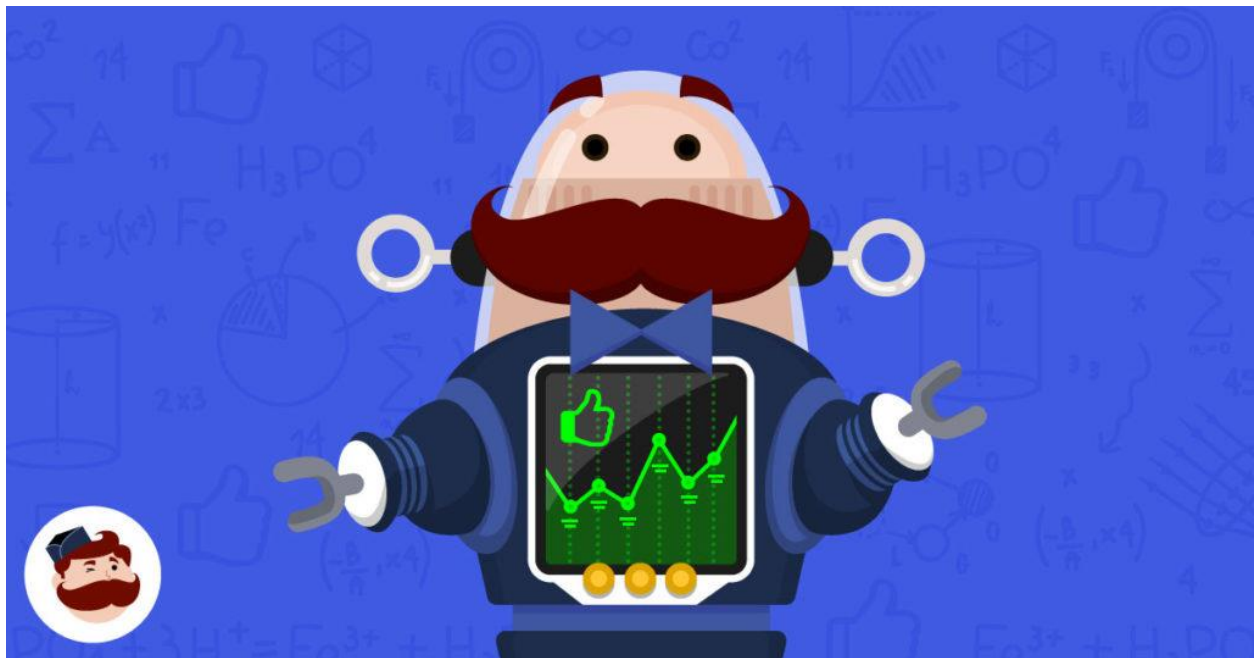# Understanding the Facebook Algorithm in 2021: Ranking Signals and Tips

As of 2020, Facebook has 1.82 billion daily active users and 2.7 billion monthly active users. And while Facebook usage is consistently growing, brands are noticing organic reach in a rapid decline. That's where the Facebook algorithm comes in.


The average reach of an organic post from a Facebook page is only 5.2%.This is partly due to changes made to the Facebook algorithm that prioritize posts by people over content made by pages.

You can still make the Facebook algorithm work for you, though. Want to maximize your organic reach by appealing to the Facebook algorithm? Keep reading to find out how!

What is the Facebook algorithm?

Basically, the Facebook algorithm is the platform's way of deciding which posts to push in users' feeds, and when those posts appear.

Posts don't appear in chronological order. Instead, the algorithm assesses and scores posts before ordering them based on interest in a user's feed. The algorithm puts the posts they think you'll be most interested in at the top of your feed.
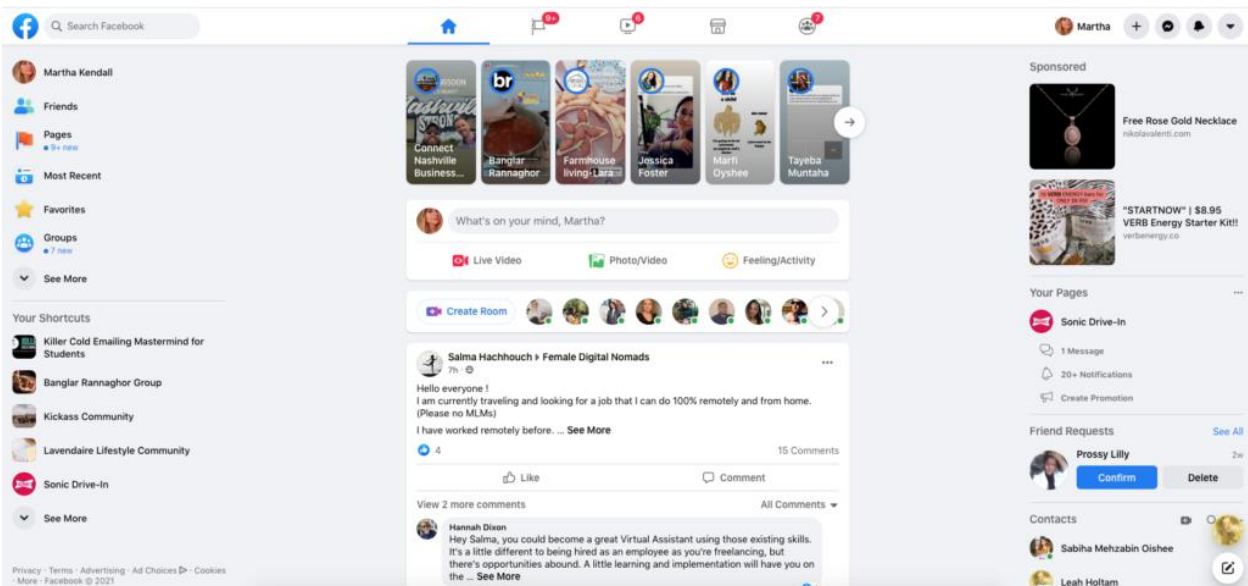
The algorithm is made of a set of calculations, which makes deciphering the details of why and how the algorithm shows what it shows no small feat. What we do know is that it's main goal is to keep you scrolling through posts you'll react positively to.

# Why you should care about the Facebook algorithm

Small businesses account for 90 million Pages on Facebook. The competition is steep. If you don't have a sizable advertising budget, your small business might have a hard time standing out.

If you work with the algorithm and put out content it's likely to push to the top of your audience members' newsfeeds, you can take advantage of organic reach and get eyes on your content without spending all your budget on Facebook ads.

How the Facebook algorithm works in 2021

The Facebook algorithm works by taking all the posts in a user's network and ranking them based on what that user is most likely to engage with.

It boosts Facebook posts you're likely to be interested in and hides the posts your behavior indicates you won't engage with, then scores and ranks posts based on which posts will be most interesting to you.
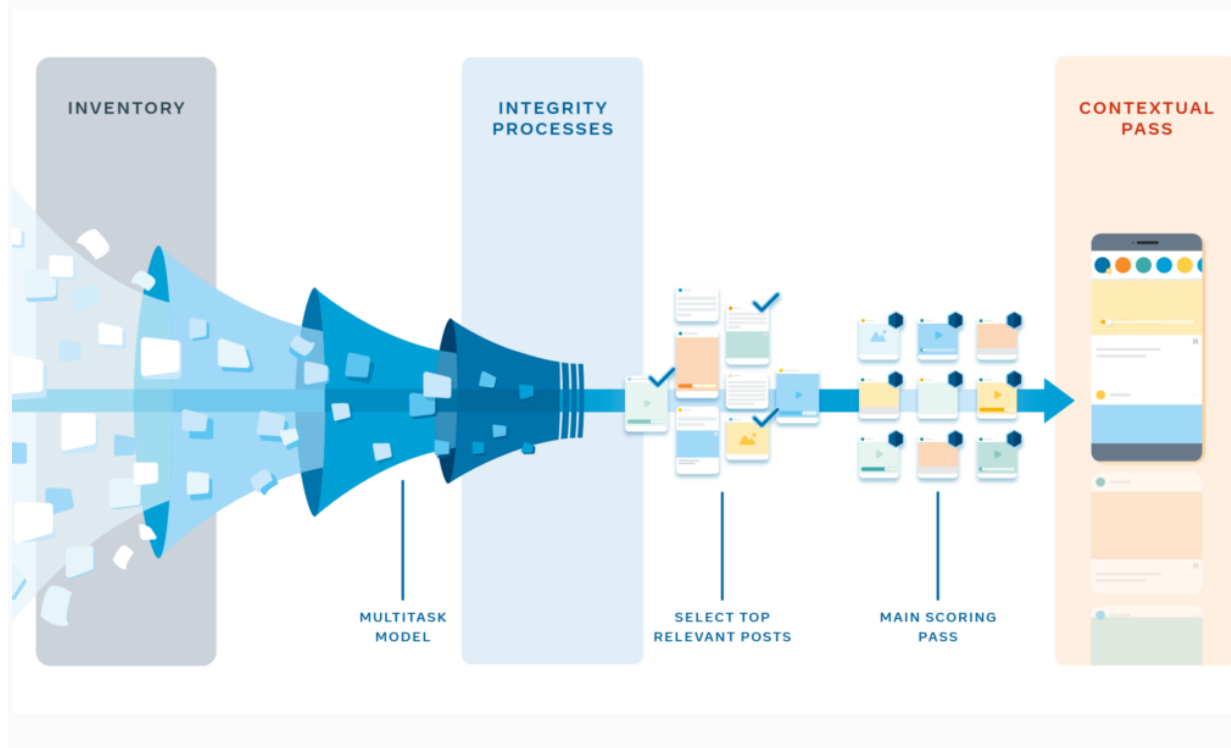
If you want your posts at the top of the Facebook newsfeed, you'll need to know about the ranking factors and signals the Facebook algorithm uses to make decisions.

4 Facebook algorithm news feed ranking factors

The news feed ranking factors are separated into four groups: inventory, signals, predictions, and relevancy score.

Inventory

Inventory is what Facebook calls all content on the platform. For example, posts from friends and family, groups you join, and pages you like are all examples of inventory.

Major ranking signals

Signals are the only part of the algorithm you really have control over as a content marketer. They're divided into two categories: passive and active.

Passive signals are non-active metrics like view time, story type, and time posted.

Active signals are actions to promote engagement, including likes, shares, and comments.

Recent Facebook algorithm chances emphasize meaningful interactions. Therefore, the algorithm attributes more weight to active signals because they drive meaningful interactions like comments, replies, likes, and shares.

Here are the major ranking signals to consider:

Engagement

- Comments and likes
- Engagement with Page content shared by friends
- Shares on Messenger
- Replies to comments on a video

Relationships

- Who users interact with
- Poster of the content
- The profile's percent complete
- Interactions between people (interactions between people and pages carry less weight)

Content type

- Type of post (video, link, image)
- How informative the content
- Time spent on the post

Recency

- Newer posts shown first
- When was it posted
- What time is it now
- Technology (what type of phone, internet connection)

Only have time to focus on a few Facebook algorithm ranking signals? We suggest these, as they are widely considered to be "meaningful":

- Person sharing a link on messenger
- Multiple replies to peoples' comments on a video

- Commenting or liking on a person's photos or status updates
- Engagement with a publisher post shared by a friend

Predictions

POV: you searched "cat sweater" once and your feed is filled with posts and ads showing off all the latest feline fashion. This is an example of predictions hard at work.

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Hello, I'm hiring a VA to send some emails for me. What is a standard VA hourly rate for this type of work? Thanks!

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