



Facebook EdgeRank Algorithm

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EdgeRank who?

EdgeRank is the name given to the algorithm which Facebook uses to determine what appears in people's news feeds.

The algorithm determines not only which of your connections is the most important to you but also what types of content should appear higher in their news feeds.

For businesses who want to promote their product or service on Facebook it is important and highly beneficial to follow their algorithm.

It is called 'EdgeRank' because every piece of submitted content or interaction on Facebook is known as an 'edge'.

A status update, liking a post, uploading a photo and posting a link etc are all Edges.

A combination of three factors will help your content be seen by your followers - Affinity, Edge Weight and Recency.

The EdgeRank formula is based on these three elements.

Affinity

Affinity is a score based on how 'friendly' you are with someone. Here's an example - after looking through all the photos and recent status updates from an old friend you'll notice for the next few days their updates and comments will come up in your feed.

If you comment on someone's photos you'll find them appearing in your feed more often. This is essentially Affinity.

The trouble for businesses is that Affinity is one way so if you are commenting on someone's photos their updates are then more likely to be shown in your news feed but not the other way around. You need to get them commenting on your photos and updates.

Top tip: when making a post try and prompt a response with "what, where, and why?" at the end of sentences. Try and start a debate and work to keep

it going by asking more questions from what people have said in the comments box. Use the poll facility to get people voting on something. Ask fun questions where your followers can fill in a blank word. Here are a few examples:

Finish this sentence: I never leave the house without my _____?

Like · Comment · Share

👍 Paul Renney and 2 others like this.

💬 View all 59 comments

Finish this sentence: Today I am wearing _____?

Like · Comment · Share

👍 1

👍 Kozo Minakata, Hakeem Adedeji Adeleke and 4 others like this.

💬 View all 60 comments

Edge Weight

Edge Weight is a basic formula that decides which pieces of content are more likely to appear in peoples news feeds than others. Photos are more important than a text update for example.

The three types of content which have the highest Edge Weight are 'Photos', 'Videos', and 'Links'.

You should alter the way you communicate using Facebook to reflect this. Try and slot these high weight photos, videos and links into any post that you do. A very popular one is to post photos with questions to your wall rather than just text alone.

Another aspect of this is that weight can build up. For example lots of likes or comments will increase the weight of the original post. This is why anything which encourages debate or comments is a good idea.

Top tip: Vary your post types so post 'photos with text', 'links with text' and 'videos with text'. We recently advised a client to set up a competition using a photo post which encouraged people to leave a comment. This also doubles up and improves the 'affinity' with their followers.



To enter simply like our page and leave the name of the garment you would like to win in the comments box below. Please note that...[See more](#)

Unlike · Comment · Share

👍 Menswear Style, William Gould, Austin Phillip, Siobhan Marie and 243 others like this.

📄 132 shares

💬 View previous comments

50 of 324

Recency

The final element of the Facebook EdgeRank is 'recency', which is all about the time of day.

Put simply, recency means that a post which is newer is more likely to appear than something older.

For example if it's old news it becomes less likely to appear. You need to make sure you post when the majority of your followers are actually logged in because if you post at 10:15am and the majority of your users login on their lunch breaks at 12:00pm it is likely your news will be old compared to other businesses they follow who posted after you.

The problem is that you need to work out when your followers are most likely to be using Facebook. Are they office workers? Do they work 9-5? Will they get to work a bit early to browse the web at 8am? Do they surf the net when they're at home in the evening between 7pm-9pm? Try a variation and measure the results.

