

Meta expands Broadcast Channels to Facebook and Messenger

Article

The news: Meta introduced "broadcast channels" to **Facebook** and **Messenger** to boost user engagement.

How it works: Broadcast channels essentially function as vast yet controlled group chats.

- A creator invites their audience and shares content like voice notes, videos, images, polls, or plain text messages.
- Every time the creator shares content, all the members of the channel get a notification.
- The feature is being trialed for Pages on Facebook. Pages representing celebrities, brands, or other entities can initiate a channel, and their followers can join directly from their Page.

Will it work? Launching these channels on **Instagram** has proved they can drive user engagement. They provide an intriguing blend of mass communication with a chat-like intimacy, making it an appealing avenue for followers to interact with their favorite creators.

Yes, but: Given the frequent notifications, users might become selective about the channels they join to avoid being overwhelmed by a flurry of messages.

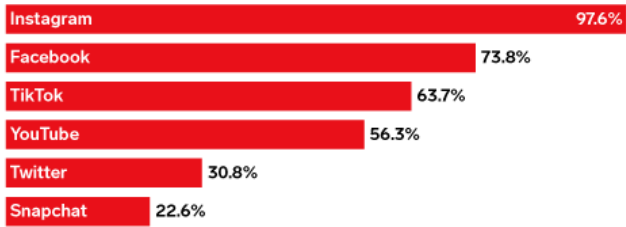
- Broadcast channels also don't work across platforms, even though we know Meta's solved this problem in areas like direct messaging. Joining separate channels on both platforms for one creator might seem redundant and could lead to notification fatigue.
- Another potential drawback is the blurring of boundaries between platforms. When functionalities are replicated across platforms, it could dilute each one's unique value proposition.

Our take: Introducing broadcast channels on Facebook and Messenger appears to be a strategic move, considering their success on Instagram.

- The move could help shift influencer engagement toward Facebook and Messenger.
- The challenge for Meta will be to ensure that users find value in these channels across platforms without feeling overwhelmed. Balancing content delivery with user preference will be key to this feature's sustained success.

Platforms Used by US Marketers for Influencer Marketing, 2023

% of marketers who use influencer marketing



Note: proprietary use of the mentioned platform for influencer marketing purposes by companies with 100+ employees; includes brand-influencer partnerships that are both paid and unpaid (i.e., noncash compensation such as free products or trips)
Source: Insider Intelligence | eMarketer, July 2023

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