**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.

**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.

**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.

**FEBRUARY 2014**

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**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.

**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.

**FEBRUARY 2017**

Organic Reach Shows False Signs of Life

While organic reach began to peak at 3.9% in August 2016, Facebook announces that in November of 2016 they were “overcounting how many people were exposed to marketers organic posts.”

**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).

**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.

For more details, visit www.ignitesocialmedia.com