

A Place in the Feed

Organic Social in Interest Based Feeds

Casey Ross | September 2026

What earns a brand a meaningful place in an interest based feed?

Brands can reach people beyond their existing audience.

But so can creators, publishers, clip accounts, experts, entertainers, and countless brands.



Interest based feeds raise the standard for earning attention

Social platforms were once built primarily around accounts people chose to follow. Today, interest based feeds distribute content based on what each person is likely to find interesting.

This creates enormous potential for brands, but it also raises the standard for earning attention.

Publishing more frequently does not resolve that challenge. Brands need to contribute something worthwhile.

Social can introduce brands to people who were not looking for them

61%

of surveyed consumers discovered a new brand or product through social media during the previous 12 months.

7

brands followed, on average, by surveyed consumers.

Source: Deloitte Digital, 2025 State of Social Research

When every brand can reach anyone, every brand competes with everyone

Interest based feeds decide if a post surfaces based on each user's interests and behavior. That gives brands the opportunity to reach people beyond their followers, while placing every post in competition with everything else in the feed.

A branded post can appear between a creator's video, a customer complaint, breaking news, a podcast clip, an expert explanation, and a viral cat video.

Each post enters the feed without the context of the campaign or strategy behind it.

It is judged against whatever appears before and after it.

Creator video

Customer complaint

Breaking news

Podcast clip

Expert explanation

Viral cat video

High publishing volume remains common. Earning a response is getting harder

9.5

average posts per brand, per day across platforms

Sprout Social's 2025 benchmark found that brands published an average of 9.5 posts per day across their social channels, down from 11 in 2022.

Rival IQ also found that engagement rates declined across Facebook, Instagram, and TikTok.

-36%

Facebook

Year over year engagement rate decline

-16%

Instagram

Year over year engagement rate decline

-34%

TikTok

Year over year engagement rate decline

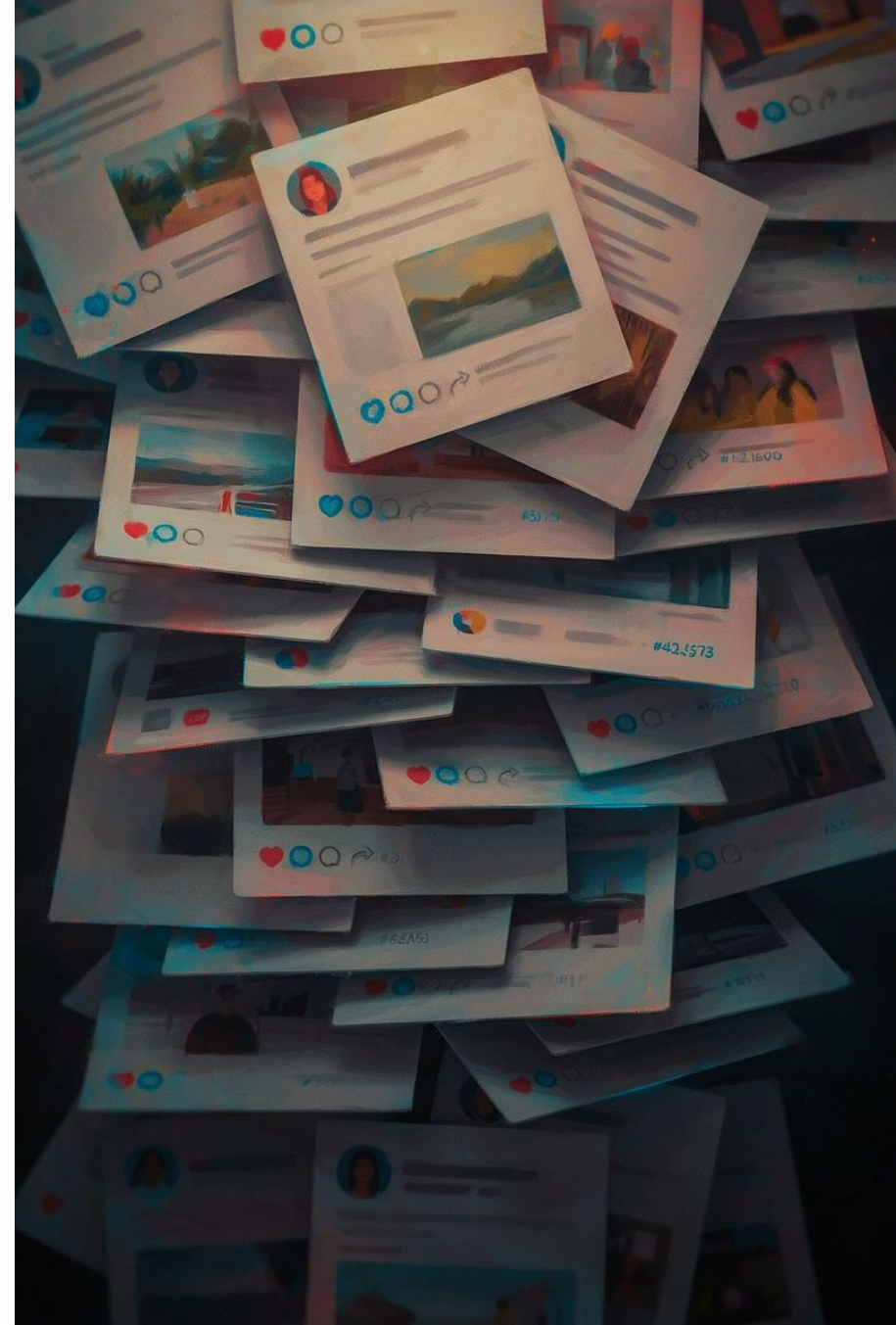
Sources: [Sprout Social, How Often to Post on Social Media](#); [Rival IQ, 2025 Social Media Industry Benchmark Report](#)

The "more shots on goal" logic becomes harder in a crowded feed

One brand publishes more to increase its chances of reaching people.

Other brands, creators, and publishers make the same assumption.

Each publisher may improve its individual chances of discovery, but collectively they add more content to the same attention environment.



More "shots on goal" can create more opportunities to reach people

More posts can create:

- More opportunities for discovery
- More tests
- More performance data

They do not automatically create:

- Trust
- Preference
- Distinctiveness
- Memory

High volume publishing requires more than the ability to create content quickly

❏ **The cost of content does not end when the asset is created.**

1. Idea

2. Creation

3. Review

4. Publish

5. Moderate

6. Learn

❏ **Increasing output requires more source material, ideas, editing, approvals, publishing support, moderation, and time to learn.**

AI can make content easier to produce without making it more deserving of attention

AI can accelerate



Editing



Variations



Resizing



Translation



Repurposing

Brands must still determine

Utility

Perspective

Proof

Participation

Entertainment

Facebook is pushing back against spammy and unoriginal content

Reduced distribution

Meta says accounts flooding the feed with spammy content may receive less reach and monetization. Duplicated content and minor edits to someone else's work may also be deprioritized.



Reduced reach

Original content

Facebook is giving greater distribution to original content that adds meaningful value.



Increased reach

Sources: Meta, Cracking Down on Spammy Content; Meta, Rewarding Original Creators

Organic strategy should begin with the reason a post deserves attention

The traditional starting question:

What should we post this week?

A more useful starting question:

What can this brand contribute that makes the content worth someone's time?

Earning attention begins with contributing something worthwhile

Brands can earn a place in the feed by providing:

Utility

Does this help someone do something, understand something, or solve a problem?

Perspective

Does this offer expertise or a point of view they cannot get everywhere?

Proof

Does this make a claim believable through demonstration, evidence, or real experience?

Participation

Does this contribute something meaningful to an existing conversation or community?

Entertainment

Would someone choose to watch this on its own?

Organic social can create value beyond immediate engagement

Engagement metrics tell part of the story. A post with few likes can still answer a question, appear in search, or help someone take the next step.

Answer questions people are already asking

Support discovery across social search and AI

Provide public customer care

Learn from comments and community conversations

Build credibility through creators, customers, and experts

Identify content worth supporting with paid media

Publishing more can increase the chances of being seen. The harder work is creating something people choose to spend time with.

A place in the feed has to be earned

If you're thinking about how brands can earn a place in the feed, let's connect.

Casey Ross

Social and Creator Strategy and Partnerships

[Connect on LinkedIn](#)

Sources and methodology

Deloitte Digital, 2025 State of Social Research

Consumer findings based on a blind survey of 1,000 U.S. adults who had recently used social media and purchased a product or service online. Fielded April 10–19, 2025.

Sprout Social, How Often to Post on Social Media

Analysis of nearly 3 billion messages from 1 million public social profiles active between February 1, 2024, and January 31, 2025.

Rival IQ, 2025 Social Media Industry Benchmark Report

Analysis of more than 4 million posts and 9 billion interactions across Facebook, Instagram, TikTok, and X.

Meta, Cracking Down on Spammy Content on Facebook

Published April 24, 2025.

Meta, Rewarding Original Creators on Facebook

Published March 13, 2026.

 The sources cited here examine different samples and time periods. Their findings provide context but do not establish that publishing more frequently causes engagement rates to decline. The strategic conclusions and five part framework reflect my analysis.