



# High Quality News on Facebook

MEGA-CONFERENCE

ALEX HARDIMAN

DIRECTOR, NEWS PRODUCTS



# Our Mission



Ensure that the news people see on Facebook is informative, trustworthy, and inclusive. It will bring people closer to their communities and divide them less.

Our mission depends on us helping the news industry secure a sustainable future on Facebook.



# Recent Changes to News Feed

MEANINGFUL SOCIAL INTERACTIONS  
AND HIGH QUALITY RANKING CHANGE



What stories have been posted by your friends and publishers?

Inventory

Who posted this story?

Signals

How likely are you to comment on this story?

Predictions

Relevance score

Score

# Efforts to Fight the Bad in 2017



- Taking Action Against Video Clickbait
- Blocking Ads from Pages that Repeatedly Share False News
- Providing Additional Context for Articles Found in News Feed
- Demoting Posts from People and Pages that use Engagement Bait

# 2018 Goals



While we're as focused as ever  
on reducing the bad...

We're actively taking steps to  
reinforce the good.

## Interactions Between Friends and Family will be Prioritized



Active engagement between friends will be weighted more heavily. This includes:

- A person commenting on or liking another person's photo or status update
- A person reacting to a post from a publisher that a friend has shared
- Multiple people replying to each other's comments on a video or an article in News Feed



# 1,600

U.S. LOCAL NEWSROOMS

# 11,500

LOCAL NEWS JOURNALISTS



# CrowdTangle Resources



Collaborative Product  
Changes

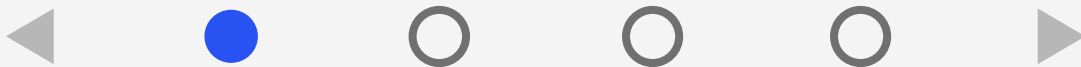
Partner Deep Dives

Local News Playbooks &  
Resources

# High Quality News

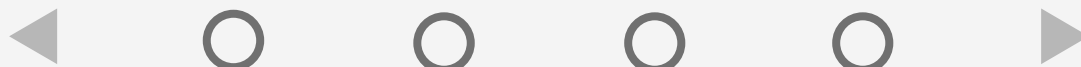
1

Trusted



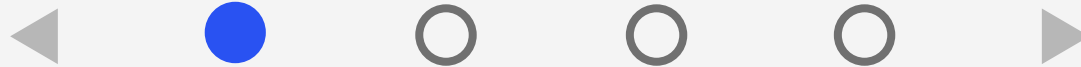
2

Informative



3

Local



1

Trusted



2

Informative



3

Local

1

Trusted

1. Survey the Community
2. Value Publishers That Different Types of People Trust
3. One of Many Signals in Ranking, More Coming in 2018



2

Informative



3

Local

1

Trusted

2

Informative

3

Local



1. Predictive Ranking Model  
for Personally Informative  
News

2. Additional Methods in  
Progress to Understand  
Informedness



1

Trusted



2

Informative



3

Local

1. Determine a Publisher's Geographic Click Density
2. Identify if it's a News Source
3. Apply Integrity Filters
4. Additional Precision and Coverage Improvements in Progress



# Local News on Facebook

CONNECT WITH YOUR AUDIENCE



# People want more local news on Facebook

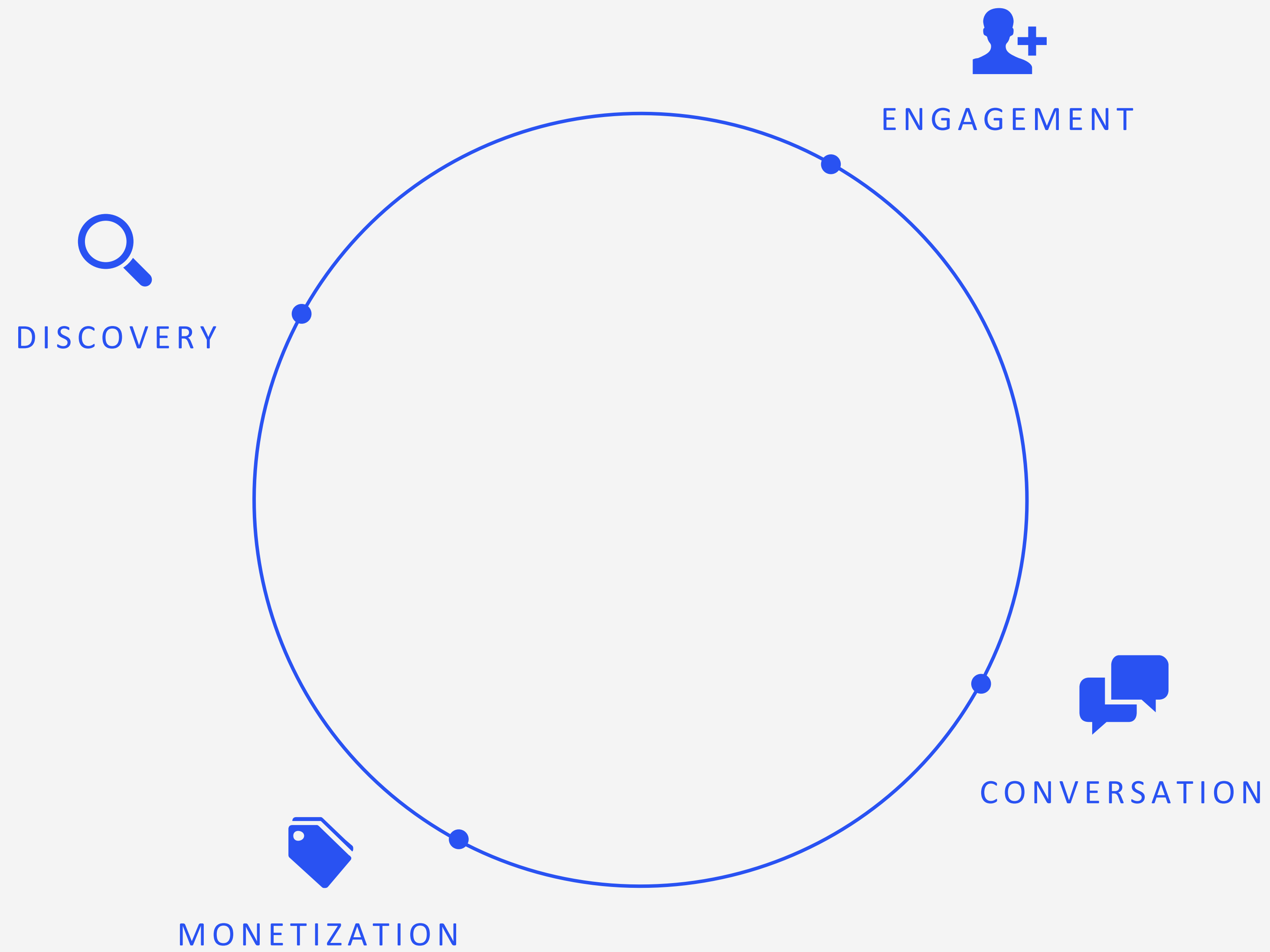
82%

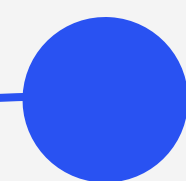
said they were somewhat or  
extremely interested in local  
news

56%

said they wanted more local  
news in their Facebook feed



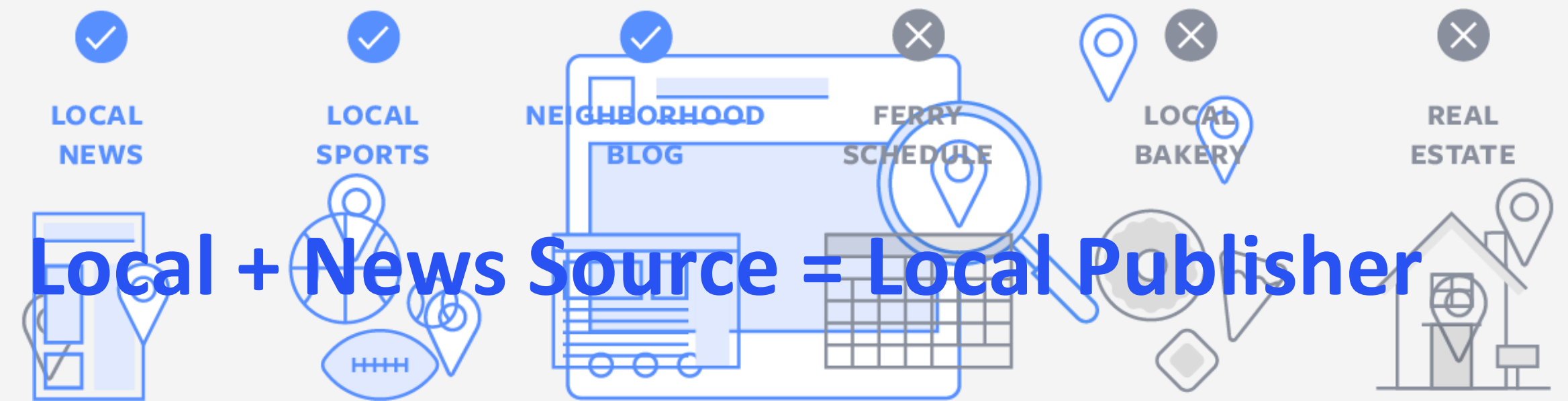




DISCOVERY



# Prioritizing Local News



Is this Domain Local?

Is this Domain A News Source?

BETA LAUNCH MARCH 2018

Global Expansion

New Features



# Breaking News

ALPHA LAUNCH 2017

CTR: +5%

Likes: +8%

Shares: +11%

Notifications: **20% CTR**





# Breaking News from Local Publishers

OVER 20% OF PARTNERS IN TEST ARE LOCAL


8

KGW-TV

1 hr · 🌐

...

The two suffered non-life threatening injuries.



BREAKING 1 HR

KGW-TV

### Two stabbed on Greyhound bus on I-84 in Troutdale

The pair who were stabbed suffered non-life threatening wounds. The suspect was arrested at the scene.

👍 Like

💬 Comment

➦ Share

🔗 Embed

👤

👍 🤔 🙄 25

Top Comments ▾

1 Share

3 Comments


Daily News

Los Angeles Daily News

3 hrs · 🌐

...

Here are the basics about the Thomas, Creek, Rye and Riverdale fires.



BREAKING 3 HRS

LOS ANGELES DAILY NEWS

### Here's what you need to know about the 4 wildfires burning in Southern California right now

There are 4 fires burning in the Southern California area as of Tuesday, spanning from Riverside up into Ventura County. Here's what you need to know about...

👍 Like

💬 Comment

➦ Share

🔗 Embed

👤

👍 🤔 🙄 11

1 Share


The Oregonian

6 mins · 🌐

...

Oregon interim head coach Mario Cristobal will get the promotion that Ducks players so badly wanted.

Cristobal, 47, is considered one of the nation's top recruiters.



BREAKING 6 MINS

OREGONLIVE.COM

### Oregon Ducks to promote Mario Cristobal as next head coach

This will be Cristobal's second job as a head coach, following six seasons at Florida International during which he finished with a 27-47 record.



ENGAGEMENT

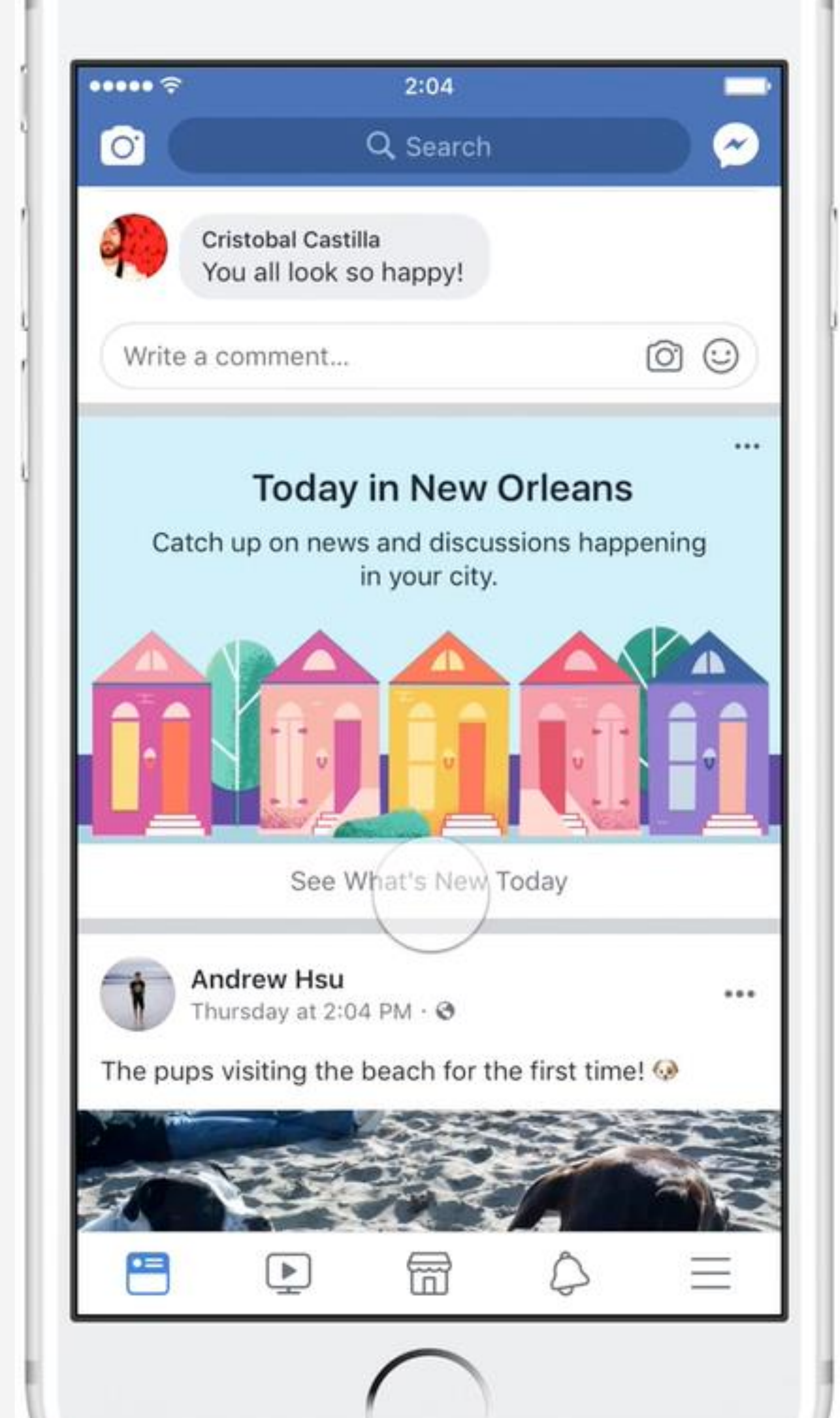


# New Local Surface

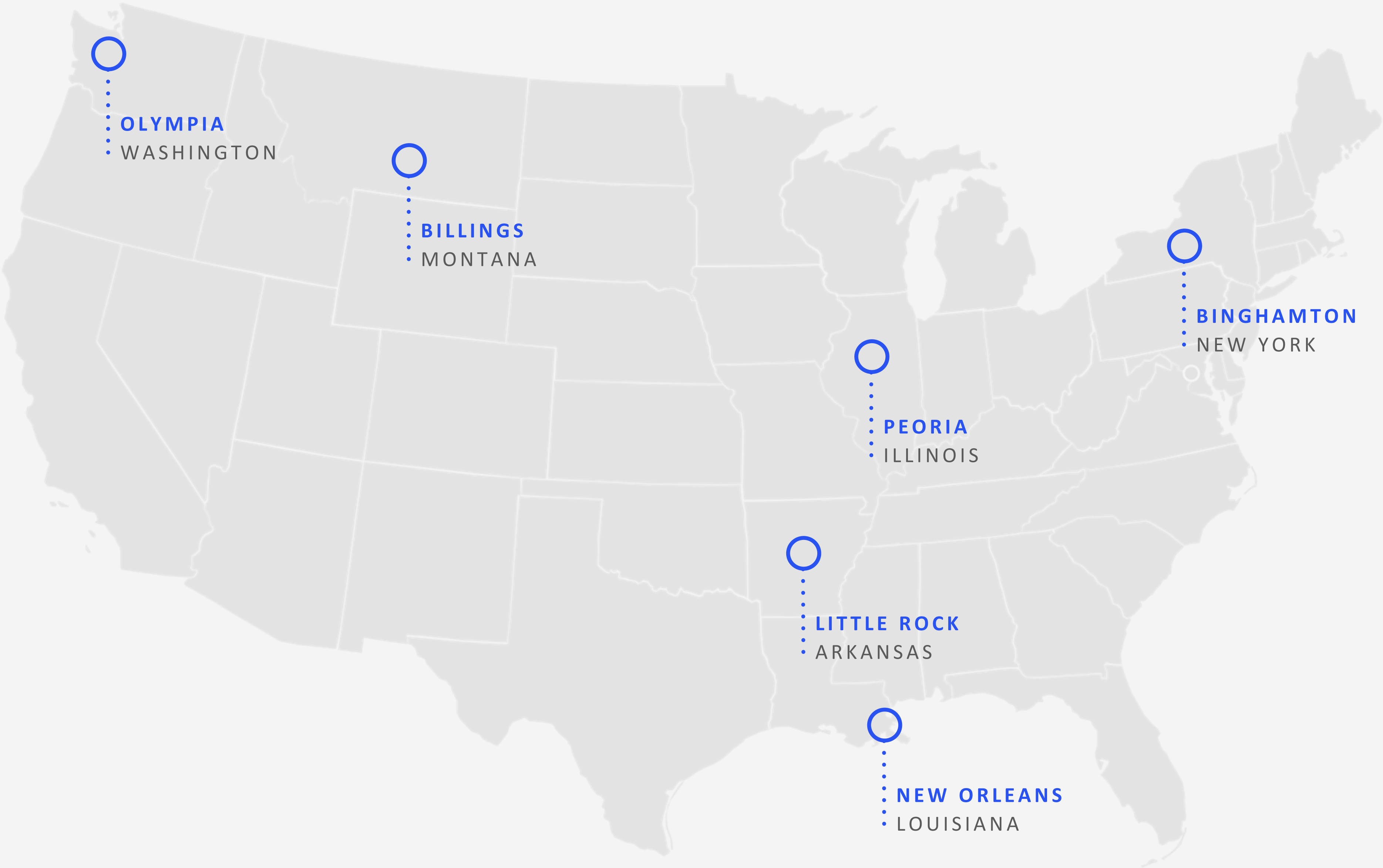


ALPHA LAUNCHED JAN. 2018  
IN 6 U.S. CITIES

2018 EXPANSION

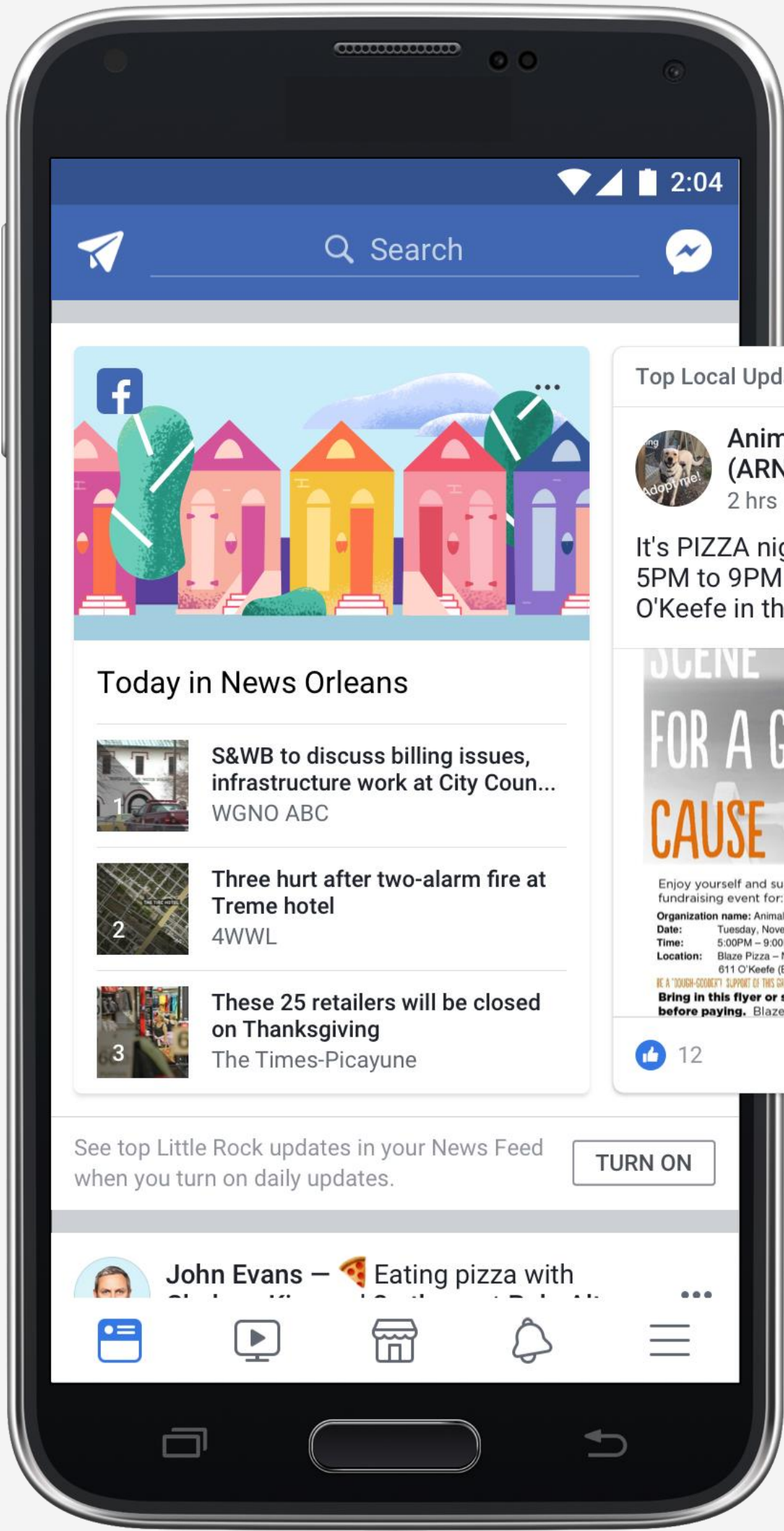


TEST CITIES FOR 'TODAY IN'





TODAY IN: DAILY UPDATES



Top Local Update



**Animal Rescue New Orleans (ARNO)**  
2 hrs · 🌐

It's PIZZA night tonight, November 7, 5PM to 9PM at Blaze Pizza, 611 O'Keefe in the CBD. Show t... See More




SCENE  
FOR A GOOD  
CAUSE

Enjoy yourself and support our cause at a special fundraising event for:  
**Organization name:** Animal Rescue New Orleans  
**Date:** Tuesday, November 7, 2017  
**Time:** 5:00PM - 9:00PM  
**Location:** Blaze Pizza - New Orleans - South Market District  
611 O'Keefe (Entrance on Girod Street)  
**BE A "GOOD GUY" SUPPORT IN THIS GREAT CAUSE AND YOU WILL GET AN "OKEE"!**  
**Bring in this flyer or show it on your phone before paying.** Blaze Pizza will donate 20% of



 12

 2 Comments

Top Local Update



**Hollygrove Market & Farm**  
Thursday at 2:04 PM · 🌐


ONE HOUR TO GO IN OUR FUNDRAISING CAMPAIGN! We would love to be able to add an A... See More



1  
HOUR LEFT TO SUPPORT THE


 🤖 10


Top Group Discussion



**Shalin Pei** ▶ **Where NOLA eats**  
Thursday at 2:04 PM · 🌐

Hey, looking for a great breakfast or brunch spots for the weekend. Any suggestions?

 2

 4 Comments

Top Group Discussion



**Anthea Watson Strong** ▶ **Irish Channel**  
Thursday at 2:04 PM · 🌐

A group of us are hosting a potluck this weekend if anyone wants to join!

 ❤️ 4

 2 Comments

Get Daily Updates

Get Little Rock updates like this in your News Feed every day.

TURN ON

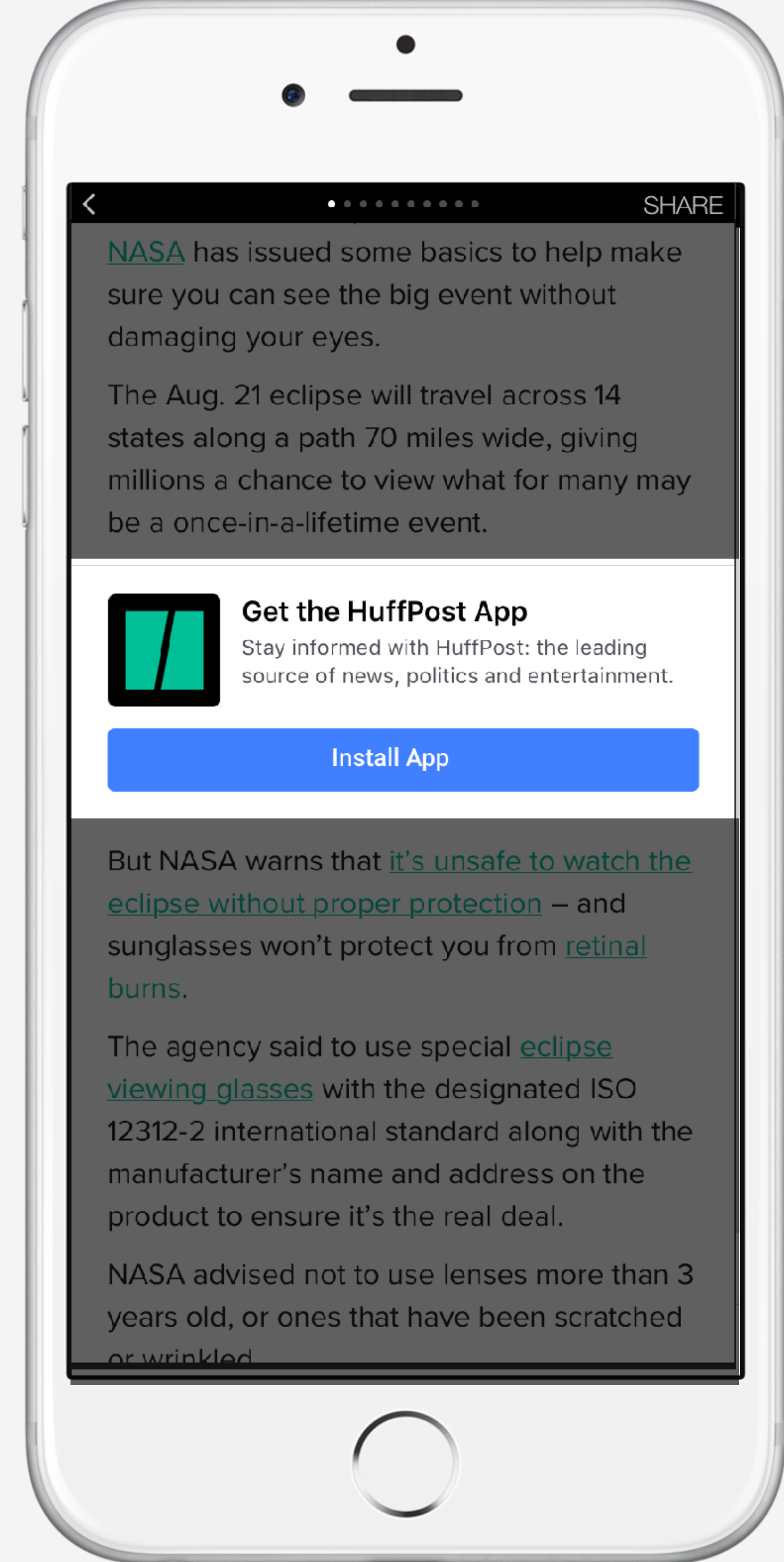
You can turn this off at any time.



# Instant Articles

RECIRCULATION

CALL-TO-ACTIONS:  
NEWSLETTER SIGN-UP  
& APP DOWNLOAD



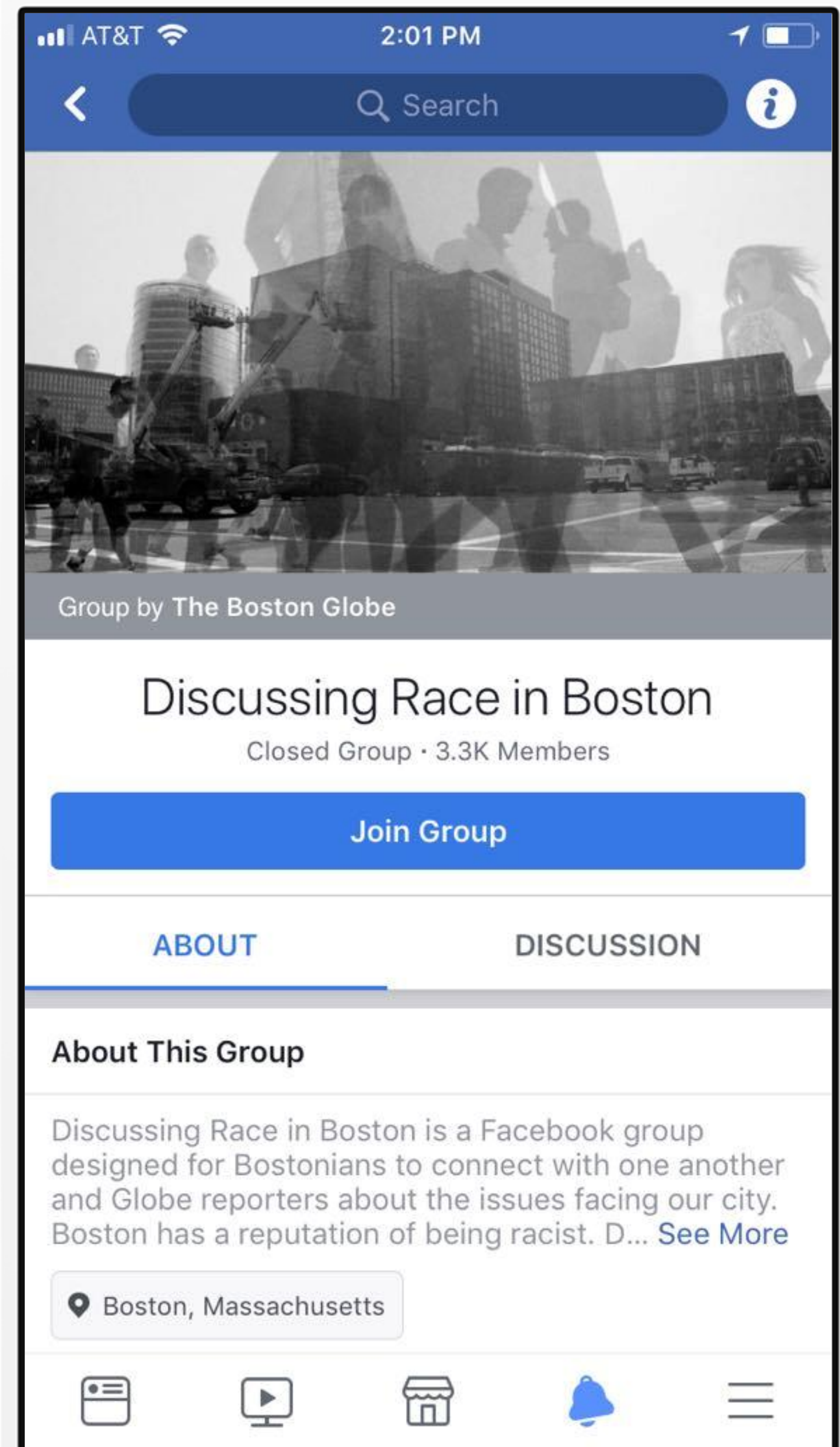


CONVERSATION





# Groups for Pages





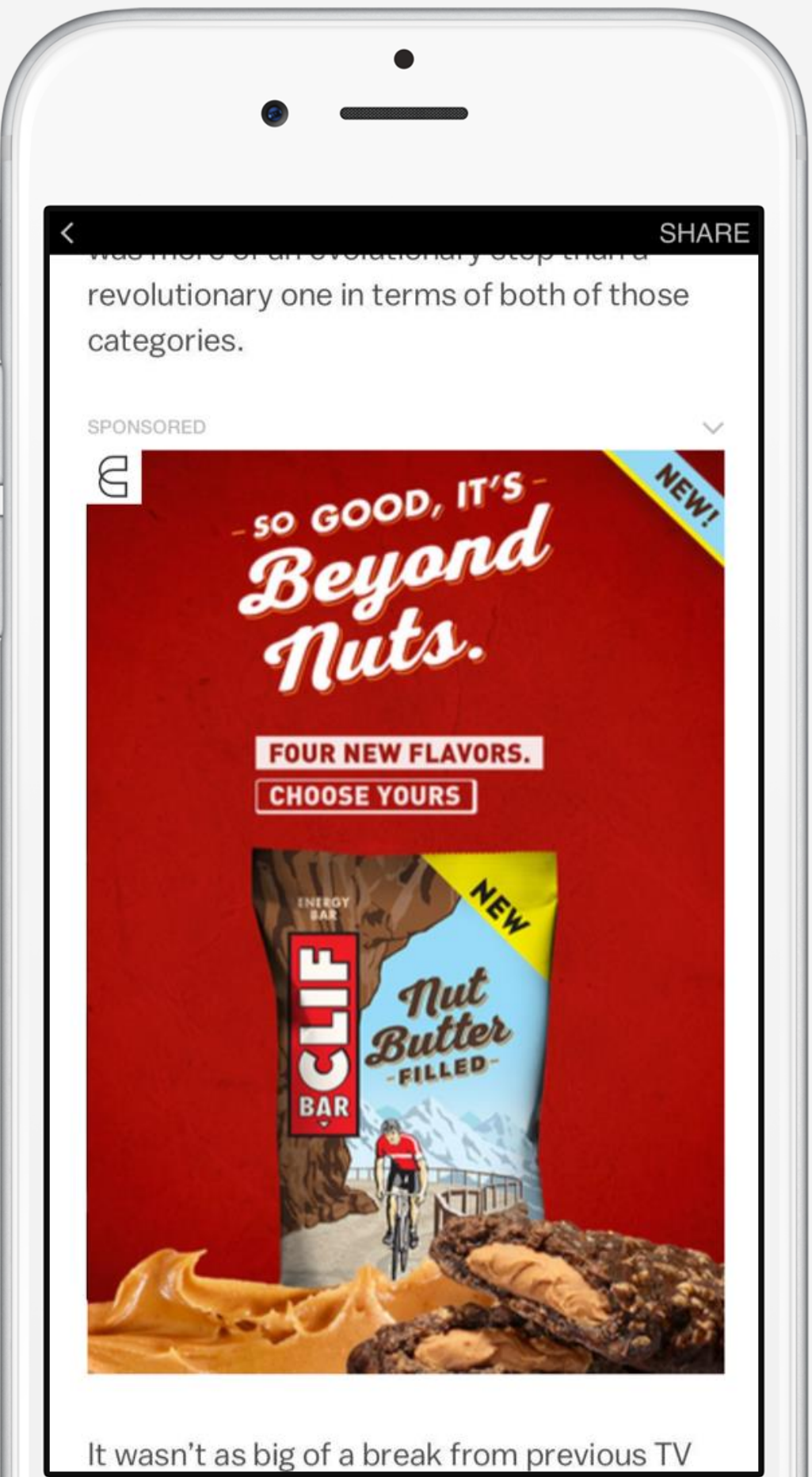
MONETIZATION



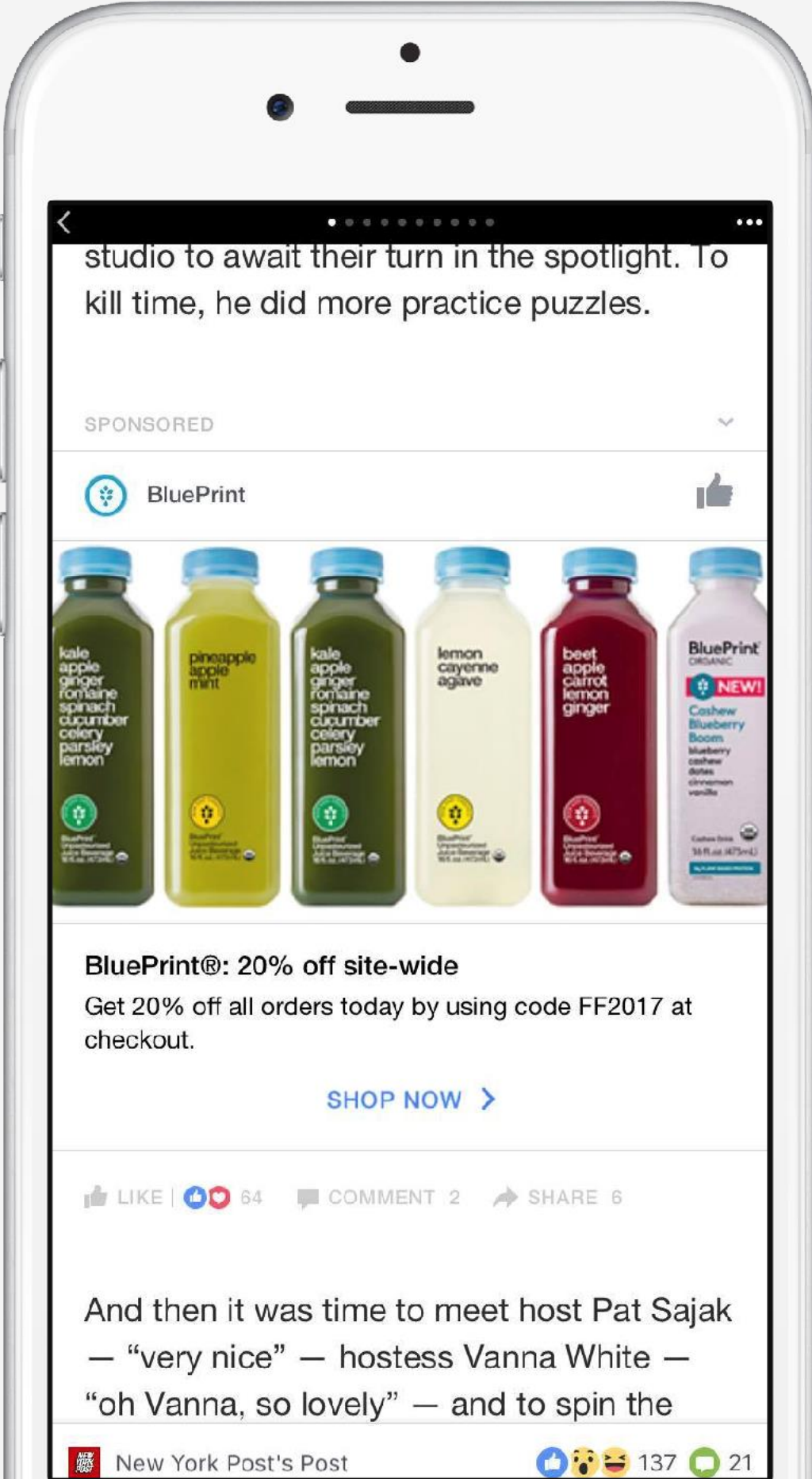


# Ads Monetization in Instant Articles

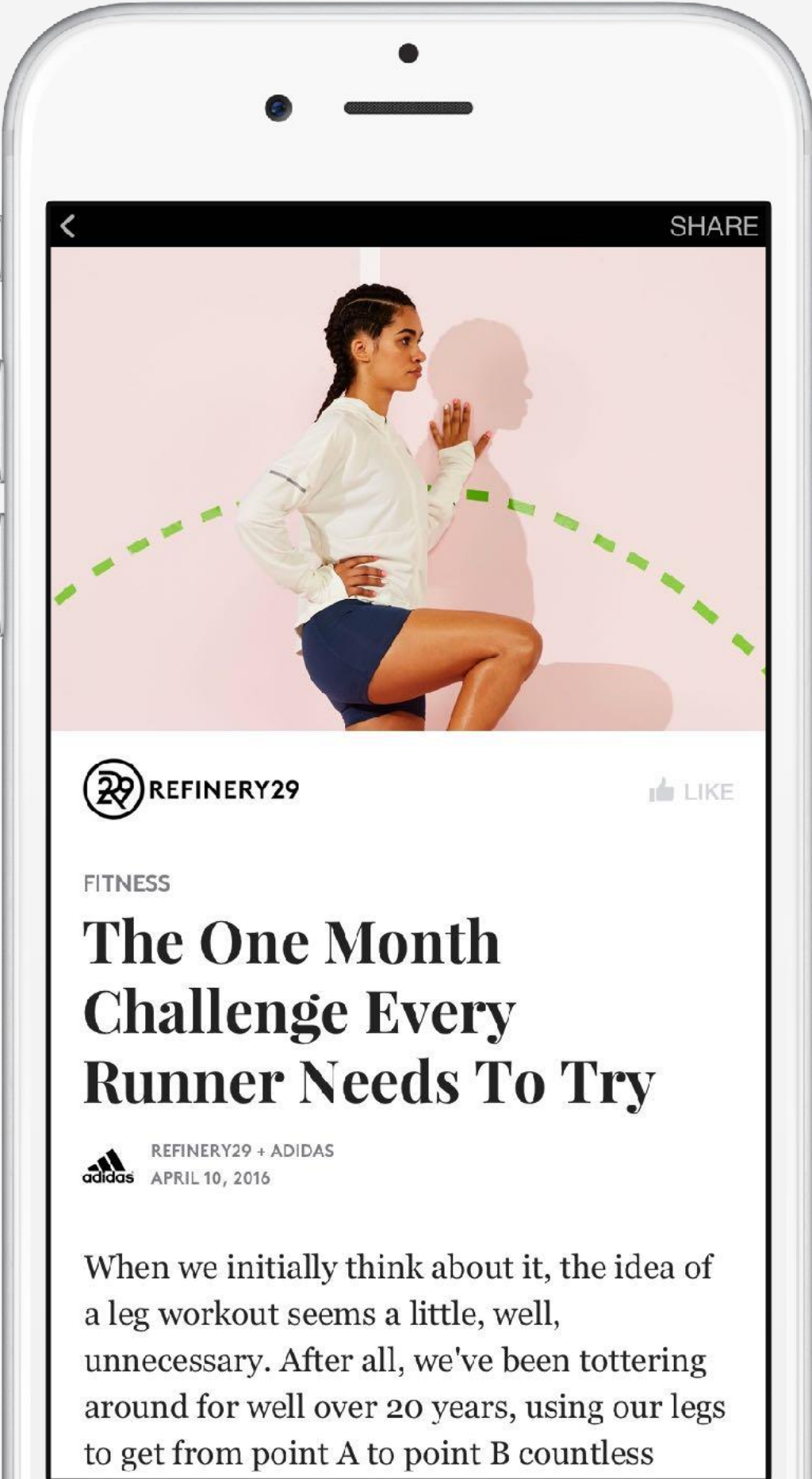
## DIRECT SOLD



## AUDIENCE NETWORK



## BRANDED CONTENT



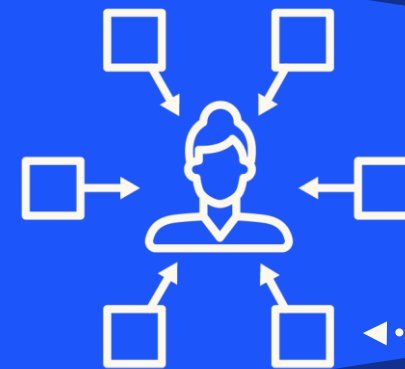
TOTAL  
POTENTIAL  
AUDIENCE

SPORADIC  
READERS

DEEPEN  
RELATIONSHIP

CONVERSION

RETENTION



## Facebook & Subscriptions

Facebook plays a role across  
the subscription funnel today





# What Did We Build?

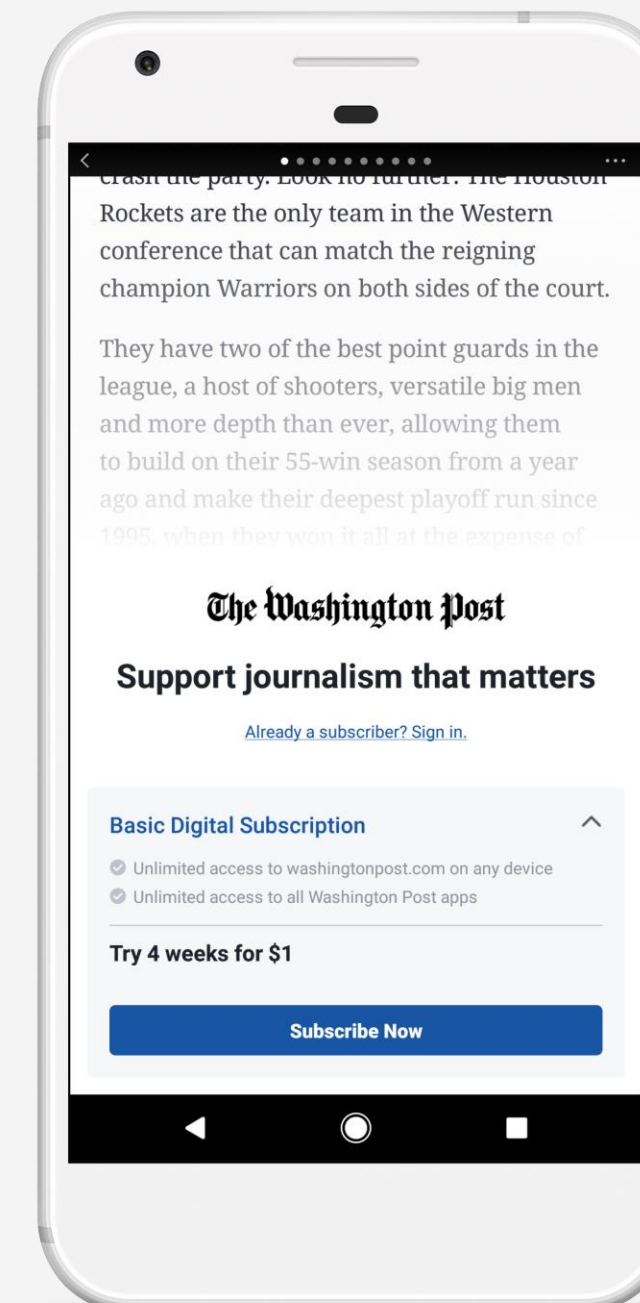
## Our Goals

Grow publisher subscriptions

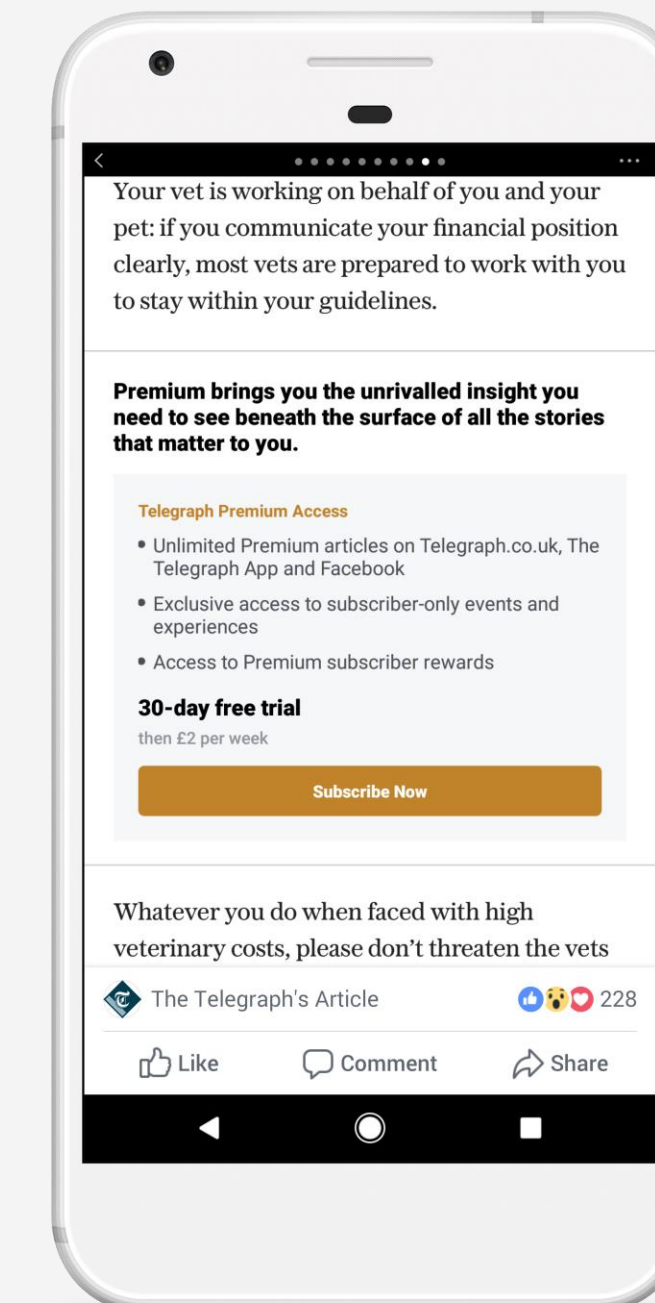
Access to content for people on Facebook

## Key Features

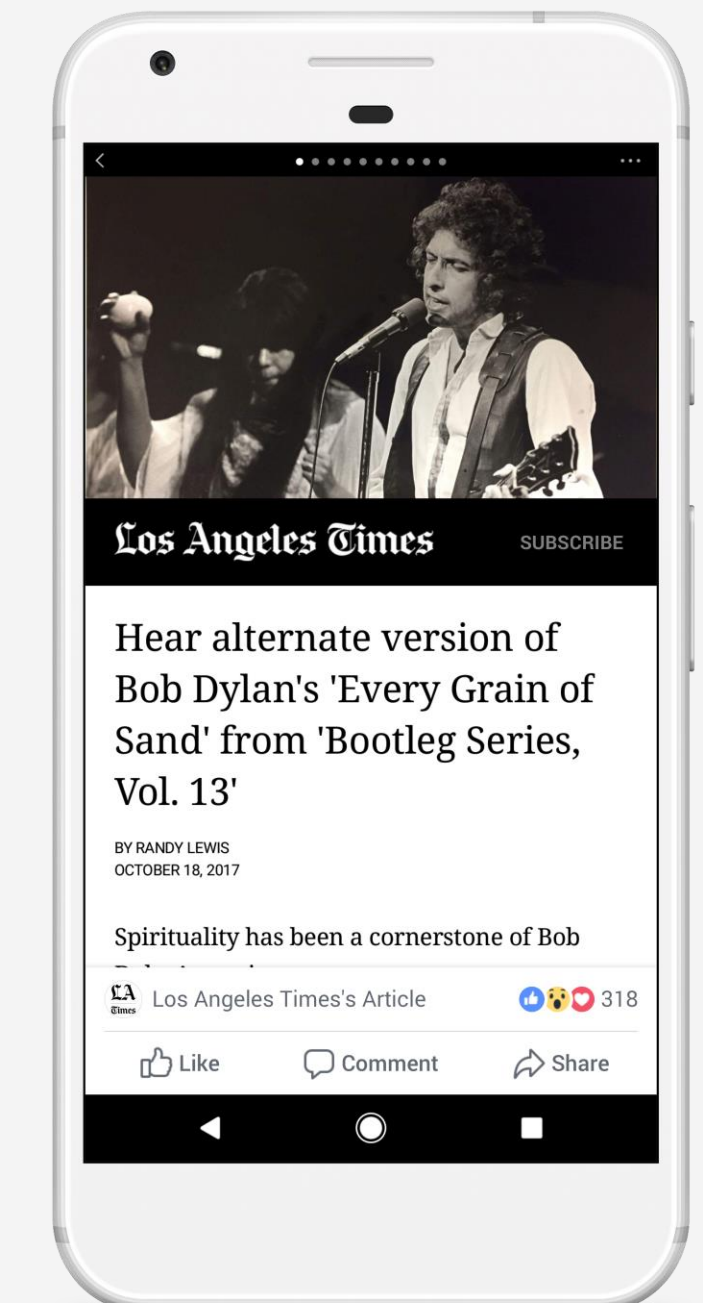
- ✓ Flexible models (metered and freemium)
- ✓ Publisher owns pricing, payments, data, and customer relationship
- ✓ Enable authentication for existing subscribers
- ✓ Flexible meter



PAYWALL IN  
INSTANT  
ARTICLES

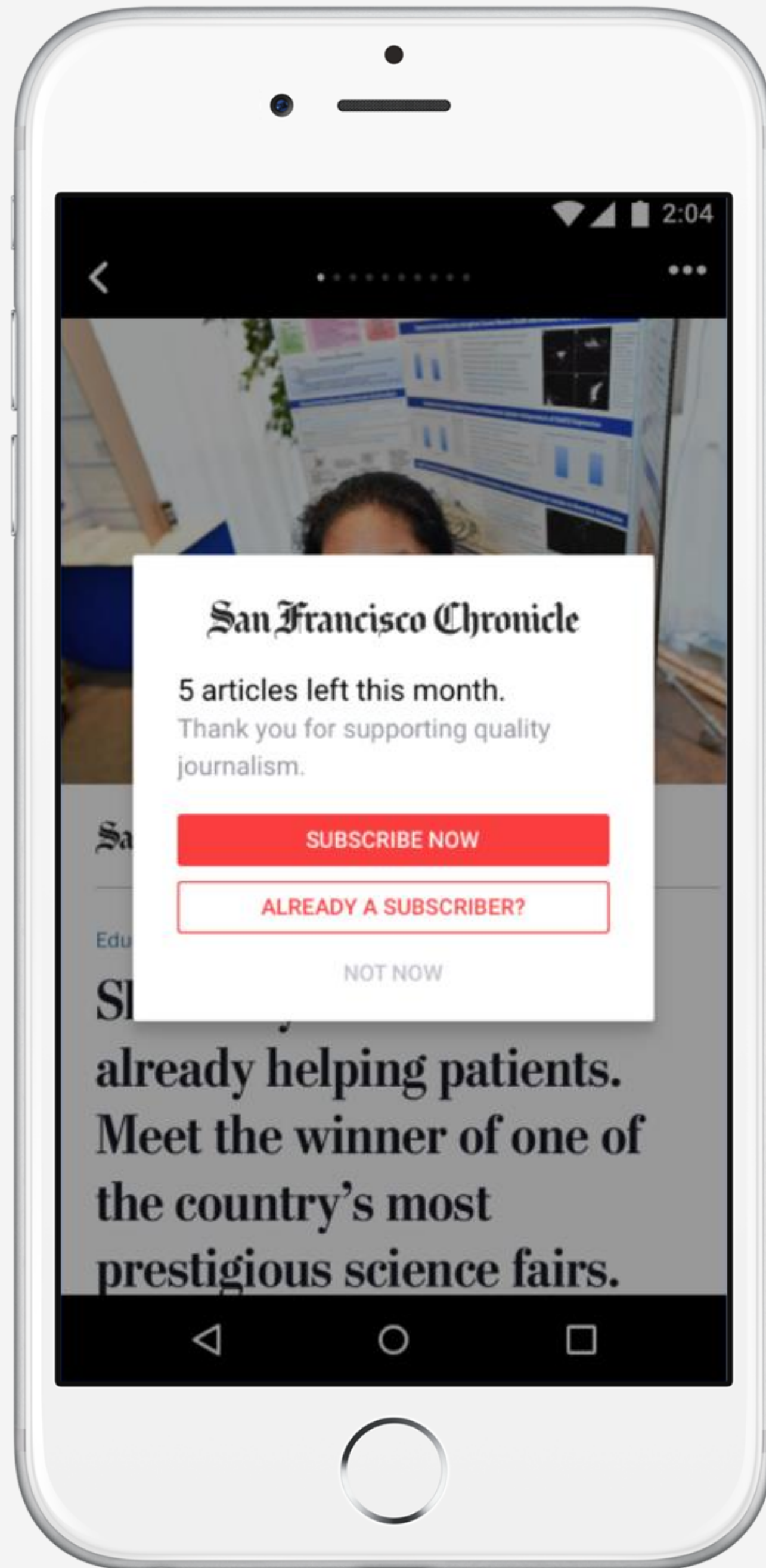


SUBSCRIBE  
CTA



PUBLISHER BAR  
UPSELL





## What Have We Tested So Far?

Inline vs Interstitial Paywall

Call-to-action designs

Meter unit designs

Interstitial upsell (at left)

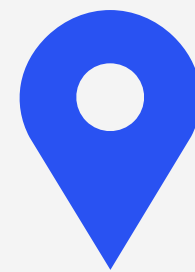
Boosting premium content in recirculation

Meter count variations



# Local News Subscriptions Accelerator

## PROGRAM PILLARS



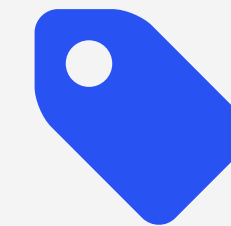
LOCAL NEWS  
PARTNERS



OUTSIDE EXPERTS



WORKSHOPS



GRANT FUNDING



DRIVE DIGITAL SUBSCRIPTIONS

# Support for Local News on Facebook



- Making It Easier for People to Discover Local News
- New Ways to Engage People with Your Content
- Training Programs
- CrowdTangle for Local
- Monetization Support in Instant Articles and Subscriptions



Questions

