

# Understanding Algorithms

You deal with algorithms everyday even if you don't go near a computer. Essentially algorithms are a process of solving a problem or doing a task.

Believe it or not, doing the laundry and putting away your clothes is a system and therefore a type of algorithm. Any pattern you follow is one: a time table you follow, the methods behind subtraction & addition, a recipe, rules of a game.

In this same way, social media algorithms work based on your comments. The more comments you have on posts the more those people or businesses will appear in your feed.



A simple online example is Tinder (an online dating app)

Just like any normal dating, if you were to think about your interests, you may like...

- Men
- Dark hair
- Long walks along the beach
- Must love dogs

These are prerequisites you are looking for in a partner. They form an algorithm. So if you were to go to an online dating website and list these you won't be matched with 'John, who hates dogs, doesn't like the sand, and is blonde' in your dating pool.

Hence, the importance to fill the information on your socials. That way you see more of the things you like. Using the social media's algorithms to your credit.



# Understanding Algorithms

Social media platforms consider the following when calculating your feed

Friends, Family, Business,  
Brands, Celebrities

## Who



Comments, Reactions,  
Shares, Likes

## Popularity



## Timeliness

New Post, Engagement  
Duration, Time of Day



Videos, Links,  
Live Stream, Images



## Type

