
FACEBOOK SAYS TO BRANDS: STOP POSTING IRRELEVANT STUFF



If you are getting tired of see irrelevant postings and unwanted information from the brands you follow on Facebook, you are not alone. Apparently, even the company thinks things are getting out of hand. If critics of Facebook are cynical about the company's new found concern for users, then they may have a point. Facebook ran a month long study to see how effective brands were with their messages and reached the conclusion that irrelevant postings, likes, comments and shares did not endure the brands to their users. So basically the study found that: disgruntled users = potential loss of members = loss of ad revenue for Facebook. But Facebook does not want you to stop posting and asking your customers/ target audience for likes and shares. Facebook says that shares are more important than likes from a marketing standpoint because they represent more commitment and effort on the part of users. And apparently, also asking questions of your fans is a good move. So get ready to be bombarded with inane questions and requests for shares from your favorite brands.

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