

# **ANALIZA COMPARATIVĂ A DISTRIBUȚIEI ORGANICE A POSTĂRILOR DE PE FACEBOOK ÎNAINTE ȘI DUPĂ SCHIMBAREA ALGORITMULUI DE DISTRIBUȚIE**

## **ANALYSING ORGANIC REACH ON FACEBOOK BEFORE AND AFTER THE CHANGE IN DISTRIBUTION ALGORITHM**

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**Abstract:** An amateur marketer or a company that is new to social media marketing might not know that not all posts end up in a user's news feed. Facebook uses a special algorithm, so it can deliver "relevant and quality content" to its users. In December 2013, the company changed the distribution mechanism yet again, and several researches have pointed out that marketers are experiencing a sharp decline in their organic reach. We will put these theories to the test and measure the organic reach before and after the new algorithm came into force, analyzing its impact on businesses. What is the value of a "Like" now? Is there still a life for brands on Facebook? These are just a couple of the questions we aim to find an answer to.

**Keywords:** social media, Facebook, organic reach, social media marketing