



Instagram Algorithm Cheat Sheet

In this lesson you'll learn

- ★ About the Instagram Algorithm
- ★ The upsides of it
- ★ The downsides of it

Instagram Algorithm

- ★ Mathematical equation which determines what is in your feed
- ★ There isn't just one algorithm, there are 4! The Instagram feed algorithm is different to the Instagram Explore Page algorithm, and the IGTV algorithm is different to the Instagram Reels algorithm
- ★ While each algorithm is slightly different for each experience, they all work on the same principle: to deliver content that users are most likely to find interesting
- ★ Decides what posts, Stories and IGTVs get seen and what you see
- ★ In general it's a ranking system based on Relationships, Interest and Timeliness
- ★ The Instagram feed algorithm takes into account:
 - Information about the post: Is it a photo or a video? What's the subject? Has it gained a lot of likes?
 - Information about the person posting it: Are they a friend of yours? Do they post frequently?
 - Your activity on Instagram: What content do you typically engage with? Do you tend to watch a lot of videos? Your interaction history: Do you like or comment on a lot of the poster's posts?

The algorithm uses this information to calculate how likely someone is to interact with a post - this is known as a score of interest. This determines the order in which posts are displayed in someone's feed.

- ★ The Feed Algorithm also considers five "important" interactions when determining feed ranking:
 - Like: How likely are you to like the post?
 - Save: How likely are you to save the post?
 - Time spent: How long are you going to spend on the post?
 - Comment: Are you likely to comment on the post?
 - Tap on Profile: What are the chances that you'll tap on the profile after seeing the post?
- ★ If the algorithm calculates that someone is unlikely to carry out any of these interactions on a given post, it will be deprioritised in that person's feed.
- ★ The Feed Algorithm does not favour video over photos. Instagram's feed algorithm has zero bias between video and photo content. However, video content typically engages more and so gets more "time spent" per post. Two important indicators for the algorithm.



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- ★ Organic (non paid) content is shown to about 10% of your followers
- ★ All account types are treated equally (Personal, Business, and Creator)
- ★ Using hashtags increases organic visibility for your posts and Stories
- ★ You are more likely to see content from accounts you regularly engage with both in your feed and Stories. This is based on likes, comments, shares and saves
- ★ You are more likely to see content from hashtags you are following that you regularly engage with.

The Upside

- ★ The more you use Instagram the more refined your feed becomes
- ★ This will help you to stay focussed on the type of accounts you wish to engage with
- ★ It enables you to build up a strong community of engaged followers
- ★ It enables you to see what type of content your audience is posting and what resonates with them. Great for your own content creation
- ★ The more you engage with your followers and new accounts the more the algorithm will assess you as a valued part of the Instagram Community and Your Community and the more the algorithm will show your content to others
- ★ The more people engage with your content through likes and comments the more they will see your content. The Algorithm in this instance will decide your content is good and will show it to more accounts and rank it higher

The Downside

- ★ Unless you go searching and engaging for new things you may get pigeonholed. You may end up seeing the same content all the time
- ★ This highlights the importance of finding new things to follow as your account develops both on a personal and business level. Keep it fresh and sparkling!
- ★ TOP TIP: You can also delete your search history, once you have been going for a while and this will mean any new searches will generate new content for you to see

Key Takeaways

- ★ You need to work with the Algorithm, in order for it to work for you
- ★ Engagement is one of the most powerful strategies on Instagram. The more you engage with others and the more they engage with your content, the more the Algorithm will value your contribution to the Instagram Community and there is a higher likelihood it will rank your content higher as well
- ★ Higher ranking means greater visibility for your content. More eyes means potentially more sales
- ★ It is really important to find new accounts to engage with (that doesn't mean you have to follow each time!), this way you will see new content and will not get pigeonholed. **For further in depth information please see the external links below** <https://later.com/blog/how-instagram-algorithm-works/>