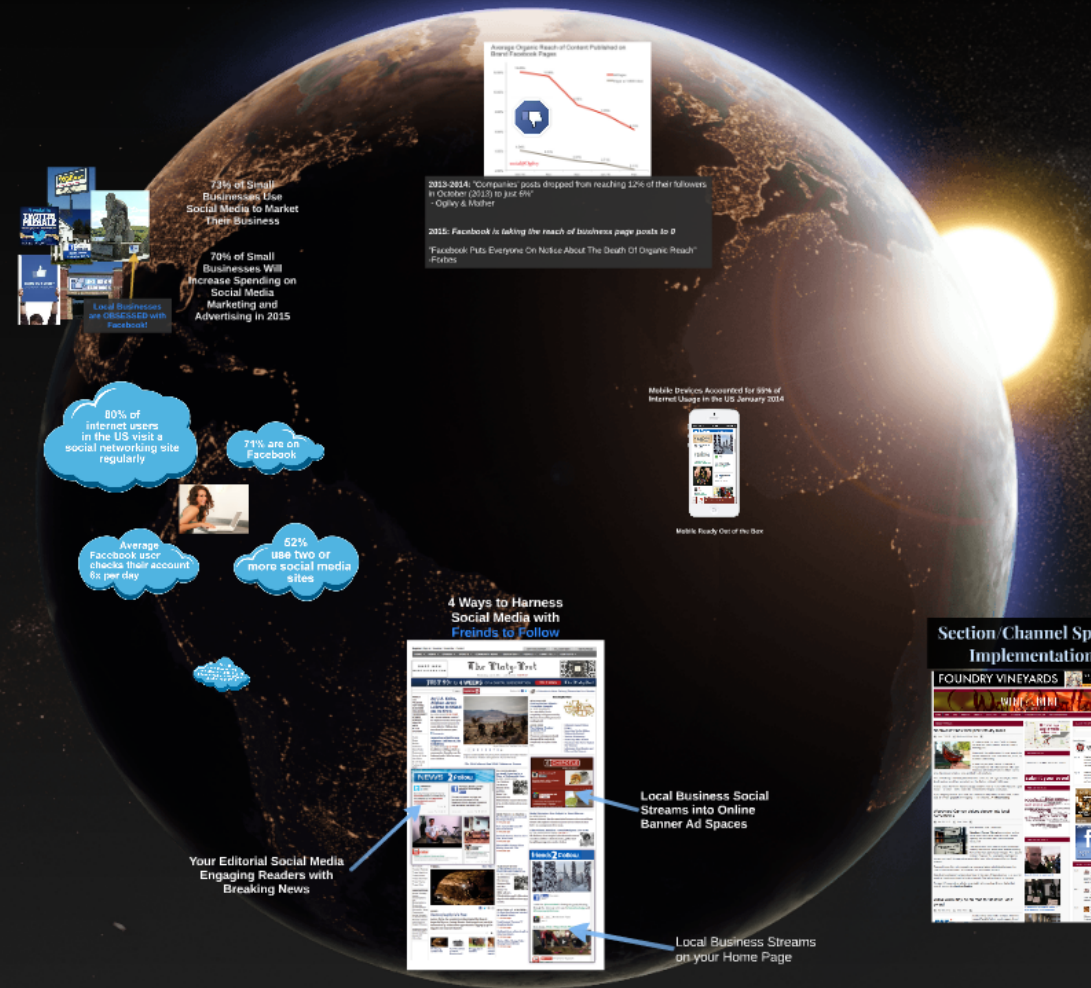


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**73% of Small
Businesses Use
Social Media to Market
Their Business**

**70% of Small
Businesses Will
Increase Spending on
Social Media
Marketing and
Advertising in 2015**



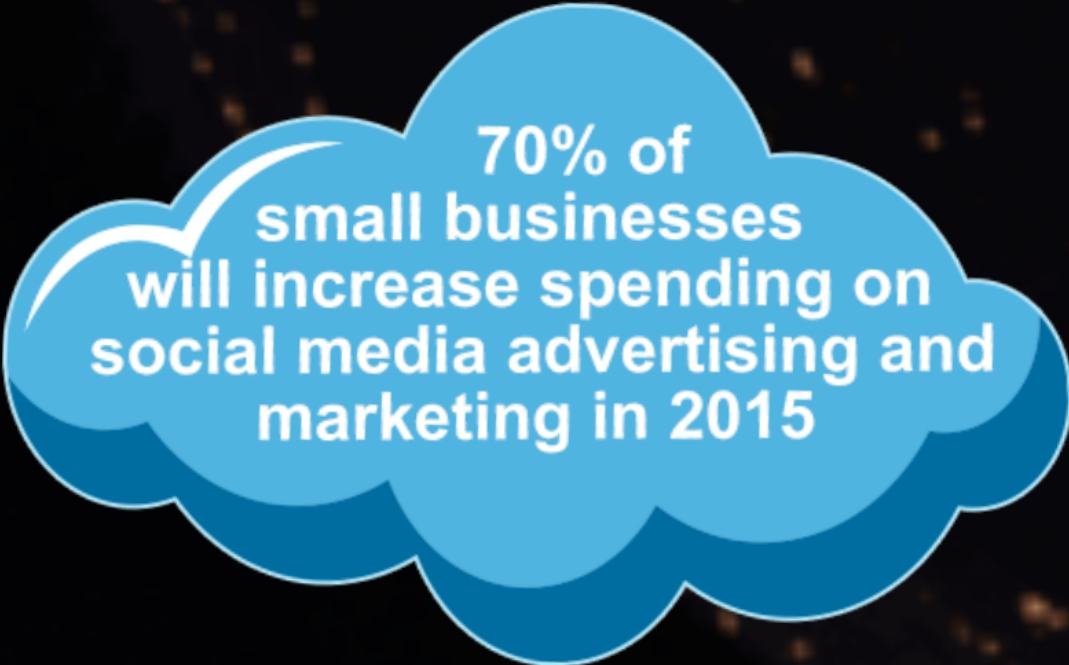
**80% of
internet users
in the US visit a
social networking site
regularly**

**71% are on
Facebook**



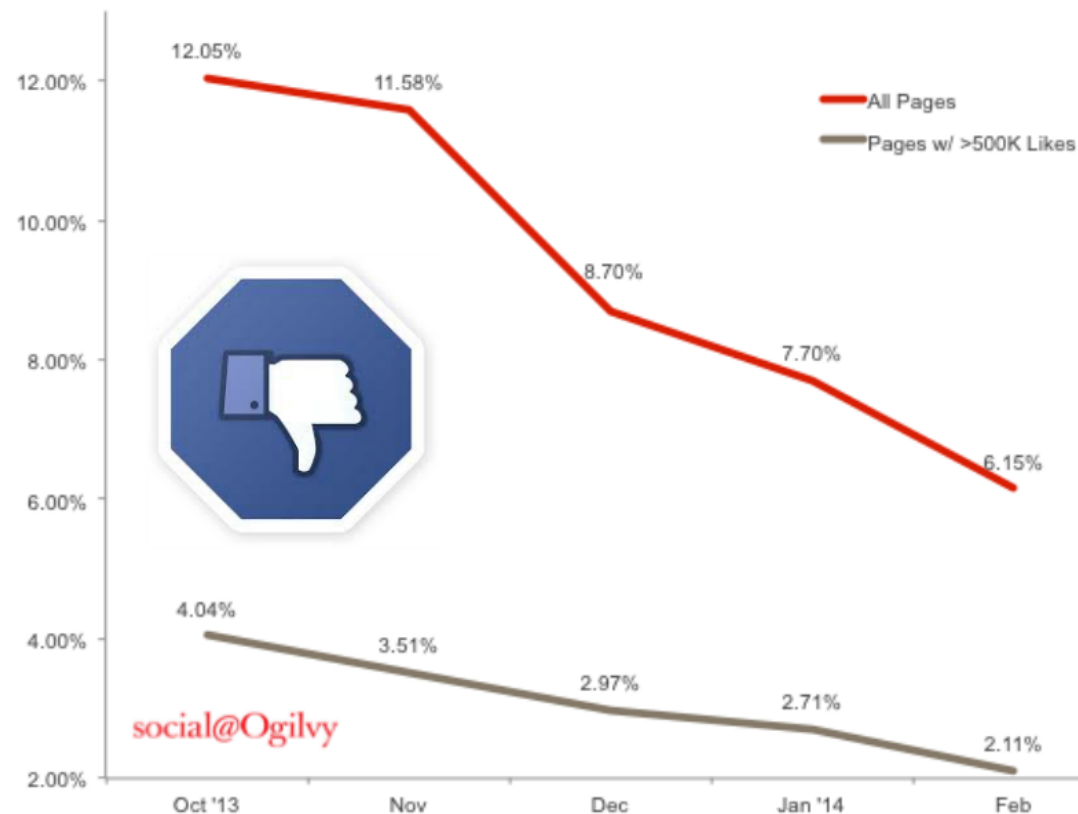
**Average
Facebook user
checks their account
6x per day**

**52%
use two or
more social media
sites**



**70% of
small businesses
will increase spending on
social media advertising and
marketing in 2015**

Average Organic Reach of Content Published on Brand Facebook Pages



2013-2014: "Companies' posts dropped from reaching 12% of their followers in October (2013) to just 6%"
- Ogilvy & Mather

2015: *Facebook is taking the reach of business page posts to 0*

"Facebook Puts Everyone On Notice About The Death Of Organic Reach"
-Forbes

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As U.S. Exits, Afghan Army Learns to Stand on Its Own

By AZAM AHMED 3:39 PM ET

On a recent mission, a unit of the Afghan National Army gave some clues to how prepared it was to fight the Taliban after American forces were gone.

Comments

American Strike on Afghan Taliban Kills Children

By AZAM AHMED 2:13 PM ET

In addition to killing a Taliban commander, the strike near the Pakistan border killed as many as 10 children.

Bryan Denton for The New York Times

Afghan soldiers after returning from a search-and-clear mission in a notorious Taliban stronghold in Kunar Province.

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By NEIL GENZLINGER

"50 Children: The Rescue Mission of Mr. and Mrs. Kraus," on HBO, tells of a Philadelphia couple's liberation of 50 Jewish children from 1939 Austria.

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NEWS ANALYSIS
Getting Serious About a Texas-Size Drought
By KATE GALBRAITH

In a state fabled for its everything-is-bigger mentality, the idea of conserving resources is taking hold.

LOOSE ENDS
The Atlanta Teacher Aptitude Test
By DAN ZEVIN

Please use a sharp pencil and gloves to fill in each circle completely or maybe a little less.

- Editorial: Courts Without Judges
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No better way to reflect on the past week than over a burrito.

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"I love the idea of unexpected stories in unexpected places." - Augusten Burroughs. We do too. Check out Round

Study Points to a New Culprit in Heart Disease
By GINA KOLATA

Research showed that the association between red meat and heart disease risk might be related not just to fat but to bacteria that thrive on a component of red meat.

Lilly Pulitzer, Socialite Turned Designer, Dies at 81
By THE ASSOCIATED PRESS 2:36 PM ET

Ms. Pulitzer, whose tropical print dresses became a sensation and later a fashion classic, got her start by spilling orange juice on her clothes.

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By GINA KOLATA

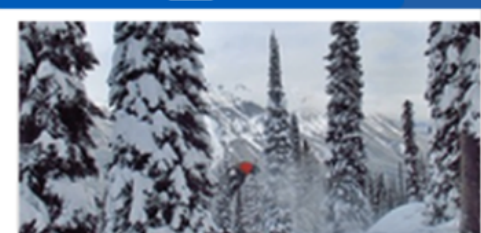
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Comments

Afghan soldiers after returning from a mission in a notorious Taliban stronghold in Kandahar province.

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Northwest wines think pink with dry rosés

June 7, 2012 Northwest Wine, Wine

It's taken a while, but more Pacific Northwest wineries are getting serious when it comes to thinking pink.

Fortunately, the gold standard for rosé wines in the United States has been set in Richland, Wash., by Barnard Griffin Winery.

Earlier this year, Rob Griffin's 2011 Rosé of Sangiovese was voted the best rosé at the San Francisco Chronicle Wine Competition. It is the largest judging of American wine, and that result is no fluke.

"One of the things I like to say about this is it's a wine you can enjoy casually, but we're deadly serious about how we make it and the effort we put into it," Griffin said.

Judges across the United States have applauded his rosé for years. Griffin has won a gold medal — or better — for his rosé in the competition for the past seven years.

"If you are going to make good rosé, you have to start out planning to make rosé," Griffin said. "Don't take grapes that were going to be red wine and ... [Continue Reading](#)

Woodward Canyon delves deeper into local comestibles

May 31, 2012 Dine, Wine

First a market. Now a restaurant.

Woodward Canyon Winery has added yet another dimension to its Lowden operation with the quiet opening last weekend of the Reserve House restaurant.

The restaurant is open seasonally, Friday through Sunday, and features dishes from chef Heidi Varney from Walla Walla Community College's Wine Country Culinary Program. The small plates highlight the homegrown Lazy S Arrow produce raised at the base of the Woodward Canyon Estate Vineyard.

Reserve House offers interior seating at communal tables or individual tables on the covered porches with views of the garden and neighboring vineyard.

Operators have been growing produce there for five years. The produce has been used for events at the winery and sold to local restaurants. That will continue to be the case.

The Lazy S Arrow produce will also be available at the new Lazy S Arrow Market that recently opened at ... [Continue Reading](#)

Walla Walla may be on road to 'Best for Food' award

May 31, 2012 Dine, Wine

Last year they came for the company. This time around Rand McNally is sending a pair of road warriors to the community for a taste of the

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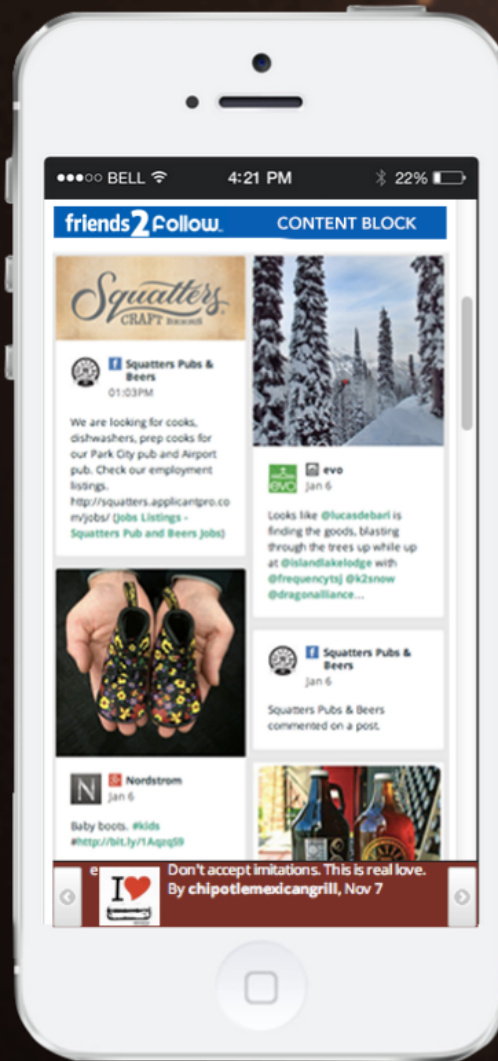


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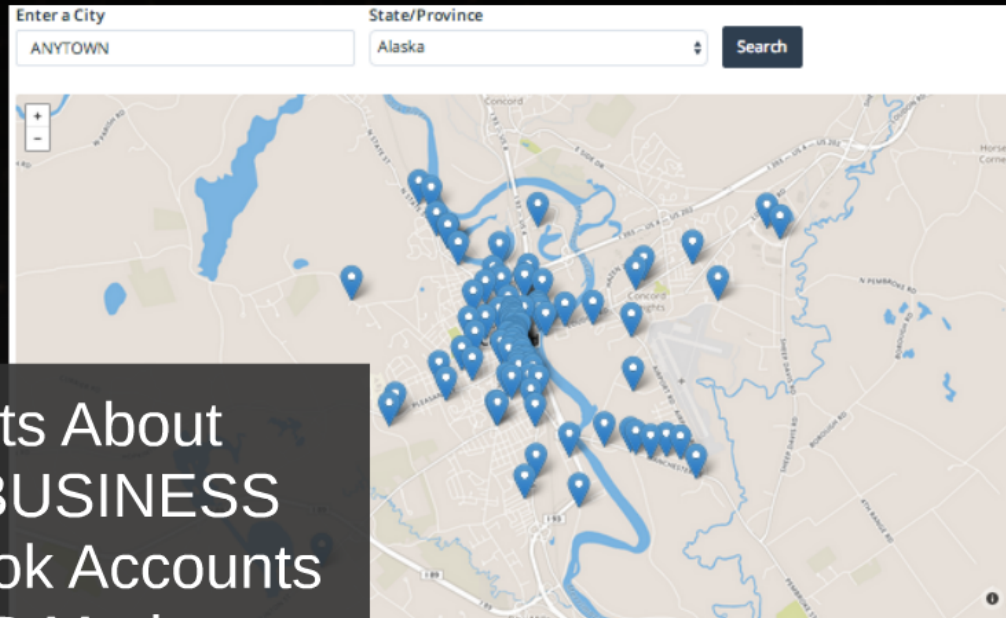
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Victor Lucken | EW Luck | March 22, 2014

Over the past several months, Facebook has been reducing the organic reach of Pages. A recent study found that companies' posts dropped from reaching 12% of their followers in October to just 6% by February.

Facebook and its popular Pages platform have been a cornerstone of most companies' social-media marketing strategies for years. But if the brands, organizations and celebrities that use Pages want to continue to reach Facebook's



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Why Is Facebook Page Reach Decreasing? More Competition And Limited Attention

Victor Lucken | EW Luck | March 22, 2014

How Does Facebook Choose What To Show In News Feed?

$$\text{News Feed Visibility} = \text{Interest} \times \text{Post} \times \text{Creator} \times \text{Type} \times \text{Recency}$$

Interest	Post	Creator	Type	Recency
Interest of the user in the creator	This post's performance amongst other users	Performance of past posts by the creator/creator amongst other users	Type of post (status, photo, link) user prefers	How new is the post

* This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what's shown.



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Posted Apr 3, 2014 by Josh Corstine (@joshcorstine)

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Interest Post Creator Type Recency

Interest

Interest of the user in the creator

Post

This post's performance amongst other users

Creator

Performance of past posts by the content creator amongst other users

Type

Type of post (status, photo, link) user prefers

Recency

How new is the post

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