, Bolivia, Slovakia, Serbia, Guatemala, and Cambodia. Some have interpreted this test as a future product we plan to deliver globally. We currently have no plans to roll this test out further.

We always listen to our community about ways we might improve News Feed. People tell us they want an easier way to see posts from friends and family. We are testing having one dedicated space for people to keep up with their friends and family, and another separate space, called Explore, with posts from pages.

The goal of this test is to understand if people prefer to have separate places for personal and public content. We will hear what people say about the experience to understand if it's an idea

### Categories

- [General](#)
- [Entertainment](#)
- [News](#)
- [Nonprofits](#)
- [Politics & Influencers](#)
- [Sports](#)
- [TV](#)

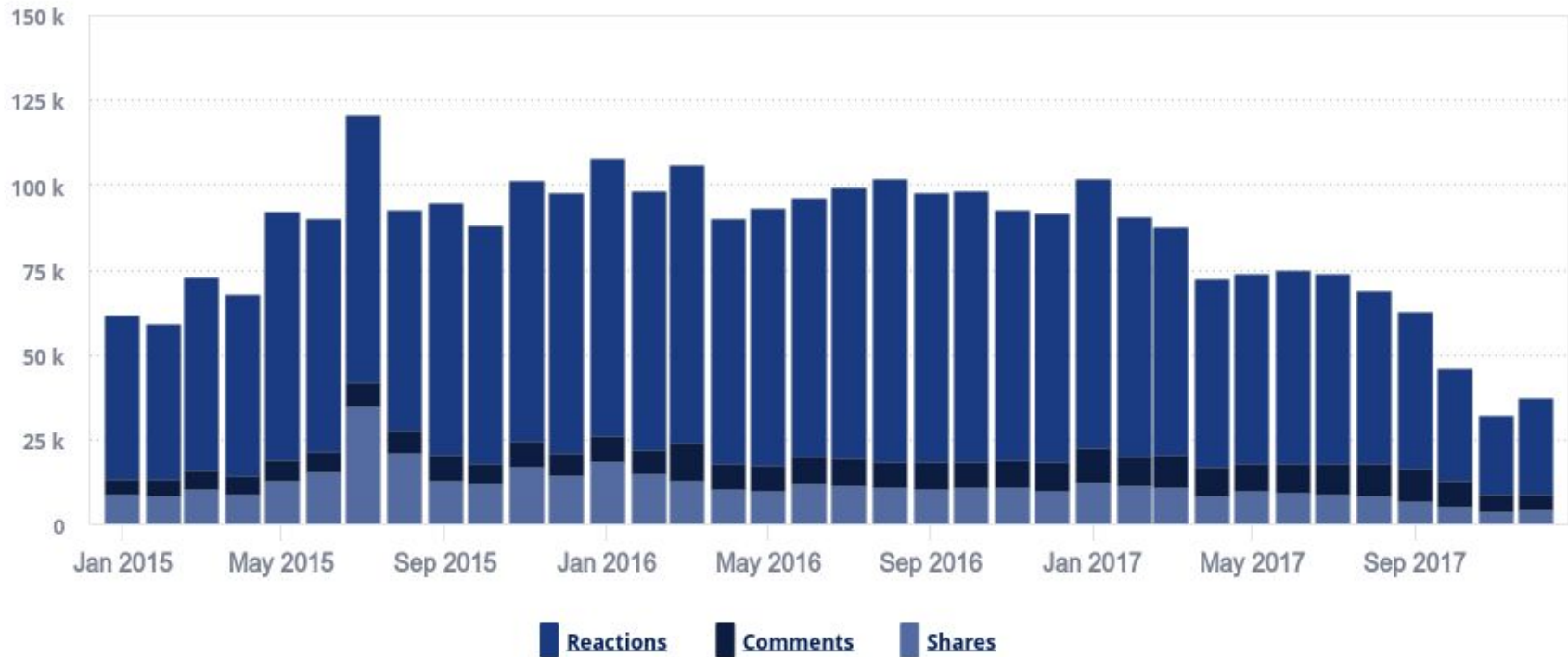
### Archive

- [2018](#)
- [2017](#)
- [2016](#)
- [2015](#)

## Number of Interactions

Aggregated by **Month**

**01. 01. 2015 - 31. 12. 2017**



Počet interakcií na FB stránkach **50 slovenských médií** klesol po spustení Prieskumníka o **vyše 50%**

## Number of Interactions

Aggregated by **Month**

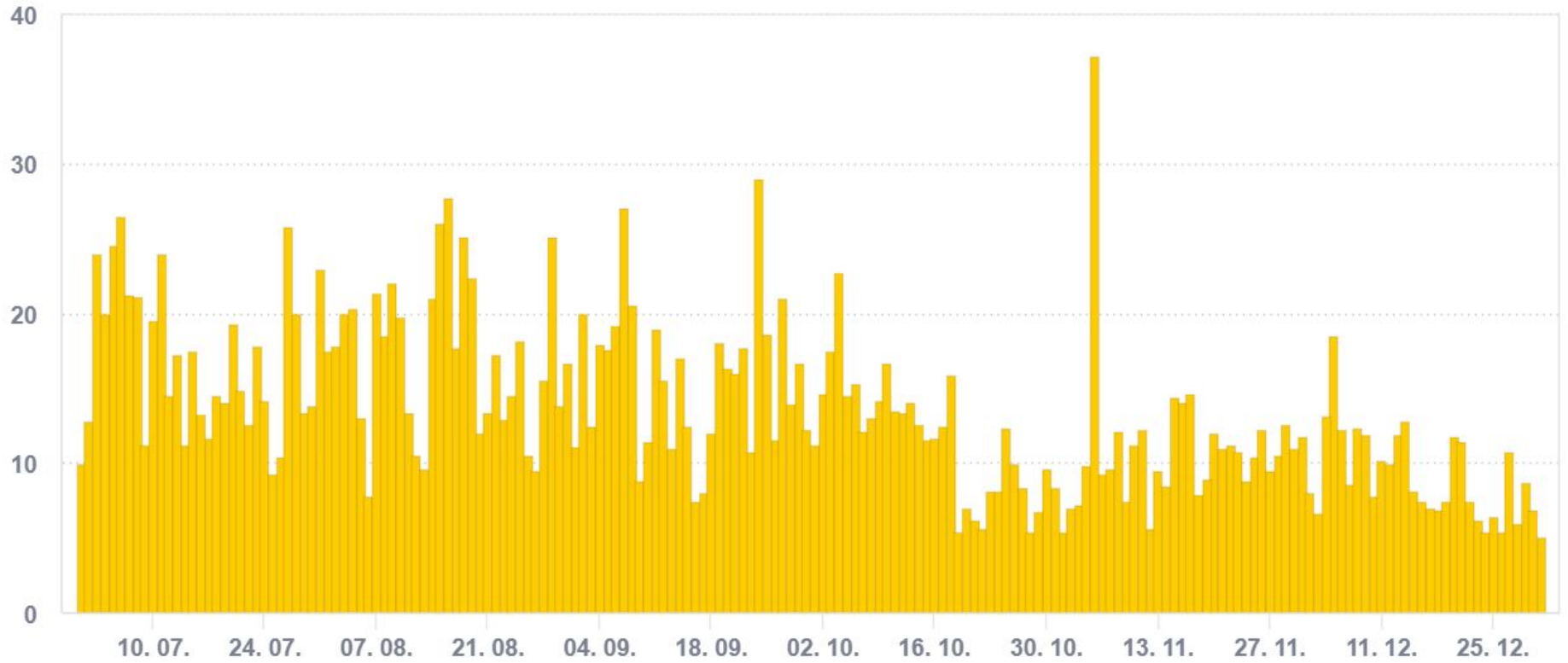
**01. 01. 2015 - 31. 12. 2017**



Počet interakcií na FB stránkach **serióznych médií** klesol po spustení Prieskumníka o **takmer 40%**

Number of Interactions per 1000 Fans ?

Day Week Month

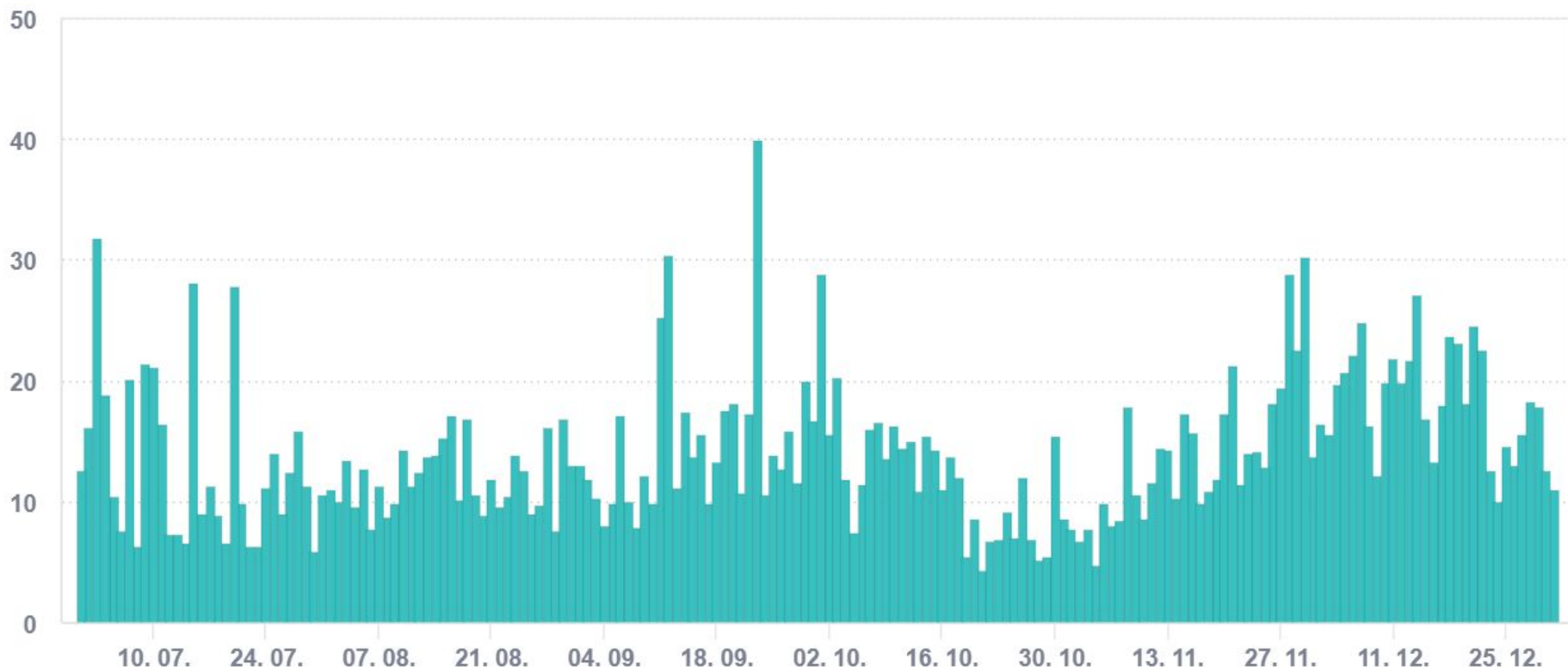


Number of Interactions per 1000 Fans ?

Day

Week

Month

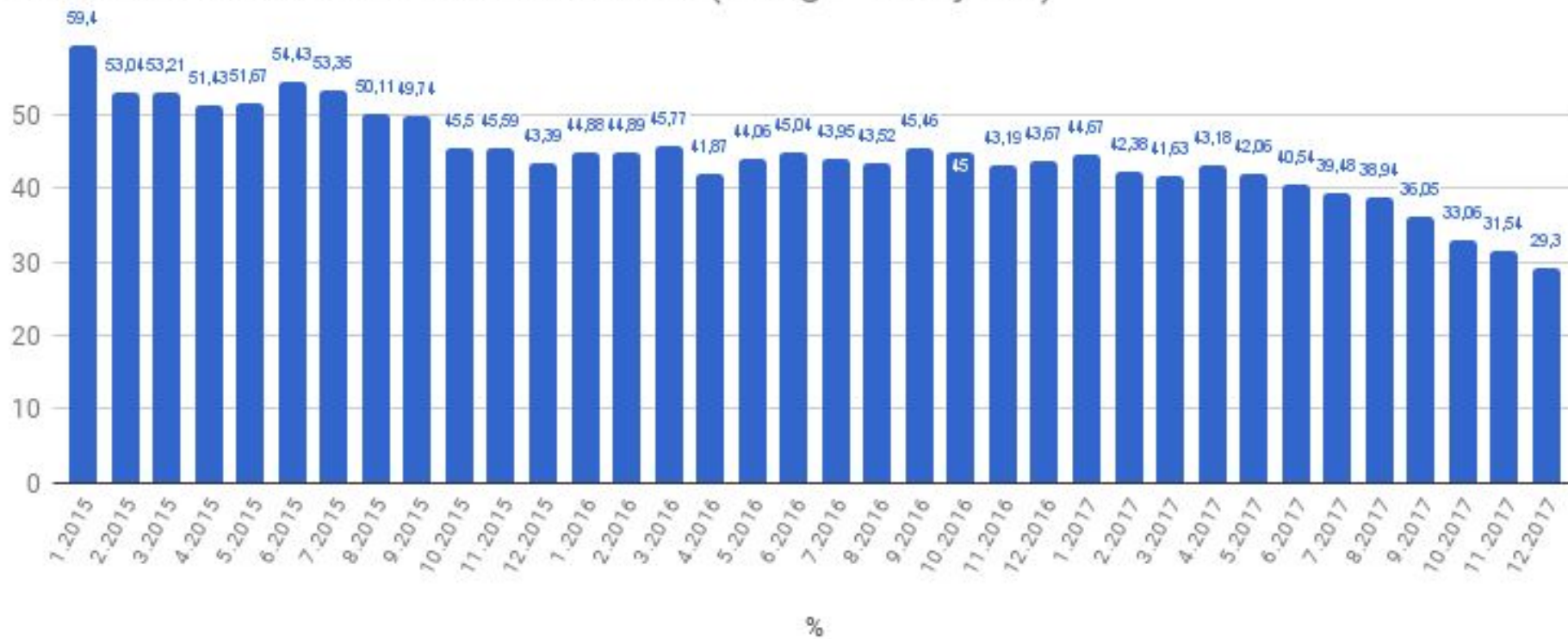


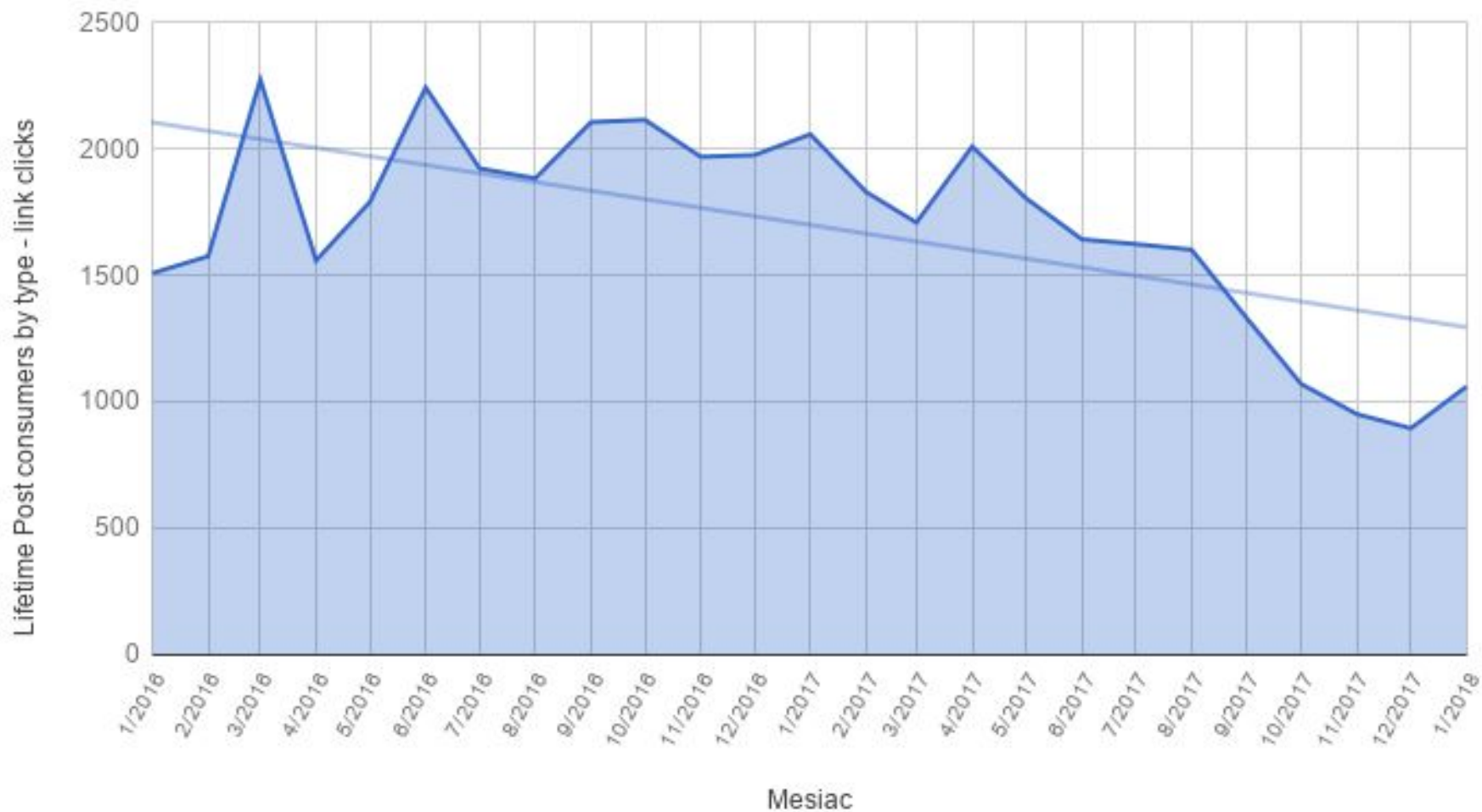
Počet interakcií na stránkach **dezinformačných médií neklesol**



**Reach Denníka N v roku 2017**

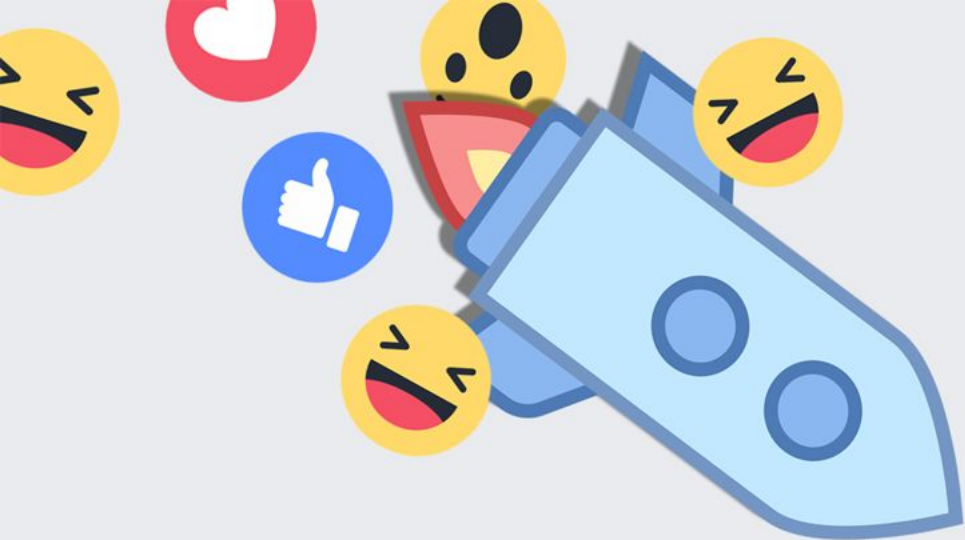
## Podiel návštevnosti z Facebooku v % (Google Analytics)





Denník N - priemerný počet klikov na link dlhodobo klesá



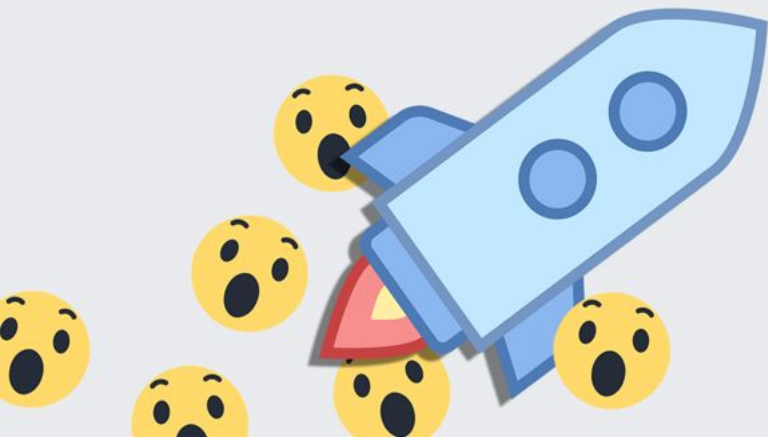


Test Prieskumníka na Slovensku  
sa skončil 5. marca 2018.

**Čo sme sa naučili?**

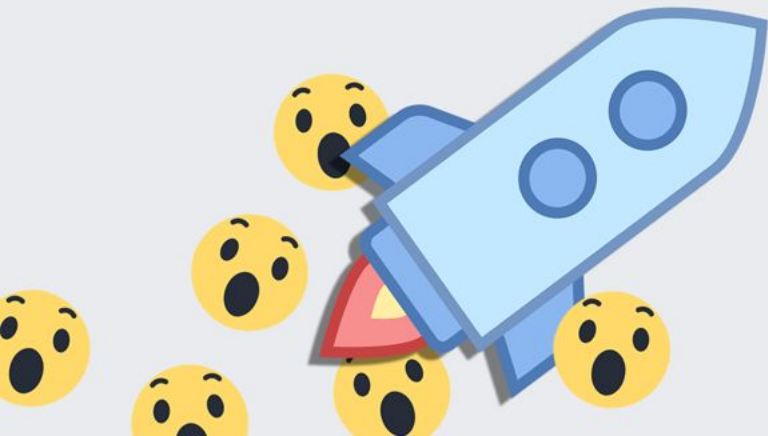
# 1. Don't panic

- zmeny v newsfeede sa dajú zvládnuť
- zmeny dokonca môžu byť dobré, lebo nemusíme toľko myslieť na lajky



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- **ak má médium významnú existenciu aj mimo Facebooku, zmeny na sociálnej sieti ho nemusia ohrozovať**





**Casey Newton** ✓

@CaseyNewton

Sledovat



So many publishers think they have audiences, when what they really have is traffic.

I think we're about to find out who has an audience

🌐 Preložit z: angličtina

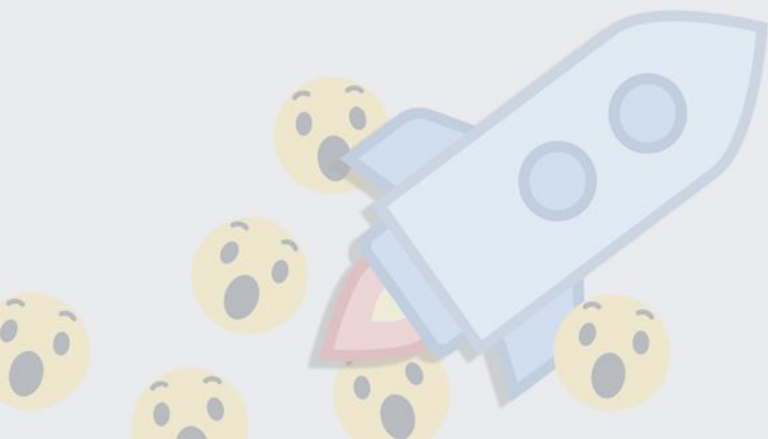
1:59 - 12. 1. 2018 z [San Francisco, CA](#)

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734 retweetov 2 003 označení Páči sa

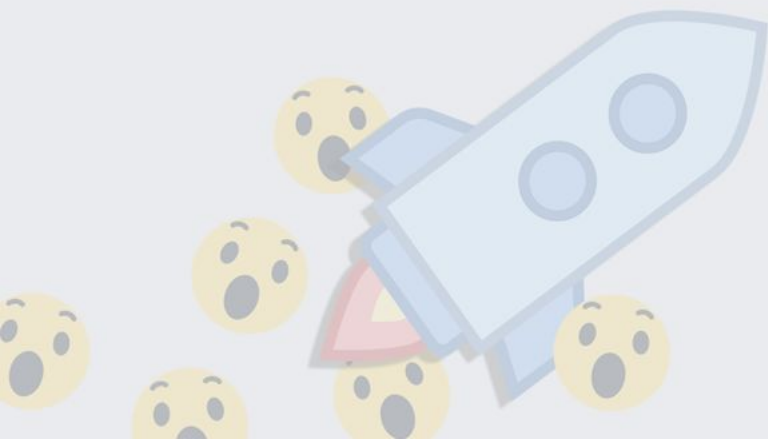
## 2. Zamerajte sa na zákazníkov, nie len na publikum

- niektoré čísla, ktoré vám ukazuje Facebook, sú pre váš biznis nanič
- niektoré čísla s vaším biznisom ani nekorelujú



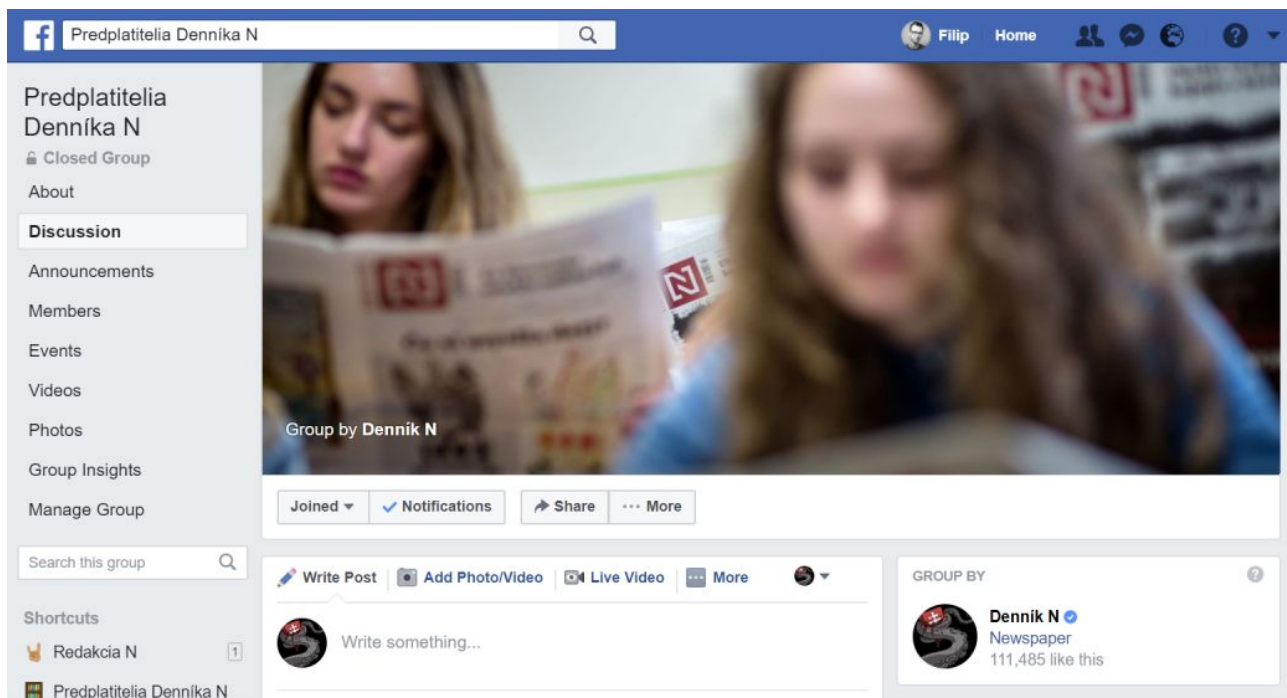
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- v Denníku N sa snažíme lepšie identifikovať ľudí, ktorí by mohli byť predplatiteľmi
- hľadáme pridanú hodnotu pre „super userov“



### 3. Budujte komunitu

- témou tohto roka sú facebookové skupiny
- od februára 2017, aktuálne vyše 3500 členov  
+ takmer všetci členovia redakcie



## 4. Iné zdroje návštevnosti - newsletter

- automaticky generované

 Odoberať e-mailom

Odoberajte e-mailom  
témy a autorov, ktorí vás zaujímajú





## 4. Iné zdroje návštevnosti - newsletter

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- ručne písané
  - Newsfilter
  - MediaBrífung

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Inšpirácia: Boston Globe má z newslettrov 16% návštevnosti, teda viac ako zo sociálnych sietí

## 4. Iné zdroje návštevnosti - notifikácie

- v aplikácii Minúta po minúte: 20 000
- v prehliadačoch: 60 000



# Ďakujem za pozornosť

**FILIP STRUHÁRIK**

Týždenný newsletter: [bit.ly/mediabrifing](https://bit.ly/mediabrifing)



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