

THE WALL OF JOURNALISM

This is the gathering of all key articles that will help you A LOT in understanding today's global marketplace, and the dangers coming to our global society. Make sure to save it. Journalists went through a lot to make this happen. Entrepreneurs, solopreneurs, freelancers, big publishers and companies too. You have no idea. So you better save it. It will help in the future. **This was created by me, PETERSON TEIXEIRA – CEO/ Founder of Peterson Teixeira Company on February 24, 2019 in a monstrous, bold attempt to save International Journalism, Businesses, and therefore, Democracies.** The Super Secret Articles section is at the bottom since it was only created as The Manifesto was being written and about to come out. Enjoy your readings.

MARKETING SECTION

The Guardian

Facebook moving non-promoted posts out of news feed in trial

New system could destroy smaller publishers if implemented, after journalists report drop in organic reach - but users will still see their friends' posts

Facebook is testing a major change that would shift non-promoted posts out of its news feed, a move that could be catastrophic for publishers relying on the social network for their audience.

A new system being trialled in six countries including Brazil, Serbia and Sri Lanka will almost all non-promoted posts shifted over to a secondary feed, leaving the main feed focused entirely on original content from friends and adverts.

The change has seen users' engagement with Facebook pages drop precipitously, with publications reporting a 40% to 50% fall. If implemented more broadly, similar change would destroy many smaller publishers, as well as larger ones with an established reliance on social media referrals for visitors.

According to Filip Venetakis, a journalist at Slavonian newspaper Dnevnik N, the change resulted in a drop in interactions across the country's media landscape. "There are seeing dramatic drops in organic reach," Venetakis said. "The reach of several Facebook pages fell on Thursday and Friday by two-thirds compared to previous days."

In a statement, Facebook said: "With all of the possible stories in each person's feed, we always work to connect people with the posts they find most meaningful. People have told us they want an easier way to see posts from friends and family, so we are testing two separate feeds, one as a dedicated space with posts from friends and family and another as a dedicated space for posts from Pages."

Notably, the change does not seem to affect paid promotions: those still appear on the news feed as normal, as do posts from people who have been followed or followed on the site. But the change does affect so-called "native" content, such as Facebook videos, if those are posted by a page and not shared through paid promotion.

Mark Littman, a senior research analyst at Enders Analysis, said the move was "the latest" Facebook step to bring the flow of organic reach to one customer type, then they have to pay for reach, then they can only get through to anyone by paying.



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ADWEEK

Burger King Dug Up a Bunch of Tweets From People Complaining About Wendy's and Turned Them Into Ads

Old posts get a new life

Now, Burger King has launched its own version of the item and it's throwing some shade at Wendy's via social media. The burger chain evidently took enough tweets from people complaining about not being able to get their hands on burgers and is turning up recycled tweets against them as their newest ad.

Take a look at a handful of the tweets Burger King paid to promote.



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