Facebook Explains How its Search Results Work by @MattGSouthern

Facebook has put together a short explainer video with details about how its search results work.

The company says it wants to be more transparent about what's happening when users search for content on Facebook.

Facebook crammed as much information as it could into its less than 2-minute video. Here's what was revealed.

How Facebook Search Works

Search results on Facebook are primarily influenced by people's activity on Facebook.

What people do off of Facebook has no impact on its search results.

When a user searches for content on Facebook the results are ranked based on their activity on Facebook, and activity of the overall community.

Facebook activity that influences search results includes:

- What your friends share with you
- Pages you follow
- Groups you've joined
- Events you've liked or followed
- Things you've interacted with in your News Feed
- Information you've listed on your profile
- Places where you've been tagged
- Previous searches you've done

Facebook search results are also based on general Facebook

community activity, including the popularity of what’s being searched for and how recently it was posted.

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