

# EDGERANK

## Facebook Edge Rank Uncovered

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# History of EdgeRank

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Social interaction and the resulting social media is an essential human activity. Humans have to interact and communicate with other humans to be sane in this complicated world that we live in. This is primarily the reason for the success of social media sites. Humans must interact with others.

Those who understand this human peculiarity have cashed in by creating social media sites and blogs. The most successful of them is Facebook. But the success story of Facebook is not just understanding human peculiarities but having the exact tool to channel that into visual form. This is what EdgeRank is all about.

## The News Feed Connection

People thrive on News Feeds. Without them, you will not be able to be updated with what is going on around you. Individuals, Charities, Firms and Corporations need the latest News Feed to formulate their strategies and to keep abreast with the latest trends and fads. This is where EdgeRank comes into play.

As early as 2006, Facebook has been experimenting and re-creating its formula in connection with the News Feed. This is the result: the choice of the kind of News Feed that individuals want to know about is as numerous as the individuals who log into Facebook. Sorting through this kind of scenario is a mathematical nightmare.

The best way to sort this out was simplification. By simplifying the basic elements of the algorithm, Facebook was able to sort through the mathematical complexity of how News Feeds have to be sorted and ranked, according to individual preferences.

In April 2010, against all expectations, Facebook made public its EdgeRank algorithm. Some social media sites would have kept it a trade secret. The reactions were surprising when the algorithm was made public. Some were of course delighted but some were sceptical.

## The Elements of the Algorithm

The EdgeRank algorithm is very simple:

**EdgeRank (represented as Sigma) = Affinity (U), Weight (W) and Time Decay (D)**

The EdgeRank formula is very straightforward. Each item that shows up in your News Feed is considered as an Object. If you have a current Object on your News Feed (for instance, a New Profile Picture or a Status Update), everytime another user interacts with that Object, they are creating an Edge according to Facebook terminology. User interacting that creates an Edge can be likes, comments or tags.

Now, each Edge has three components that are extremely important to the algorithm.

- ➔ **Affinity (U)** – It is a score made by the frequency of interaction. There is an affinity between, you the creator and the viewing user. If you send a Facebook friend lots of messages, and check their profile frequently, you will have a higher affinity score for that user. On the contrary, if you haven't sent a Facebook friend a message for some time, you will have a lower affinity score. It is that simple.

- ➔ **Weight (W)** – It is the importance given to each type of Edge. For instance, a comment is considered more important than a like.
- ➔ **Time Decay (D)** – It does not refer to the time of creation but to the freshness of the Edge. The older an Edge, the more it becomes less important

When you multiply  $U, W$  and  $D$  for each Edge and add the scored for each Edge, you have in your possession an Object's EdgeRank. The higher the EdgeRank score, the more probability your Object will appear in the user's News Feed.

## The Application in Social Networking

While social networking is such an important activity, there are things that users need to understand. First, it is impossible to expect that 100 percent of your Facebook friends are logged on at one time. Second, those friends that are only are also not 100 percent actively engaged in your content and interacting. Those who clicked the like button but did not interact indicated to Facebook that your page does not interest them.

EdgeRank keeps social networking interesting by only serving you content that interest you. That is the reason why users keep logging on to Facebook. EdgeRank filters all the News Feed and serves you those that you are interested in. Otherwise, your News Feed will just be plain and simple rubbish.

# The Advantages for Internet Marketing Strategists

With the EdgeRank algorithm in full view, internet marketing strategists can now tailor their ideas to fit in with how EdgeRank works. They can create strategies to maximize Affinity, Weight and Time Decay. They can tailor online ads in such a way as to take advantage of the variable offered by the algorithm.

Even with the EdgeRank algorithm exposed and supposedly understood by internet marketing strategists, it is still a long way to go to celebrate success. User interaction is still a questionable science. There is also the user demographics that is become more complex. Internet marketing strategists may do well employing a system that mutates in connection with the environment.

## The Present Day Controversies

With all the information about EdgeRank on the internet that is available for users and online marketers, there are still controversies regarding the algorithm. Some sectors have accused Facebook of changing elements in the algorithm to force advertisers to make a direct deal with them. This may be true or this may not be true of course.

Other online marketers have also discovered that it is not true that videos and photos carry more weight than text posts. In an experiment made by some individuals, they discovered that it is possible for text only posts to be on top of the News Feed.

Even with all the controversies and the good and bad publicity, Facebook's EdgeRank is a potent tool in social media marketing and other

purposes. There may be more purposes for EdgeRank that will be discovered. All we can do is wait and see.

# What is EdgeRank?

EdgeRank is to Facebook, what Pagerank is to Google. EdgeRank is a News Feed algorithm developed by software engineers at Facebook that determines who sees or who doesn't see your post in the News Feed.

If you are a Facebook user personally using it as a fan page, or using Facebook for Internet Marketing, you will notice immediately the News Feed that greets you as soon as you sign in. What you may not know is that the News Feed is not random. It is being controlled by the News Feed algorithm called EdgeRank.

## The EdgeRank Algorithm

The EdgeRank Algorithm is simple:

**EdgeRank (Sigma) = Affinity (U), Weight (W), Time Decay (D)**

You may not appreciate the value of this simple algorithm. It is just a few factors (plus certain hidden variables). However, when it is applied, it now becomes an ever changing Score for anything you publish on Facebook. This Score determines who sees your post and where it is positioned in the News Feed.

Even though Facebook made the EdgeRank algorithm public in April 2010, the specific algorithm code behind what you see on the News Feed is kept secret. However, understanding the three most important factors in the algorithm will help you understand how EdgeRank does its computations.

**1 What is Affinity?** Affinity or Affinity Score is the result of that relationship frequency between creator and the viewer of the post. Facebook records the frequency of how a user interacts with a friend, brand or page. The more a user views and interacts with a certain page and engages with the page posts (clicking like or giving a comment), the higher the affinity score between that user and the brand page.

For example, if you constantly “like” and “comment” on the Football Fanpage status updates, Facebook raises the Affinity Score between Football Fanpage and your personal profile. It is now more likely that Football will continue to be displayed on your News Feed. Many refer to this as a positive feedback loop.

**2 What is Weight?** Weight may be described as the importance of each engagement type and post type. Facebook “weights” every engagement with a post and calculates its weight in relation to EdgeRank. In certain studies, it showed that a “like” has a smaller engagement weight than a “comment.” A “share” has the most weight of all engagements. The type of post also carries a weight factor. A photo post status update has a higher weight than a plain text update or link. Theoretically, if you updated using a photo post and then it is shared by many fans, this action will create the highest weight in EdgeRank and will expose your post to the most number of users.

**3 What is Time Decay?** This refers to the time of posting (not necessarily the date of the post). How old a post is, is the most logical factor in EdgeRank. Facebook News Feed is a continuous flow of information. The older the post, the less likely it is to appear on the News Feed. In case a post receives an engagement (even after it passed the allotted time), users may still see the post back to the top of the News Feed.

# Types of Posts and their Rank

Due to the EdgeRank algorithm, it is a grave mistake to post the same content across different platforms. Each platform achieves different score engagements based of post types. If you post a Twitter-like content in Facebook, it will not achieve the best engagement and affect your EdgeRank. Studies show that Facebook users must make full use of post feature to achieve better engagements.

**The Best Types of Post for Edgerank, according to research are the following:**

1. Photos with a minimum of 140 characters of text
2. A Link with a long introductory description
3. Status with a 280 plus character body
4. Video with a 280 plus character intro/description.

**The Worst Types of Post for Edgerank, according to the same research source are:**

1. Photos with lengthy description
2. A Link with a very short description (not enough in content)
3. Status that are under 140 characters
4. Video with a very short intro/description

## A Simple Edgerank Strategy

EdgeRanking may look complicated but there are simple strategies to formulate to increase your chances of the upper ranking in the Facebook News Feed. Here are a few useful strategies:

- 1.** Never auto-post content, like using the same content to post in both Facebook and Twitter. Create a unique content for your Facebook post.
- 2.** Make absolutely sure that photos are part of your posting routine.
- 3.** Lead your photos, videos or link with the proper text description. People want to determine what they are about to watch, see or click.

# How You Can Benefit From EdgeRank

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Benefiting from EdgeRank can only be done after two very important activities: 1) Understanding how it works, and 2) Applying what you learn to achieve your goal. Since, the primary goal of being on Facebook is to be “seen” by as many fans as possible, such exposure can benefit individuals and business. Knowing and applying EdgeRank can be a potent online marketing tool that can benefit brands, products and even institutions.

EdgeRank is content positioning. If your post has more score than other posts, it moves up to the top position of the News Feed. Knowing in a deeper sense what best to post, when to post and how to post affects your EdgeRank score and your position in the News Feed. To be more visible and to be seen by as many fans as possible, a strategy has to be formulated and implemented. Doing things by trial and error is not possible. You will lose valuable time and waste your efforts.

## The Algorithm Balance

New content are described as “edges” and rank is the rank of the new content. That is what Edgerank is in summary. However, be reminded that the EdgeRank algorithm goes: Edgerank (E) is the Sum of Affinity (A), Weight (W) and Time Decay (D).

While the formula is very straightforward, you still need to strike the algorithm balance. Otherwise, your post may not be in the rank that you envision it to be. A balance score of the three basic elements of Affinity

(A), Weight (W) and Time Decay (D) must be achieved to move to the top rank of the News Feed.

**Affinity (A)** is the score you get by being friendly to another person. Affinity rank is proactive – it means you have to make the first move of liking and commenting. It is a one-way channel though. If you are consistently friendly to another person, that person has a high score in your News Feed. If that person engages and interacts, you now have a high score in that person's News Feed.

**Weight (W)** or Edge Weight is the score you get when you post certain kinds of content. Remember that not all content have the same weight so it affects certain nuances in the EdgeRank algorithm. High weight score will allow your News Feed to stay longer on the feed. Although this is not an official data from Facebook, Videos/Photos and Links have a heavier Edge Weight than other posts.

**Time Decay (D)** is the score you get due to the freshness of the content and the interest it draws. New stuff has a higher score and will stay on top of the News Feed. There is something to be watchful about regarding the freshness factor – post on a popular time slot. Otherwise, your content will move out of the News Feed before anyone has seen them.

The algorithm balance can be summed up in this manner: Increase Affinity score by being proactive and consistent, increase Weight score by posting on the type of posts that carry the highest Weight score and increase Time Decay score by posting fresh content only on the most popular time slot. Now you are prepared for the applying what you have learned.

## Understanding To Apply

Having understood the nuances of the EdgeRank algorithm, you are now ready for the most exciting part, applying what you learned to enhance News Feed optimization and connect via social media. Facebook is literally all about News Feed optimization in the context of social media in the internet.

Benefiting from Edgerank must involve strategy creation geared towards News Feed ranking in the social media rich environment of Facebook. When an ideal strategy is conceptualized and then implemented the benefit can be both social media exposure and lots of monetizing opportunities.

## Applying By Strategy Creation

Creating a workable strategy to exploit the EdgeRank algorithm can be as simple as the three part general strategy that follows. The strategy is applicable to other forms of social media driven goals.

### *Part 1- Know Yourself (Personal Assessment)*

Evaluate yourself by asking these simple questions: Where am I?, Where do I want to go?, and What will it take to get there?

- ➔ **Where am I?** Take stock of your talents and abilities. If you are not knowledgeable in some key areas in social media, it may be advisable to have a partner or someone to consult with.
- ➔ **Where do I want to go?** If you want to promote yourself or your page, that will define your goal. If you want to promote a brand in Facebook the where you want to go will be define by what goals are envisioned for the brand.
- ➔ **What will it take to get there?** It will take a lot of hard work. You have to be pin-point accurate about your audience's likes, wants, need and even challenges. From there you can start on your strategy formulation and implementation.

## *Part 2- Start Implementation (Get the Ball Rolling)*

You have to start slow and be very strict with schedule. Allow sufficient time to test the initial reaction to your chosen social media strategy. If it does not come up to your expectation, do some revisions and implement again. Even with the most meticulous preparation, some strategies need to be revised to fit in certain aspects that may have been overlooked or to fit in certain social media behavior that changed overnight. Then the ball rolling again.

## *Part 3- Evaluate, Re-evaluate and Do it Again (Mutate With The Environment)*

Things have to be measured and evaluated. You have a make do a regular evaluation. Then you have to re-evaluate based on your selected time frame if the results of the social media strategy are satisfactory.

This must be a constant. You have to mutate with the social media environment, to be able to be pin-point accurate about their needs, wants and expectations.

## Benefit after Benefit

Understanding completely Edges and Rank can be very beneficial to you. Your personal page can get a bigger fan base. Your business or brand can get better and personalized exposure. You will get benefit after benefit. Pages that have a high fan base are targets for monetizing by social media marketers and advertisers. It pays to understand how EdgeRank manipulates posts and it pays to be able to apply the EdgeRank algorithm balance.

# How Does EdgeRank Work?

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Possessing a thorough understanding of how EdgeRank work, can be your key to optimization. The more knowledgeable you are about the ins and outs of the EdgeRank formula, the more you are able to decide, which kinds of posts will be the ideal for your particular purpose.

## Understanding Edges

In order for the EdgeRank algorithm to work seamlessly, Facebook considers all inputs as “objects.” By doing this all inputs are the same and no one object has an initial advantage over another. Your status updates, videos, photos, links etc are considered by Facebook as objects that can be edged later. Some objects have a high probability of being edged while some may not. When the object interacts with an activity, it then becomes edged and will be affected by the EdgeRank formula.

## Utilizing the Algorithm to Edge

In order for a News Feed to appear on the top of the list, you must edge it by utilizing the three factors that affect the EdgeRank algorithm, namely: Affinity, Weight and Time Decay.

Affinity and the corresponding Affinity Score is the measure of your relationship (as the creator) and your viewer. If you as the creator, have a close relationship with the user, then you will accumulate a higher affinity score in EdgeRank. While this is a one-way kind of relationship, remember that frequent interaction can easily raise the affinity score. If you interact with a person but they don't interact in return, they will not likely see your status updates in their News Feed but you can see their updates.

Weight is given importance by Facebook when it comes to edges. The reason is that the longer a user interacts and engages with content, the better it is. Facebook then assigns a Weight to each object to determine its EdgeRank.

While no scientific data can support the following claim, as the variables in the EdgeRank algorithm are a trade secret, researchers believe that Facebook assigns a weight to each object in the following hierarchy;

- ➡ Photos
- ➡ Videos
- ➡ Links
- ➡ Text Status

Time Decay literally refers to the freshness of the News Feed. The older the status the less fresh it is and the less valuable it is. There is a complexity however, that is incorporated here. The freshness of the post also depends on the amount of time an individual spends logging in. If you log on just once a week, News Feeds from six days ago may remain fresh in your page. But if you log in everyday, and do the same activity only the most recent News Feed will remain, the rest will be gone.

# Applying Useful Tips

To be able to utilize how EdgeRank work, to its fullest, some useful tips may come in handy:

## 1 *Know Your Audience*

Study your audience to the form of the content they want, what kind of content they want and when they want it posted. Historical consumption is an important ingredient in knowing what your fan's want. Do they prefer mobile devices? Do they browse through content in the work place? Do they respond to photos or videos? Do they prefer only one post or more posts per day? When you cater to your specific audience, this will translate into more engagement and increase you position in a fan's News Feed

## 2 *Keep It Short and Simple*

Lengthy Facebook content is a sure formula for content to go unread. However, short, brief, easily understood posts make consumption and interaction easy and fast. Timely posts also generate a level of excitement and prods engagement, allow you further reach. Remember that your fans want some engagement, so issue the invitation to them. Tell them to like or to share or to comment. They will if you tell them.

## 3 *Select Your Content*

The most important element to expand your Facebook reach is still quality content. So, select your content with utmost care. Provide your fans with content that is valuable and timely. This will enable your posts to move further up. Photos are more engaging. The trick is to post eye-catching but easy-to-consume photos. They carry more weight when your EdgeRank is measured.

## 4 *Engage by Interacting*

Be quick to answer comments from your fans. When you engage by interacting with them in different ways, they will continue to visit your page and go on with engaging. The more fans or visitors engaging, the more your EdgeRank score will increase putting you on top of the News Feed.

## 5 *Colonize by Recruiting Fans*

It is easy to colonize by recruiting the friends of your fans. They are those who will visit, purchase and become new fans themselves using the right technique. These friends of your fans can be reached through the Facebook Ticker. If you keep your fans engaged by interacting with your page or brand, the likes, posts and comments can be very visible in the upper right of their News Feed.

How does EdgeRank work? It works perfectly using the EdgeRank algorithm. If you want to produce results for your fanpage or business page, learn how to utilize edges so that they will be on top of the News Feed. Do a proper balance of Affinity, Weight and Time Decay. The results may be surprising!

# How To Create An EdgeRank Account

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EdgeRank is an algorithm of Facebook which geared towards companies who want to boost up their exposure online. This algorithm is somewhat akin to Google's PageRank. The only difference between the two is that EdgeRank basic formula has been known to the public 6 years ago while Google's PageRank has remain top secret up until now.

With regard to creating an EdgeRank account, this is not possible. It is due to the fact that EdgeRank is an algorithm, a mathematical formula which applies to all users who use Facebook more particularly the "Fan Page".

However, in order to gain access to a fan page's activity and score per se according to the EdgeRank algorithm there is a need to login to a Facebook account of the person who is the admin or given admin rights of the owner of such account. Then, go to the Page symbol found on the left side. Eventually, this will lead to the fan page. After which, under the fan page profile there is what we call as "Page Insights". This where the admin or the person who gain access to the page can see what's going on within that particular day. There is a graph, demographics, more particularly figures which will give an idea as to the interaction of the fans in relation to the posts, videos, or photos uploaded on the page.

Now, the question is where does the word "EdgeRank" takes into the picture? The answer is pure simple. On Facebook, particularly fan page – there is no feature, tab, or symbol that state out loud that it is EdgeRank. What the admin can access is the "Page Insights" wherein metrics are shown which eventually if being analyzed carefully comprise the whole "EdgeRank" algorithm. Every element is given weight in order to calculate a particular post's edge over other posts.

Like Google's PageRank wherein SEO experts will try to come up with the best combination of techniques and strategies in order to make sure that a particular website will rank well on Google's search engine, Facebook's EdgeRank is the same. As based on research, people will always visit the website that is on the number one spot of Google. No wonder there are a lot of web owners who would want to be on the top spot for a particular keyword. This holds true with EdgeRank in Facebook. What companies are after is that their posts will be on the top of their fans' news feed. The more fans who read the post, click the link (if any), the higher probability that such post will go viral which is good for the business. This is perfect for those who are promoting a new product or would want to generate more sales.

Basically, analyzing how EdgeRank works and what should have been done in order to make posts have an edge over the others is the way to go. Looking at the metrics found on the Page Insights of a particular fan page will do no good if there is no knowledge whatsoever what this algorithm comprises of and its importance of a page's EdgeRank.

By simply logging into a Facebook account, clicking the fan page icon, and looking at the statistics will give a person an idea as to what is going on. However, this does not mean everything will end here. Using the metrics found on the Page Insights careful analysis should be done. This is to ensure that the information particularly figures given will be used to a company's fan page advantage.

Imagine, there are a whopping 1 billion users of Facebook, if a particular company can tap the potential of using Fan Page through EdgeRank and reach even a million fans at a given time this can bring in thousands and even millions of revenues. Of course, there is no guarantee that knowing EdgeRank and entire algorithm will lead to success but at least the probability of being successful is much higher.

# Where to Get Information to Post for EdgeRank

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Not all information that you post in Facebook can be optimized. You need to get the right information and the most valuable information to post. If your goal is to maximize the use of the EdgeRank algorithm, you have to take the necessary steps to be able to get hold of every vital information related to your page, your product or your goal. Posting anything and hoping it gets to the top of the news feed, or it gets organic interaction is not good practice.

You have to be aware that there is such a thing as information overload in Facebook. A lot of users post useless content like text content of how they feel today, photos of just about anything, and videos that no one might be interested in. To sort through the ocean of information, you need to connect to those who specialize in information management. There are sites and page that do the research work and who sort the information that is most valuable for your purposes.

# The Right Information Is Valuable Information

Not all information is valuable information. In the case of EdgeRank, the right information that affects the algorithm has to be sourced out. This information must be timely, accurate and reliable. It must be information that affects in one way or another, the three factors of the EdgeRank algorithm namely; Affinity, Weight and Time Decay.

Information about Affinity can come in the form of Matrix that segment the age bracket of users, hours active by time zone, number of friends and connection and other sort of information affecting Affinity. Since Affinity is a one-way engagement, information about how to prod the other party to connect is considered valuable.

Information about Weight can come in the form of statistics in graphs, surveys or matrices. It matrix can relay such information as to the weight of a photo post, the weight of a video post and the weight of a text-only post. This can come in handy when you yourself decide what kind of post to optimize for your marketing or ads.

Information about Time Decay is not difficult to obtain but may be difficult to digest. Since Facebook has over a billion users in almost all the time zones of the globe, analyzing the time of posting and the freshness factor may need some extra time brooding over. However, there may be posts that may not be as fresh but will stay on top of the newsfeed in EdgeRank because of comments and shares.

## The Right Source Is The Correct Source

The right source is always the correct choice in regards to EdgeRank. One of the most visited source of information, about posts in EdgeRank is EdgeRank Checker. There are other sites that offer similar or related information about Facebook and EdgeRank. You can get information about topics on news feeds, content on news feeds and type of news feeds.

Sites that offer EdgeRank information also give information in regards to Affinity, Weight and Time Decay. Posts that give more scores in regards to Affinity, Weight and Time decay are ranked from top to bottom. Although these are accurate as far as the researcher is concerned, they may be factors in the EdgeRank algorithm that can affect the results. The reason is that while the basic algorithm has been made public in April 2010, other factors of the algorithm are top secret.

## The Right Information Can Point to Optimization

Having the right information can point you to the ideal method of optimizing your posts. In the case of posts for marketing and advertising, information such as the type of post that gets the most comments can prove to be useful. Information on the exact time of posting can also prove to be an asset in optimization. Sometimes a five minute delay on posting an ideal content can cause the content to go down in the news feed, instead of go up.

The right information on the correct amount of content on the post can also affect optimization. When posting text-only content, the amount of character must have a minimum. It is based on how fast a user on Facebook can read through it. Photos and videos are an altogether different matter. A dozen photos must not be posted at one time, this will take time to browse. Two or three photos with the proper description and link can do wonders, according to information gathered in EdgeRank.

Where do you get information to post in EdgeRank? It is available on the net and on Facebook. You just need patience and a probing mind. Be careful of information available online. Compare it with other sites and other sources. If it goes way beyond the trend, that information may not be useful information. Remember that EdgeRank is all about ranking. If you want to be on top of the news feed, maximize information that affects Affinity, Weight and Time Decay.

# What EdgeRank Posts Work Best

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Posts give life the Facebook pages. But you cannot just post anything you want to post, and believe it gets a good position on the news feed. Whether you are person, a business or an institution, your posts should bring you closer to your goal. If your goal is more friends or followers, the posts that give the most organic reach must be employed. If your goal is more comments or feedback, the posts that give the most viral reach must be utilized.

What EdgeRank post works best? The EdgeRank posts that work best are those that are on the top position of the news feed and those that get both organic and viral interaction. This is difficult to achieve if you do not understand the intricacies of the EdgeRank algorithm. While the algorithm is straightforward and easy to understand, there are certain factors in the algorithm that are known only to software engineers at Facebook.

## Understanding How Posts Are Scored

To answer comprehensively, what EdgeRank posts work best, it is paramount that you understand how posts are scored. Not all posts are created equal. Some posts have more scores than others, that is why they make it to the top of the news feed.

There are basically six types of posts on Facebook that affect your Edgerank: Photos, Links, Videos, Text-Only Updates, Platform Post and Question. The first four are familiar and they are the ones that affect post scoring more than the last two.

A photo post gets more score according to a recent survey. Photo posts get 20 percent more engagement than other types of post. If you post photos at the exact time as given by the EdgeRank matrix your score will be higher due to more engagement and organic reach. In order to enhance photo posts, you need to have a good descriptive title and you need to put the link at the top of the photo. So, photo posts are enhanced by text and by a link.

A video posts comes in second to photos. Again the same principle applies; you need to have a good text description and allow the link to be incorporated there. Just posting a video post by itself may not get a good score due to lesser engagement. An exciting descriptive title will do the trick, however.

A text-only update comes next to photos and videos. Unless, you have a large and engaged fan base, text only updates do not get as much engagement as a photo or a video update. The EdgeRank score for text-only posts comes a far third to photos and videos. Links are mostly incorporated so their score is somehow mixed with photos and videos and text.

Having understood how posts are scored, you will now definitely utilize posts that give you the best scores and rank in the Facebook news feed. A photo post gives you the highest score, a video post the next high score and text-only updates the lowest score. But you still need to be creative with your photo post. The trend in EdgeRank is that of photo albums with description titles and links. These have created high scores in the matrix lately.

## Do Photos Rule?

Yes, photos rule in the EdgeRank score and news feed position. Photos are currently the subject of innovative methods and techniques. After posting photos, social media marketers and advertisers recommend a few more steps to allow your photos to rule the news feed. Strategists recommended posting photo albums, instead of just one picture. A catchy descriptive title has to be in place after which the link is also visibly positioned.

When you post your photos, take advantage of the features in Facebook to let your photo post move quickly in the EdgeRank score position. You need to push your network to new posts. If you want to advertise and want quick results, be prepared to spend some money and make your posts fresh. Connect some photos from the previous post to your current photo post. This will allow the scores to be steady and allow you to maintain your position in the EdgeRank news feed.

## Text Only Posts An Oddity

Although research reveals that photos rule in both score and news feed rank, an oddity was recently discovered. In a November 7, 2012 article that was published on the net, the author argued that the September 2012 changes in the EdgeRank algorithm has made text-only posts more effective in terms of Organic Reach. This means that it is possible for text-only posts to have more comments and likes. In an analysis made by the author, they discovered that the text-only post that they tested was more effective in Organic Reach than those in photo and video. The text-only posts were done in a way where the probability of fan engagement was extremely high. This is an oddity and more may

come up as many have argued that changes in the EdgeRank algorithm have confused previous matrices.

Facebook has a new post-targeting feature that is being made available to all Facebook pages. This will help you optimize your efforts in using the EdgeRank post that works best. With post-targeting, you get features that are only available to online marketers. Post-targeting information that you can utilize includes gender, relationship status, workplace, likes, educational info and options like country, city, state and language. You are now information rich and have a higher success rate with your posts.

# Can You Use Links in Your Post?

Links are extremely useful in EdgeRank. But can you use links in your post? Definitely, you can use links to your post. Using links in your post, is one way to get more engagement and more Organic Reach to your specific audience. Facebook fans do not just click on a link without any reason at all. A link has to be presented well and positioned well.

The best way to self-promote yourself, your own blogs, or your ideas and opinions is to post links on Facebook. This goes also with sharing sites, video clips and photos. Adding a link is a simple process. Facebook sees to it that you can use links in your post the simple and easy way. Once you have posted the link, it will be visible in your Facebook news feed and your friends can see it.

## The Truth About Links

Links are easy to attach. If the link you want to attach is on another window or tab and your Facebook account is open, simply highlight and copy the link. Go to your Facebook account and paste the URL on the “What’s on your mind?” field at the top of the page. If you do not see the field, simply click the Facebook logo and the “What’s on your Mind?” field will appear. It is easy and simple to attach links.

Different posts with the same links will yield different results. What is the cause of all this? This is a result of the EdgeRank algorithm that controls the news feed ranking. For instance, if you use a text-only post and attached the link, there may be little engagement.

However, if you post videos and attach the same link, the result may be different, engagement wise. If you post photos and attach the same link, there is a big probability of more engagement.

If all three posts, text-only, photo and video have the same link and they get the same number of likes or comments, it will yield different results. Since photos have more weight score than the others, it is possible that the photo post with the same link will rank ahead in the news feed.

Granting that the EdgeRank algorithm, works as it is, a photo post with the same link as a video post and text-only post, will be ranked ahead. The ranking will result in photos, followed by videos then followed by text-only posts.

## What If Your Link Struggles?

In instances where you have expectations for your link (you expect a specific number of comments, likes or shares), and your links struggles, can you still do something about it? Yes, you can do a lot of things if your link struggles. The first thing to do is to understand why your link is struggling.

You can do this easily with the new post-targeting feature of Facebook. With the post-targeting feature you get information that you can utilize to free your link from struggling. Information like likes, relationship status, educational info and gender can be useful. Options like language, country, state and city are also valuable. You can have a more defined target to free you link from struggling.

Aside from the post-targeting feature, you can also consult matrices that provide valuable info on the ideal combination of post and link. Matrices provide info on the target audience, ideal time of posting and frequency of the post. Armed with such complete tools, you can definitely get your link out from struggling.

# Can You Push Friends/Visitors To Engage Your Link?

Yes, you can do that. There are proven methods used by online marketing strategists and online advertisers that will do the trick. Some of them are relatively cheap to do, but some may come at a price. In any case, you have different options to push friends or visitors to engage your link.

One option is visual presentation. If you post a photo, see to it that it has an interesting text description set in the effective minimum amount of words. Place the link, on the top of the photo for more visibility. The same thing holds true for a video post. The text description really matters and the visibility of the link is a must in EdgeRank.

In case of text-only posts, the best thing to do is to engage the audience by asking a question that is hard to resist. This will encourage more engagement and push those who may not want to engage to click the comment or like button.

If you want more engagement, you may have to spend some money on giving out freebies. Freebies are a proven method of online marketing experts and online advertisers to increase Organic reach, engagement and viral reach.

Using links in your post is a feature that is available in Facebook. You have to be aware of the information discussed earlier and strike the ideal balance of post and link. Whatever link to your post you decide, remember that every post is affected by the EdgeRank algorithm.

# Can You Link To Personal Facebook Page

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Facebook is one social networking site that connects people from around the globe. This has been a piece of haven for companies who wish to reach the global market without having to spend millions and millions worth of advertisement. But for individuals, Facebook is a place wherein they can express themselves, share their feelings, and just say anything under the sun (with limitations to libelous acts of course).

## What Is A Facebook Page?

Facebook page is one unique feature of Facebook wherein you deepen relationships between you and your friends, colleagues, people, and an entire community within your network. To be more accurate this page is properly termed as personal Facebook page.

If you create a page to build connection and relationship towards your customers and/or audience and not for personal consumption, what you are creating is a business Facebook page.

# Can You Post A Link To Your Personal Facebook Page?

A news feed will keep everybody updated on what's going on in everybody's life. But as an owner of a personal Facebook account, you updating your status and putting a mere sentence, photo, video or link on the box with "What's in your mind" tag line is your major concern. Not unless, if you are into lurking around and being nosey as to what other people are doing and how their lives have been.

## Sharing A Link Of Your Facebook Page On Five Different Avenues

To do this, you must have access to the admin panel or you are the sole creator of the Facebook page. What you need to do is to go to the "Build An Audience" found on the upper right portion on the admin panel. Then, click "Share Page".

A box will then pop up; you need to choose which of these five avenues you want to share a link of your page:

1. on your own timeline
2. on a friend's timeline
3. in a group
4. on a group page

## 5. in a private message

You have the option to share on the above-mentioned avenues. But, you need to do this one by one by one not all at the same time.

What this basically do for you is to build your own audience and promote your page without having to spend a single penny for it.

What you are doing here is to spread the word that you do have this page and you want to encourage your friends and other people to join you and be part of it as a "fan".

## Add A Link Of Your Facebook Page to Your Personal Profile

Go to your personal profile, and click update info. The simplest way to do is to go to "Work and Education" put on the info there.

A good example is this, say for instance you have a Facebook page called "My Puppy and Me". You state on the Work and Education" section that you are an admin at "My Puppy And Me". Facebook will then give you some choices with regard to the said page. If there are no other similar pages, your own personal Facebook page entitled "My Puppy And Me" will pop and you choose that link.

Now, your personal Facebook page "My Puppy And Me" has been linked to your personal profile under the Work and Education section.

Every time people will look at your personal Facebook profile, they will see the name of your page and when they click on it - they will be redirected to your Facebook page right away.

## The Future Of Personal Facebook Page

What's the future of personal Facebook page? Well, as Facebook continues to innovate itself with new features so as your take on your page.

The future is uncertain. Facebook may either make it too easy or too difficult for people who do have their own personal Facebook page to increase their fan base.

As of the moment, there is one way to increase fan base - through analyzing EdgeRank an algorithm that determines the ranking of a particular news feed. Knowing the metrics and understanding how each of the element works will make you to be at an advantage. To know more about the metrics, check out Facebook's Help Center, click managing a page, then "Page Insights".

Here you will find four different categories.

- 1.** About Page Insights
- 2.** Page Post Metrics
- 3.** Getting Started and General Page Metrics
- 4.** Likes, Reach and Talking About This

Now that you have an idea about posting a link on your Personal Facebook page, you will surely love engaging your fans a little bit more especially when you have established a fan base.