

Social Media Specialist

# Social Media Algorithms

Job Connector Program

# What are Social Media Algorithms?

A social media algorithm is a set of rules and signals that automatically ranks content on a social platform based on how likely each individual social media user is to like it and interact with it. Algorithms are the reason why no two users will see exactly the same social content, even if they follow all the same accounts.

The algorithm of every social media platform is different, but they are all based on machine learning and a set of factors called **ranking signals**. These are exactly what they sound like: signals used to rank the value of each individual piece of content for each individual user.



# Social Media Platforms & Content Ranking Signals

Social Media Algorithm ([Hootsuite](#)) | As a social media specialist, understanding and mastering these algorithms are essential for you.

Algorithms (2024)	Essential Metrics & Elements As Signals	Best Practices
<a href="#">Facebook 2024</a>	User engagement (likes, comments, shares), post quality, relevance, recency, post type (video, photo, etc.)	Post regularly, use high-quality visuals, respond to comments and messages, join relevant groups, run ads to increase reach.
<a href="#">Instagram 2024</a>	User engagement (likes, comments, shares), post quality, relevance, recency, use of hashtags, location tagging	Post regularly, use high-quality visuals and videos that make your followers happy, use relevant hashtags, engage with other users, use Instagram Stories and Reels, run ads to increase reach
<a href="#">YouTube 2024</a>	Watch time, viewer engagement (likes, comments, shares), video quality, relevance, recency, use of keywords, channel authority	Post videos that make your viewers happy, use relevant keywords and tags, engage with comments and feedback, collaborate with other YouTubers, promote videos on other social media platforms, run ads
<a href="#">TikTok 2024</a>	Video completion rate, viewer engagement (likes, comments, shares), video quality, relevance, use of hashtags and sounds	Create short, attention-grabbing videos, use trending sounds and hashtags, engage with other users, collaborate with other TikTokers, post regularly, run ads to increase reach.
<a href="#">X (Twitter) 2024</a>	User engagement (likes, retweets, replies), post quality, relevance, recency, use of hashtags and mentions	Tweet regularly, use relevant hashtags and mentions, engage with other users, retweet and share interesting content, run ads to increase reach.
<a href="#">LinkedIn 2024</a>	User engagement (likes, comments, shares), post quality, relevance, recency, use of hashtags and mentions, professional authority	Post high-quality content related to your industry, engage with other users in your network, join relevant groups, share industry news and insights, use LinkedIn Pulse to publish articles.

# Social Media Algorithm Assessments

Use these checklist templates to assess and evaluate your social media assets/projects. Have you followed the latest algorithms and best practices?

---

## 1. Facebook Algorithm Assessments For [your brand]

- ☐ Post regularly
- ☐ Use high-quality visuals
- ☐ Respond to comments and messages
- ☐ Join relevant groups
- ☐ Run ads to increase reach
- ☐ Ensure user engagement through likes, comments, and shares
- ☐ Ensure post quality and relevance
- ☐ Ensure post recency
- ☐ Use a variety of post types (video, photo, etc.)

# Social Media Algorithm Assessments

Use these checklist templates to assess and evaluate your social media assets/projects. Have you followed the latest algorithms and best practices?

---

## 2. Instagram Algorithm Assessments For [your brand]

- ☐ Post regularly
- ☐ Use high-quality visuals and videos
- ☐ Use relevant hashtags
- ☐ Engage with other users
- ☐ Use Instagram Stories and Reels
- ☐ Run ads to increase reach
- ☐ Ensure user engagement through likes, comments, and shares
- ☐ Ensure post quality and relevance
- ☐ Ensure post recency
- ☐ Use location tagging to increase visibility

# Social Media Algorithm Assessments

Use these checklist templates to assess and evaluate your social media assets/projects. Have you followed the latest algorithms and best practices?

---

## 3. YouTube Algorithm Assessments For [your channel]

- ☐ Post high-quality videos
- ☐ Use relevant keywords and tags
- ☐ Engage with comments and feedback
- ☐ Collaborate with other YouTubers
- ☐ Promote videos on other social media platforms
- ☐ Run ads to increase reach
- ☐ Ensure user engagement through likes, comments, and shares
- ☐ Ensure video quality and relevance
- ☐ Ensure video recency
- ☐ Build channel authority

# Social Media Algorithm Assessments

Use these checklist templates to assess and evaluate your social media assets/projects. Have you followed the latest algorithms and best practices?

---

## 4. TikTok Algorithm Assessments For [your brand]

- ☐ Create short, attention-grabbing videos
- ☐ Use trending sounds and hashtags
- ☐ Engage with other users
- ☐ Collaborate with other TikTokers
- ☐ Post regularly
- ☐ Promote videos on other social media platforms
- ☐ Run ads to increase reach
- ☐ Ensure video completion rate
- ☐ Ensure viewer engagement through likes, comments, and shares
- ☐ Ensure video recency, quality and relevance

Social Media Specialist

# Exercises



# Social Media Exercises

- 
1. Your lecturer will pick top brands from one industry.
  2. Review and evaluate their social media practices by using latest social media algorithms and signals
  3. Assess their social media practices by using social media algorithm assessments
  4. Present your findings and analysis.
  5. Ask feedbacks from your lecturer.