WAN-IFRA 2018
LISBOA
Folha believes in professional journalism, with paid content
→ Folha was the first newspaper in Brazil to launch a **paywall**, in 2012

→ **We fight piracy and content copying.** We have been successful in court, time and again, including in cases against the federal government and the Brazilian congress
For some time now, Facebook has been showing it is not an environment for those who believe in what we believe, despite its claims to the contrary.
Mark Zuckerberg
Aug. 2017

“As more people get more of their news from places like Facebook, we have a responsibility to create an informed community. We can’t do that without journalists. Giving people a voice is not enough without having organizations dedicated to uncovering new information and analyzing it. We’re going to keep experimenting with different ways to support the news industry”
Mark Zuckerberg
Jan. 2018

“As we roll this out, you’ll see less public content like posts from businesses, brands, and media. And the public content you see more will be held to the same standard — it should encourage meaningful interactions between people”
Facebook does not offer an alternative for paid content

IA (Instant Articles), for example, still does not allow paywall. Folha believes that the present and the future of journalism lie in paywalls, and it has never joined IA.
This has never prevented us from testing the tools offered — solely as experiences.
The algorithm has been changing for a long time. In 2015, Facebook accounted for 25% of visits; last year, however, it was not even among the first four sources of traffic.
A sustainable and serious business cannot depend on such a partner
Folha has been considering, since 2017, to stop publishing on its fan page.

At the time of Facebook’s announcement, in January, our decision was already made.
February 8, 2018
Folha announces it will no longer publish its content on Facebook's fan page
Diário de Notícias
Jornal de maior circulação do Brasil deixa de publicar conteúdo no Facebook

EL PAÍS
El mayor diario brasileño deja de publicar su contenido en Facebook

THE WALL STREET JOURNAL.
Brazil’s Largest Newspaper to Cease Posting on Facebook

Bloomberg
Facebook Ditched by Brazil's Biggest Paper Because of News Feed Tweaks

The Guardian
Brazil's biggest newspaper pulls content from Facebook after algorithm change

FOX NEWS
Brazil's largest newspaper to cease posting on Facebook

LA NACION
El diario Folha de Sao Paulo dejará de publicar sus contenidos en Facebook

Frankfurter Allgemeine
Brasiliens bedeutendste Zeitung postet nicht mehr auf Facebook
Facebook’s image has had some difficult days as of late, and society seems to have become aware of the problem.
April 10, 2018
For the first time, Facebook’s CEO Mark Zuckerberg testifies before US Congress
→ May 22, 2018

Zuckerberg says Facebook was slow and asks the European Parliament for forgiveness
However, journalism really does not seem to be a part of their business: the company is worth more now than before the crisis.
Facebook shares
From June 2017 to May 2018
On the other hand, Facebook does not affect us. We have had much more extensive readings, related to important news events, after we left the social network.
April: Lula arrested
224 million pageviews
32 million unique visitors
May: Truckers’ strike
243 million pageviews
36 million unique visitors

Danilo Verpa/Folhapress
Folha is still present on social networks → Facebook Messenger Bot
→ **Instagram**
   808 K followers

→ **Twitter**
   6,3 M followers

→ **Linkedin**
   820 K followers

→ **WhatsApp**
   We talk to an average of 100 people every day on app
...more shareable than ever
Folha is still on social media because...

→ It wouldn’t be smart to change all variables at once, we are obsessed with measuring results

→ We keep trying things, without losing focus on results and performance
Thank you!