

Facebook will drop the posts like, share, and tag

This change will significantly reduce user activity on Facebook.

From the beginning of this week, Facebook started targeting spam posts, questioning the interaction of users by asking them to like, comment, share or bookmark (tag) friends .

Anyone who uses Facebook is no stranger to posts like this

'Tag 5 friends .'

'Like / Share to .'

Lessons like this exploit Facebook's own algorithms to appear more often and more frequently on the News Feed. In the latest update, articles like this will be ranked lower on News Feeds, meaning fewer people will see it. Facebook also said the postings asking for help or charity, asking for advice when traveling will not be affected.



Interactive sentence forms

Facebook will evaluate and classify machine learning posts and teach to discover different engagement bait. They said that in the next few weeks, stronger measures will be taken for Page to regularly use this form, to give them time to change. Pages that continue to use the user in this way will see Reach 'index drop significantly'. 'We want to reduce spam, sensational or misleading content to encourage more meaningful, authentic content on

Facebook'.

Engagement bait is a very effective growth-hacking technique. The most striking example is Britain First, a right-wing political party that has become the most politically British Facebook page because of this. Their posts starting with 'Share if .' have brought more than 1 million followers for this page.



This is also the way used by many sales and business sites

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