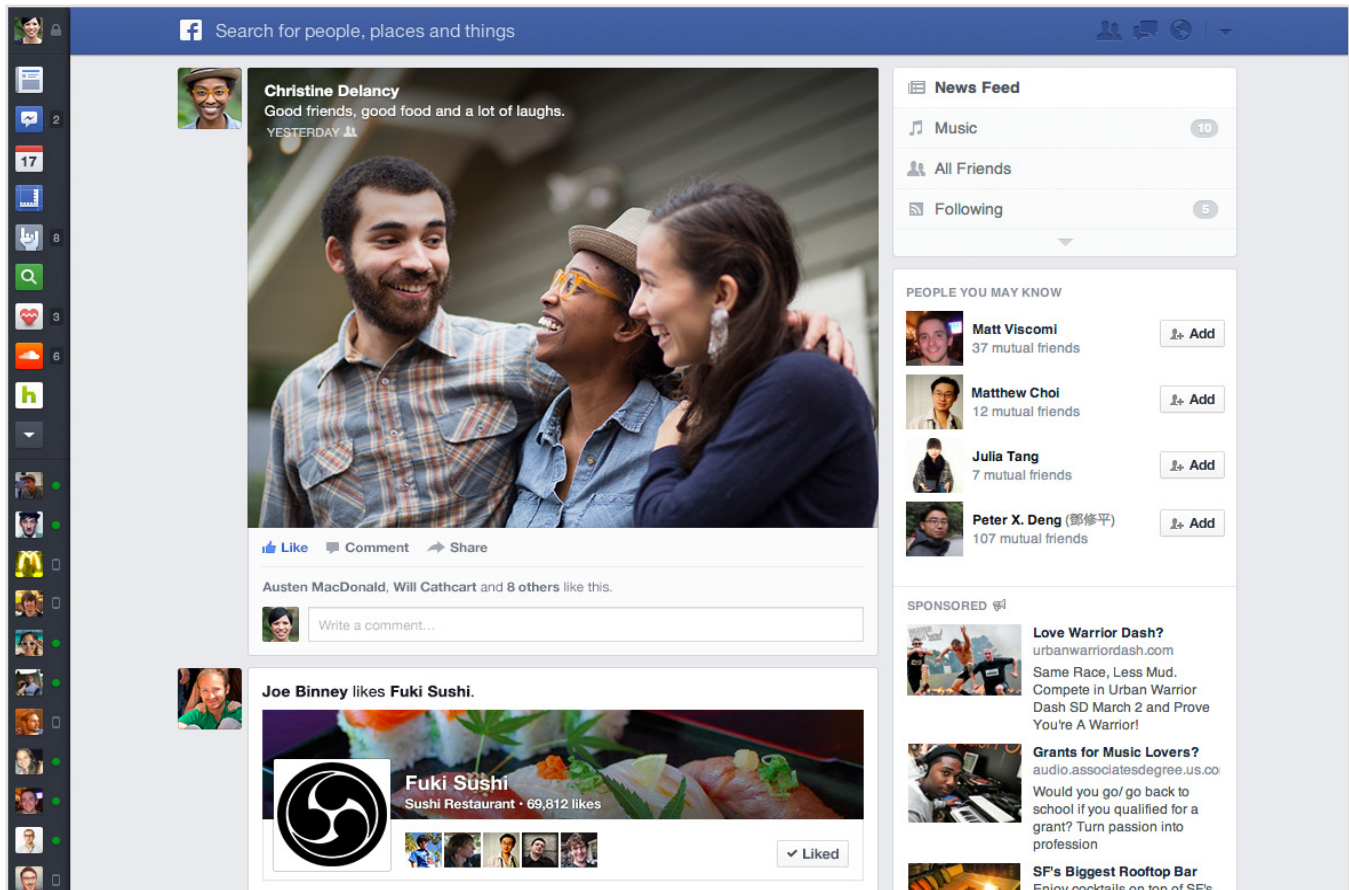


# A New Look For News Feed

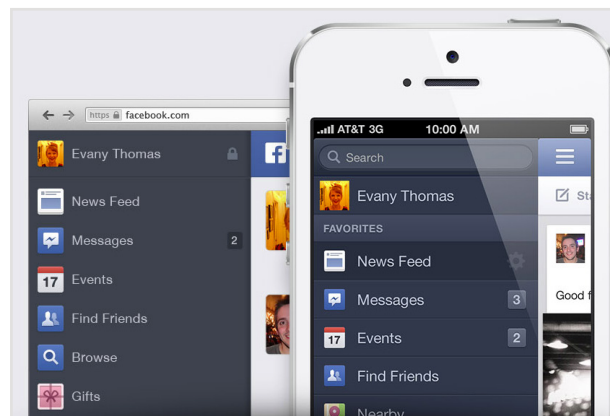
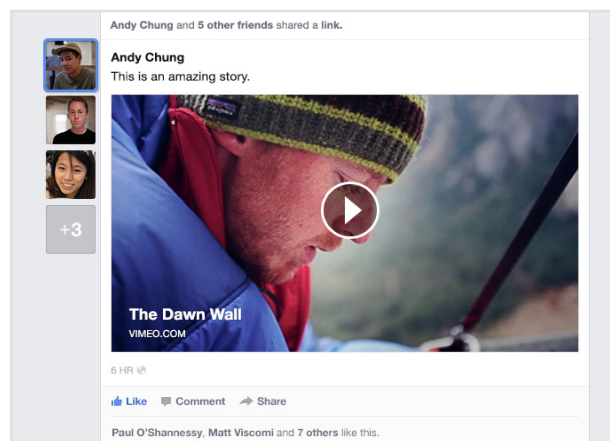


- Today we're announcing a new version of Facebook designed to reduce clutter and focus more on stories from the people you care about. You'll still see all the same stories you saw in your News Feed before, but with a fresh new look.
- Over time, as Facebook has grown and added new features, we've heard from people that their homepage feels cluttered. Based on this feedback, we made some updates to help clean up the clutter and give people more choice over what stories they see.
- Now Facebook will have the same look and feel on mobile, tablet and web. We'll be rolling out the new design slowly over the coming weeks on web and mobile.

## What's New

- Each story has been reimagined to spotlight what your friends are sharing. Stories are bigger, brighter and cleaner. They're also better organized: if your friends all post the same video, you can just flip through the stories to see what everyone's saying.
- Get Facebook just how you want it, with your choice of feeds. Switch to the Photos feed for a steady stream of all your friends photos or the Following feed for all the latest news from the Pages and people you follow.
- Now you'll see the same clean look wherever you use Facebook – on mobile, tablet and web. The best parts of Facebook for mobile are on the web too – including a new navigation sidebar with bookmarks and chat contacts that is available everywhere on Facebook.

Please visit <http://www.facebook.com/newsfeed> for more details about this new experience.



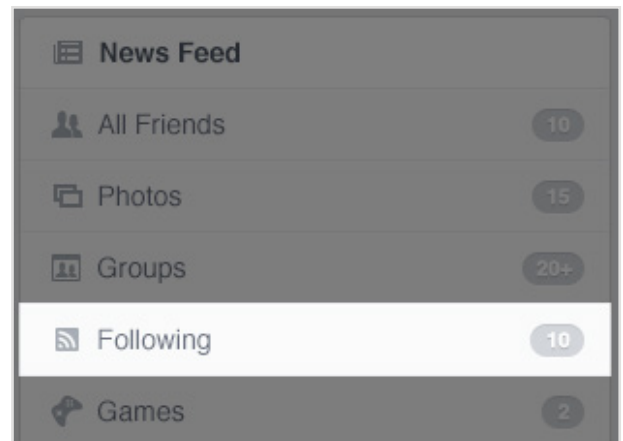
## Benefits for marketers

### 1. A more engaging place for your messages

Any change we make to News Feed is always meant to increase user engagement with Facebook and with content in News Feed. As people spend more time reading and interacting with their News Feed, marketers get more opportunities to reach and engage with their audience.

### 2. More opportunities for your content to be discovered

Thanks to a more prominent “Following” feed on the right-hand side of the home page, people will be able to discover more content from the Pages and people they follow, giving your messages more distribution. Paid opportunities are not available in the “Following” feed during the initial rollout, but we may make opportunities available later this year.

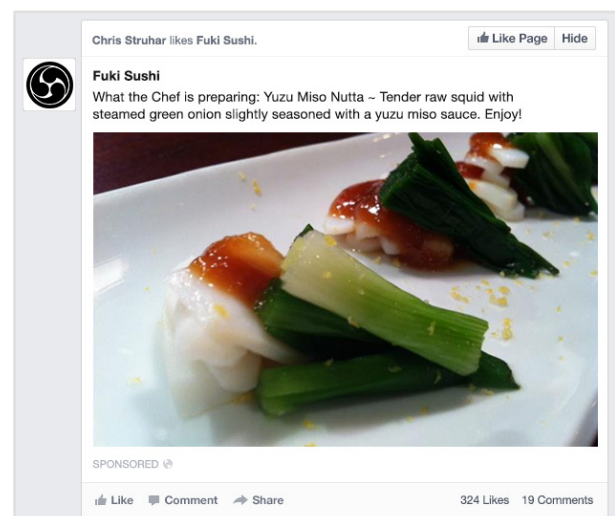


### 3. More visual Page posts, ads and sponsored stories

In the same way that all content from friends is getting larger with this redesign, Page posts, ads and sponsored stories are also becoming more visual, giving marketers a larger creative canvas to reach people in the most engaging placements of the site. Ads on the right-hand side will also be wider, with clearer calls to action.



Page post ads in the existing version of News Feed



Page post ads in the updated version of News Feed

## Top 5 things to know

### 1. There will be no immediate impact on performance

This redesign will only roll out to a very small percentage of web users in the next few weeks, which means that the overall performance of your organic and paid media should be unaffected. We will assess the impact this redesign has on various performance metrics, including performance of Page posts and paid media, before we decide to roll this out further. As for mobile, the changes will roll out by the end of March.

### 2. News Feed algorithm is not changing

This redesign is purely focused on changing how the home page looks. The selection and order of stories in News Feed will stay the same as it is today, and the “Following” feed will show all stories from the Pages and people that users are following.

### 3. The assets required for your Page posts and ads are not changing


The assets you are currently using for Page posts, ads and sponsored stories will still be eligible to appear in the redesigned home page. We might, however, display them differently. For example, the right-hand column is now wider, even though the size of the images we show there hasn't changed. We may also change how Page posts or ads render based on the size of the assets you provide: for example, if the photo in your Page post is at least 425x157px, we may display it in a large format (552px width) in News Feed, and in a smaller format (526px width) otherwise.

### 4. Some Photo Page posts may have the caption appear on top of the image

When people and Pages post photos, we will try to display the caption on top of the image. We will only do so when we think the caption will be legible, when the image does not already contain text, and when the image is of sufficient size (at least 425x157px).

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132 Likes 12 Comments

5. Page Like Stories will now display the cover photo of your Page

We want to make all stories in News Feed feel as visual and engaging as possible. For Page Like stories (both organic and paid), we will now display the Page’s cover photo to provide more context about the Page, and to encourage more users to like it as well.



Page Like stories in the existing version of News Feed



Page Like stories in the updated version of News Feed