Following vector: $x_i = (0, 1, 1, 0, \ldots, 1)^\top$, where $x_{ik} = \mathbb{1}\{\text{nominee } i \text{ follows account } k\}$

Similarity: $S(i, j) = \dfrac{x_i^\top x_j}{||x_i|| \cdot ||x_j||} = \text{cosine of angle between vectors}$