

A BRIEF HISTORY OF FACEBOOK'S ORGANIC REACH

DECEMBER 2013

Data Suggests Organic Reach is Plummeting

Ignite Social Media is the first to uncover **the initial decline of Facebook's organic reach by 44%**. While Facebook is reporting an approximate reach of 16%, our analysis shows that roughly 2.5% is the new standard.

MARCH 2014

More Data Proves Decline of Organic Reach

Ignite Social Media **runs a second analysis to validate findings**, proving that organic reach hadn't declined 44%, but on average 30%, bringing the average reach to under 3%. Other publications begin to publish similar findings.

APRIL 2015

Facebook Announces Algorithm Update Impacting Organic

Locowise releases a report citing average organic reach hovering at 2.6%. Within days, **Facebook announces** changes to their algorithm that will notably reduce the little organic reach brands have left.

JANUARY 2018

Facebook Changes Methodology for Counting Organic Impressions

Facebook announces another update to its algorithm to encourage more meaningful interactions between people and less passive interactions with brands and businesses. **They also announce** they'll begin only counting viewable organic impressions come February 2019 (a methodology already used for ad reach).

FEBRUARY 2014

Brands Scramble to Increase Organic Reach

As news spreads, brands begin to scramble for workarounds to organic reach, such as **sharing content that featured multiple images** or **tagging brands/celebrities in posts**.

NOVEMBER 2014

Socialbakers Reports 25% Organic Reach/Month

Socialbakers report cites brands can still organically reach about 25% of their fans each month vs per post, as the Ignite Social Media study indicated.

FEBRUARY 2017

Organic Reach Shows False Signs of Life

While **organic reach began to peak at 3.5%** in August 2016, Facebook announces that in November of 2016 they were "overcounting how many people were exposed to marketers organic posts."

APRIL 2021

New Data Suggests Organic Reach of 2.2%

Ignite Social Media runs a new analysis on 2020 brand page data revealing the current average organic reach to be an estimated 2.2%, but could be as low as 1.1% for some brand pages.