



Three Things You Need to Know About Facebook Reactions



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Summary

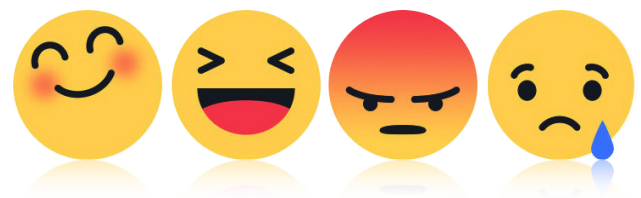
Facebook recently released 5 new ways that people can interact with content beyond the traditional like, comment, and share buttons by introducing Reactions: love, haha, wow, sad and angry.

While there are many articles that describe how Reactions will affect social marketing content strategies, today we're taking a peek at the nuts and bolts of tracking and deriving insights from this new feature.

As a prelude, however, it's worth noting that Facebook spent nearly a year testing the new emoji, which are accessed by users by hovering over the Like button to get the additional Reactions to display. Their intention is to give users more nuanced forms of expression beyond 'liking' content.

For example, if a Facebook friend posts a moving tribute and news of a beloved pet dying, 'liking' that post seems an inappropriate response to that news, when showing love for the tribute, or sadness for the pet's passing is a more appropriate response.

For brands, these new Reactions will pose some opportunities and challenges, and encourage a shift to a more nuanced, emotion-based approach to content marketing.



Three Things to Know About Reactions

1. Reporting on Reactions is currently available only on an individual post level via the Facebook Insights web interface; they are not yet found in your downloadable reports.

Historically, it takes Facebook 1-3 months after launching a new feature to include it in the Insights reports, sometimes longer. In the meanwhile, you will have

8,442,855 People Reached		
1,024,889 Video Views		
10,313 Reactions, Comments & Shares		
7,563 Like	6,702 On Post	861 On Shares
404 Love	360 On Post	44 On Shares
46 Haha	28 On Post	18 On Shares
61 Wow	47 On Post	14 On Shares
9 Sad	4 On Post	5 On Shares
149 Angry	125 On Post	24 On Shares
1,432 Comments	976 On Post	456 On Shares
696 Shares	660 On Post	36 On Shares

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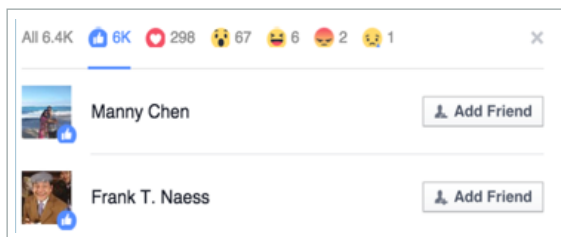
to create your own spreadsheet to track the Reactions you get from users from individual posts. To do this, simply go to your Insights Page > Posts and click on any post to see expanded reactions data. From here, you would manually copy and paste the data in a spreadsheet to gain content insights.

2. Negative Reactions like 'angry' and 'sad' don't officially count in your Negative Feedback as reported in Facebook Insights. However it will be good to track the use of the 'angry' Reaction and compare it to your Negative Feedback to learn how your content is upsetting your readers.

While most marketers tend to focus on positive engagement, we've always found that there is significant opportunity in examining the negative reactions to your brand or content to find specific areas for improvement to delight your readers and customers.

NEGATIVE FEEDBACK			
117	Hide Post	23	Hide All Posts
0	Report as Spam	1	Unlike Page

3. Reaction counts are publicly viewable on any post on any account, so you can do some light competitive analysis by checking out reactions to posts by other brands in your industry. Just click on the 'like' button on a post and the total Reactions will display, along with a list of the people who liked the content and the Reaction they chose.



Considerations

Analyzing Reactions is complex, and will require additional time from your team to gain the right insights from the Reactions data.

Currently, it's pretty easy to grade your engagement and call a post successful by counting the comments, likes and shares. But with Reactions, people are able to express opinions on both the theme and substance of your content, so you might not be sure which of these they are reacting to precisely.



Emoji like "wow", "haha" and "angry" can have multiple meanings in this context, as evidenced in this post. 108 people are laughing, 74 people are sad and 1,500 people are angry about a headline that simply gives factual data regarding the appointment of Supreme Court justices. Clearly, there are other factors driving the readers' Reactions beyond the content itself, and one could read the large numbers of angry reactions as actually being supportive of the post, because it is designed to arouse support for forcing the Senate to consider President Obama's Supreme Court nominees.

All 14K Like 10K Love 2.3K Wow 1.5K Sad 231 Angry 108 Other 74

For advanced content marketers, Facebook's Reactions will nudge you in the direction of having a very clear emotional intent for each of your posts, and using post engagement data to determine whether you have succeeded in creating the desired emotional reaction.

As marketers, we know the best marketing reaches customers on a powerful, emotional level. The Facebook Reactions buttons are yet another tool that helps usher in a new era of emotion-driven social marketing.

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