How Social Media Algorithms Work

CONTENTS

Introduction

The purpose of this whitepaper is to shed light on the intricate workings of social media algorithms and provide actionable insights for next level content creation.

Drawing from our collective experience across TikTok, Meta, LinkedIn and the creator economy - we aim to demystify the complexities surrounding social media algorithms.

As marketers, we thrive when provided actionable insights that deliver measurable success. **We'd like to thank Jaskaran Saini and Dr. Alexander Wissner-Gross for the knowledge, contribution and insights.**

"
This whitepaper is made for social teams that want to deepen their knowledge base and take their content marketing to the next level."

Jeremy Barnett

CEO and Co-founder

RAD AI

1 Leverage specific social network expertise from today's leading product managers across today's top social networks

2 Use sophisticated insights about the role Generative AI has on social algorithms.

3 Improve the your social teams knowledge and manipulate each social platform to your brands benefit.

Capture and Maintain the Attention of the Target Audience

Over **90**%

of marketers believe that that creating high-quality, engaging content is a fundamental aspect of successful marketing

Less than **5**%

of digital marketers truly understand how algorithms work on the social channels they market on

The Mechanics of Social Algorithms

The Challenge of Content Reach:

One prevailing concern voiced by users is the perceived *hindrance* imposed by algorithms on content visibility. Undeniably, reaching your existing followers has become increasingly challenging. However, it is vital to note that while connecting with your established audience may present difficulties, forging connections with new potential followers is more accessible than ever before.

Understanding Algorithm Mechanics:

To navigate this landscape effectively, it is crucial to understand how social media algorithms operate. These algorithms are intricate systems meticulously designed to curate and prioritize content based on a range of factors, such as user preferences, engagement levels, and timeliness. By grasping these fundamental principles, you can optimize your approach to enhance your business's visibility and reach.

The Mechanics of Social Media Algorithms

Insights from Industry Experts and Internal Product-led Initiatives.

In our collective capacity as industry professionals - we've had the privilege of collaborating with uber-talented product teams behind today's leading social media platforms.

These interactions have provided a multitude of insights into the inner workings of social algorithms thus enabling us to distill practical strategies to help elevate any brands social media presence.

By incorporating the expertise gained from hundreds of technical, creative and product focused collaborations - we have developed actionable approaches to help businesses thrive in the ever-changing universe of social media.

INTRODUCTION

2023

The Transition from Curated Algorithms to Enhanced Models

During the nascent stage of social media, curated algorithms played a crucial role in selecting and organizing content from the accounts and individuals that platform users chose to follow. This process was instrumental in ensuring consistent content delivery and providing users with an engaging social media experience.

However, this approach eventually revealed loopholes, as social media platforms encountered one key challenge: users reaching a saturation point and consequently disengaging from the platform. Driven by the need to address this issue, product managers initiated the development of a new algorithmic model.

Limitations of Curated Algorithms:

Curated algorithms initially served as the foundation for content curation, providing users with content exclusively from their selected network. While this approach aimed to cater to users' preferences, it inadvertently resulted in a systemic content saturation problem.

> " **As social media users consumed content, platforms faced the risk of losing these same users who sought fresh and engaging media.**"

INTRODUCTION

2023

The Transition from Curated Algorithms to Enhanced Models

Pioneering Change:

Recognizing the potential drawbacks of curated algorithms, platform pioneers like Mark Zuckerberg acknowledged the need for a new, transformative solution. With the realization that user retention was critical for sustained platform success, Meta product managers devised an innovative algorithmic model that would address the content saturation issue.

Birth of the Enhanced Algorithm:

The emergence of enhanced algorithmic models has transformed the way we explore and discover social content. This new approach provides users with a continuous stream of fresh and relevant content well beyond their curated network. By incorporating additional factors such as user behavior, engagement patterns, and trending topics, this "enhanced algorithm" sought to offer users a more personalized and dynamic experience.

INTRODUCTION

1979

Elaine Rich created unknowingly the first recommender systems (algorithm) Grundy. She looked for a way to recommend a user a book she might like. Her idea was to create a system that asks the user specific questions and assigns her stereotypes depending on her answers.

2023

Almost every social network uses a form of content recommendations. Collectively this technology supports over **$4TN** in Market Capped social economies.

2023

Total users by platform

Platform	Users
Meta	**2.8B** Users
TikTok	**1.5** Users
Pinterest	**500M**
Twitter	**250M**
Snapchat	**330M**
LinkedIn	**1B** Users
YouTube	**2B** Users

The Rise of Recommendation Algorithms

In recent years, social media platforms have implemented recommendation algorithms that track user behavior, interactions, and conversations across various features such as comments, stories, and other interactive elements.

This shift in algorithmic focus began in 2015 when platforms like Meta, Pinterest, and others emerged as highly valuable digital spaces for businesses.

This new era propelled the **rise of influencers** promoting online brands, as recommendation algorithms played a pivotal role in amplifying engaging content to the masses. Since this emergence, algorithms have evolved significantly thus presenting businesses with new challenges in organic growth due to heightened quality standards and guidelines.

$25B Influencer Market Size, 2023

The Rise of Recommendation Algorithms

Influencers and Online Brands

The introduction of recommendation algorithms in the mid-2010s marked a turning point for businesses across social media. With the ability to analyze user behavior and preferences, algorithms empowered influencers and online brands to reach wider audiences through their engaging content. This shift led to the emergence of a new breed of social media success stories, fueled by effective content marketing strategies and the **cultivation of organic influencers**.

Continuous Algorithmic Development:

Since 2015, recommendation algorithms have undergone substantial development to enhance their effectiveness. Machine learning engineers have refined these algorithms to ensure they deliver increasingly accurate and relevant content suggestions. As a result, platforms like Meta, TikTok, Twitter, Pinterest provide users with hyper-personalized social media experiences.

This year-over-year growth rate for 2020 is estimated at **26.12%**

This market will be ACCELERATING at CAGR of almost **30%**

INCREMENTAL GROWTH **$3.58bn**

2019   2023

The Rise of Recommendation Algorithms

Challenges in Organic Growth:

While recommendation algorithms have evolved to improve user experience, organic growth has become more challenging. The increased emphasis on quality while adhering to guidelines makes it harder for businesses to expand their reach organically.

As algorithms prioritize content that meets their distribution standards, businesses must invest in exceptional content creation and strategic marketing efforts to effectively navigate these complex landscapes.

Insights into Algorithmic Frameworks:

The algorithms powering platforms such as Meta, TikTok, Twitter, Pinterest, and others are continuously evolving. It's safe to assume that engineers work tirelessly to optimize these complex, algorithmic frameworks. Although the specific details of these algorithms are not publicly disclosed - their core purpose remains the same—to enhance user experiences and connect users with the most valuable content

Social Algorithms Explained… a Deeper Look

Meaningful Interactions

Who a user interacts with, the type of media, popularity, timeliness and recency are all ranking signals within the algorithm

Who

Friends
Celebrities
Brands
Companies
Show me more features
Why I am seeing this post feature

Type

Videos
Images
Facebook lives
Images

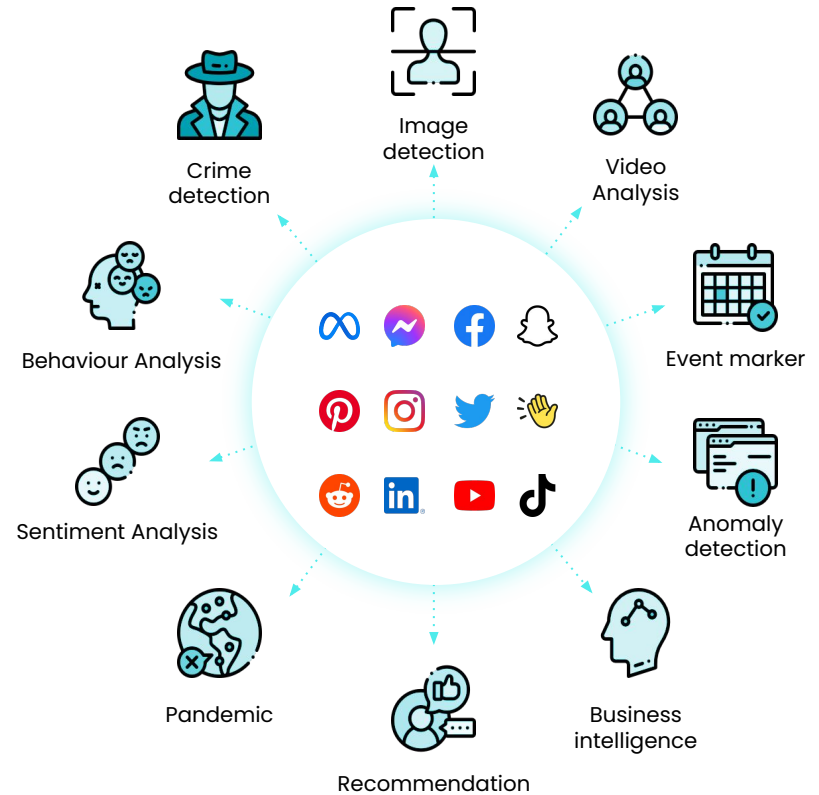### Popularity

Reactions
Shares
Likes
Comments

Timeliness

New post features
Durations of engagements
Time of the day

Unveiling the Moderation Algorithm: Navigating Content Guidelines and Relevance on Instagram, Twitter, and TikTok

Among the various algorithms employed by social media platforms, the Moderation Algorithm holds significant importance, as it acts as the initial gatekeeper for your content. Upon uploading your post on Instagram, Twitter, or TikTok, this algorithm swiftly analyzes your content, ensuring it complies with content guidelines while determining its relevance to the platform. Cracking this algorithm is imperative for content creators, as it directly influences the reach and visibility of their posts, especially among existing followers.

The Role of Write-Path Classifiers:

Write-path classifiers serve as the core component of the Moderation Algorithm, responsible for content moderation and filtering. As you upload your post, this algorithm promptly examines the content to ensure it does not violate any platform-specific guidelines. Simultaneously, it compares the content to existing posts on the platform to gauge its relevance and suitability.

Crime detection

Image detection

Video Analysis

Behaviour Analysis

Event marker

Sentiment Analysis

Anomaly detection

Pandemic

Recommendation

Business intelligence

Unveiling the Moderation Algorithm: Navigating Content Guidelines and Relevance on Instagram, Twitter, and TikTok

Analyzing Content Elements:

Write-path classifiers employ various techniques to evaluate your content. These classifiers scrutinize the pixels, visual identity, captions, and textual elements within your images to assess the content's appropriateness and adherence to platforms guidelines.
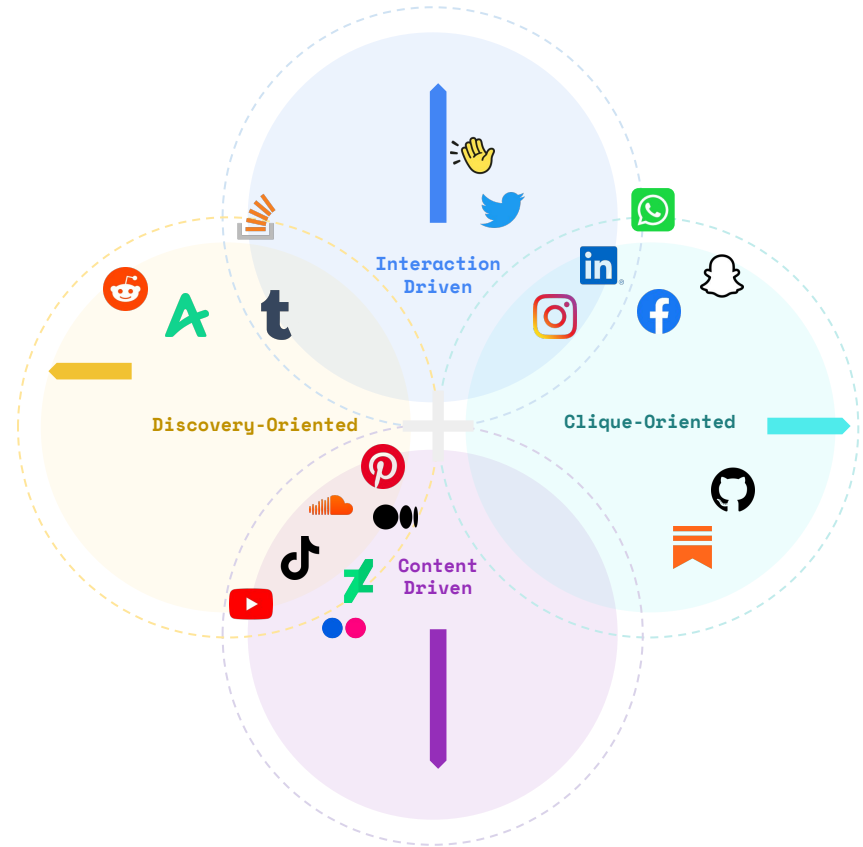
Focusing on Existing Follower Engagement:

The Moderation Algorithm primarily concentrates on facilitating engagement and reach among your existing followers. While this initial algorithmic assessment does not directly leverage engagement factors to expand content visibility to a broader audience, it serves as a critical gateway for your content to be displayed on the Home Page or Following Feeds of your followers.

SOCIAL ALGORITHM EXPLAINED

2023

Unveiling the Moderation Algorithm: Navigating Content Guidelines and Relevance on Instagram, Twitter, and TikTok

Implications for Social Growth:

Notably, the moderation algorithm does not directly contribute to reaching new followers through the Explore and/or For You pages. However, successfully passing this initial "algorithmic test" is vital to garner engagement and reach from your existing follower base.

It is worth mentioning that from 2015-2017, many platforms primarily relied on this algorithm, resulting in creators and businesses experiencing faster growth when compared to the current social media landscape in 2023.

Interaction Driven

Clique-Oriented

Discovery-Oriented

Content Driven

	People	Content	Strategies	Cons
Facebook	• 25-34 • Boomers	• Photos & links • Informations • Live video	• Local marketing • Advertising • Relationship	• Weak organic reach
YouTube	• 18-25 • 26-35	• How-tos • webinars • Explainers	• Organic • SEO • Advertising	• Video is resource-heavy
Instagram	• 18-25, 25-35 • Millennials	• Inspiration & adventure • Questions/polls	• Ecommerce • Organic • Influencer	• High Ad cost
Twitter	• 25-34, 35-49 • Educated/wealthy	• News • Discussion • Humor	• Customer service • Ads for males	• Small Ad audience
LinkedIn	• 45-55 • Professionals	• Long-form content • Core values	• B2B • Organic • International	• Ad reporting & custom audience
TikTok	• 10-19, 35-49 • Female (60%)	• Entertainment • Humor • Challenges	• Influencer marketing • Series content	• Relationship building
Snapchat	• 13-17, 25-34 • Teens	• Silly • Feel-good • Trends	• Video ads • Location-based marketing • App marketing	• Relationship building

Unlocking the Growth Algorithm: Leveraging Read-Path Models on Instagram, Facebook, and Twitter

In today's social media landscape, understanding the Growth Algorithm is paramount for reaching new followers and driving ROI on platforms such as Instagram, Facebook, and Twitter. While this algorithm exists across various platforms, its significance is less pronounced on TikTok and YouTube Shorts.
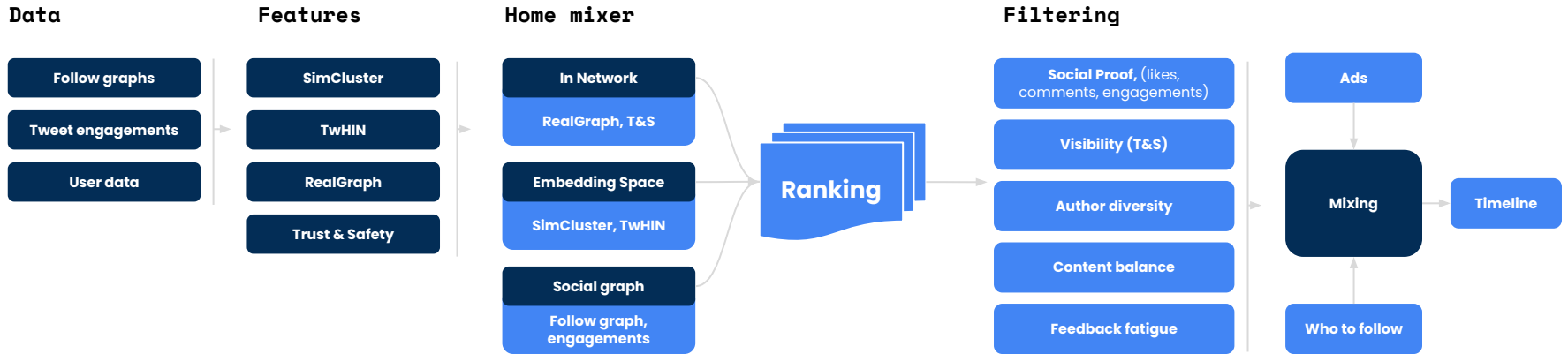
Known as the "Read-path model," this algorithm differs from Write-path classifiers as it incorporates the crucial factor of engagement. By analyzing content based on visual and textual identity, this algorithm moves beyond the initial push to existing followers and considers engagement metrics such as comments and likes to propel content to broader audiences.
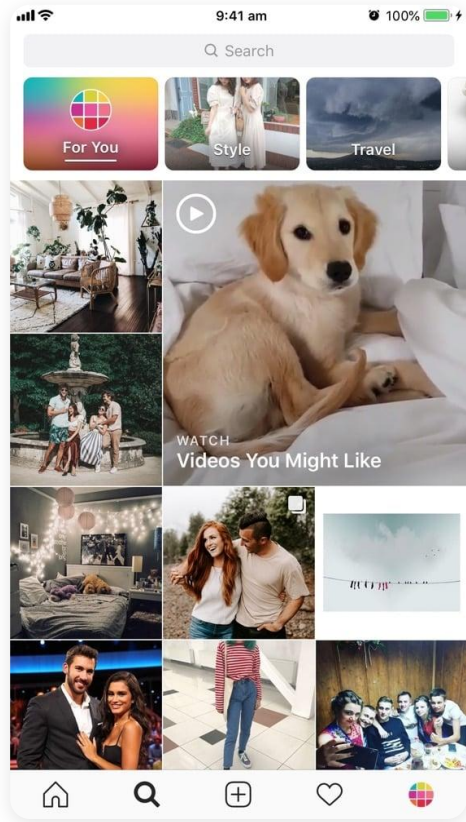
Successfully navigating this algorithm grants access to organic social media feeds, enabling growth opportunities.

SOCIAL ALGORITHM EXPLAINED

2023

Unlocking the Growth Algorithm:Leveraging Read-Path Models on Instagram, Facebook, and Twitter

The Role of Engagement Metrics:

The Read-path model takes engagement metrics into account and recognizes their importance for content amplification. Once content passes the initial evaluation based on its visual and textual identity, this algorithm shifts focus to factors like comments and likes. These engagement metrics act as indicators of content quality and audience interest, determining whether the content merits a *second push to reach more followers.*

Data

- Follow graphs
- Tweet engagements
- User data

Features

- SimCluster
- TwHIN
- RealGraph
- Trust & Safety

Home mixer

- In Network
  - RealGraph, T&S
- Embedding Space
  - SimCluster, TwHIN
- Social graph
  - Follow graph, engagements

Ranking

Filtering

- Social Proof, (likes, comments, engagements)
- Visibility (T&S)
- Author diversity
- Content balance
- Feedback fatigue

Ads

Mixing

Who to follow

Timeline

Unlocking the Growth Algorithm: Leveraging Read-Path Models on Instagram, Facebook, and Twitter

Expanding Reach through Social Media Feeds:

Upon successfully passing the engagement validation, content is pushed further through specific social media feeds:

Utilizes the Explore Feed, Hashtags Top Section, and Reels Tab to expose content to a wider audience.

Employs the Topics Section, For You Tab, and Trending Hashtags (referred to as "Trends for You").

Utilizes the Read-path model to display the best posts from subreddits with which users have interacted but not necessarily joined.

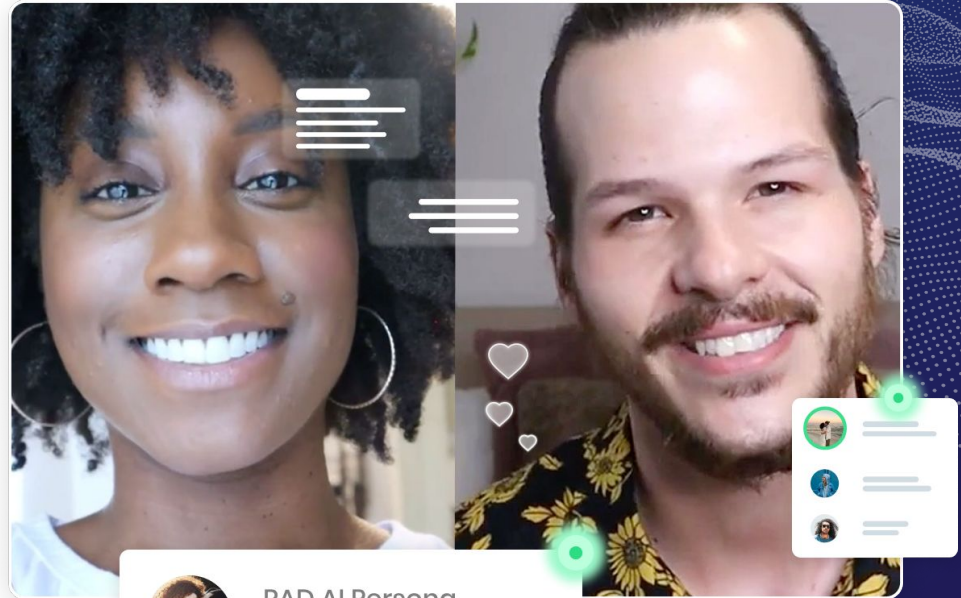Employs a "Suggested For You" approach that recommends content to users.

Unlocking the Growth Algorithm: Leveraging Read-Path Models on Instagram, Facebook, and Twitter

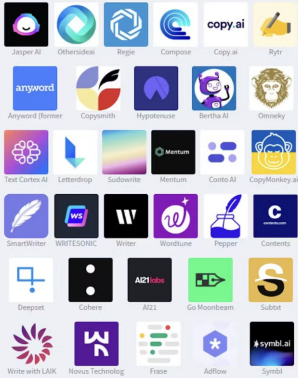## Tailoring Content Strategy for Growth:

Understanding the Read-path model can provide valuable insights for optimizing content strategies on Instagram, Facebook, and Twitter. It is essential to identify and understand the key personas who regularly engage with your content. Understanding your target customers' profiles and unique interests enables you to effectively reach customers who align with your business.
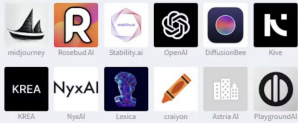
Nurturing Authentic Engagement:

It is crucial to prioritize authentic engagement rather than relying solely on friends and family for engagement. There are several "hacks" that influencers use like encouraging connections to share content in their stories or via DMs with their friends that support engagement that don't compromise the integrity of an audience. Building audiences based on genuine interest and engagement ultimately fosters a more meaningful and valuable community.
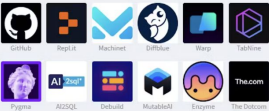
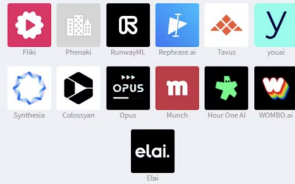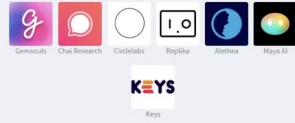SOCIAL ALGORITHM EXPLAINED

2023

RAD AI Persona
Relationships 35-48

Text

Logo	Logo	Logo	Logo	Logo
Jasper AI	Othersideai	Regie	Compose	Copy.ai	Rytr

Anyword (former | Copysmith | Hypotenuse | Bertha AI | Omneky

Text Cortex AI | Letterdrop | Sudowrite | Mentum | Conto AI | CopyMonkey.ai

SmartWriter | WRITESONIC | Writer | Wordtune | Pepper | Contents

Deepset | Cohere | AI21 | Go Moonbeam | Subtil

Write with LAIK | Novus Technolog | Frase | Adflow | Symbl

Images

midjourney | Rosebud AI | Stability.ai | OpenAI | DiffusionBee | Kive

KREA | NyxAI | Lexica | craiyon | Astria AI | PlaygroundAI

Code

GitHub | Repl.it | Machinet | Diffblue | Warp | TabNine

Pygma | AI2SQL | Debuild | MutableAI | Enzyme | The.Dotcom

Video

Fliki | Phenaki | RunwayML | Rephrase.ai | Tavus | youai

Synthesia | Colossyan | Opus | Munch | Hour One AI | WOMBO.ai

Elai | Elai

Chat

Gemsouls | Chai Research | Circlelabs | Replika | Alethea | Maya AI

Keys | Keys

Audio

HeiTech Ltd (He | PolyAI | WellSaid Labs | Resemble AI | Coqui

Voicemod | Descript | Play.ht | Altered Ltd | Amai | Replica Studios

Gaming

Convai Technolo | Character.ai | Inworld AI | Rct studio | Ready Player Me

Charisma.ai | Didimo | DeepMotion | Pinscreen
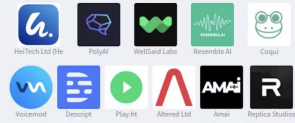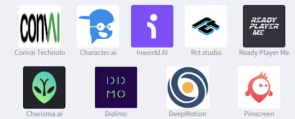
Harnessing the Power of Generative AI: Amplifying Engagement on Meta, TikTok, LinkedIn, and Twitter

In the ever-evolving landscape of social media, platforms like Meta, TikTok, LinkedIn, and Twitter have embraced the potential of generative AI algorithms to enhance in-app engagement and encourage users to spend more time on relevant content.

The Role of Generative AI Within Meta:

Generative AI algorithms play a pivotal role in recommending content to users based on their interactions and preferences. In early 2023, Meta confirmed the integration of AI into their platform, acknowledging its positive impact on user engagement.

With Meta doubling down on the usage of AI to further enhance content recommendations - generative AI technologies are predicted to materially impact content strategies for years to come.

**General Intelligence, Text, Chat, Video, Gaming, Audio, Images, Code, B2B, and Data**

SOCIAL ALGORITHM EXPLAINED

2023

Harnessing the Power of Generative AI: Amplifying Engagement on Meta, TikTok, LinkedIn, and Twitter

Expanding Reach through Generative AI:

Generative AI algorithms analyze user behavior and preferences to recommend content that aligns with their interests. Each social platform leverages these algorithms to provide their users with a hyper-personalized experience. On platforms like TikTok, LinkedIn, and Twitter, generative AI algorithms also play a crucial role in content discovery and recommendation, thus ensuring users are exposed to a variety of relevant and engaging content.

Implications for Engagement and Growth:

The integration of generative AI algorithms has significant implications for user engagement which ultimately translates into growth. By leveraging AI-driven recommendations, content creators and businesses are able to reach a wider audience that share similar interests. These algorithms enable the discovery of new and engaging content and often foster user interaction that leads to a desired outcome and/or call-to-action (CTA).

SOCIAL ALGORITHM EXPLAINED

2023
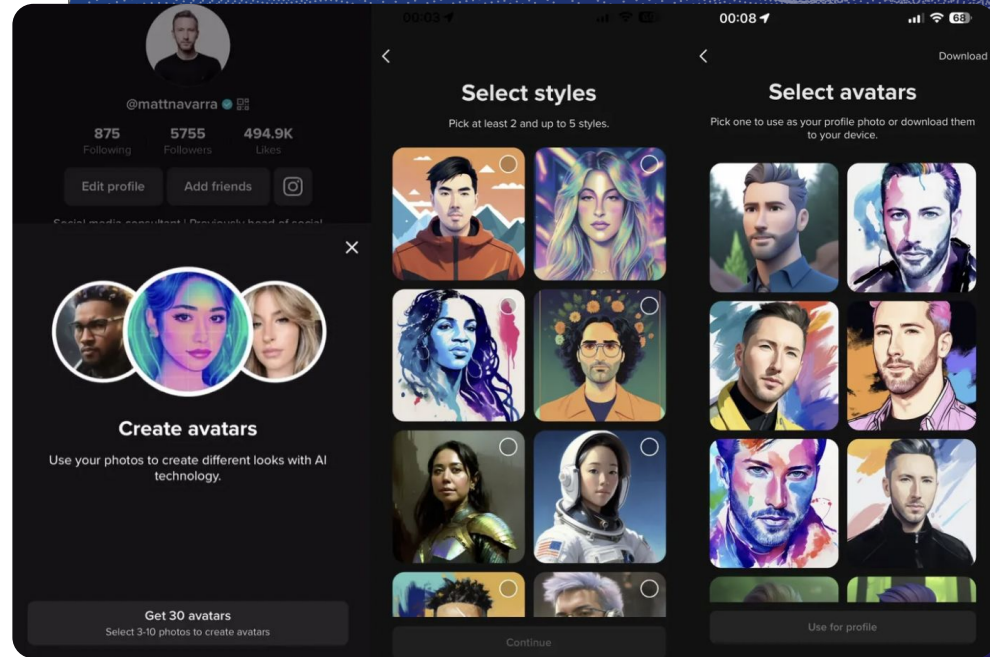
The state of Meta, TikTok and LinkedIn Algorithms

How to strategize and navigate industry
leading social algorithms

RAD Ai

2020 ○ "News credibility" update + more tools to help users customize their data sharing preferences

2019 ○ Introduction of the "Why am I seeing this post?" tool

2018 ○ "Meaningful interactions" update i.e., the prioritization of posts that receive comments

2017 ○ "Reactions" are weighted more than "Likes"

2016 ○ Prioritizing content based on the amount of time a user spends with it

2015 ○ Introduction of the "See First" feature

2009 ○ Invention of the "sorting order" for the newsfeed(i.e., the algorithm

2007 ○ Invention of the "Like" button

2006 ○ Invention of the "newsfeed"

2004 ○ Facebook is born

THE STATE OF META, TIKTOK AND LINKEDIN ALGORITHMS

The State of Meta, TikTok and LinkedIn Algorithms

While Meta claims an overall increase in in-app engagement through 2022, the current state of their AI algorithm has raised concerns amongst users and content creators.

These concerns, validated or not, have led to a rapid pace of innovation across competitive platforms and the pace is only quickening.

The Problem with Meta

Many individuals have reported experiencing difficulties in reaching their intended audience across Meta platforms with their content being shown primarily to the same list of followers. Furthermore, non-follower engagement has also been affected, with users encountering irrelevant content on Explore pages, leading to frustration and/or abandoning the platform all-together. These negative user experiences are popular topics across discussion platforms like Reddit and and these problems are well known across sophisticated content creators.

2023

The State of Meta, TikTok and LinkedIn Algorithms

Decoding TikTok's Algorithmic Power:

TikTok's AI algorithm continuously adapts to user interaction, and mimics real life engagement. Arguably, the most innovative algorithmic solution in the modern social media era.

The algorithm suggests new content based on user preferences and behaviors. This, in-turn encourages users to explore new interests whether it be from their connections or elsewhere.

Ultimately, the TikTok algorithm is designed to show content to its users based on recent interactions. This means that when a user's preferences or interactions change, their entire TikTok feed can also change accordingly. This algorithmic phenomenon leads to various TikTok trends and encourages authentic engagement based on users' discovering new moments.
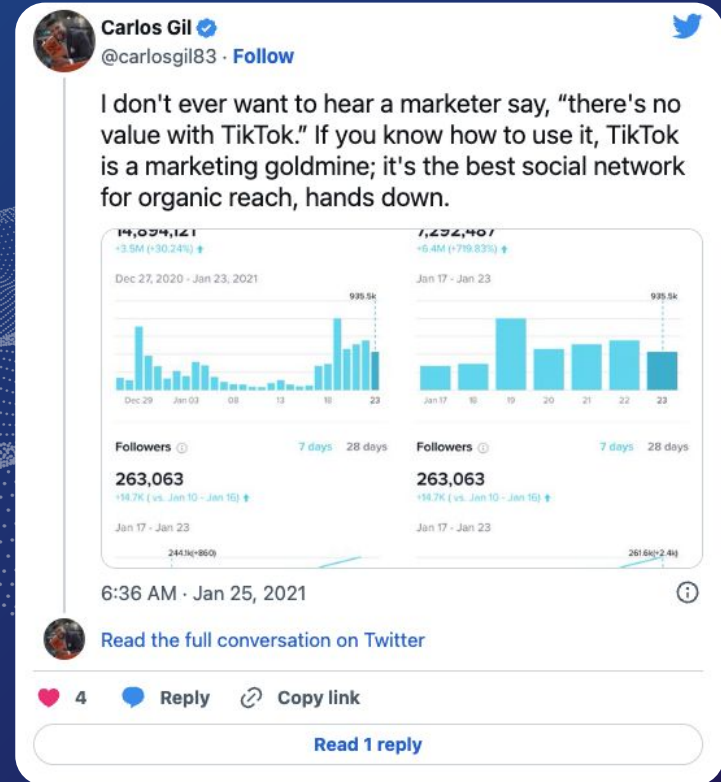
Is TikTok safe to use?

Is it safe for the average user but comes with several privacy and security concerns, from invasive data harvesting to phishing scams

Common TikTok Scams

- Fake Giveaway
- Catfishing
- Bots
- Crypto Scams
- Fake Accounts
- Manipulative Adult Content
- Shady Businesses
- Phishing

Is the informations you share on TikTok private?

TikTok privacy has been one of the biggest concerts about the website to date. This information you share on TikTok is not private, and third parties can use this information as they wish. TikTok isn't a real threat directly, but it has to do so to provide its users with and experience curated for them.

What happens if we delete TikTok?

Deleting the app will simply remove it from your phone, You must fill out the form to ensure that TikTok removes anything you share on the platform. After you fill that and delete account, can you finally be sure that TikTok is not using any of your informations against you?

How dangerous is TikTok Usage

The danger of TikTok are still valid and lurking, such as:

- Affect Mental Health
- Privacy & Security
- Inappropriate Content

THE STATE OF META, TIKTOK AND LINKEDIN ALGORITHMS

The State of Meta, TikTok and LinkedIn Algorithms

Decoding TikTok's Algorithmic Power:

The highly targeted nature of TikTok's algorithm can be viewed as both a blessing and a curse.

While it allows for personalized content recommendations, it also accentuates the need for a **better moderation algorithm to control AI-based recommendations.** This helps ensure a positive user experience and mitigate any potential negative impacts.

Understanding the complex dynamics of the TikTok algorithm can provide insights into how content is suggested and how users interact with the platform.

Oddly, this dynamic also explains how normal everyday people produce viral content.

2023

Posting is **NOT** enough →

Respond to comments within **1 hour**

20% growth

Avoid commenting first on your post it will slow down growth

Short comments have **half the impact** of comments that contain more than **12 words**

Nurture your post after publishing & stick around to engage with other posts

Engage with at least **3** posts from your network →

20% reach

Every comment you receive **will increase** the reach of your post **4%** in your network **3%** in the network of the person that commented

Wait at least 10 minutes before you edit your post

Aim for **1200-1600** characters per post

Linkedin

Algorithm report

SELFIES deliver...

3x more engagements

Up to **2.5x** more reach

@ Use **TAGS** wisely! Any tagged person or company that does **not engage slows** down the **growth of the post**

Linkedin **analysis** the type of **content** you are consuming and **show you more** of it (videos, polls, document posts...)

Use more than **3** and **less than 10** hashtags

Create a personal hashtags **(still relevant)**

INFLUENCE YOUR FEED

CONSISTENCY is the **Key**

You will see all **new posts** from **new connections** for the first two weeks

Commenting on a post increases the chance of seeing the next post from the same author **by 70%**

If you post regularly(minimum 2 post a week) and **stop** posting for more a month the **first 4-5 posts** will receive about **30% less reach** than before

Liking a post increases the chance of seeing the next post from this author **by 30%**

Linkedin has **830 million** members currently.

As of April 2022, the US had **190 million** LinkedIn users, making it the country with highest user base worldwide.

India is the platform's second-largest market with **87 million** users, followed by Brazil with **54 million** users.

More than half of all LinkedIn users in the US are from **high-income families**.

According to estimates, LinkedIn's premium subscribers will bring in about **$4.45 billion** USD in 2021.

LinkedIn's ad revenue increased from **$3 billion** in 2020 to **$3.82 billion** in 2021.

By 2026, it is predicted that LinkedIn will generate yearly ad sales of almost **$8 billion**

The State of Meta, TikTok and LinkedIn Algorithms

Breaking Down the LinkedIn Algorithm

The LinkedIn algorithm has evolved significantly in recent years, driven by the integration of AI technologies and a troubled job economy that has spurred user growth.
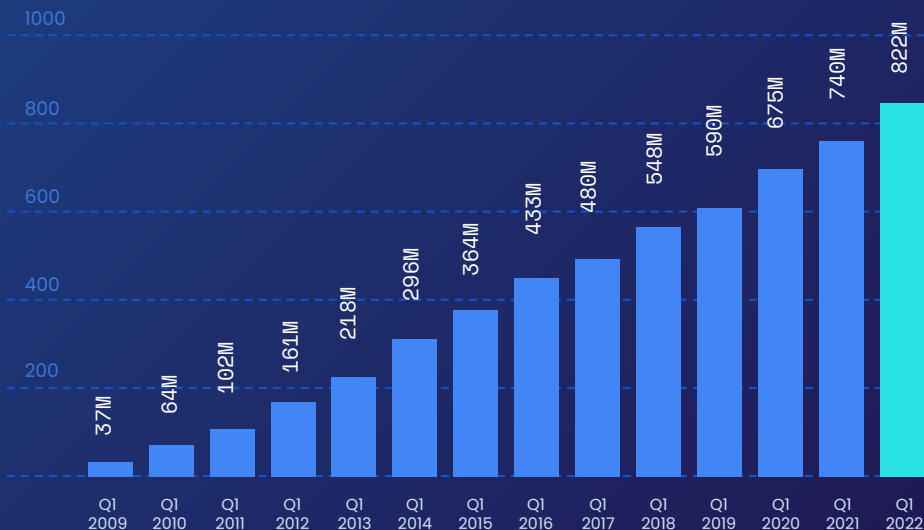
The shift from a curation-based algorithm to a recommendation algorithm, coupled with the introduction of generative AI content recommendations underscore LinkedIn's commitment to enhancing user engagement with personalized experiences. By understanding and leveraging these algorithmic features, professionals can make the most of their LinkedIn presence, fostering meaningful connections and staying informed within their industries.

AI Adoption on LinkedIn:

AI is integral to LinkedIn's vision and strategy In 2023 with a substantial portion of LinkedIn's updates revolving around AI-driven enhancements, indicating the platform's commitment to leveraging advanced AI-based technologies for improved user experiences.

Number of Linkedin Users Over a 14-year Period

Number of Linkedin Users (in millions):
- Q1 2009: 37M
- Q1 2010: 64M
- Q1 2011: 102M
- Q1 2012: 161M
- Q1 2013: 218M
- Q1 2014: 296M
- Q1 2015: 364M
- Q1 2016: 433M
- Q1 2017: 480M
- Q1 2018: 548M
- Q1 2019: 590M
- Q1 2020: 675M
- Q1 2021: 740M
- Q1 2022: 822M

THE STATE OF META, TIKTOK AND LINKEDIN ALGORITHMS

The State of Meta, TikTok and LinkedIn Algorithms

Surge in Daily Active Users on LinkedIn:

The impact of massive layoffs in various industries has resulted in a notable increase in the number of daily active users on LinkedIn. Professionals seeking new opportunities and connections are flocking to the platform, creating a larger and more diverse user base..

Introduction to the LinkedIn Recommendation Algorithm:

LinkedIn has traditionally relied on a curation algorithm, where content in users' feeds is primarily sourced from their network based on engagement factors. While curation provides tailored content, it does not keep users engaged for extended periods. To address these limitations, LinkedIn has incorporated a recommendation algorithm that suggests new content based on a user's previous interactions and interests

2023

The State of Meta, TikTok and LinkedIn Algorithms

Generative AI Content on LinkedIn

Recently, LinkedIn has introduced generative AI content recommendations to further enhance user engagement and retention. These content recommendations are personalized based on users' preferences and interactions and aim to provide a curated experience while encouraging users to explore new content.

Understanding the intricacies of the LinkedIn algorithm and it's target evolution can be helpful for professionals looking to maximize their "on platform" presence. Users can leverage the recommendation algorithm by exploring and engaging generative AI content suggestions.

LinkedIn's continued investment in AI technologies suggests a future where the platform will further refine and invest into its algorithm to offer new, relevant experiences for its users.
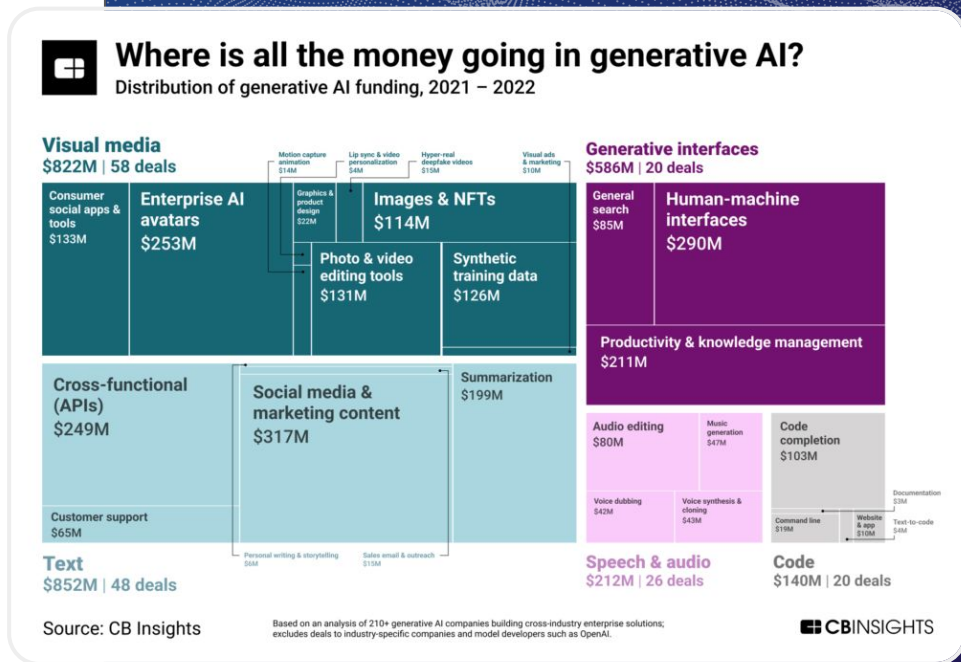
Combining Authenticity and Generative AI

The Solution and Challenge

Generative AI promises to make social media platform user experiences much more personalized and engaging, and radically reduce the cost of content, but at the cost of human authenticity.

Content Authenticity is King

On the other hand, conventional social media content preparation offers more authenticity, but can also come with high creation costs.

Best of Both Worlds

As Generative AI makes content post-scarce, the most effective campaigns will need to combine the best of human authenticity and AI optimization.

DALL·E

A 3D pop art rendering that shows how humans and AI when combined create better, more authentic content.

2023

Actionable Insights for your Social Team

Putting all of this information into action

RAD Ai

Getting out of Algorithm Jail:

Understanding common algorithm factors across various social media platforms is crucial for effectively reaching and engaging with your target audience. While there are similarities among these factors, each platform has its own unique preferences and considerations.

Engagement Factors:

Engagement factors play a significant role in how algorithms promote content. Posting times, hashtags, and relevancy commonly influence content visibility. These factors hold importance across platforms and shape content distribution strategies, reach and performance.

Content Engagement Platforms:

Platforms like TikTok, Pinterest, YouTube, and even Netflix prioritize content engagement. Any form of interaction with a piece of content, such as watching, likes, comments, or shares, informs the algorithm to recommend similar styles of content.

Getting out of Algorithm Jail:

Content Preferences:

One of the most important factors that comes into play across all social media platforms is the content preferences of the audience.

While connection and content engagement are vital, understanding the specific preferences and interests of your target audience is what ultimately delivers a winning strategy. Different platforms cater to different content styles and formats, and tailoring content to match audience preferences enhances visibility and engagement.

To successfully break the algorithm jail of each social media platform, a combination of understanding connection-focused and content engagement factors, along with aligning content preferences, is essential. Our hope is that readers will use this information to provide an edge to their social content strategy.
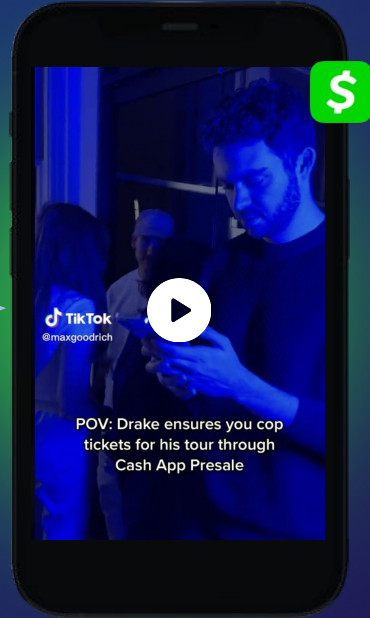
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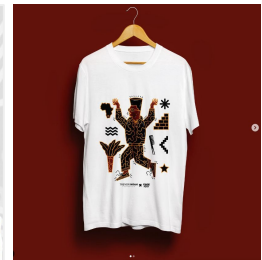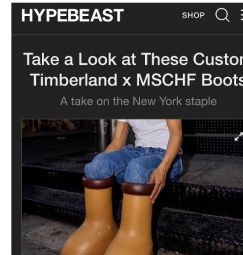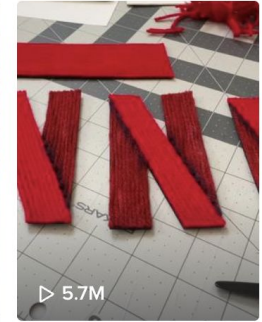
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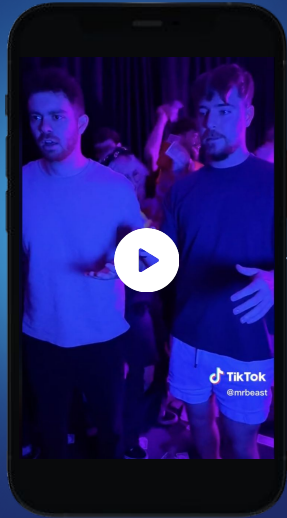
@MRBeast reproducing a Drake Meme; giving credit to @maxgoodrish

@maxgoodrich redoing a Drake Meme into a brand partner moment for cash app.

Putting The Information to Work

Understanding social media algorithms helps marketers develop effective strategies that increase content visibility and reach. One such strategy is called "Take One Out," which leverages validated elements from successful content within your industry to enhance your own posts. Examples of this can be validated across TikTok on a daily basis.

Social Listening:

Social listening helps identify content that is generating significant engagement within your industry. Pay attention to your competitors and relevant posts that have gained traction. This step helps you gather insights into what resonates with your target audience; *revert back to the "Take One Out" strategy.*

Identify Common Elements:

Once you've identified the right content, to "learn" from - focus on finding the common structures or frameworks utilized in those posts. This could include aesthetic elements on Instagram, attention-grabbing hooks in Twitter threads, or trending topics on LinkedIn. Look for patterns and elements that consistently capture audience attention.

# Strategies and Putting This Information to Work

Incorporate Validated Elements:

Choose one validated element that aligns with your brand and add it to your original piece of content. By incorporating a proven element, you are leveraging the existing validation and increase the chances of your content being discovered by algorithms. *It's important to add your own unique value and perspective to maintain authenticity.*

Be Creative:

While it may be tempting to replicate viral content, it is important to avoid becoming just another trend follower. By incorporating one validated element while keeping your content personalized, you preserve the uniqueness of your brand.

The key point here is to integrate one successful element while still presenting your own originality.
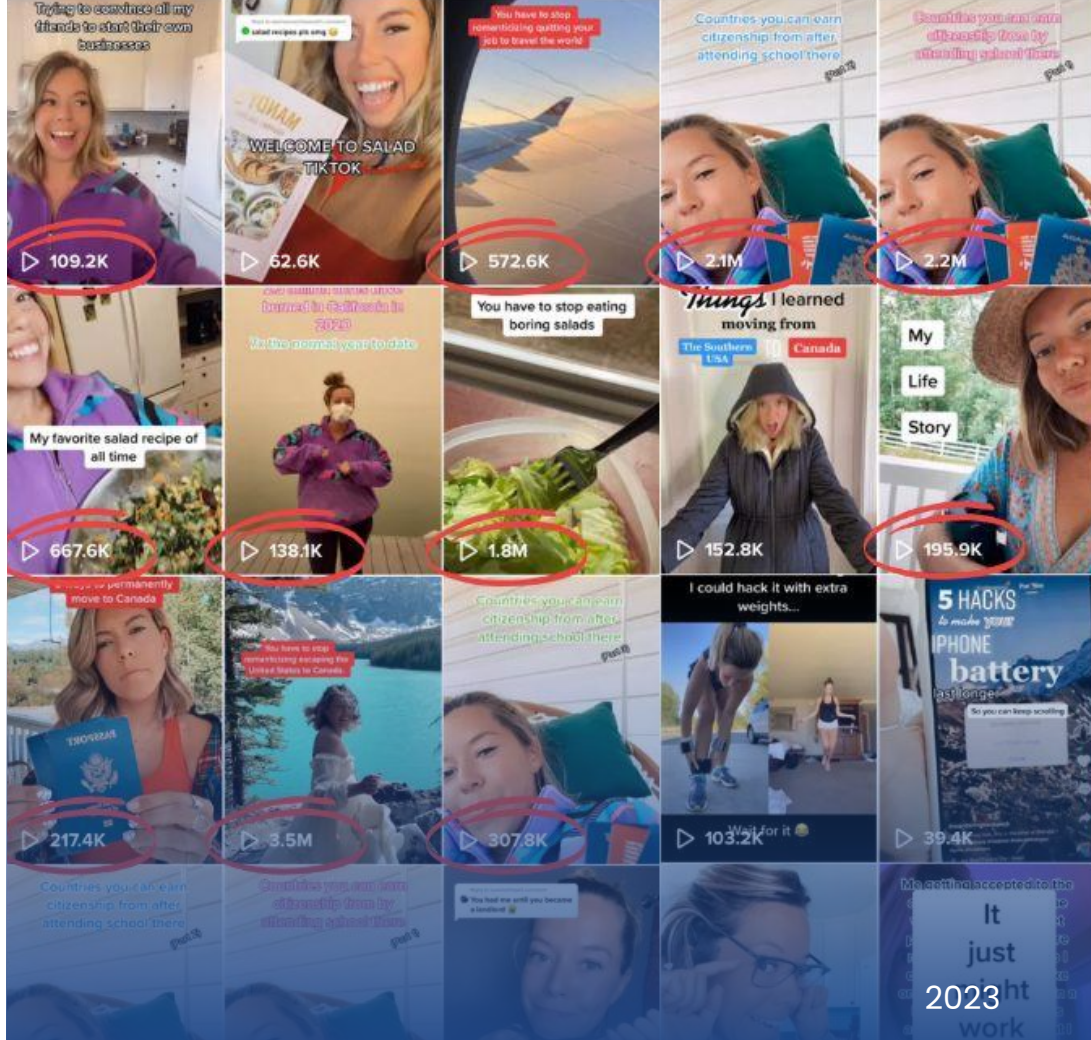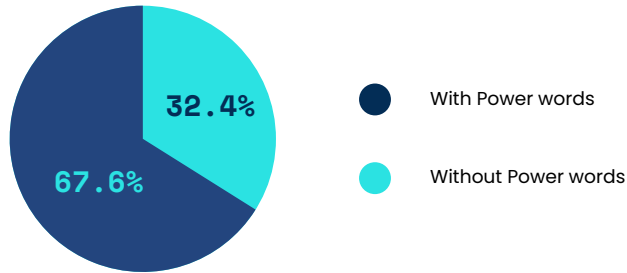
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> "Using a more indirect approach in your CTAs can help create a more positive response from your audience."

Use of Power words in CTA

- ● **67.6%** With Power words
- ● **32.4%** Without Power words

CTAs and Maximizing Engagement

The use of effective call-to-actions (CTAs) on social media platforms plays a crucial role in engaging audiences and driving desired actions.

However, it is important to understand the psychology behind CTAs and tailor them to suit the platform and audience.

Human Psychology on Social Media:

Research indicates that people tend to treat each other differently on social media platforms, and this behavior can vary across different platforms. The relative anonymity provided by social media can impact how individuals respond to CTAs.

Avoiding Direct Commands:

Direct CTAs that sound demanding, such as "link in my bio," may not resonate well with followers. Many people do not like taking orders or feeling pressured to act.

CTAs and Maximizing Engagement

Creativity in CTAs:

Instead of direct CTAs, be creative in how you present your desired action or what you are offering. Find unique ways to capture your audience's attention and entice them to take the desired action.

Utilizing CTAs for Connection:

A strategic approach to CTAs involves using them as a means to connect with your audience outside of social media platforms. Encouraging followers to engage in direct messages (DMs) or explore opportunities beyond the platform to foster deeper connections isa great way to foster authenticity.

Crafting Personalized CTAs:

While templatized CTAs are readily available through a quick Google search and/or GPT 4, the most effective CTAs will always be specifically designed for your audience. Practice and understand your audience's preferences and motivations to develop CTAs that resonate at the personal level.

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Learn more about the **RAD AI** Way

Harness the power of artificial intelligence to deliver ROI-based creative decisions, content strategy and high-performing influencer campaigns.

The Big, Little Takeaway

Navigating social media algorithms and implementing successful social media marketing campaigns require a technical understanding, continuous tracking of algorithm changes, and creative strategy.

While it may not be easy or quick, armed with this knowledge, anyone can execute effective social media campaigns and achieve growth.

We love keeping our community updated with the latest changes in social algorithms and remember - the combination of technical insights with creative execution is what separates greatness from mediocrity.

Big thank you to everyone that contributed to this whitepaper as it was truly a labor of love.