



# GARY MOYERS

International Man of Mystery, Music & Ministry

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## The Secret Behind the "Like" Button

May 29, 2013 in [Social Media & SEO](#) with 116 Comments



I have long held suspicions that the Like button on Facebook is not your friend.

I'm sure you've seen some of the pictures floating around Facebook that seem to make no sense. There seems to be no end to the litany of crossword puzzles asking you to "type the first word you see." Maybe you've seen a picture of... well, almost anything that might elicit a reaction, asking you to "share if you agree, Like if you don't."

How about the innumerable political posts, calling for impeachment or support? Are all those posts really put out there by people who care? Then, of course, you see a good number of "If I get 100,000 likes, my dad will take me to Disneyland." It all seems quite innocent, but you need to understand that this is big business, and commenting or liking is not in your best interest.

Here's a perfect example: have you seen the colorful picture of a prism with the image from the cover of Pink Floyd's Dark Side of the Moon album in it? It's accompanied by the caption: "OMG it really works! Step 1: Click on the Picture. Step 2: Hit Like. Step 3: Comment "MOVE" Then see the Magic!!" The picture has 1000's of likes and comments, so there MUST be something to this. You make the leap, click and comment, and BOOM... crickets.



While what you expect to happen obviously doesn't, something else happens. Your activity has now spread this image and the page into the news feed of all your friends.

### Like Farming

It's called Like Farming and it's pretty ingenious, as described by Yahoo blogger Becky Worley,

"Someone creates a page and starts posting photos, inspirational quotes or other innocent content. You like the page and it now shows up regularly in your news feed. Anytime you interact with a post, that activity shows up in your friends news feeds. The more likes the page gets, the more it shows up. The more comments each picture gets, the more power the page gets in the Facebook news feed algorithm. And that makes it more and more visible."

Some of the most effective use of pictures are those that stimulate you in some way. A good example would be the case of "Mallory." The picture of Mallory is posted along with something similar to the following, "This is my sister Mallory. She has Down syndrome and doesn't think she's beautiful. Please like this photo so I can show her later that she truly is beautiful."



That would be a wonderful sentiment if Mallory were a real person. She is not. Her name is Katie, and her mother is horrified that her daughter's image is being used for the scam. According to Katie's mother, over 5.5 million people have seen

 Search

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## Your Likes Equal Big Bucks

The only reason scammers go to such lengths to create this kind of approach is simple. There's a lot of money to be made. There are several ways to exploit your quick response to liking things.

Once a page reaches a certain plateau, say 100,000 or so, the owner might start placing ads on the page. These ads then show up in your newsfeed and they could be links to almost anything... games, services, apps, even porn. It could be a recommendation from someone else who likes the page, most likely someone from your friends list. The recommendation is usually for something in an online store that offers commissions for links that end up in purchases. Worse of all, it could even link to malware sites.

In the end, the result is the same. Access to your newsfeed is like gold. And the price is rising.

## Page For Sale

Businesses are bought and sold every day. These pages are no different. They are big business. It is no challenge to find several sites online that cater to people attempting to sell their Facebook page. This is, of course, against Facebook policy. Consequently, it's a bit like cat and mouse. Postings come and go in an attempt to stay one step ahead of the Facebook Policy Police.

A simple Google search showed a Facebook page about cuddling with over 1,000,000 likes is up for sale. Asking price? \$7,000. Another page, full of posts, is offering multiple pages for sale. I counted over 30 pages available. And this page is located ON FACEBOOK. The title of the page is "Facebook Fan Page for Sale." How stupid can they be?

## How To Unlike

If you've liked something and now regret it, you can unlike it. Go to your profile, choose "more" button and choose "likes" from the drop down menu – then "Unlike."

If you have friends who are over-liking on scammy posts, share this on your Facebook Page so they'll get the message. Better yet, share it on their page.

Share this:



## 116 Responses to "The Secret Behind the "Like" Button"

**Vicky Kneec**

May 31, 2013 at 2:48 pm #

I'd love to know if there's a way to figure out the root cause to the recommended pages came from or a way to find out who/what i've liked to create this situation – any suggestions?

**REPLY**

**garymoyers**

May 31, 2013 at 2:51 pm #

Well, the root cause is the algorithms that Facebook uses. It's all part of their marketing and attempt to make as much money as possible. No fault there. They've stated from the beginning they are a for-profit business. As far as seeing what you've liked, that's very possible. If you've liked something and now regret it, you can unlike it. Go to your profile, choose "more" button and choose "likes" from the drop down menu – then "Unlike." Thanks for reading!


**REPLY**

**Louise**


May 31, 2013 at 9:56 pm #

### Tweets

 **Gary Moyers**  
@garymoyers

How to Copyright Your Music & Why You Should Reg  
 Show Summary

 **Gary Moyers**  
@garymoyers

The Top 5 Articles About Healthy Vocal Technique [bi](#)  
 Show Summary

 **Gary Moyers**  
@garymoyers

What Really Happens When You "Like" [wp.me/p2bh6](http://wp.me/p2bh6)  
Expand

 **Gary Moyers**  
@garymoyers

Do You REALLY Need a Website? [wp.me/p2isWE-5r](http://wp.me/p2isWE-5r)

Tweet to @garymoyers

## ARCHIVES

Select Month 

## POOR WAYFARING STRANGER

Since Storm Front released my arrangement of this song on their album, I've had a growing number of people ask me about acquiring the arrangement. Yes, I have it. Yes, you can get it. Jump over to my [Contact page](#) and give me a shout.

Thanks so much! I didn't know. I will now follow businesses i truly want to follow such as friends small businesses and just keep the big businesses contact with me via email subscription only

**REPLY**

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**garymoyers**

May 31, 2013 at 10:40 pm #

Every step counts. That's a good step toward taking back control of your personal identity and how it is used. Thanks.

**REPLY**

---

**randa trella**

June 1, 2013 at 7:05 am #

This how I do it also. I finally got FB to where I want it. Don't "like" unless it is from 1 of my pages. Hit the spam button if one of those ads slipping into your newsfeed.

**REPLY**

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**garymoyers**

June 1, 2013 at 11:26 am #

Excellent. Nice approach. Thanks for reading.

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**Rick**

June 1, 2013 at 2:04 pm #

I would love to do that but there is no like in the drop down list under the "more".

I would like to know if you have a better solution for this other than never like anything?

**REPLY**

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**garymoyers**

June 1, 2013 at 5:16 pm #

Make sure you're at the correct "more." Go to your personal page, the one located at [https://www.facebook.com/\\*yourusername\\*](https://www.facebook.com/*yourusername*). You'll see your banner image at the top (if you've added one). In the lower left of that banner you'll see your Facebook ID pic. Next to that is your name. Directly under all this is a line of links. It will probably look something like:

Timeline About Photos Friends MORE

There's your "more" button. It will have a down arrow beside it. Open it up and LINKS should be about 6 down on the menu.

**REPLY**

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**RobertWGardner**

June 1, 2013 at 3:30 pm #

I imagine that is the explanation for why there is not a Dislike button. At least until they figure out the profit potential there. I smell gold!

**REPLY**

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**garymoyers**

June 1, 2013 at 5:25 pm #

Good point!

**REPLY**

---

**Eric Lyons**

May 31, 2013 at 3:17 pm #

I "like" this article!

**REPLY**

---

**garymoyers**

May 31, 2013 at 6:01 pm #

Thank you. Your like is safe with me.

**REPLY**

---

**Tom**

June 1, 2013 at 6:24 pm #

I never "like" anything, nor do I "share." If something is worth sharing, I copy the URL and create a copy myself, which isn't linked to the one I saw. If I feel like "liking" something, I write a comment. FB would have to have a human look at the comment to determine if it is a good comment or bad one.

These may not be perfect, but they are my way of tossing a monkey wrench into FB profit model.

**REPLY**

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**garymoyers**

June 1, 2013 at 8:24 pm #

Haha, that's great. Every small step is one further than before.

**REPLY**

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**Arif Khan**

May 31, 2013 at 4:12 pm #

Thanks for the information, I really appreciate your efforts to inform and enlighten people. Keep Up the good work.

**REPLY**

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**garymoyers**

May 31, 2013 at 6:00 pm #

Thank you very much. I just hate seeing the little guy getting taken advantage off.

**REPLY**

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**Andrea Nowell**

May 31, 2013 at 4:26 pm #

Hi Gary,

Thanks for the information about 'liking'. I must admit that I have fell victim to some of these scams. There is one page that I liked, have tried to unlike, but still shows up. Have i done something wrong (apart from liking it in the first place?)

**REPLY**

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**garymoyers**

May 31, 2013 at 5:59 pm #

Well, you can unlike stuff, but I think once they've got your data, your stuck. If you've liked something and now regret it, you can unlike it. Go to your profile, choose "more" button and choose "likes" from the drop down menu – then "Unlike."

**REPLY**

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**Maureen**

June 1, 2013 at 7:53 am #

where is this "more" button on the profile because I don't see one

**REPLY**

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**garymoyers**

June 1, 2013 at 11:44 am #

Go to your personal page, the one located at [https://www.facebook.com/\\*yourusername\\*](https://www.facebook.com/*yourusername*). You'll see your banner image at the top (if you've added one). In the lower left of that banner you'll see your

Facebook ID pic. Next to that is your name. Directly under all this is a line of links. It will probably look something like:  
Timeline About Photos Friends MORE

There's your "more" button. It will have a down arrow beside it. Open it up and LINKS should be about 6 down on the menu.

**REPLY**

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**Lynn Ray**

June 1, 2013 at 3:49 pm #

I clicked on More and all I had was Groups. I cannot find Likes and would love to. I have looked before with no luck.

**REPLY**

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**garymoyers**

June 1, 2013 at 5:25 pm #

Make sure you're at the correct "more." Go to your personal page, the one located at [https://www.facebook.com/\\*yourusername\\*](https://www.facebook.com/*yourusername*). You'll see your banner image at the top (if you've added one). In the lower left of that banner you'll see your Facebook ID pic. Next to that is your name. Directly under all this is a line of links. It will probably look something like:  
Timeline About Photos Friends MORE

There's your "more" button. It will have a down arrow beside it. Open it up and LINKS should be about 6 down on the menu.

**REPLY**

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**Lynn Ray**

June 1, 2013 at 6:38 pm #

Gary,  
Under More on my Timeline Page, the only item on drop down menu is groups. I can't find "liked" pages any where. I've looked every place I can click on. The only way I can see liked pages is if something pops up on Pages

**Donna**

May 31, 2013 at 4:39 pm #

So is it safe to click "like" on this article??? 😊

**REPLY**

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**garymoyers**

May 31, 2013 at 5:57 pm #

You bet. 100%! 😊

**REPLY**

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**Clark**

May 31, 2013 at 5:19 pm #

Today there is money to be made from like farming. But in the past – I'm thinking email forwards of the late 90's – people just dreamed up stuff to get others to keep forwarding. Many of the email forward urban legends and scams of a decade ago have recently reappeared in the facebook era. Fake warnings about dialing 112 and entering your ATM PIN backwards really tick me off because the information is false and perhaps dangerous in and of itself.

**REPLY**

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**Ria Tonkin**

May 31, 2013 at 5:39 pm #

Hi Gary,  
Loved your article.  
I have often wondered "how" some of these things seem to pop up from nowhere and what

the purpose actually is.  
Thankyou for the insight.

[REPLY](#)

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**garymoyers**

May 31, 2013 at 5:56 pm #

You bet. Knowledge is king.

[REPLY](#)

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**Ian McLean**

May 31, 2013 at 7:45 pm #

It always puzzles me that people don't think of the logic conundrum set by the "OMG it really works!" memes, since the previous poster wouldn't have known if it worked, or not, until they completed the actions suggested. Also very cruel is the "I want to stay privately connected to you" meme, in which the recommended actions would seemingly remove that person from their friends' feeds, meaning that people would have to deliberately visit his/her FB page daily to catch up on their news.

[REPLY](#)

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**garymoyers**

May 31, 2013 at 9:19 pm #

I've come to the conclusion that people just don't think on Facebook. Clicking is easy and most people have no clue of the consequences. That's why I posted this.

[REPLY](#)

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**Suzanne Moshier**

May 31, 2013 at 6:27 pm #

Thanks for this article. I will share it with any of my less than fortunate friends who have liked or commented on that stupid pyramid picture!

[REPLY](#)

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**garymoyers**

May 31, 2013 at 9:16 pm #

You bet. That's why I posted it.

[REPLY](#)

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**Matt Bors**

May 31, 2013 at 6:41 pm #

Did you have permission to post the entire Yahoo article your own edits? Because it would be strange for a company that large to just allow their copyrighted material to be used on a personal blog. Linking back to the source doesn't actually give you the right to post and edit someone else's words.

Seems like you're involved in some scamming of your own. Posting other people's work so you can use it to generate traffic.

[REPLY](#)

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**garymoyers**

May 31, 2013 at 10:47 pm #

Apparently my zeal to share the information trumped common sense. You are absolutely correct. There was never any intent to steal traffic. Thanks for the cold slap. I have rewritten the story.

[REPLY](#)

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**Tom Murphy**

May 31, 2013 at 7:16 pm #

My daughter forwarded your article to me. Thus empowered, I was able to get rid of my

“Like” for Walmart – which I had NOT liked, and never would. I owe you.

[REPLY](#)

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**garymoyers**

May 31, 2013 at 9:17 pm #

One small step for man...

[REPLY](#)

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**Fralee**

May 31, 2013 at 7:21 pm #

Thank you for the information Gary. I started unliking a week or two ago when I noticed most of the new feeds I was getting were from pages I liked or suggested pages instead of feeds/updates from my friends. I will pass this article along. Thank you again. Now if you can just figure out how to quit getting “Candy Crush” updates from friends life would be grand? LOL.

[REPLY](#)

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**garymoyers**

May 31, 2013 at 9:18 pm #

Actually, that’s possible. Just go to the page that shows invitations and you’ll see all the current invitations to games or apps you’ve been offered. That page will give you the option to block the app for good and block the person who sent it from sending anything else. I love that page.

[REPLY](#)

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**Johnco**

May 31, 2013 at 8:13 pm #

I wish more was exposed about those ‘Online Dating’ sites you see via Facebook. I have already had confirmed for me that zoosk was such a scam. My bro in the States was able to register twice fake info for two many-miles-apart places. He was then supposedly contacted by the same women apparently living simultaneously hundreds of miles apart (Same pseudonyms same photos.) It seems that such a thing would be stupid to try to get away with. But these people get \$30 a week from how many thousands lonely people out there? Can any of these people be caught?

[REPLY](#)

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**garymoyers**

May 31, 2013 at 9:16 pm #

That’s a little beyond my knowledge, as far as catching them is concerned. My suspicion is that they’d have to get to a certain level of income before they start garnering attention from the people who would be concerned (US Government? I’m not even sure). But the more you write about it, the more attention it will get. Speak out more!

[REPLY](#)

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**Tedd**

May 31, 2013 at 8:24 pm #

With those “like farming” things, I’ve taken to reporting them as spam.

[REPLY](#)

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**garymoyers**

May 31, 2013 at 9:14 pm #

Good for you. Keep it up.

[REPLY](#)

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**Francess Treadway**

May 31, 2013 at 8:55 pm #

Your article was eye-opening and timely! I have been a victim of FB and Yahoo hacking and this explains why. I’m sure you’ve seen tons of scams, but what about one of the latest,

“Women get it for free,” promising to send you everything a girl could want. I have done my best to communicate that it is a scam and it still keeps re-appearing. Any way I can get it off of my newsfeed?

Thanks again for your article.

F. E. Treadway  
Atlanta, Georgia

[REPLY](#)

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**garymoyers**

May 31, 2013 at 9:13 pm #

Out to the far right of every post is a drop down button that gives you options for blocking. If this post is appearing from the same Page or Group every time, you have the option of blocking that Page or Group from your newsfeed. It's something you'll have to experiment with. It all depends on how it was sent to you. Give it a try.

[REPLY](#)

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**Sharon O**

May 31, 2013 at 8:59 pm #

So even if a friend posts a personal photo she took of her baby and I click “Like” it can cause problems down the road? I don't typically “Like” non-personal things on Facebook, but if one of my friends posts a cute baby photo or a family photo, I want to be able to show that I appreciate the photo. So that's a bad idea, too, when it's just a personal picture posted?

[REPLY](#)

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**garymoyers**

May 31, 2013 at 9:11 pm #

No, as far as I understand, that would be just fine. The person who posted the picture is someone you know. You can safely assume that this is not a post intended to harness the power of the Like button for the purpose of monetization at your expense. The Like button is not a bad thing. But these people are using it for something for which it was never intended.

[REPLY](#)

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**Doug W**

May 31, 2013 at 10:23 pm #

Gary, Thanks for the great tip. It worked. Thanks again.

[REPLY](#)

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**garymoyers**

May 31, 2013 at 10:41 pm #

My pleasure.

[REPLY](#)

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**Frank**

June 1, 2013 at 12:27 am #

I mostly click LIKE on my Friends Posts.. Is That also not a good thing to do ??

[REPLY](#)

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**garymoyers**

June 1, 2013 at 9:38 am #

That is perfectly fine. If you know the poster and the post itself is not something that appears to be a link farm, go for it! The Like button is not bad. Only the abuse of it is questionable. Just keep in mind that a lot of the link farm stuff is there because it has been reposted by people who have clicked on it. Always consider what the content is.

[REPLY](#)

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**Jackie Williams**



June 1, 2013 at 1:45 am #

I probably did something stupid like this in the early days of Facebooking. I've since gotten rid of them, I believe, and blocked them for the most part.

Question: I've seen the 'ads' showing friends and family having liked or they support the ad. I've questioned them privately, and they state that NO, they do/did NOT. Is this a part of the deceit of farming ads?

Thank you for a very informative article too! I will pass this on in hopes that the happy clickers will finally figure it all out...probably not....but I can try.

**REPLY**

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**garymoyers**

June 1, 2013 at 9:41 am #

Yes, that is exactly what I'm talking about. At some point, your friend liked a page. Now that page has either started placing ads or has sold to someone else who changed the name and started placing ads. That's the business of link farming.

**REPLY**

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**Monique van Doorn**

June 1, 2013 at 3:44 am #

Hi Gary, thanks for the info, can use this "Like and Move" also to promote my website/work ?

Is there a better way ?

I have no intension to "stalk" with my website but I want to get in contact with the right people (potencial buyers and gallery's)

Can you help me?

Thanks, Monique

**REPLY**

---

**garymoyers**

June 1, 2013 at 9:53 am #

Don't confuse legitimate use of the Like button with link farmers. Facebook designed the like system for exactly that, people who want to expand their business. Go ahead and do what you need to. There's a big difference in presenting content and info from your website and people who scam the system. Good luck!

**REPLY**

---

**Suzanne**

June 1, 2013 at 4:24 am #

Good read 😊 I have always been careful with my 'likes' sticking to family and friends businesses, and a few big well known companies. A few months ago a friend asked since when did I start liking a meat company – being a vegetarian of 30 years she thought it a bit odd! Closer inspection of my liked pages showed over 50 that I had definitely never liked! I deleted them all, but doing a check last week noticed about a dozen more that I didn't like.

Any ideas?

Suzanne

**REPLY**

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**garymoyers**

June 1, 2013 at 10:01 am #

I have a few more suspicions regarding exactly this... likes popping up that you never did. But nothing I can prove yet. Still, some of this can be attributed to link farms that sold your like on something you actually did. Maybe you liked something as simple as bluebonnets, then that page was sold to someone else. Now your like has been assigned to something you never officially liked. That's abuse of the system. Big business.

**REPLY**

---

**randa trella**

June 1, 2013 at 10:26 am #

Thanks, I'll have to check my likes for that.

[REPLY](#)

---

**garymoyers**

June 1, 2013 at 11:20 am #

You bet. My pleasure.

[REPLY](#)

---

**Mike**

June 1, 2013 at 5:50 am #

It's hilarious. You spend the article telling people why they shouldn't share things on FB, and end it by telling people to share this on FB.

I jest. I knew what the purpose was of the likes and share. But you've summed it well. I never, ever click the likes, and rarely share. But I'll share this one. Good article. I hope all my friends see this and quit polluting my newsfeed with their shares.

[REPLY](#)

---

**garymoyers**

June 1, 2013 at 10:04 am #

Guilty as charged. 😊 But, the point was not that you shouldn't share. Just be careful in clicking on what others share. Thanks!

[REPLY](#)

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**JC**

June 1, 2013 at 6:00 am #

Figures, It's like someone who starts a let's say 'public forum' page in the community to keep them up to date with goings in in their area. Next thing the dude has like 20000 followers. Then they start asking donations and in 5 months time he's a million bucks richer...

[REPLY](#)

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**heidi**

June 1, 2013 at 6:03 am #

thanks to one of my friends they shared all your information many thanks will now share and off course like this info 😊 x some you can work out isn't real but am pretty sure we all get caught out somewhere thank you and will share this on my wall.

[REPLY](#)

---

**garymoyers**

June 1, 2013 at 10:27 am #

Glad to be of help. Good luck.

[REPLY](#)

---

**Dawnya**

June 1, 2013 at 6:45 am #

Hey Gary,

Always glad to learn something new. Here is my question. How are we to know which type of image or program we "Like" is legit? I mean not EVERYONE is a scammer. Besides the weird pics and those with sad sob stories. (Some of which could be true) is their a better way to detect these frauds at first glance?

D.K. Miller  
Manchester, TN

P.S. What type of music & ministry do you sport?

[REPLY](#)

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**garymoyers**

June 1, 2013 at 11:25 am #

That's the trouble. It's getting to where you need the wisdom of Solomon to know what's real and what's not.

Regarding my ministry, I sang with a contemporary Christian a cappella group called Acappella for 15 years. Two of the former members and I are in the early stages of forming a new group called Chasing David. You can see more about it at <http://chasingdavid.com>. Thanks for asking!

**REPLY**

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**Dawnya**

June 2, 2013 at 7:52 am #

Oh WOW! I loved listening to Acappella! I just never knew the names of the group. AMAZING works of Art. Please keep me posted on your up and coming New Group Chasing David. I love the new groups name too. A BIG fan of David. But I think you are right it is getting harder and harder to decide what is real and what is not. I like to go to <http://www.snopes.com/> to see if a story is real or not. Sometimes this tends to help. When in doubt, check it out.

**REPLY**

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**Angel**

June 1, 2013 at 7:42 am #

Gary, I play Farmtown on Facebook and often click on the "Like" button when I have claimed a bonus or product from other players. Is this type of "Like" okay and/or safe? I do it primarily so that I can tell whether I've collected a bonus or not. I would appreciate a reply.

**REPLY**

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**garymoyers**

June 1, 2013 at 11:27 am #

I think that's probably ok. This kind of thing will also show up in your friends timeline, but it's something they can hide pretty easily and you're not farming for likes. Go for it!

**REPLY**

---

**Samila**

June 1, 2013 at 7:56 am #

Good article. Think I'll go on an unliking binge for the next half hour.

**REPLY**

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**garymoyers**

June 1, 2013 at 11:30 am #

Congrats. Hope it was successful!

**REPLY**

---

**Nancy**

June 1, 2013 at 8:12 am #

There is no "LIKES" category under my "MORE" tab on my homepage....just MUSIC and GROUPS. Where would I find my LIKES if its not there?

**REPLY**

---

**garymoyers**

June 1, 2013 at 11:41 am #

Go to your personal page, the one located at [https://www.facebook.com/\\*yourusername\\*](https://www.facebook.com/*yourusername*). You'll see your banner image at the top (if you've added one). In the lower left of that banner you'll see your Facebook ID pic. Next to that is your name. Directly under all this is a line of links. It will probably look something like:

Timeline About Photos Friends MORE

There's your "more" button. It will have a down arrow beside it. Open it up and LINKS should be about 6 down on the menu.

**REPLY**

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**robertbluesman**

June 1, 2013 at 8:28 am #

guilty as charged...

been prey to fake sidebar ads redirecting to a minefield of virus laden links asking me to 'like' or otherwise divulge personal data in order to unlock their promised content...bad news!

thanks for your heads up.

[REPLY](#)

---

**garymoyers**

June 1, 2013 at 11:30 am #

You bet. Knowledge is good.

[REPLY](#)

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**Julie**

June 1, 2013 at 8:59 am #

Hi Gary!

Fantastic article which I'll be reposting! I think you've given a GREAT explanation of the shadow side of the seeming lightwork of "liking" people's posts. Basically, "think before doing ANYTHING on the net" is a good axiom by which I can live. (I do not arrogate to speak for OTHER, only for my own experiences with FB.) And it can have the collateral effect of exercising our logic muscles as we work through the permutations of what effects our actions have.

I'm a business shaman with an internet marketing team beside whom I'm blessed to work. We LOVE getting "likes" on my posts because we've worked hard to find fun, engaging, informative, empowering material for those who grace me with following me on my FB pages. I'm transparent about how my beloveds' likes, comments, and shares increase my Edgerank (that pesky little... um... er... BEHEMOTH of an algorithm ;-D) so that more and more people can get free access to my posts. One of my goals is to empower people around how they use corporate rules of engagement to actually heal, strengthen, and brighten their lives as well as their internet-supported businesses.

I say all of this in order to contextualize why I ASK people to like, share, and comment on my posts. I WANT that exposure. I'm EXCITED to figure out how to engage people more and more... I just want to ensure that 1) I do it ethically and authentically by giving value for their hearts, mind, souls, and lives; and 2) I model how to play by the rules with love, caring, snarky graciousness (-D), and commitment to ALL of our prosperities, whether it's abundance that's financial, generally secular, and/or spiritual.

If you have suggestions about how to better encourage people to actually DIVE in and USE the internet megalith algorithms (Panda, Penguin, Edgerank, Pagerank, etc.) — instead of running away from a game that, as business people, we need to play better and more (not worse and less) — I'd love to hear what those suggestions might be.

And if you got this far in this long post ;-D, please know that I MEANT it to be short, LOL! I just was/am very moved by the radical honesty of what you presented. THANK YOU for bringing these nuanced results — and how to hold ourselves better accountable for our actions (as on Facebook, so in life!) — to light. NICELY DONE!!!

My Story. Stickin' to it.

Julie Woods

The Urban Bliss Shaman™

[REPLY](#)

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**garymoyers**

June 1, 2013 at 11:49 am #

Thanks Julie. Wonderful comment. I appreciate it.

Getting people to jump in and use the prevalent algorithms is another thing entirely. And probably a whole series of posts. Great suggestion. Thanks again. It sounds like you are definitely one of the "good guys" who does things the right way. Keep it up.

[REPLY](#)

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**Susan**

June 1, 2013 at 9:35 am #

I've often felt these emotionally guided "likes" was a form of power and control, wondering if someone was sitting there gleefully clapping because they got 100,000 people to do Simon Sez by pressing "like". If people would stop and think about how many times they click "like" just because they agree with a sentiment instead of thinking about the back end of that "like" then we could all stop being "sheeple" Pressing "like" just because it says so in the post doesn't mean you HAVE to, yet they do. I have caught myself doing that a few times myself but I also catch myself not doing it more often. Now that I "like" Thanks for the post! Good info.

**REPLY**

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**garymoyers**

June 1, 2013 at 11:32 am #

You bet. Sounds like you had the same suspicions I did. Glad the veil is pulled away. Spread the word.

**REPLY**

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**Sharon**

June 1, 2013 at 10:19 am #

I just tried to follow your advice to 'unlike' in FB. My more drop down menu doesn't have an 'unlike' option. It only has options for books, movies, tv shows, etc.

Am I looking in the wrong place?

**REPLY**

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**garymoyers**

June 1, 2013 at 11:41 am #

Go to your personal page, the one located at [https://www.facebook.com/\\*yourusername\\*](https://www.facebook.com/*yourusername*). You'll see your banner image at the top (if you've added one). In the lower left of that banner you'll see your Facebook ID pic. Next to that is your name. Directly under all this is a line of links. It will probably look something like:

Timeline About Photos Friends MORE

There's your "more" button. It will have a down arrow beside it. Open it up and LINKS should be about 6 down on the menu.

**REPLY**

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**Eckstein**

June 1, 2013 at 12:58 pm #

I'm a little confused how people didn't know this before. This isn't an issue that has only been on the net since Facebook started. Links in emails are just as bad and dangerous as hijacked "likes" and those have been around since email was born.

IMO, this is just hackers taking advantage of people who haven't taken the initiative to understand what they're doing on the internet. That's nobody's fault but their own.

**REPLY**

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**garymoyers**

June 1, 2013 at 5:07 pm #

Exactly. And that's why I posted this, so that people can understand that there is a way around this. For now.

**REPLY**

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**Joost Schuur**

June 1, 2013 at 1:18 pm #

A few questions: Liking an individual post doesn't automatically like the page it came from, right? You're not guaranteed to get future updates from that page unless you also went and explicitly liked the page too, right? Now a like to a post will help that post turn up for people who already liked the page, but the amount of page likes generated by a post has got to be a

small fraction of the post likes.

You also talked about the page selling ads. Presumably these are unofficial ads not sanctioned by FB and in the form of regular posts (that may not even say they're sponsored). They couldn't be FB's own ads, since I don't think a page can run those and profit from them (and they couldn't be porn if they were run as FB official ads either).

**REPLY**

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**garymoyers**

June 1, 2013 at 5:15 pm #

You are correct. Liking a post rather than a page is less severe in ramifications. But, if you like a post and 10,000 other people do as well, this post will continue to show up in your post and your friend's post, per Facebook's algorithms.

As far as ads are concerned, it could be any of what you mentioned. Ads designed as regular posts or ads bought for the sidebar, which are now showing up as suggested posts in the regular stream. Profit from official FB ads comes from what happens when you arrive at the site, not from the ad itself. And yes, there have been official FB ads that led to disguised porn sites. Facebook tries to monitor that pretty closely, but some have slipped through, as have malware sites.

**REPLY**

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**Chris**

June 1, 2013 at 2:12 pm #

Thank you for this information!

I removed 'likes' to books, movies, music; some appalling that must have been attached to something I 'liked' on a friend's page.

While in the 'More' section I notice that at least 20-50 'suggested' movies, books and music come up which have to be deleted manually every 5 minutes or so. Is there a spam folder for Facebook? Is it necessary to delete all the suggestions or is that the same as 'unsubscribing' to spam e-mail, which does more harm than good?

I also edited my profile as my friends already know me and I don't need to give identity thieves any help.

Thank you again for you information

**REPLY**

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**garymoyers**

June 1, 2013 at 5:20 pm #

My pleasure.

As for me, when a suggested post comes up, I use the more drop down to the far right and block anything from that company. I don't think that it has the same effect as confirming your address by unsubscribing from spam mail. Good luck.

**REPLY**

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**markmayo**

June 1, 2013 at 2:15 pm #

I've recently deleted all my "likes". It's been a fairly tedious process of going through my whole activity log, deleting and unliking everything. I'm trying to lessen my digital footprint you see. But, in my "Likes" it list I have 22 likes, when in reality I only have 6. I'm assuming that I have liked things in the past and now that page is defunct, so it is still in my numbers.

**REPLY**

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**garymoyers**

June 1, 2013 at 5:21 pm #

Wow, that's pretty aggressive. Good thing to do though. Good luck.

**REPLY**

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**Amanda**

June 1, 2013 at 2:27 pm #

Thanks for the article! I have tried explaining this to people many times but they apparently don't believe unless they see it on Facebook! So I shared it 😊 One thing I have noticed is every time I figure out how to clear ads and these types of things off my news feed, Facebook changes something and I have to start all over again! :/

**REPLY**

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**garymoyers**

June 1, 2013 at 5:22 pm #

Yes, FB is very good at changing things just as we figure it out. I'm sure that's intentional.

**REPLY**

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**Gran Kakar**

June 1, 2013 at 3:09 pm #

Sir if we recommend or share this page of yours, it may be beneficial to you in the same way u shared in your blog. . . This is business world. We should let the people do business. But we should avoid liking any non-ethical content . . . Anyhow, your blog is too much helpful so i am sharing it on my timeline. If you get benefitted from it, it will be my pleasure.

**REPLY**

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**garymoyers**

June 1, 2013 at 5:23 pm #

Thanks you very much. My benefit is of little concern. I just want the info out there.

**REPLY**

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**Tim**

June 1, 2013 at 3:12 pm #

I actually do not have anything under my "MORE" button. When I hover my cursor over it, or try to click it, nothing happens.

**REPLY**

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**garymoyers**

June 1, 2013 at 5:24 pm #

Make sure you're at the correct "more." Go to your personal page, the one located at [https://www.facebook.com/\\*yourusername\\*](https://www.facebook.com/*yourusername*). You'll see your banner image at the top (if you've added one). In the lower left of that banner you'll see your Facebook ID pic. Next to that is your name. Directly under all this is a line of links. It will probably look something like:

Timeline About Photos Friends MORE

There's your "more" button. It will have a down arrow beside it. Open it up and LINKS should be about 6 down on the menu.

**REPLY**

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**Chris**

June 1, 2013 at 8:30 pm #

It may be that you haven't 'liked' pages but have only 'liked' friend's posts and pictures? I'm not sure but I just spent 1/2 hour 'UN-liking' all music, games, movies, books, pages etcetera that were in the drop down under 'more'. There were several items I never remember 'liking'! NOW the drop down tab under 'more' is empty. although I have plenty of 'likes' to my friends personal posts and pictures.

Chris

**REPLY**

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**Badogspike**

June 1, 2013 at 3:27 pm #

Thank you... cleaned out my Likes... quite a few from overseas sources.... I had no idea of.

**REPLY**

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**LauraJ**

June 1, 2013 at 3:31 pm #

Thanks, I've always been uncomfortable hitting "like", or commenting on a post, only to realize that it now shows up in my friends' ticker or news feed. (Most of my friends claim they uncheck the comments section, but how can I really know?). I plan to be much more quiet of FB fro now on.

[REPLY](#)

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**garymoyers**

June 1, 2013 at 5:25 pm #

Yes, I too have become much more selective when it comes to interaction on FB. Good luck!

[REPLY](#)

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**Deb**

June 1, 2013 at 4:15 pm #

I sometimes follow the lead back to the source before I like. does and if it looks suspicious or is a dead in I don't like does that help?

[REPLY](#)

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**garymoyers**

June 1, 2013 at 5:27 pm #

You bet! The more info you can figure out, there better your options. Unfortunately, FB is designed for quick interaction. No one really does what you suggest. If you have time, go for it!

[REPLY](#)

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**Stephanie**

June 1, 2013 at 4:18 pm #

Thank you so much for the article. I've felt uncomfortable from the beginning with the types of posts you mentioned, now I know why! I especially despise the ones that I see that say "share if you love Jesus, ignore if you don't care. Dang it, I don't need some stupid post on FB to let Jesus know I love Him! Since I had iffy feelings about these things I've just ignored them from the start. Now I'm so glad that I have. Always follow your first gut feeling and don't "go with the crowd"!

[REPLY](#)

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**garymoyers**

June 1, 2013 at 5:29 pm #

Good call. And the ones that exploit Christianity burn me up the most.

[REPLY](#)

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**Tony**

June 1, 2013 at 5:45 pm #

Nice article, however some times people set up the pages, not for profit but for knowledge philanthropy. Community groups and environmentalists are using this type of approach to spread the word on other than profit making activities.

Can i suggest you do another article, speaking about both sides of the coin.

Regards

Tony

[REPLY](#)

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**garymoyers**

June 1, 2013 at 8:19 pm #

Thanks for the thought. In no way was I suggesting that the pages themselves were bad. It's pretty easy to spot a link farmer. There's a big difference in community and



philanthropy-based pages to pages dedicated to “soft kittens.” Know what I mean?

[REPLY](#)

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**george hankins, husband of Janet (Bright-LCC )**

June 1, 2013 at 6:44 pm #

Hey Gary a FB friend of mine shared your blog. Good to see you! We continue to be blessed by your recorded music. Blessings on your adventure...I did share the article about the “Like” button.

Blessings,

George

[REPLY](#)

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**garymoyers**

June 1, 2013 at 8:25 pm #

Hey George... good to hear from you. Thanks for sharing. I saw your friend request. Thanks!

[REPLY](#)

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**ililmcgill**

June 1, 2013 at 6:52 pm #

Ok so I have gotten to the “like” pull down menu from “more”. I would like to “dislike”but I can’t figure out how.

[REPLY](#)

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**garymoyers**

June 1, 2013 at 8:27 pm #

When you get to the page that shows all your likes, you’ll be looking at a bunch of square pictures. Hover in the upper right hand corner of any picture and a drop down box will appear that gives you the option to unlike. Good luck!

[REPLY](#)

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**Patricia Olson**

June 1, 2013 at 7:40 pm #

How do you tell if it a nice hard working artist like myself that has a page for my art and nice happy art quotes? I hope everyone does not unlike my page because of the bad ones I am really having fun with my page and would like to share my art with the world. I get to talk to other artist ect.. and sell my work on my store page. What I am asking is how do I tell this bad stuff from folks like me using facebook pages the way they are intended to be used? I think I have liked some of the bad ones because I have a big heart and I like quotes as much as anyone.

[REPLY](#)

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**garymoyers**

June 1, 2013 at 8:30 pm #

As I mentioned to someone earlier in the comments, I think it’s pretty easy to tell the difference between a real page dedicated to something and a fake page dedicated to fluffy kittens. Just think twice and look a little deeper when you see something you want to like. Good luck!

[REPLY](#)

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**Dan Stuart**

June 1, 2013 at 8:01 pm #

So, is it as bad as NBC and the rest running their phony news?

When I post and get responses from those I know, it is worth the risk, it is that or hide under a rock.

Perhaps you could design hardware so we could identify the abusers and where they are.

Dan Stuart

[REPLY](#)

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**garymoyers**

June 1, 2013 at 8:31 pm #

If I could do that, I would be retired and living in St. Thomas. Thanks for reading...

[REPLY](#)

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**ee mccollum**

May 31, 2013 at 9:26 pm #

I hope you delete terry the hit garret's bigoted comment. I "unlike" it.

[REPLY](#)

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**Eric**

May 31, 2013 at 10:11 pm #

Please don't be an anti-semitic git.

Facebook is a business that you pay nothing to use. The cultural heritage of the primary owner matters not.

[REPLY](#)

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**garymoyers**

May 31, 2013 at 10:45 pm #

I removed the original comment. Thanks.

[REPLY](#)

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**garymoyers**

May 31, 2013 at 10:45 pm #

I did exactly that. Thanks.

[REPLY](#)

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## Leave a Reply:



NAME (REQUIRED)

EMAIL (REQUIRED)

URL

**SUBMIT COMMENT**

NOTIFY ME OF FOLLOW-UP COMMENTS BY EMAIL.

NOTIFY ME OF NEW POSTS BY EMAIL.

