



Read, [Zuckerberg Announces Algorithm Change in 2018](#)

## WHAT CAN YOU DO TO ADJUST TO THE NEW ALGORITHM CHANGE (2018)?

**#1:** Less public content will be shown (videos and posts from publishers or businesses).

**#2:** Reach, video watch time, and referral traffic from Pages will decrease.

**#3:** Posts will be ranked differently, giving priority to "posts that spark conversations and meaningful interactions between people," according to Facebook.

Here are six things you can do now to improve your chances with Facebook:

**Suggestion #1:** Post less frequently (I know that's gonna be hard, but it's necessary).

**Suggestion #2:** Create content that stimulates conversation--meaning comments between fans.

**Suggestion #3:** Jump into live video, now! Why? It leads to 6x the interactions according to Facebook.

**Suggestion #4:** Don't ask for comments in your posts. Engagement bait will be demoted in the News Feed.

**Suggestion #5:** Master Facebook ads. This will be the only sure-fire way to drive people to your site.

**Suggestion #6:** Learn Messenger Chatbots. Bots will allow you to nurture leads and sell.

This will likely require a shift in your Facebook marketing strategy. And you'll probably have to learn some new tools to carry it out (like bots, ads, or live video).