

[Home](#) > [Features](#) > [Ranking and content](#)

Our approach to Facebook Feed ranking

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Facebook's goal is to make sure that you see posts from the people, interests and ideas that you find valuable, whether that content comes from people you're already connected to or from those you may not yet know. When you open Facebook and see Feed in your Home tab, you experience a mix of "connected content" (e.g. content from the people you're friends with or are following, groups you've joined and Pages you've liked), as well as "[recommended content](#)" (e.g. content we think you'll be interested in from those you may want to know). We also show you ads that are tailored to you.

Below, you'll find information about how we use ranking in Feed, focusing specifically on connected content. We're now providing a deeper look at the types of signals and prediction models that we use in this process to help you better understand the details around how our ranking systems work.

TABLE OF CONTENTS

[Why we use personalised ranking](#)
[How Feed ranking works for connected content](#)
[Giving people more control over what they see in Feed](#)
[A deeper dive into predicting what you want to see](#)
[Signals used in ranking connected content](#)
[Prediction models used in ranking connected content](#)

Why we use personalised ranking

We personalise each Feed for our more than 2 billion users by using state-of-the-art machine learning systems to rank content. As most people have more content in their Feed than they could possibly browse in one session, these ranking systems help ensure that people see the content that is most valuable to them. While many different factors affect the ordering of content in Feed, the information below will give you more insight into the types of predictions and signals that generally have the biggest impact on how our systems determine what you see.

How Feed ranking works for connected content

To determine the ranking of connected content in your Feed, the system works in four steps:

Inventory

First, we gather your recent inventory – all potential new posts, or posts with new activity, that you could see when you open Facebook. This includes all the posts shared by 1) the people you have connected to as "friends", 2) the Pages you follow and 3) the Groups you have joined, and excludes content flagged for violating our [Community Standards](#).

Signals

Then, for each of these posts, we consider thousands of "signals" to make predictions about what you will find most interesting. Many of these signals are pieces of information that you give us directly when you like or share a post, you

connect with a friend or group, or you comment on a Page's post; others are inferred based on the actions you've taken on Facebook. We've shared more information about the types of signals used in ranking below.

Predictions

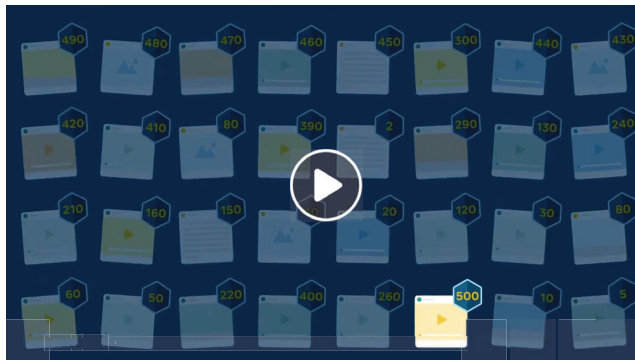
From there, we use these signals to make a series of personalised predictions about which content you'll find most relevant and valuable. For example, our systems predict how likely you are to comment on a post, how likely it is that your friends will comment on the post if you share it or how likely the post is to spark a conversation or back and forth discussion. We also use surveys to ask people whether a post was "worth your time" and these surveys are used to make predictions about other content you'll find worthwhile. We also make predictions about [whether a piece of content is problematic and should receive reduced distribution](#). All of these predictions are combined in the next step to produce the final ordering. We've shared more information about the predictions used in ranking below.

Ranking posts by score

Next, the system calculates a "relevance score" for each post and puts the posts in order based on this score. Generally, posts that the system predicts will provide more value for you are shown higher up in your Feed. The system also tries to ensure that your Feed has a balanced mix of content types. That means, for example, you are less likely to see multiple posts from the same groups or from the same Page in a row; rather, you'll see a range of posts from different sources.

Once our ranking system has calculated the relevance scores, the second-to-last step we take is to intersperse recommended content: we add this to help you explore and discover more about your interests through other people who share them, regardless of whether you're already connected. Finally, we also include ads in Feed. Once this process is complete, your personalised Feed is ready!

Take a look at the video below to see more about how our ranking process works.



Giving people more control over what they see in Feed

When you engage with content in Feed, you give us a combination of explicit signals (e.g. liking, commenting or resharing content etc.) and implicit signals (e.g. viewing posts) that help us predict what's meaningful to you. And because we believe it's important that you have even more control over your Feed experience, we've built tools to help you further customise what you see. These controls include:

- **Feed preferences:** provides options to fine-tune the way content is ranked in your Feed, including the ability to prioritise posts from your Favourites; Snooze or unfollow people, Pages and groups to stop seeing their posts; and reconnect with anyone that you may have unfollowed.
- **Interested and not interested:** lets you directly tell us what you want to see more or less of by selecting "Interested" or "Not interested" on the posts that you see. Selecting "Interested" will temporarily increase the ranking score for that post and posts like it, and selecting "Not interested" will temporarily decrease its ranking score.
- **Feeds tab:** allows you to see the newest posts first; content is sorted in reverse chronological order (alongside ads).

A deeper dive into predicting what you want to see

The following two components are most important to determining what connected content you see at the top of your Feed – signals that tell us more about what you want to see, and the personalised prediction models powered by these signals that then create your unique Feed.

Signals used in ranking connected content

We use thousands of different signals to make predictions about whether you'll find something more or less valuable. The categories of signals listed below represent the vast majority of the signals currently used in Feed ranking for connected content to make these personalised predictions. By drilling down into each category, you can learn more about the types of data we leverage in our models and some examples of individual signals.

To note, we have included categories and examples of signals specifically used for identifying problematic content, which we demote (or show lower in Feed). The information we're sharing here around this subset of signals is purposefully more limited to guard against bad actors abusing our systems. Additionally, this information is subject to change.

Data specific to you

—

Data about your basic account information

+

Data about how you're accessing Facebook

+

Data about your activity on Facebook

+

Data about your connections (friends, Pages, Groups etc.)

—

Data about the overall available posts from your friends, Pages and groups

- How many new posts are available for you to see and the different types of posts that are available
- How many of the posts from your connections have new comments

Data about Friends

- How many friends you have
- How often you interact with content from each friend

Data about Pages you follow

- Total number of Pages you follow
- Number of Pages you've visited, during a certain period of time

Data about the groups that you are a member of

- The number of groups you've joined, during a certain period of time

Data specific to the post being ranked

—

Data about the settings or attributes of the post

—

The privacy setting or visibility of a post

- Whether the post is public or visible to only friends, custom or only me

What type of post this is and what media it contains

- Whether the post contains photos, video, Live video, a link etc.
- Is the post a live video or was the video previously live

Data about the post content

- If the post contains a URL, the ratio of the popularity of a domain on FB vs the Internet as a whole
- The percentage of identical content between this post and other posts
- Whether the post likely contains nudity, graphic violence or any other likely Community Standards violation
- If the content in the post has been rated false or partially false by one of our [independent fact-checking partners](#)

Data about the media, such as photo or video, contained in the post

- Width and height in pixels of the photo being shared
- What visuals are contained in the photo
- If the post contains video that loops and/or is a still image

Topic(s) that the post is about**Data about the actor that create the post**

+

Data about the actor who shared the Post (when different from actor who created the Post)

+

Data about how other users have interacted with this post

+

Data specific to you and the post being ranked

—

Data about how you have interacted with the post

+

Data about how you have interacted with posts similar to the one being ranked

+

Data about you and the actor who created the post

+

Data about you and the actor who shared the post (when different from the actor who created the post)

—

Your relationship to the actor who shared the post

- Whether you are the admin of the Page or your friend is an admin of the Page that shared the post

How you've viewed content from this actor before

- Your total views of other posts from this group

How you've interacted with content from this actor before

- Your total shares of other content from this Page

Prediction models used in ranking connected content

The Feed ranking system has over 100 different prediction models. Generally, these prediction models fall into four categories:

1. Predictions about actions you'll take on the post
2. Predictions about how you'll spend time viewing the post
3. Predictions about your interest in the post or person, Page or group that shared the post

4. Predictions about how others will interact with the post if you take a certain action, such as commenting or sharing a post

Each prediction is a potential indicator of how valuable a person might find certain content. For example, sharing a post with other people can be an indication that you found that post to be valuable, so predicting whether you'll share a post is a good signal of value for us to use to show certain posts higher in Feed versus other posts. As you might imagine, no one prediction is a perfect gauge of whether a post is valuable to you, which is why we use multiple prediction models in combination with the overall goal of making the Facebook app valuable for people in the long term, not just in the specific moment when they're seeing this content.

Below, you'll see more details on the different prediction models we currently use most frequently in Feed ranking. In certain situations where the individual models are very similar in what they predict, we've combined multiple models into one description. For example, we have multiple models about predicting where you might click on a post – whether you'll click on the post, on a photo in the post, into the comments of the post etc. In this list, we've referred to all of these models as "How likely you are to click on some part of the post".

The list below is grouped by how well these models are able to determine whether or not a post will be valuable; the models in the top group tend to be used most frequently in determining the ordering of the content in your Feed versus those in the following two groups. However, it's the combination of all these models together that's most important.

Because Feed ranking is personalised, the relative impact of each prediction model on Feed will vary depending on the person and the content, as everyone has different preferences about what they like and how they want to interact with content. For example, predictions about how long you might spend watching a video may be a stronger indicator of value for a video post than whether or not you will click on the video, while the opposite may be true for a post containing a link to an article. Another example is that for some people, "liking" a post is a strong indicator that they found that post valuable, whereas for others (such as people who don't use the "Like" button), spending time reading the post may be a more useful prediction.

We continuously strive to improve our ranking systems to better deliver the most valuable experience to our users so the information outlined here might change over time. In addition, in an effort to deliver a more personalised experience for people, we continue to test and refine our approach to how [political content](#) is surfaced on Facebook.

Types of prediction models

Within each group, models are listed alphabetically and are not in a ranked order. Some of these predictions are only used if the post is relevant to the model, for example, predictions about posts from groups would only apply if the post being ranked is a group post.

Used most frequently



Used occasionally



Used less frequently



Meta may promote its corporate voice, views and executives through relevant social media accounts on our platforms.



Policies

- Community Standards
- Meta Advertising Standards
- Other policies
- How Meta improves
- Age-appropriate content

Features

- Our approach to dangerous organisations and individuals
- Our approach to the opioid epidemic
- Our approach to elections
- Our approach to misinformation
- Our approach to newsworthy content
- Our approach to Facebook Feed ranking
- Our approach to explaining ranking
- Accessibility at Meta

Research tools

Enforcement

- Detecting violations
- Taking action

Governance

- Governance innovation
- Oversight Board overview
- How to appeal to the Oversight Board
- Oversight Board cases
- Oversight Board recommendations
- Creating the Oversight Board
- Oversight Board: Further asked questions
- Meta's biannual updates on the Oversight Board
- Tracking the Oversight Board's impact

Security

- Threat disruptions
- Security threats
- Threat reporting

Reports

- Community Standards enforcement report
- Intellectual property
- Government requests for user data
- Content restrictions based on local law
- Internet disruptions
- Widely viewed content report
- Regulatory and other transparency reports

Content Library and Content Library API
Ad Library tools
Other research tools and datasets

[English \(UK\)](#) [Privacy Policy](#) [Terms of Service](#) [Cookies](#)