Instant Articles Overview

Create Fast, Interactive Articles on Facebook

Leveraging the same technology used to display photos and videos quickly in the Facebook mobile app, articles now load instantly—in about half a second—and as much as ten times faster than standard mobile web articles. People enjoy a more responsive reading experience with the fluidity and interactivity people expect from native apps.

Deliver Immersive Reading Experiences

Instant Articles introduces a suite of creative tools that allow publishers to bring their stories to life in new ways with high-resolution photos, auto-play videos, interactive maps and audio captions. The faster, richer reading experience inspires people to share Instant Articles with their friends more often than they do with mobile web articles.

Choose From Flexible Monetization Options

Ads within Instant Articles load quickly and fit seamlessly into the reading experience. Publishers choose what monetization option works best with their business: Facebook Audience Network maximizes ad revenue per article with demand from over 2.5 million advertisers globally; Publishers can also directly sell and serve their own display ads and keep 100% of that revenue.
Measure Reader Interaction and Track Performance

Instant Articles allows publishers to track engagement with their articles through data that Facebook provides as well as data that you can gather by embedding in-house analytics tools or any third-party measurement and traffic attribution services. Publishers can also import Instant Articles data into their analytics platforms through an API.

Integrate with Existing Content Management Systems

Publishers can easily publish their full catalog of articles each day directly from their existing CMS through an RSS feed with HTML5 markup, eliminating the need to author articles in a new location. Instant Articles are published when stories are pushed to the publisher’s website and apps. Updates and corrections are also automatically captured so that breaking news remains up to date.

Maintain Control Over Brand Identity

Publishers maintain control over the brand experience in Instant Articles by customizing article styles to mirror the look and feel of a publication’s brand. Designers can define kickers, typographic elements, and layouts for different sections of a publication to parallel web versions while optimizing content for the mobile storytelling experience.

Learn more

instantarticles.fb.com