

# About Technology

## Facebook 2018 Changes and how it will affect Your Business

**By Rogelio Frederick**

**The Reality** – Algorithm changes are something that all businesses on a web platform should be prepared for. They happen often, and on various sites. You Tube, Instagram, Google, and the subject of this article, Facebook will often change the way their search engine operates. Normally it's for the site's benefit. Reasons for changes range from keeping sponsors happy to simply increasing company profit. Your digital identity per se can be changed in an instant. It's concerning when taken into account how much businesses must rely on consistency. For you to simply keep for the best and keep the same formula would only hinder your program. For your business to truly thrive in an online environment, you must accept, adhere, and adapt. Make your entire presence a versatile one.

**The Changes** – The primary statement from Facebook's higher ups is that the changes are going to be made in efforts to



"spark meaningful conversation." Also, there's a mission to presentize friends and family rather than content made for the public. These transitions take Facebook back to a more grassroots-type site where the goal is to have a medium for photo albums and keep in contact with individuals around you. Multiple complaints of spam

and automated ads have pushed the developers to come up with a solution that benefits casual users, but the marketers, brands, publishers and even news outlets are going to suffer.

**The Solutions and Things to Avoid** – With all algorithm changes, you as a web-based business owner need a sink or swim mentality.

**Five points** – The posts you create should have various likes, shares and comments. These have always been more Facebook friendly than clickbait. Avoid generic and flat out fatuous advertising, or you'll undoubtedly be isolated. Genuine community interest is very much what Facebook means by "personal" posts.

Visitors also have to have a certain standard, so keep your quality high and your posts timely.

**Four points** – Your actual page needs to be filled and active. Empty pages are a sure fire sign of bots and scams waiting to happen. Show your involvement in the world around you. Networking is one part of the business but showing your networking is also important. This includes pictures, videos, commenting on other posts, and not copying your posts. Yes, copying and recycling your own posts can be hazardous. That can be reminiscent of a bot who's running off a script. Make your posts organic, and make your page human.

It's only at your disadvantage if you choose to not read carefully. Your lack of results over time will be apparent. In some aspects Facebook is forcing businesses to be more personal rather than professional. That can be scary. Forced changes can throw us off balance. However, one undeniable truth is that forced change also means a forced growth. Maintaining a strong Facebook page over amongst these changes speaks volumes about you and your business. Accept, adhere and adapt.

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# Voices of 85 South



## A Day in Uptown Columbus, A Night in the Upland

By Willie Deaf

Forget Ukraine; it's far away, uncomfortably cold in February and there is a seething, unpleasant low to mid-level ongoing military conflict to avoid. So, let's concentrate on spending our own much more tranquil and pleasant afternoon in Columbus, Ga where the Chattahoochee River possibly encounters its fall-line. The river is wide but relatively shallow as it passes through the Uptown area and there is no river traffic at all, either commercial or pleasure, if you do not count the kayakers negotiating their way over and between the boulders that span from the Georgia to the Alabama side of the river. This is the site of (reportedly) the largest official kayaking course in the world, used famously during the 1996 Summer Olympics. The course remains in operation over two easy years later. Columbus' river is a different experience from, say, Chattanooga's mighty Tennessee River which now rarely defies that newly-emergent city. Directly north of Columbus are a series of dams and reservoir parks that would allow for penning and relaxing.

When I have a free morning or a free afternoon (I'm the newly registered Uptown area that I drive, I like to see the optimism that's reflected in the harvest, if not hoard, development along Broadway. Perhaps most of you have had that satisfying experience of stumbling upon this best of nature, where once there was nothing more than the regrettable evidence of the renouance of common sense and the order of decay. No decay for Uptown in 2018. In fact, for the past two or three years Uptown has made its own, rather incipient urge toward that happy sense of urban hipness and attitude that shows the young and at least modifies the more experienced. No, Uptown Columbus is not yet Richmond, Va. or Asheville. On the internationally recognized hipster scale Uptown Columbus is a gentle 3



## Jaasiel Barrientos

After seeing the electric shade of blue Jaasiel Barrientos creates for some of his abstract masterpieces, it seems that all other shades of blue in existence are merely imperfect copies. The artist obsesses over color.

"Some colors are not good. Phthalocyanine blue just infects all the colors around it," Jaasiel Barrientos. The artist is a graphic soul who recently had his first show at Artisans on the Square in Greenville, Georgia featuring 41 paintings.

On occasion, he becomes so attached to pieces he finds he cannot sell them. With others, he says, "You are just a problem child." He pines before adding, "But as an artist you shouldn't say that because sometimes people may think that painting is your best work."

Like many painters, he began with realism. "I had to learn the rules to break them," he explains. "My paintings are truly an expression of myself. It is not splashing stuff and screaming pain. There is a lot of thought; for example, I decide what colors to use first," says Barrientos who describes the process as "controlled chaos."

"I just stare at a blank canvas until I have an idea of what I'm going to do." Using only his fingers, he creates texture with acrylic paint before adding layers of oil on top that he describes as having the consistency of ketchup.

"I didn't believe in the energy, or the philosophical part of art," reflects Barrientos of his initial understanding of art. "When an artist makes a painting, he infuses some of his energy in the painting. And that energy — is that energy that attracts people — I didn't believe in that until I started making this kind of work."

To purchase a piece, visit Artisans on the Square or contact Barrientos at 706-402-3533.

# State of the 85



Willie Deaf was a long time college professor at several different institutions, interested enough in foreign languages and cultures that he has lived abroad for a majority of the past number of years. He currently lives near Columbus, Ga.

