Facebook’s new Pages Feed will help brands to capitalise on the social network’s functionalities, says Punch Communications

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Social networking giant Facebook has introduced a standalone Pages Feed, designed for brands to display their content away from users’ general newsfeeds. This latest platform feature can be used by companies to gain increased attention from their Facebook fans, offering brands a new opportunity to engage with their fans and increase the reach of their content, says integrated social media, SEO and PR company Punch Communications.

The new dedicated Pages Feed enables users to view content from the ‘pages’ they like as opposed to personal profiles such as musicians, global brands and local shops. In order for businesses to stand out and capture users’ attention they must also ensure the content they post is as unique, conversational and interactive as possible, to help stand out from content published by other pages.

Images and visual assets also play a major factor in gaining consumer engagement on Facebook. Therefore, companies should utilise images that are visually unique, complimentary to the content they’re aligned with, and help bring to life promotional and campaign content within user feeds.

Prior to the launch of Facebook’s dedicated Pages Feed, many companies had become concerned over the site’s EdgeRank algorithm. Over the last year, Facebook’s EdgeRank algorithm has gone through a series of updates, all of which have had a significant impact on the reach of branded content on the platform. In light of this, many brands have looked to develop tactics to combat the algorithm, however, this has still proved to be hugely problematic for most of the brands on Facebook.

George Guildford, account director at Punch Communications, says: “The dedicated Pages Feed is now a standalone feature situated on the left-hand sidebar of a user’s Facebook page. When it is clicked on, brand advertisements and all posts from the pages a user has liked are displayed. With this latest feature comes a fantastic opportunity for brands to increase the reach of their content posted on the platform. In light of this, companies should aim to create and post content which is original, engaging and visually exciting on a regular basis to make the most of this new feature.”

If you’re interested in using a specialised integrated PR company and SEO agency that can help manage social media and technology PR, contact Punch on 01858 411 600 or visit www.punchcomms.com.

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Punch Communications Ltd

T. 01858411600
E. laura.crichton@punchcomms.com
W. https://www.punchcomms.com

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