



FACEBOOK AT WAR WITH ITSELF?

According to *Inc. Magazine*...

"In the past few months, Facebook has quietly shifted into crisis mode."

First a little perspective. Facebook has, by far, the broadest reach of any media entity in history. It reaches more people *every day* than the Super Bowl reaches on Super Bowl Sunday.

However, one of the strategies Facebook has pursued seems to be backfiring. Facebook has been encouraging celebrities and media to post "professionally produced" content. The result has been that dummies like us are posting personal updates less. A lot less.

In what is being called "content collapse," the amount of sharing of original, personal updates on Facebook has dropped 21% in the past year. That's a very big drop in a very short time.

According to [Bloomberg](#) personal posts by people like us are the key to the vault. Bloomberg says that personal updates "*power the money machine at the heart of (Facebook's) social network.*"

[Inc. Magazine](#) chimes in with, "*The worst thing that could happen to Facebook is already happening.*" They go on to say, "*the company created a task force in London whose mission is to devise a strategy to stem the ebb and get people sharing again.*"

While Facebook's right hand is busy doing that, the left hand is doing the exact opposite.

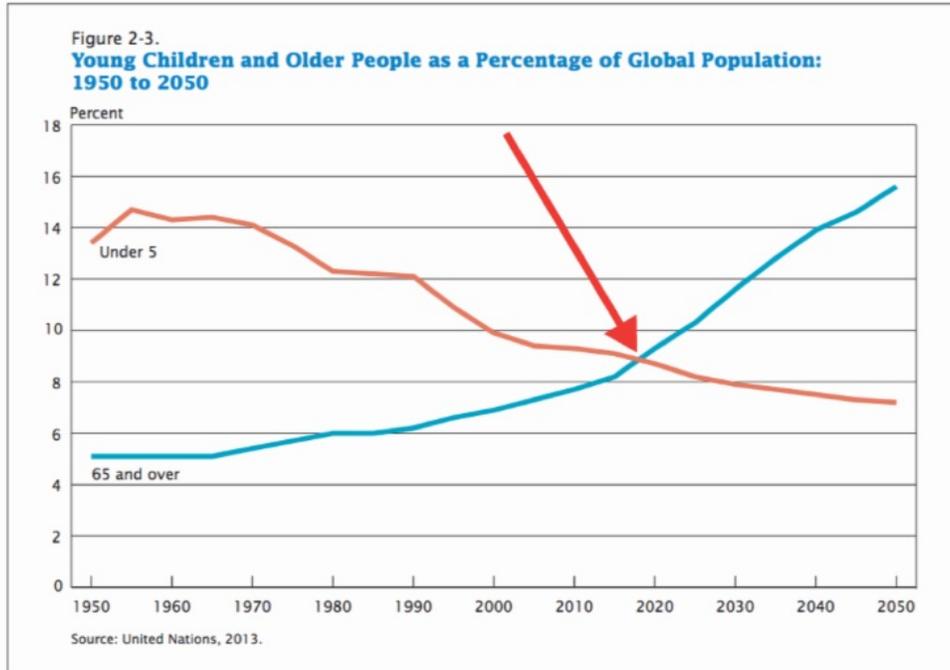
In an article entitled, "*Facebook to Allow Media Companies, Marketers to Post Sponsored Content,*" [The Wall Street Journal](#) reports that "*Advertisers and Web publishers will be able to post articles, videos and images that marketers have paid for to their Facebook pages; to date, they have only been able post such content within ad units.*"

In other words, they're allowing *more* "professionally produced" branded content.

This is another step in the horrid, deceitful direction of "[native advertising](#)" – advertising disguised as something else.

If you're puzzled about why Facebook's right hand and left hand would be doing things that are totally in conflict, the answer is simple. They're Facebook. They can do whatever the hell they want.

I have [written extensively](#) about how the marketing industry ignores the most valuable consumer group in the history of the world – people over 50. Here is a chart from *Business Insider* via the U.N. that illustrates the amazing demographic change we are in the middle of. In the 1950's there were 3 times as many people under 5 as over 65. By 2050 there will be twice as many people over 65 as under 5.



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