

# Facebook in 2018: Is There Real Revenue To Be Made?

# facebook



**Jed Williams**

Chief Innovation Officer  
Local Media Association

# LocalMedia

association

- An umbrella organization representing ALL local media, including newspapers, TV, radio, directories, pure play publishers, R&D
- 2,800+ total members across our ecosystem
- Members include a diverse mix: Nexstar Broadcasting, McClatchy, E.W. Scripps, GateHouse Media, Gray Television, Graham Media, Swift Communications, Schurz Communications, Sinclair Broadcast Group, Deseret Media, and many more.

**Our Mission: “We Are Intensely Focused on Helping Local Media Companies Discover New and Sustainable Business Models”**



Tribune Broadcasting



**January 11:**

**The Facebook Wake-Up Call**

# 'We're losing hope': Facebook tells publishers big change is coming to News Feed

JANUARY 11, 2018 by [Lucia Moses](#)



# This Wasn't a New Trend

facebook

Traffic from Facebook has **declined**

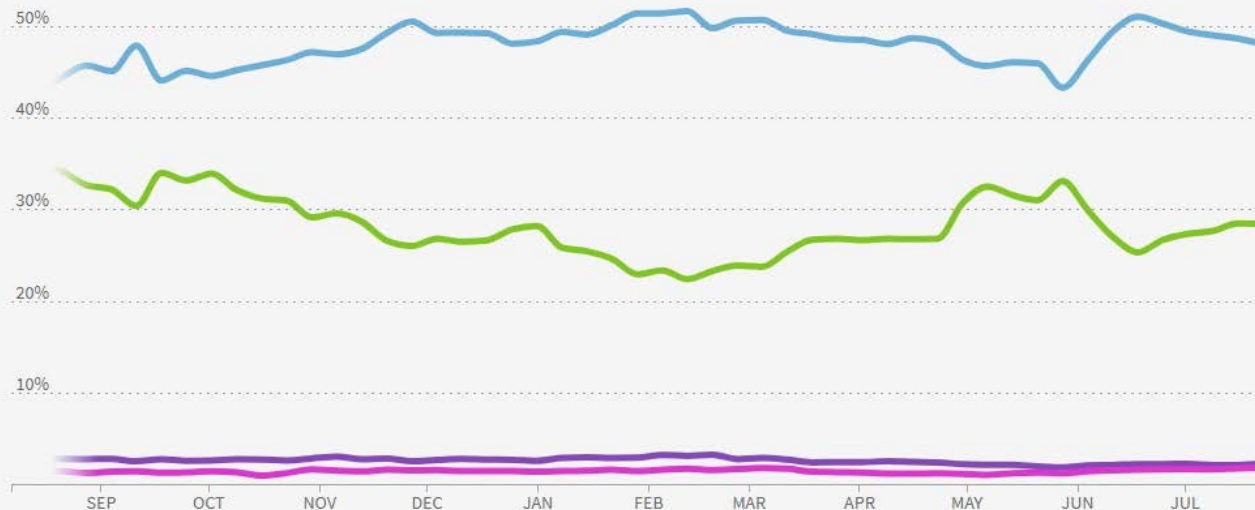
**25%** from February 2017 to October 2017.

External referrals in the Parse.ly network

(100% = all external referrers)

Show past 12 months

Show past 30 days



Source: Parse.ly

Current top 10 external referrers

50% Google search

25% Facebook

2.3% Twitter

2.2% Google News

1.8% Flipboard

1.6% Google (other)

1.5% Pinterest

1.2% Bing

1.1% Drudge Report

.90% Yahoo! News



# The Trend Continues...



Facebook struggles to promote 'meaningful interactions' for local publishers, data shows

## **INTERACTIONS ON SOME LOCAL PUBLISHERS'**

Facebook posts are down by as much as 56 percent compared to the two years prior, despite an algorithm change that Mark Zuckerberg says was deliberately designed to promote news from local sources on the platform.

Analysis by the Tow Center finds that 11 out of 13 regional metros averaged fewer interactions per post in the nine weeks following the pro-local algorithm change than in the two years before.

# Facebook Today: All About “Meaningful Interactions”

The new algorithm prioritizes **active interactions** like commenting and sharing over likes and click-throughs (**passive interactions**)—the idea being that actions requiring more effort on the part of the user are of higher quality and thus more meaningful. Rather than passively scrolling through the News Feed and occasionally pausing to “like” a photo or an article, Facebook wants users to be inspired to engage in conversations with each other.

## **Prioritized Actions:**

- 1 - Comments
- 2 - Reactions
- 3 - Comment Replies
- 4 - Sharing Links over Messenger
- 5 - Engagement on Shares



# **Facebook Today: A Marketing Vehicle**

**Build a strong, vibrant community**

**Focus on content that engages**

**Direct & indirect revenue opportunities  
exist on the platform**



105 The River ✓

@TheRiverNEPA

Home

About

Events

Photos

Videos

Posts

Groups

Community

Create a Page



Like

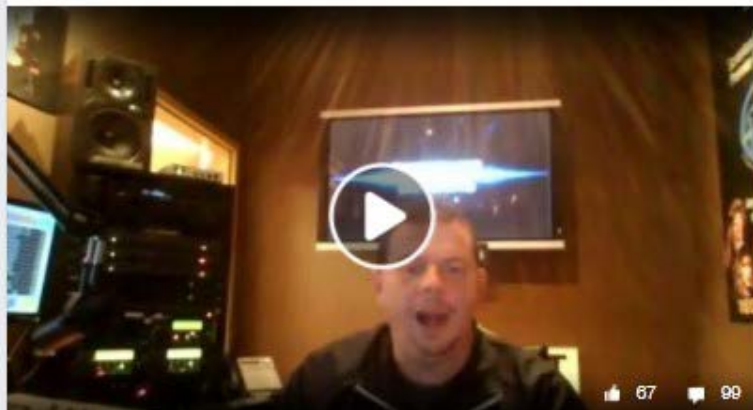
Following

Recommend

...

Use App

Videos



67 99

Broadcasting & Media Production Company  
in Scranton, Pennsylvania

Community

See All

Invite your friends to like this Page

873,514 people like this

821,607 people follow this

1,240 people have visited

John Conway and 2 other friends like this or  
have visited



About

See All



WDIV Local 4 /  
ClickOnDetroit

@Local4

Home

Fan of the Day!

Live Videos

Videos

Photos

Groups

Posts

About

Community

Instagram

Twitter

Pinterest

Contests

Like Follow Share ...

Write a post...



Write a post...

Photo/Video

Tag Friends

Check in

...

### Videos



Sign Up

Send Message

### Community

See All

Invite your friends to like this Page

503,422 people like this

510,580 people follow this

Elisa DeFoe and 4 other friends like this or have checked in



Visit 3 groups by this Page.

### About

See All

We are Detroit's local news and weather leader, on air and online.

www.clickondetroit.com

clickondetroit@wdiv.com

### Pages Liked by This Page



Chuck

Like



NBC

Like



Local 4 Paula Tutman

Like

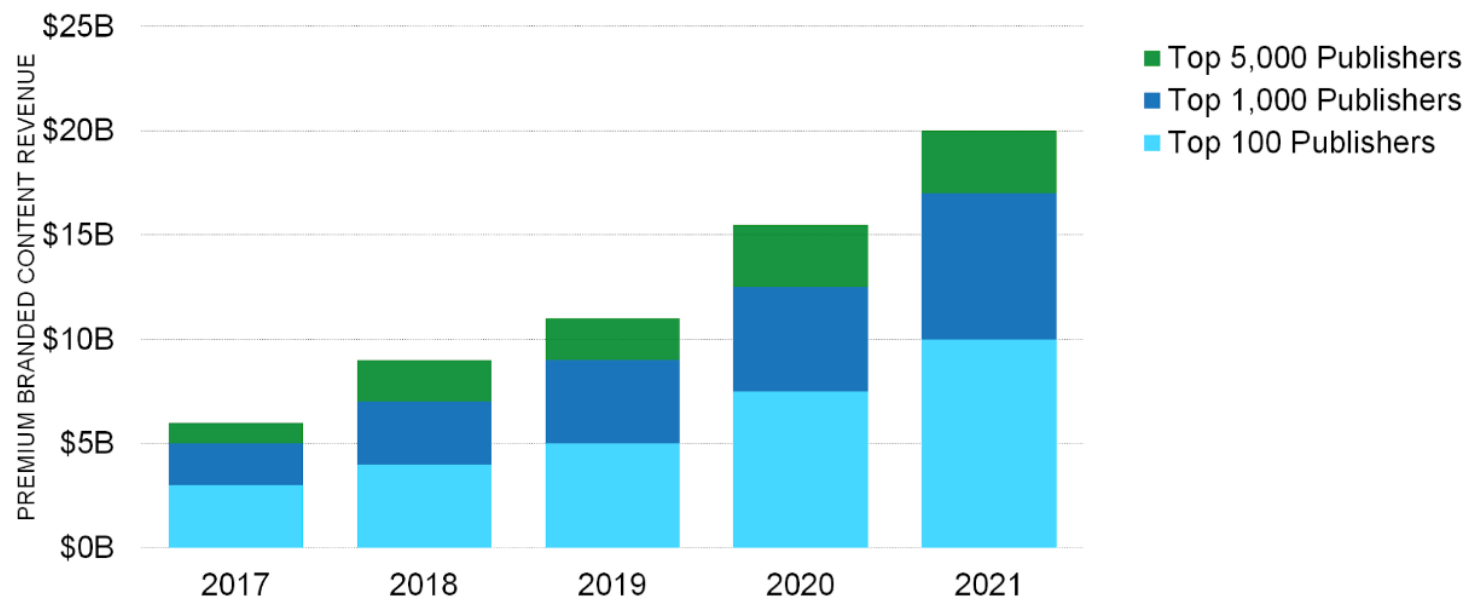
# **Direct Revenue Opportunities**

**Facebook Live**

**Sponsored Video**

**Branded Content**

# PREMIUM BRANDED CONTENT WILL BE A \$20 BILLION MARKET BY 2021



SHARE ROCKET ESTIMATES THE  
LOCAL SPONSORED CONTENT  
MARKET TO BE VALUED AT OVER  
IN 2018

**\$1.1B**



**PUBLISHERS CAN  
KEEP 100%  
OF REVENUE**



**Direct Revenue Opportunities**

**Facebook Live**

**Sponsored Video**

**Branded Content**

## **Live Videos Generate and Average of 600% More Facebook Interactions**

The Facebook announcement pointed out that live video on average generated “six times” as many interactions. Interactions are a key metric for ranking higher in follower’s news feeds.



PIX 11 was live.  
32 minutes ago · 🌐

Follow \*\*\*

Happy Sunday! We begin this Sunday morning with the PIX 11 real estate and design series Design Recipes hosted by Celebrity Interior Designer Cathy Hobbs Interior Designer (ASID/LEED AP). On this episode, Cathy is focusing on urban farming! We head to Brooklyn to learn all about an innovative company called Gotham Greens. Then Cathy is staging for ...  
[See More](#)

👍❤️ 18

8 Shares 2.6K Views

👍 Like

💬 Comment

🔗 Share



Comments

Up Next

Most Relevant ▾

View 19 more comments



**Sylvia Vallecillo** · 0:28



Like · Reply · 31m



**Summer Omar** · 5:34



Like · Reply · 26m

**Lots of Sponsorable Opportunities**  
**(connected to your brands,**  
**with your community,**  
**for your clients)**



## SOCIAL MEDIA CENTER

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9:20 AM	Show After The Show	Show After The Show	Show After The Show	Show After The Show	Show After The Show
11:00 AM				Monica Makes It Happen	
1:30 PM				Talk It Out With Jay Dow	
3:00 PM			Help Me Howard		
4:00 PM	News Before The News	News Before The News	News Before The News	News Before The News	News Before The News
7:00 PM	Mary Murphy Files			As He Saw It: Marvin Remembers	
9:30 PM	Anchored FB Live	Anchored FB Live	Anchored FB Live	Anchored FB Live	Anchored FB Live





Jed



Home



Raymour & Flanigan  
FURNITURE | MATTRESSES



▶ 18



LIVE

Facebook Live Is Next



PIX 11 was live — with Raymour & Flanigan Furniture and Mattresses.

Follow

about a week ago · Paid ·

A 20-foot, orange 'baby Trump' balloon that's screaming and holding a cellphone might be coming to the Garden State soon. Should "Baby Trump" come to New Jersey?

281

32 Shares 8.6K Views

Like

Comment

Share

Comments

Up Next

Most Relevant

3 Replies



John P Spiak · 2:50 That balloon should be passed around from country to country like the olympic torch!!!!

Like · Reply · 1w

37

3 Replies

-5:38



## BRANDED LOWER THIRD

- Highlight Promotions
- Drive Engagement
- Call To Action





**Good Morning Texas** with Max Mechanical Air Conditioning & Heating.



July 19 at 12:00 PM · Paid · 🌐

ICYMI: News flash, it's hot out here in Texas! Need some help cooling off? Max Mechanical was on GMT this morning sharing some tips to get the most out of your AC unit. You can also give them a call at: 817-459-4100



19 Shares 21K Views



## “Car Smarts” Series:

- Helpful content for car buyers & auto enthusiasts
- Facebook Live from the dealer showroom, involving station & dealer talent





- Annual Sponsored Content package
- 2 Facebook Live posts/mth + promotional posts
- Video stream from client sites
- Using client-supplied talent
- Facebook Live was the hook for a 6-figure deal

# Opportunity Category: Local Sports

## FACEBOOK LIVE LOCAL SPORTS

- GAME OF THE WEEK
- FB LIVE GAME UPDATES/SCORES
- Q&A FROM THE AUDIENCE
- INTERACTIVE POLLS/VOTES



KXYZ with ACME Bank  
September 7 at 6:30am • Paid





# Other Strong Facebook Live Categories

- ✓ Weather Forecasts
- ✓ Live Weather Events
- ✓ Live Traffic
- ✓ News Brands
- ✓ Tentpole Events
- ✓ Health / Diet Tips
- ✓ Cooking / Food
- ✓ Parenting / Moms

**Direct Revenue Opportunities**

**Facebook Live**

**Sponsored Video**

**Branded Content**

# **Local Video Franchises**

# LancasterOnline: Sponsored Series -- “Pete Eats”



- Local personality sampling different restaurants
- Broad distribution: website, mobile, Facebook, YouTube
- Majority of traffic comes from Facebook
- Traditional sponsorship model – title sponsor, with integrated multi-platform promotion
- \$25k+ incremental revenue



**DUSTIN LEED**

The Food Dude

# PLAYS OF THE WEEK



-2:07



HighSchoolOT.com with Hargrave Military Academy

Follow



Like



Comment



Share







# THE SOUTHERN WEEKEND

EST ~ 2015



The Southern Weekend

10 hrs · 🌐



Cornhole is 100% a Southern thing.



THESOUTHERNWEEKEND.COM

If you love Cornhole, here's how you go pro

# Gulf Coast Weekend



Gulf Coast Weekend

Yesterday at 7:55 AM · 🌐

Looks like fun! >> <https://buff.ly/2LECNDz>



GULFCOASTWEEKEND.COM

Mississippi's Largest House Party: The 2018 Neshoba County Fair - Gulf Coast Weekend

... Inside The Golden Nugget: Lillie's



GulfCoastWeekend.com

# *taste* *and see*

TAMPA BAY





- **Focus on Lifestyle/Entertainment content in local market**
- **Things To Do:**
  - Concerts, Festivals and Farmer Markets
  - Exploring historic areas of Edison & Ford Winter Estates
  - Beaches (best, quietest, dog friendly, unique)
  - Food & Drink popular around the area
  - Wild Life (CROW, Zoo's, Manatee park, Naples Zoo, etc.)
  - Theme Parks
  - Brewery's, Winery's and Distilleries
  - Seasonal event opportunities like Halloween, Valentines, Christmas, etc.
- **Average 2-10 video/text stories per week** (depending on market)
- Photo galleries



# Taste and See Title Sponsor

As a Title Sponsor, we put your brand and marketing message in front of a highly engaged audience who interacts with the Taste & See brand and content across multiple platforms:

- **Taste & See Title Sponsor:** 300x250 ad placed on right rail, delivering up to 225,000 ad impressions per month (category exclusive)
- **Pre-Roll Video:** :15 second non-skippable video ad, delivering 50,000 video views per month
- **Custom Facebook “Look” Live:** Digital Beat Reporter will produce a custom Facebook Live segment (1X per quarter per market) during contract period) that captures their experience engaging with your product through authentic and immersive storytelling.
- **Social Post:** 1x per week, carrying the “brought to you by” tagline on content produced by Digital Beat Reporter



# Some Best Practices for Selling Video Sponsorships

- ✓ Leverage content franchises that are core strengths: sports, lifestyle, weather
- ✓ “Tentpole events” (festivals, parades) are ideal for sponsorships
- ✓ Utilize FB Insights tool to show video engagement (views, completions, actions, total engagement)
- ✓ Package into larger, multiplatform programs to extend reach and boost spend

**Direct Revenue Opportunities**  
**Facebook Live**  
**Sponsored Video**  
**Branded Content**



WFAA with TXU Energy.

23 hrs · Paid ·



Another dangerously hot day tomorrow, but not quite as hot as it was this weekend. A REAL pattern change is on the way NEXT weekend. Meteorologist Jesse Hawila fills us in.



30

2 Comments 11 Shares 10K Views



WFAA Weather with TXU Energy.

26 mins · Paid ·



Who's ready?? Our cool-down and better rain chances arrive sooner than later! Meteorologist Kyle Roberts has what you can expect today and the rest of this week.



2

326 Views



KTSM El Paso Proud with Heritage Premier Financial Services  
of Raymond James.

February 6 at 4:53pm · 🌐

This week's financial tip of the week, sponsored by Heritage Premier  
Financial Services of Raymond James.



1.2K Views

👍 Like    💬 Comment    ➦ Share



KTSM El Paso Proud

15 hours ago

Financial Tip of the Week



👍 Like  
💬 Comment    ➦ Share

1 Comment    330 Views



The Augusta Chronicle with Augusta RV.

July 16 at 7:43pm · 🌐

Only one day left to enter photos of your 'Best Catch'! Don't get left behind, submit your favorite fishing pics for a chance to win!

Click the link to enter! <http://bit.ly/29sZiFN...>

Sponsored by: William Sasser Guide Service, Milton Ruben Chrysler Jeep Dodge of Augusta, Augusta RV, and L & J Roofing and Home Improvements



👍 Like    💬 Comment    ➦ Share



KTSM El Paso Proud with Sun City Emergency Room

West.

April 7 at 9:55pm · Paid · 🌐

Sun City Emergency Room Perfect for Kids and two locations open in El Paso. Sponsored by Sun City Emergency Room.



👍 Like    💬 Comment    ➦ Share    </> Embed

👍 2



The following objectives are available for creators posting branded content.

- Brand awareness
- Reach, Engagement (Post engagement and Event responses)
- Traffic (App and Website/Messenger)
- App Installs
- Video Views
- Lead gen

**Metrics:** Impressions, Reach, Video Views,  
Engagement ++++



- ✓ Quality text and video content related to client's business category, delivered in the same format as other Shaw produced content
- ✓ Business video also posted to Facebook and available for client's website
- ✓ Sponsored Content links back to the client's website
- ✓ Annual programs with customized content calendar



- January –
  - How much insurance is enough?
- February –
  - What happens when you get hurt at work?
- March –
  - What to do if you get hit by a car
- April –
  - Tips on Foreclosures
- May –
  - 12 things to know about injury cases
- June –
  - All injuries counted for in a claim
- July –
  - What to know about a Liable Driver
- August –
  - How to get the most out of your injury case
- September –
  - What to know when you miss work
- October –
  - Workers Comp
- November –
  - Commercial Litigation
- December –
  - What to look for when choosing an Attorney

### Average Monthly Activity:

- Impressions: 19,090
- Engagement: 4,872



**MARKET**

*presents*

## **15 SECOND RECIPES**

**"Vinyard Chicken Salad"**



**Facebook is still a valuable resource.  
But, make sure it's part of a holistic  
strategy that you control.**

**Always own your audience & content!**

# Thank You!



Jed Williams

Chief Innovation Officer

Local Media Association

[Jed.Williams@localmedia.org](mailto:Jed.Williams@localmedia.org)

@williamsjed

# Appendix: Facebook Branded Content Policies

<https://media.fb.com/2016/04/08/updates-to-our-branded-content-policy/>

<https://www.facebook.com/policies/brandedcontent>