



# catch the algorithm

What I learned about Instagram

Instagram is a **photo** and **video-sharing social networking** service.

The app allows users to upload photos and videos to the service, which can be **edited** with various **filters**, and **organized** with **tags and location** information.

An account's **posts** can be **shared publicly** or with **pre-approved followers**. Users can browse other users' content by tags and locations, and view trending content.

Users can "**like**" photos, and **follow** other users to add their content to a feed.

—◆— monthly active users (Million)

Oct 2009

**Kevin Systrom** started working on a project called Burbn.

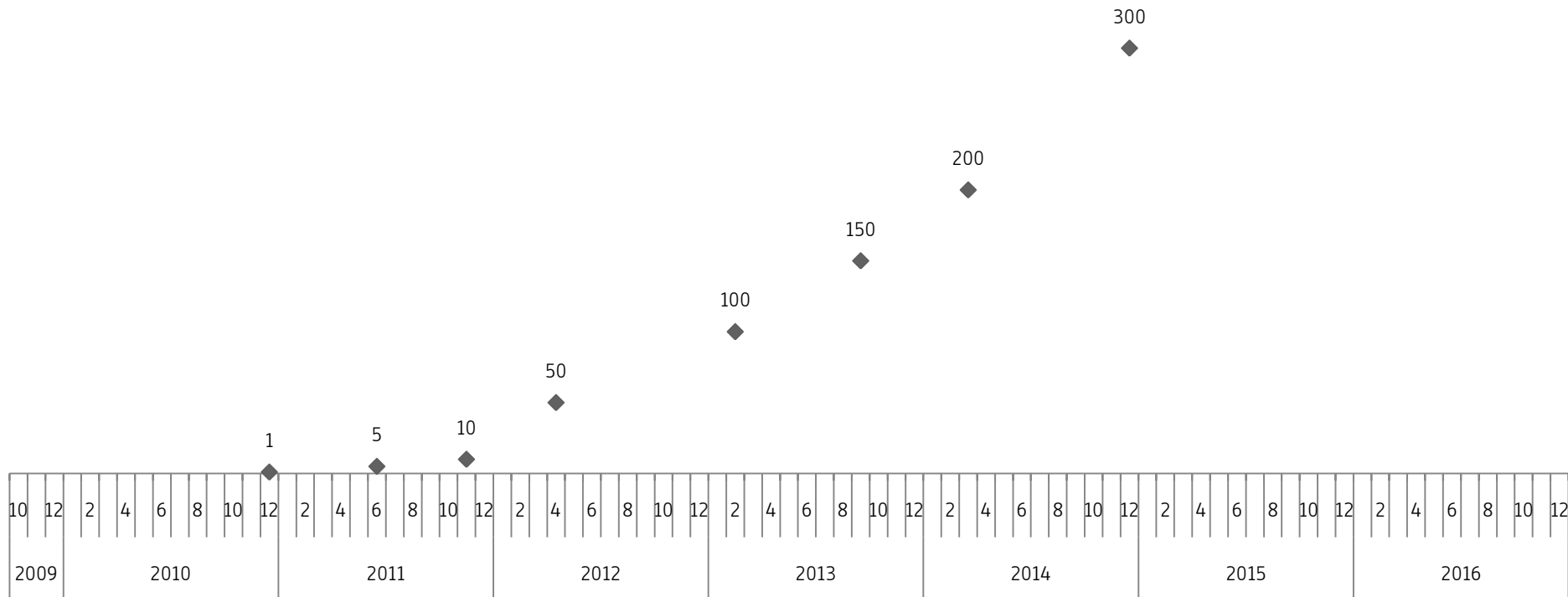
May 2010

**Mike Krieger** joins the Burbn project.

Oct 2010

Instagram **launches** with the hope of facilitating communication through images.

It nabs 100K users in the first week.



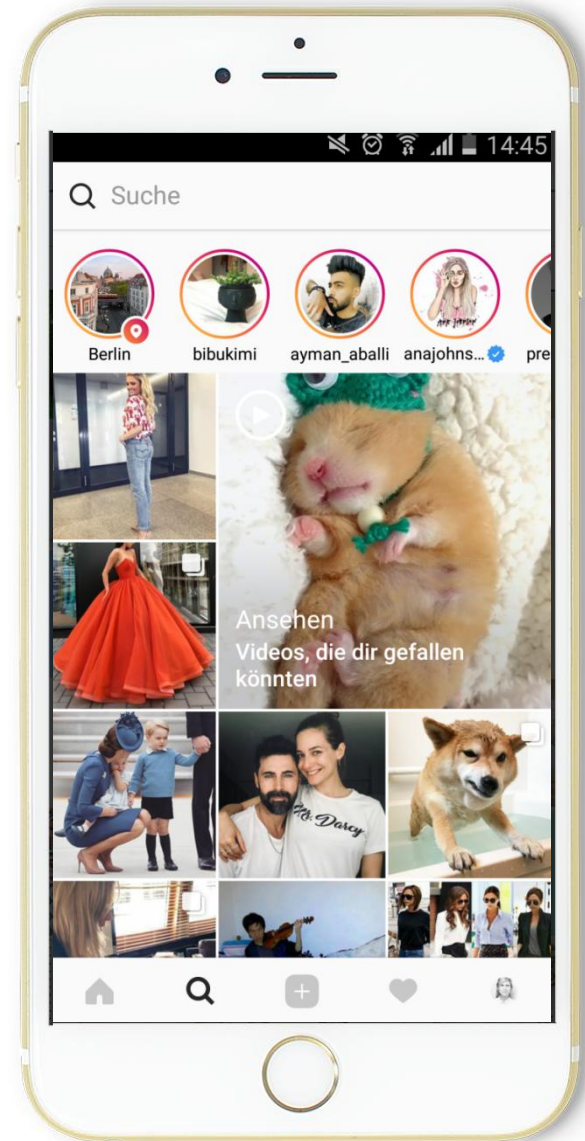
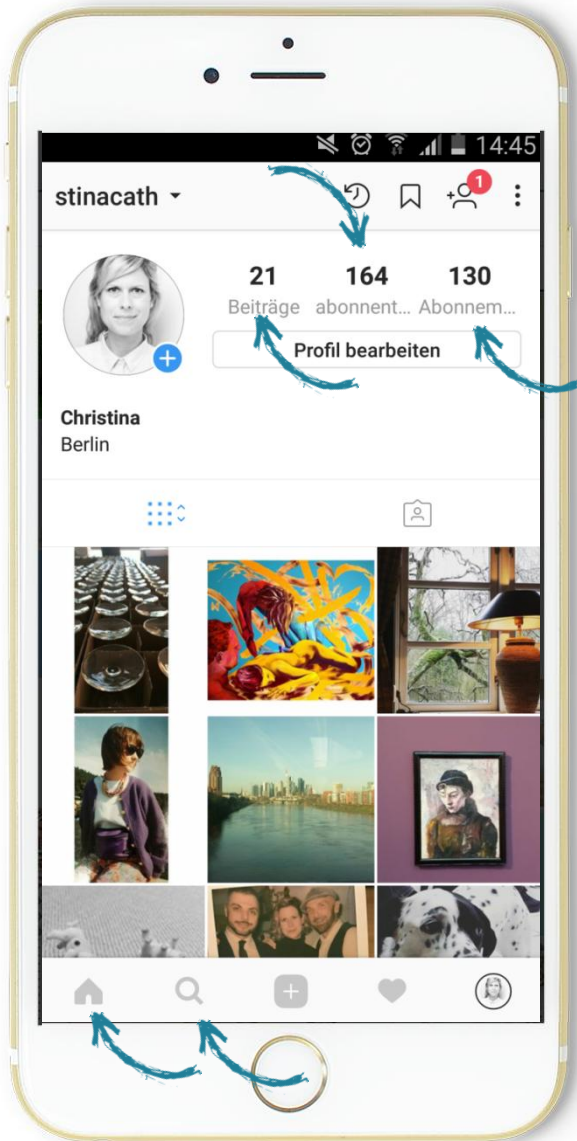
If you are a user .... ask yourself.....

Who you are?

private account

What is your goal?

just look



Who you are?

Company, Freelance, .....

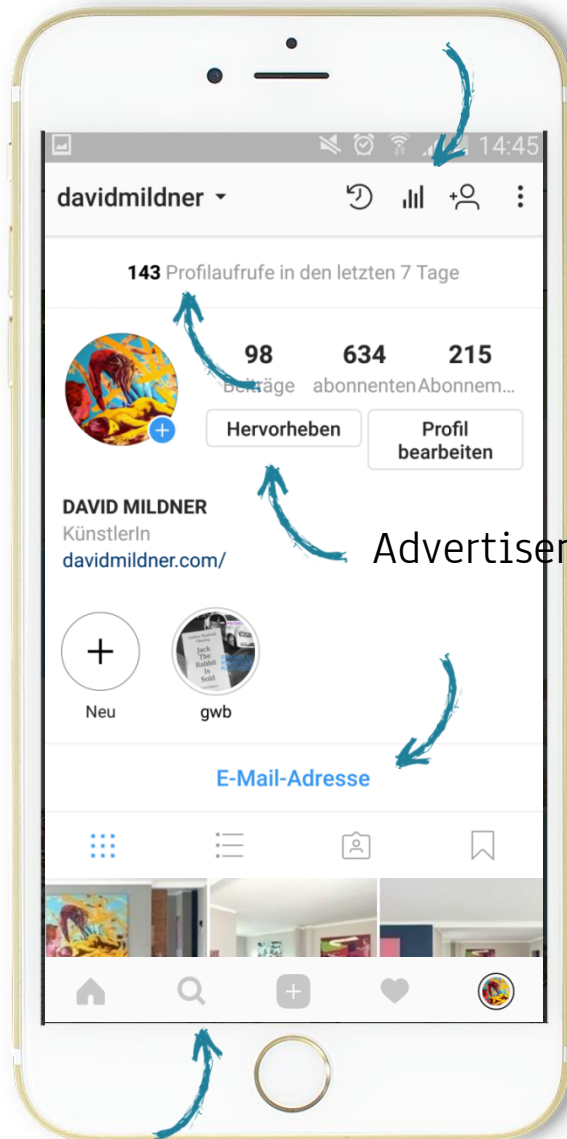
What is your goal?

Portfolio presentation 

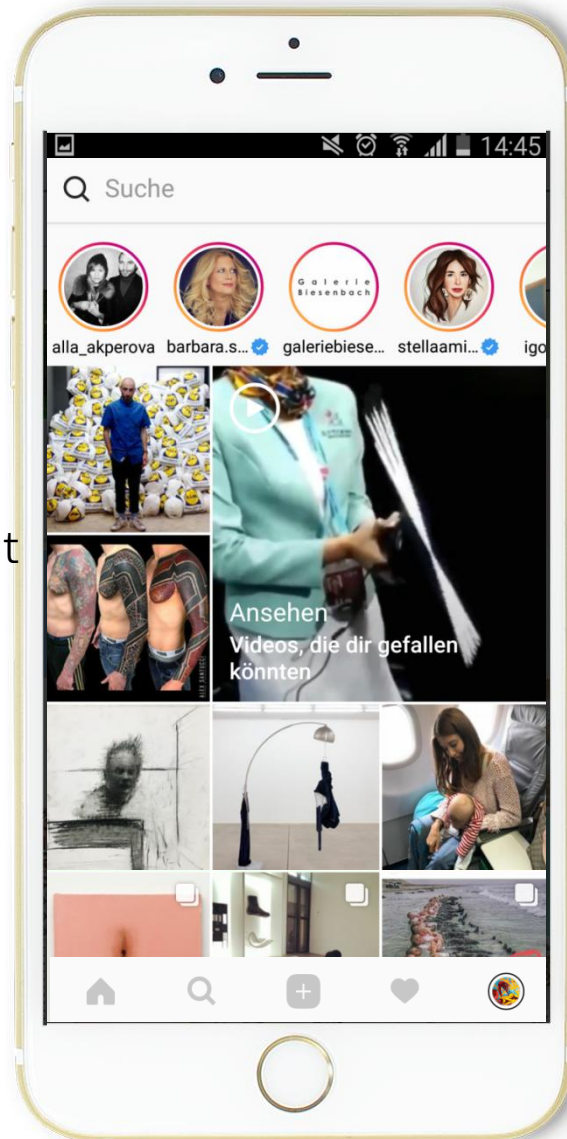
Advertisement 

Customer acquisition

# Statistic



Advertisement



Who are you?

Company, Freelance, .....

What is your goal?

Portfolio presentation ✓

Advertisement ✓

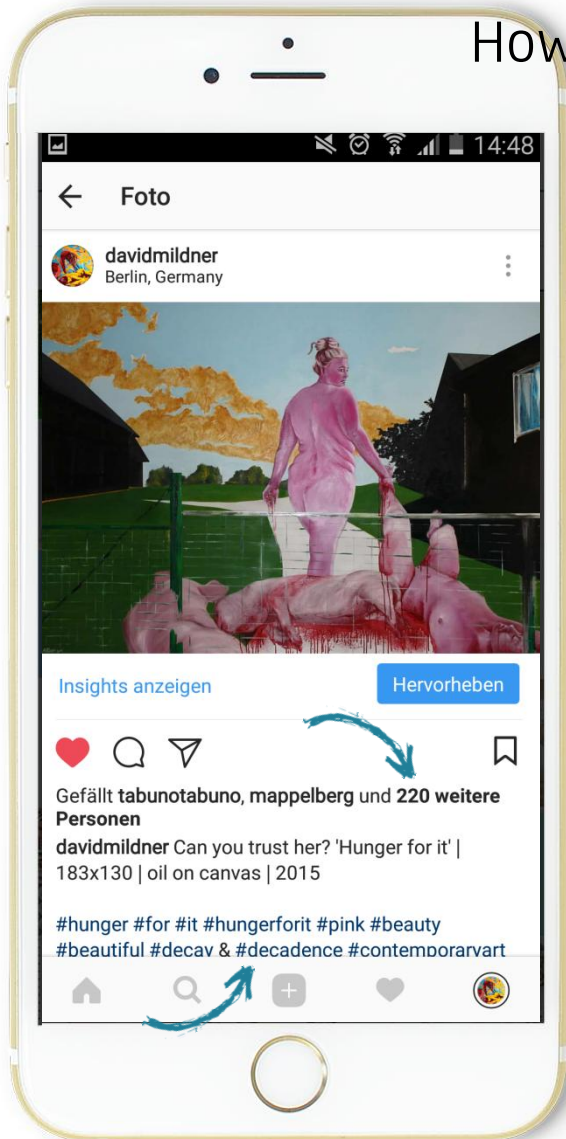
Customer acquisition



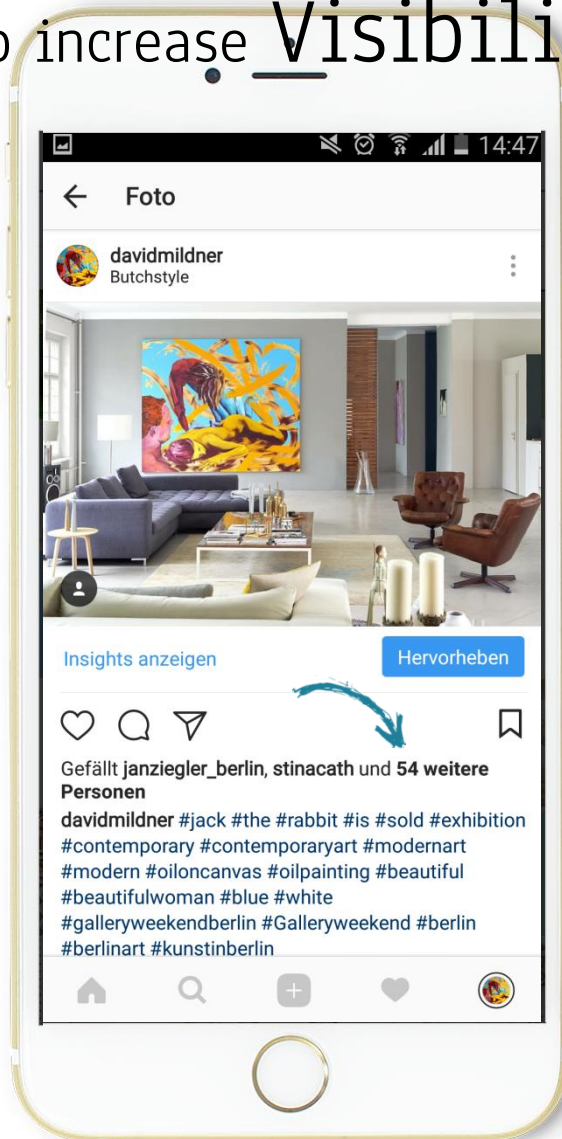
You need ..... **Visibility**



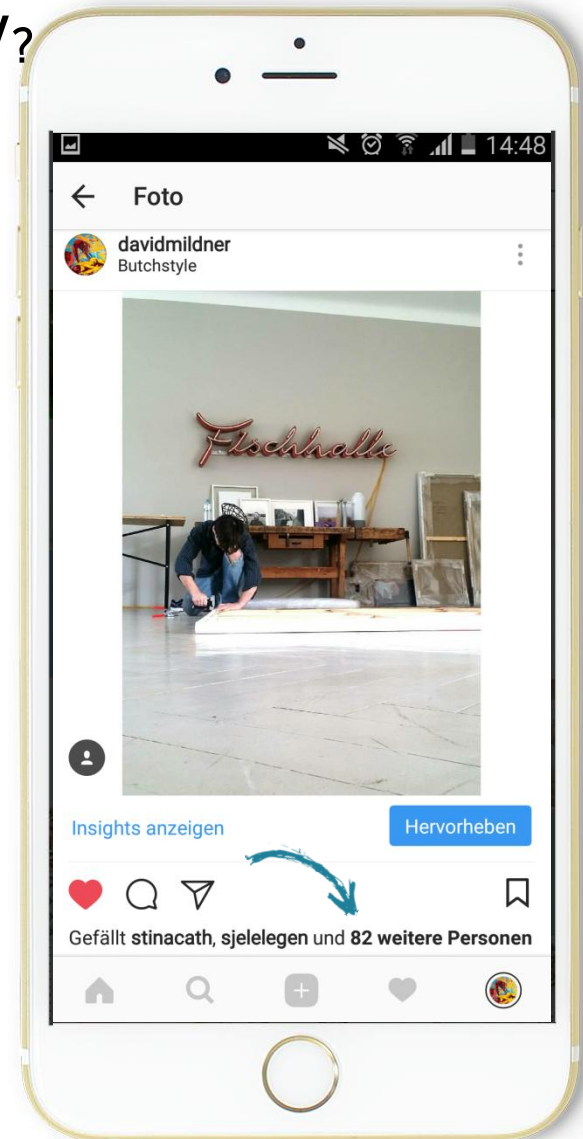
# How to increase Visibility?



chronological feed



new algorithm



# Why the new Instagram algorithm was introduced

*"The reason is simple: With the growing number of users - now more than 600 million Instagram users worldwide - the number of posts for a single user has become too large.*

*More than 70 percent of the posts remained unseen in the feed. Especially after long offline phases (for example at night) it was impossible for users to see all posts.*

*To solve this problem, Instagram would either have to limit the number of posts or have the user play out the most important content via the algorithm. Menlo Park has decided on the last variant. "*

Thomas Dimson (Software Engineer at Instagram since July 2013)

# What the Instagram algorithm pays attention to...

Unlike Facebook's newsfeed algorithm, the Instagram algorithm continues to show all friends' posts.

Every user gets to see all the posts if he only scrolls long enough. Only the order is changed.

According to Thomas Dimson, following factors are important for the ranking:

Which content do you like?

Which people do you send direct messages?

Which accounts are you looking for?

Which persons do you know in real life?

These (minimum) 4 factors are weighted by person and converted into an individual Instagram algorithm.

Unlike other algorithms, the Instagram algorithm is not based on predetermined rules. It is a self-learning technology that tests different variants and thus gradually becomes the optimal user experience.

The goal of the algorithm is to make the Instagrammer as **happy** as possible so that it spends a lot of time in the app and returns frequently.

# How to increase Visibility?

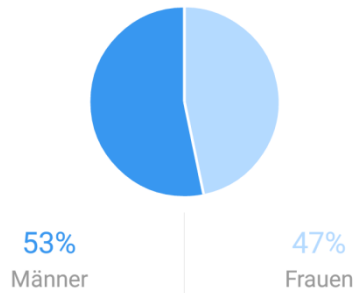
You should know your target group.

You should know your customers.

You should know your followers.

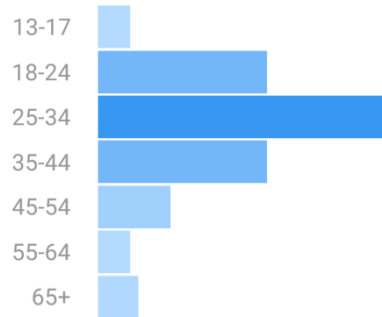
You should have ideal content.

## Geschlecht



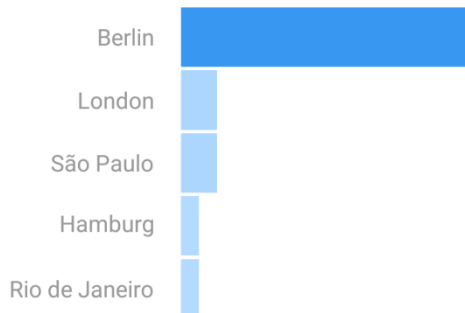
## Alter

Alle Männer Frauen



## Beliebteste Standorte

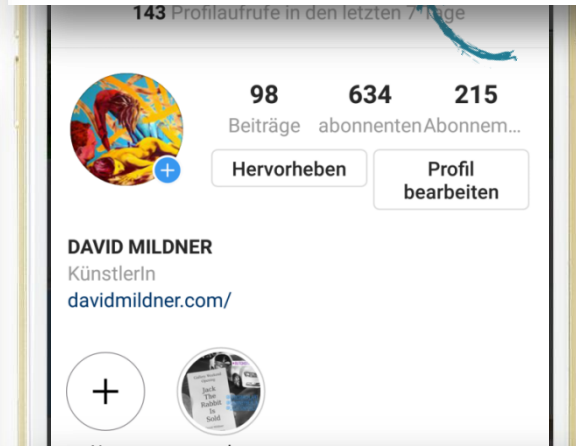
Städte Länder



## Abonnenten

Stunden Tage

< Freitags >



## Interaktionen

145

Gesamtanzahl der Klicks auf deinen Beitrag oder dein Profil vom 27. April – 3. Mai



Profilaufrufe 143

Webseitenklicks 2



ICONOSQUARE

## Entdecken

414

Erreichte Konten von 27. April – 3. Mai



Reichweite 414

Impressionen 3651

## Impressionen

So oft wurden alle deine Beiträge insgesamt gesehen.

## Reichweite

Die Anzahl individueller Konten, die einen deiner Beiträge gesehen haben.

Who you are?

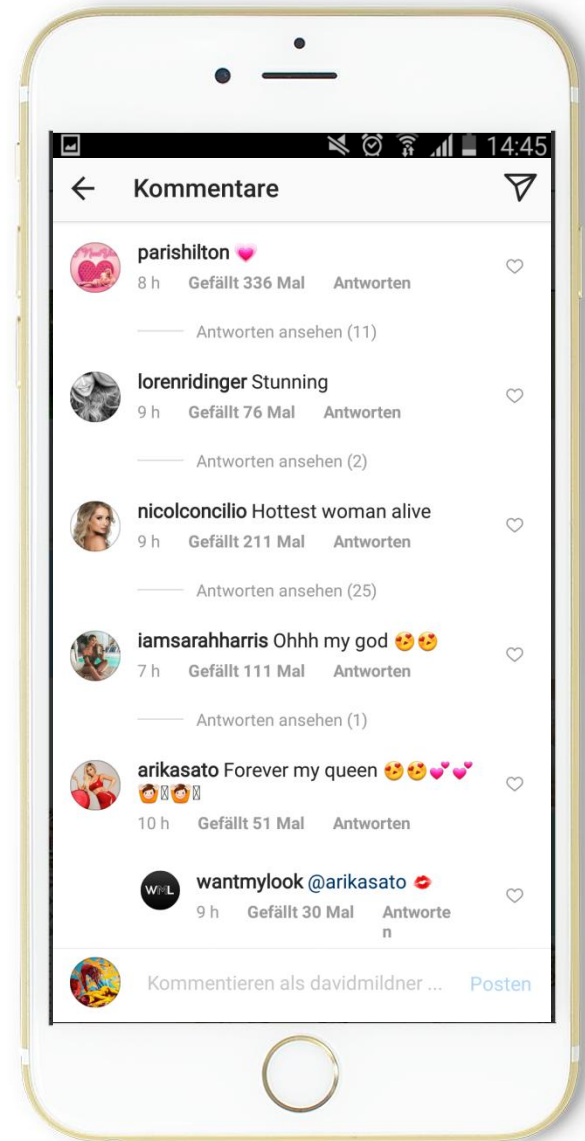
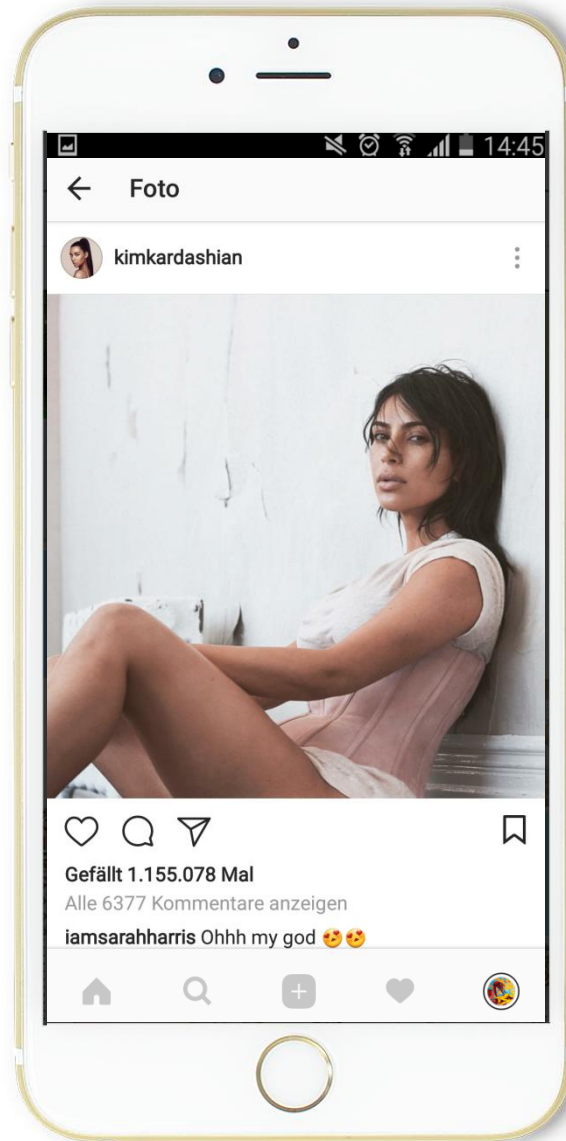
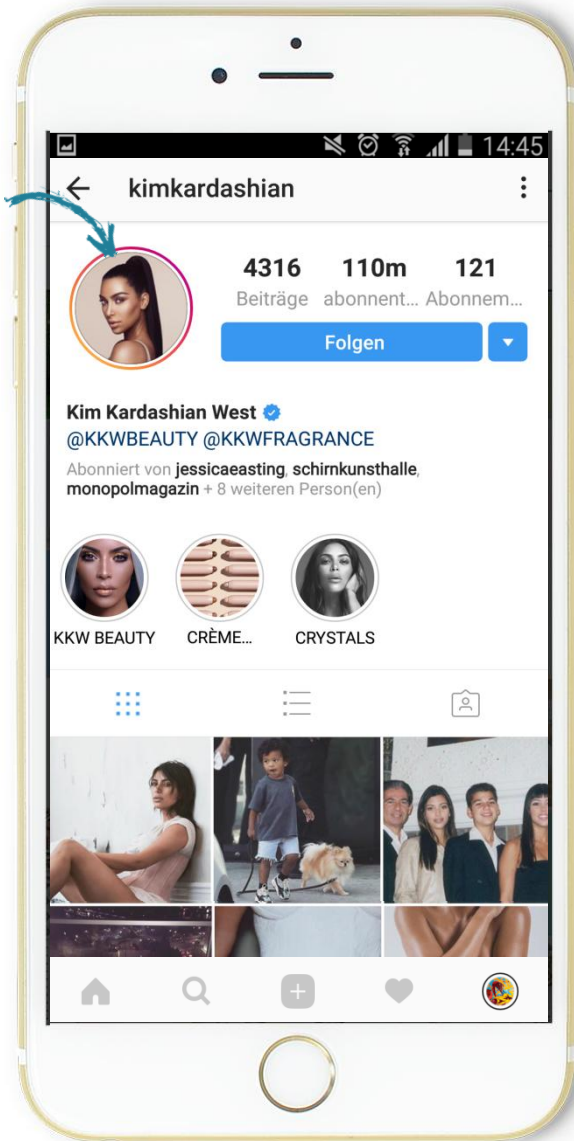
Influencer

What is your goal?

Make the world a better place.

Earn money with advertising.

You need ..... Visibility



# How to increase Visibility?

You should know your target group.

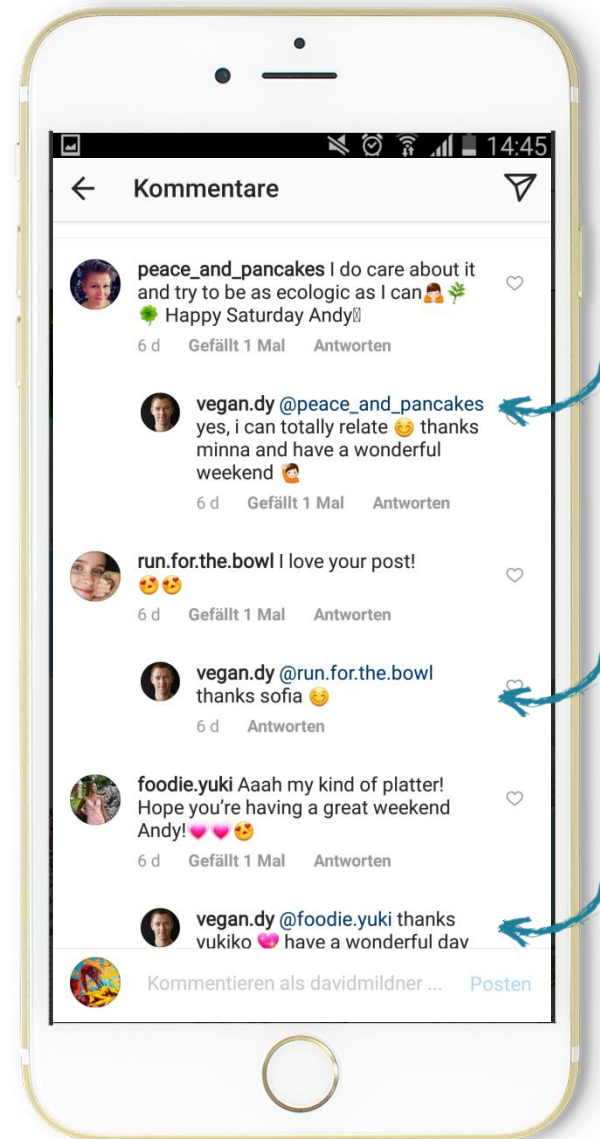
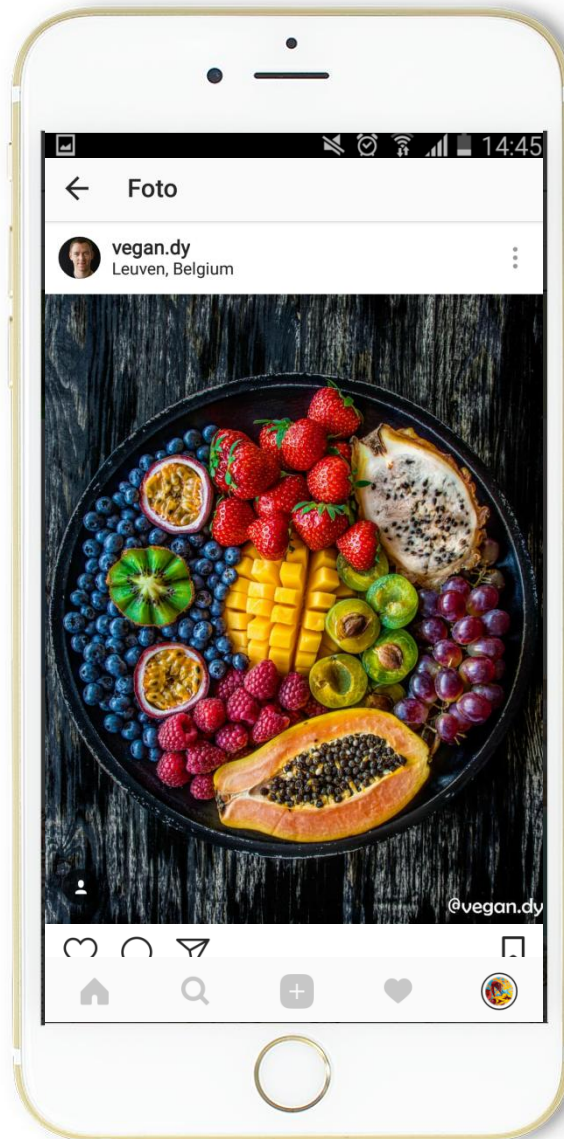
You should know your customers.

You should have ideal content.

You should know your followers.

Be famous.





# How to increase Visibility?

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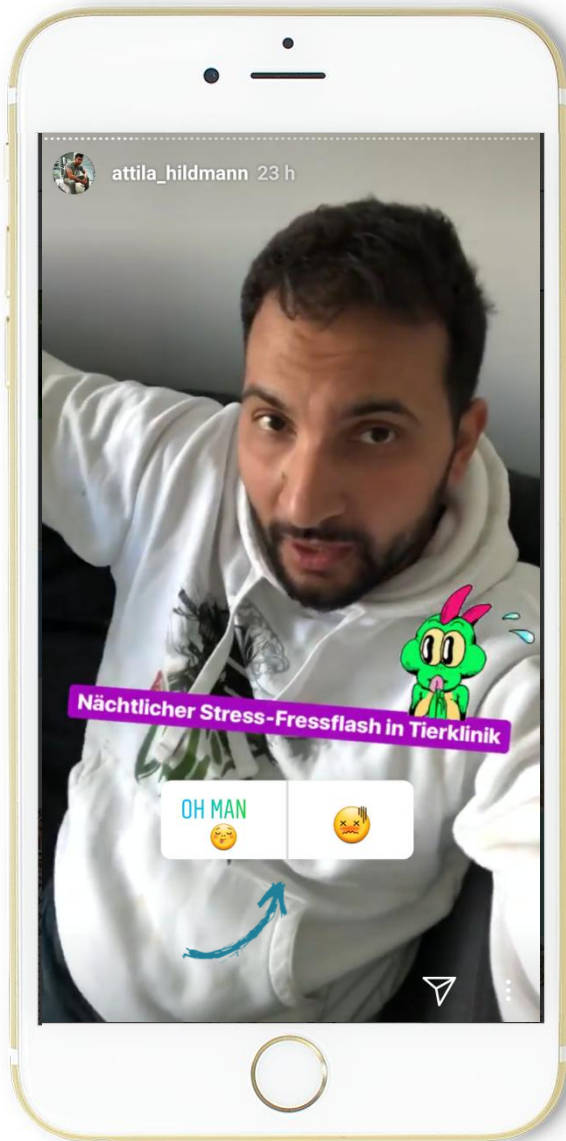
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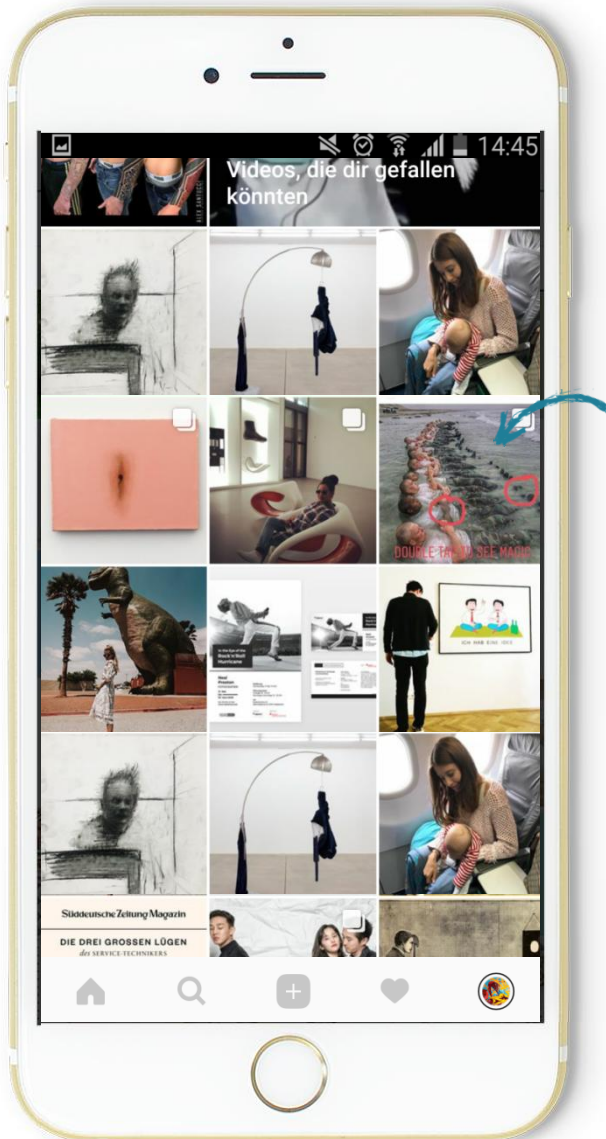
You should know your followers.

Be famous.

Interact with your followers.



Master of follower interaction: Attila Hildmann



# What does the algorithm measure? probably

- Engagement (likes and comments)
  - How much and how quickly
    - (roll out to 10%)
  - Not all types of engagement are counted equal
    - “like” less, “comment” more
    - But, 😊 is dead
- Call-to-action (CTA) in your caption
- Direct interactions
  - Direct messages
  - Posts shared in a direct messages
- How long people spend viewing on a post
  - scrolling-time
- Direct searched account
- How often the account was opened
- When photo was posted
  - But new -> longer half-life
- What type of content
  - (e.g. WM, Superbowl)
- Hashtag amount (2-3)



## 4 secret Instagram tricks you should know

1. Create great and realistic content, 3 times a day, with wise chosen hashtags.
2. Interact with your community or be famous.
3. Use other platforms (FB, Youtube, ...) and connect your accounts.
4. Think about Like-Bots and then forget it.



**Instagress**



**crowdfire**

Learning: There is no realistic way to screw the algorithm.



Danke, fürs Zuhören

Please follow me on Instagram



<https://later.com/blog/instagram-algorithm/>

<https://onlinemarketing.de/news/wissenwerte-fakten-instagram-algorithmus-maximierung-relevanz>

<http://www.futurebiz.de/artikel/instagram-algorithmus-influencer-anzeigen/>

<https://weblog.datenwerk.at/2018/02/12/der-instagram-algorithmus-2018/>

<https://atscaleconference.com/videos/measurement-and-analysis-of-predictive-feed-ranking-models-on-instagram/>

<https://www.instagram.com/developer/>

The **engagement rate** is repeatedly falling when talking about KPIs (Key Performance Indicators) on Instagram.... But, take care!

What is considered a good engagement rate on Instagram?

Instagram is known for having higher engagement rates than any other social media network. FB & Twitter attract **0.5% – 1.0%** overall engagement whereas Instagram has a baseline of **3%-6%**. .

How do I calculate my engagement rate on Instagram, per post?

Engagement is measured by your likes and comments combined per post, divided by your followers.

Likes 137 and comments 10 with 2,500 followers.

$137 + 10 = 147 / 2,500 \times 100 = \underline{5.88\%}$

What is the average follower growth on Instagram?

Instagram has the quickest follower growth.

On average, brands doing a fine job on Instagram, can expect an increase of 6% -8% per month.

That's 3 times what's commonly seen on Facebook, Twitter and Pinterest.

A brand, should have 6% growth per month as a strong goal.

If you do not achieve these goals, this may be due to your target group and not to your performance.

Ever since the introduction of the Instagram algorithm and the associated re-sorting of the Instagram feed, users no longer get to see all the posts of an account they are following.