

[Social Media Marketing for Attorneys: Facebook Considers Changes to News Feed](#)

By: **Stephen Fairley**

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Today's *Wall Street Journal* yielded an interesting [article](#) about changes that Facebook is thinking about making to its news feed, that continuously changing scroll of information that appears on your Facebook home page from your friends, fans and brands you've "liked."

Marketers have become increasingly frustrated with Facebook's algorithms that don't display every bit of content that is shared, so marketing messages may never be seen, even if you've signed on as a fan or "liked" a particular brand.

Facebook is now exploring ways it can help marketers stand out in the News Feed, and allowing users to determine how much – or how little – they want to see in their Feed. Other changes Facebook is working on include expansion of the "like" button to include other gestures or expressions, so consumers can be more specific about the products or services they want to purchase or recommend.

No timeline yet on when these changes may be implemented, but if the news buzz is already building, it could be soon.

Making Facebook a friendlier place for marketers is a definite "Like".

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 7,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.
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