

What is the Visibility Rank (C-Rank) and How Does It Work?

It's not about algorithms deciding your life — it's about rewarding what's real.

On Currently, *not all moments are created equal*. Some get noticed instantly, while others fade quickly. That's where C-Rank (Currently Rank) comes in.

C-Rank is our real-time visibility ranking system — designed to make sure the most authentic, engaging, and timely moments rise to the top in the Discover Feed, Map, and other public views.

Why C-Rank Exists

Unlike other platforms, Currently doesn't rely on likes, shares, or viral tricks alone. C-Rank helps ensure that:

- Your moment gets the attention it deserves
- The platform stays fresh, real, and relevant
- Discover isn't just popular — it's *present*

How C-Rank Works

C-Rank assigns a visibility score to every moment, updated in real-time. That score determines:

- How far your moment spreads
- How long it stays in the Discover Feed
- How likely it is to appear on the Map or Trend sections

The score is based on a combination of these key factors:

Core Factors of C-Rank

1. Content Quality

- Clear, relevant photos or videos
- Meaningful captions
- Properly tagged activity, place, or people

Real effort, real engagement = higher score

2. Engagement Velocity

- How quickly your moment gets views, reactions, or comments
- Early interaction = signal of interest

More interaction in less time = boost in visibility

3. User Reputation

- Are you consistently posting genuine, engaging moments?
- Have you built a positive presence over time?
- No spamming or fake content

The more trusted your profile, the higher your moments rank

4. Recency

- Newer moments are ranked higher — because Currently is about *now*
- Older moments lose visibility as they age or expire

Freshness is priority. Always.

5. Location & Relevance

- Moments from popular or nearby locations often get better placement
- Check-ins in trending areas or during live events may rank higher

Right place, right time = better visibility

What Hurts Your C-Rank?

Avoid these if you want your moment to shine:

- Posting blank screens or unclear media

- ❑ Repetitive, spammy activity
- ❑ Low-effort or misleading content
- ❑ Violating community guidelines

These can lower your visibility score or prevent your moment from reaching Discover entirely.

How to Improve Your C-Rank

- ❑ Be authentic – share real moments, not curated perfection
 - ❑ Be active – post consistently, not constantly
 - ❑ Add context – include activity, place, caption, timer, and people when possible
 - ❑ Engage with others – view, react, and connect genuinely
- Respect the community – good vibes and good behavior get noticed

C-Rank is Smart, Not Controlling

Unlike traditional algorithms, C-Rank doesn't manipulate what you see — it simply surfaces the most relevant, authentic content *right now*.

You don't need to go viral — you just need to be real, present, and intentional.

Summary

Factor	Influence on C-Rank
Content Quality	Clear photos/videos, meaningful details
Engagement Velocity	Quick reactions & views boost your rank
User Reputation	Trusted profiles get more visibility
Recency	Newer moments appear higher

Location Relevance	Popular or nearby places improve discoverability
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Real Moments Deserve Real Reach

C-Rank makes sure that the right moments — the real, raw, in-the-moment updates — get seen by the right people.

So go ahead, be yourself — and let the *now* speak for itself.