

Social Media Algorithms for Post

¹S M Nazmuz Sakib (Orchid- <https://orcid.org/0000-0001-9310-3014>) (sakibpedia@gmail.com)*

¹ Graduate of BSc in Business Studies
School of Business And Trade
Pilatusstrasse 6003, 6003 Luzern, Switzerland

¹ Student of BSc in Civil Engineering
Faculty of Science and Engineering
Sonargaon University
147/I, Green Road, Panthapath, Dhaka

¹ Student of LLB(Hon's)
Faculty of Law
Dhaka International University
House # 4, Road # 1, Block - F, Dhaka 1213

¹ Student of BSc in Physiotherapy
Faculty of Medicine
University of Dhaka
Nilkhet Rd, Dhaka 1000



¹AUTHOR BIOGRAPHY

S M Nazmuz Sakib is an eLearning expert and done more than 500 MOOCs or Massive Open Online Courses and experienced as an instructor in sites like Udemy. He has completed his BSc in Business Studies from School of Business And Trade, Switzerland with CGPA 4 in the scale of 4 and 97.06% grade marks on an average. He is also a certified Google IT Support Professional, Google Data Analytics Professional and IBM Customer Engagement Specialist Professional.

Abstract—Social media plays important role in our life. Facebook was the third most viewed website on the globe after Google and YouTube in 2017. There are so many users on these platforms, there's a need to create order. Posting stories enable content platforms to grow their social media audiences and algorithm does just that. Social media algorithms are keeping up with marketing codes of conduct Social media expectations will differ because of the platform you use. The algorithm in play helpful and mostly harmless to the social media customers and tell them where you rank in social media ads and content placement. In the end we will come to understand what an algorithm is, the different social media algorithms and how to optimize our content for social media [1].

Keywords—Social media algorithm, content, platform, optimize

I. INTRODUCTION

An algorithm in a social media platform is a data set of rules of ordering users feed based on relevant content instead of publish time. Social media algorithms specifying how a group of data behaves in social media and prioritize which content make it to the top of user feed and which don't. For example, when you scroll through your Instagram feed or the stories of your friends that appear first on the dashboard are determined by the social media algorithms. There were 3 billion users on social media last year. So these algorithms are playing important role in finding the soundness of social media accounts and contents. User friendly focus encourages social media users to submit relevant, high-quality content, and engage with users [1].

These algorithms are designed or written by coders with the help of machine learning. Machine learning means that algorithms “learn” how to perform tasks under various level of human intelligence. Algorithm manage to do tasks which would be very tough for humans to carryout such as scale your social media content to any amount of data- that could be trillions of posts or it can manage flow of content through active recommendations and mediating interaction with information through likes and comments to improve content discoverability. Social media algorithms can filter and rank information in ways that create incentives for content creator [1].

II. DISCUSSION

A. Social Media Algorithm Works

Function of a social medial algorithm is to deliver relevant information to users. An algorithm works with the machine learning and data science. Algorithm is capable of parsing data and ranking posts on the user's taste. Social media algorithm works on some defining factors like [1]:

- Prioritize content or data to match user's taste based on content from friends and family members over business.
- Algorithms seeks to match user's taste by prioritizing content from people you engage with (people you follow or whose posts you comment and like, whom you message.)
- An algorithm sometimes prioritizes number of reactions or variety of reactions.
- If users engage in a specific tag or category, they are directed to the other items in the same category

III. TYPES OF SOCIAL MEDIA ALGORITHMS

There are different algorithms for different social media platforms. Therefore you can break it down on social media brands. The main social media platforms are Instagram, Facebook, YouTube, Twitter, Pinterest etc. There is brief comparison of different social media algorithm of different social media platforms [1].

A. Instagram

Instagram is not using reverse sequential order for posts. Ranking center decide the order of each post for user's feed in Instagram. Instagram's technology uses different signals which help in determining how your feed is ordered and may include:

- Prioritize the user interest for the content.
- Shared Date of the post.
- Previous interactions.
- Highest number of likes.
- Post from hash tags that user follow.

Key signal for Instagram algorithm is ‘relevance’ not reach. Because Instagram users are more likely to be interested in an influencer's content if it is relevant to their interest. Instagram algorithm uses “resonance” key signal for ordering feed according to user interest means how engaging are an influencer or follower's posts.

B. Facebook

Facebook's algorithm recently change took place in January 2018. In this change meaningful customers' engagement was the key to Facebook's algorithm layout. Relevance and rating are key factors for Facebook algorithm. Facebook algorithm has following characteristics:

- Prioritize to intensify the importance and viewership of local and familial and friendly content over businesses.

- Facebook algorithm has built a strategy on spam management and discarded more than 500 million false accounts.
- Prioritize user friendly content.
- Showing content of your top friend and highly engaged content from friends.
- Facebook prioritize meaningful conversations over transaction and stop engagement baiting by setting ground rules for account looking to stay in their algorithms good graces.
- Paid content in Facebook algorithm is ranked separately but still depends on customer response and relevance.

C. Twitter

There are more than 330 million users who use twitter monthly and more than 150 million users who use twitter on daily basis. Twitter is truly worth your time spent there. Twitter ranks its post not only by relation but give priority to time and date posted. Fresh and updated material ranks higher than old material. On twitter highly visual content matters now more than ever. Of all the social media algorithms, recency is the key factor for twitter more than any other. Here are some other factors for twitter algorithm:

- Twitter algorithm gives priority to recent content (last 24 hours) which show highest amount of engagement from users you follow.
- Give priority to content posted recently within minutes.
- Retweet and comments over likes also increase your reach on twitter.

In twitter higher engagement rates are because of Tweets contain up to two hash-tags and 100 characters, prioritize tweets with an image link and last factor is retweet by your followers.

D. YouTube

YouTube platform is somewhat underutilized by the users but it is still an important platform. Of all the social media algorithms, the YouTube algorithm is notoriously tricky.

Here are some YouTube algorithm factors for users to create content:

- YouTube algorithm show or recommends video content related to what you previously watched
- Prioritize the content of the same creator as what you once watched
- A YouTube algorithm also prioritizes and recommends viral videos (getting the trend and watch time in a short period by many people) even if it is not relevant to you
- YouTube algorithm also gives priority to your subscriptions and show videos from your subscription in reverse chronological order.

SEO-optimizing algorithm is essential for your YouTube content.

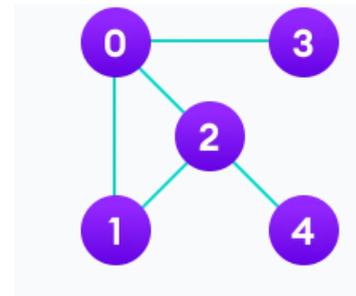


Figure 1 Graph Data Structure [1]

IV. DATA STRUCTURES

Data structure is a storage element which is used to store, manage, and organize data. Data structure provides a way of arranging data on a computer so that it can be easily accessed and updated correctly. For example for managing Facebook data, Facebook uses the Graph data structure to maintain relationship between Facebook friends. In graph data structure of Facebook user is considered as vertex and if an edge connects two vertex means user then those two users are considered as friend [1].

V. CONCLUSION

This shows that how algorithm can sift through content and delivery of only “relevant” content rather than random posts in users feed. We also discuss how social media algorithm works on different platform. There is no single rule for all social media algorithm but rather several rules, different key factors should be considered for each social media platform. Social media algorithm design is controversial because it determines which content users should find important and or worth of appreciation. Social media algorithm really helps users in using social media platform easily. These algorithms based feeds are becoming more intelligent and engaging the users [1].

VI. REFERENCES

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