Agenda

- How the algorithms work
- Why content gets downgraded
- Best practices to outsmart the algorithm
  - How to increase followers and engagement
  - How to build an engaged community
Facebook Algorithm

- The top post on a user's feed is based on thousands of data points.

- If you rarely click on videos, you'll be far less likely to see a viral video, for example.

- Since 2018, the algorithm has elevated posts that encourage interaction and has prioritized friends and family.
Facebook Algorithm

• 2019 updates also prioritized “high-quality, original video” that keep viewers watching longer than a minute.

• Currently running tests on reducing political news content in the feed
Facebook Algorithm

- **Relationship**: Do you often interact with this account?
- **Content type**: Do you interact with photos vs. videos vs. links?
- **Popularity**: Does the post have lots of engagements?
- **Recency**: Is the post new? New posts are shown first.
Facebook Best Practices

• Aim for stronger emotion, such as love vs. like, as it is weighted more.

• Post when your audience is online.

• Use paid to extend your reach.
Facebook Best Practices

• **Interact with your audience**, as the algorithm prioritizes posts from pages that a user has interacted with in the past.

• **Encourage interaction between audience members.**

  • If a post triggers convo among a user’s friends, the algorithm uses action-bumping logic to show in the feed again.
Instagram Algorithm

- **Info about the post**: Is it a photo or a video? When was it posted? How many likes does it have?

- **Info about the user**: How interesting are they to you? How often do other people engage with their content?

- **Your personality activity**: Do you tend to watch a lot of videos? What type of content do you typically engage with?

- **Your interaction history**: Do you typically like or comment on the user’s posts?
Instagram Algorithm

- **Time spent:** Are you going to spend time on the post?
- **Like:** How likely are you to like the post?
- **Comment:** How likely are you to comment on the post?
- **Save:** How likely are you to save the post?
- **Tap on profile:** How likely are you to tap on the profile after seeing the post?
Instagram Best Practices

• Create carousel posts to extend reach.

• Find and share user-generated content.
Instagram Best Practices

• Create interactive content to engage your audience.

• Prioritize video.

• Lean into the latest features.
Twitter Algorithm

• **Recency:** Trends and topics that are popular now

• **Relevance:** Your previous actions on Twitter, accounts and topics you engage with, your location (for trends), etc.

• **Engagements**
  
  • How popular a tweet is and how many people in your network are interacting with it
  
  • How many people are tweeting, retweeting, replying and liking tweets about a particular topic

  • The number of tweets related to a trend or topic

• **Content type:** The type of media the tweet includes
Twitter Best Practices

• Use a visual to break through the noise.

• Be timely, relevant and topical.

• Write like you talk, and keep copy on the shorter side.
Why Content Gets Downgraded

• **Engagement bait:** Posts that explicitly request engagement for purposes other than a call to action.

  • Feedback shows people dislike spammy posts asking them to interact in this way.

  • It’s not something the algorithm thinks your audience will be interested in.
How to Increase Engagement

• Provide value and entertainment to your audience.

• Resurface and repurpose content that previously performed well.

• Pay attention to trends.
How to Increase Engagement

• Optimize your content for various platforms.

• Post consistently.

• Prioritize quality over quantity.
How to Increase Followers

• Engage with people who ARE NOT following you (yet!)

• Create a strong and cohesive visual brand.

• Highlight firsts/bests/onlys that are unique to you.
How to Build a Community

• Create content using empathy.

• Use social listening vs. social monitoring.

• Highlight and elevate your audience’s voices.
Questions?