



EXPLORING CHANGES IN SOCIAL MEDIA ALGORITHMS

A Look into the Future by Seen Digital

The world of social media is an ever-changing landscape, with every new development opening up fresh avenues for digital marketers to explore. At Seen Digital, we fully understand that staying proactive in understanding these changes is critical for achieving marketing success. We are your leading full-service digital agency, and today's topic of discussion focuses on the shifts in social media algorithms.

Understanding Social Media Algorithms

Social media algorithms are complex computational models designed to rank and present content to users. While initially our feeds were chronological in nature, these algorithms have extended beyond that simple formula, using various factors such as relevance, engagement, and timing to determine what content a user sees.

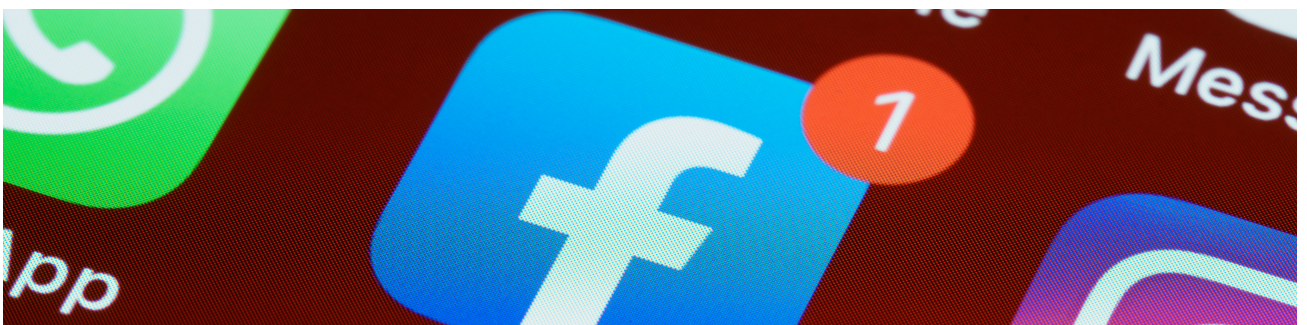
Why do Algorithms Keep Changing?

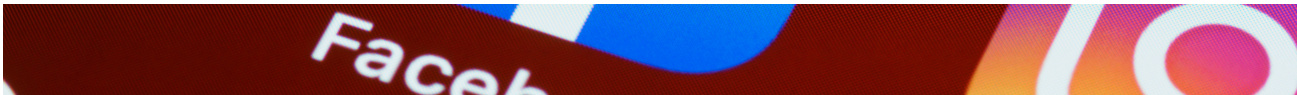
Each social media platform continually modifies its algorithm to improve user experience. By offering a more personalised and relevant feed of content, platforms aim to increase user engagement and time spent on their sites or apps. This move, while beneficial for users, can create challenges for businesses seeking visibility on these platforms.

Dissecting Recent Changes

A. Facebook

Facebook's newest algorithm prioritises content that leads to meaningful interactions. This includes posts from friends and family, as well as those generating high engagement such as discussions, shares, and reactions. Businesses must now focus on creating high quality, engaging content to rank higher on user feeds.





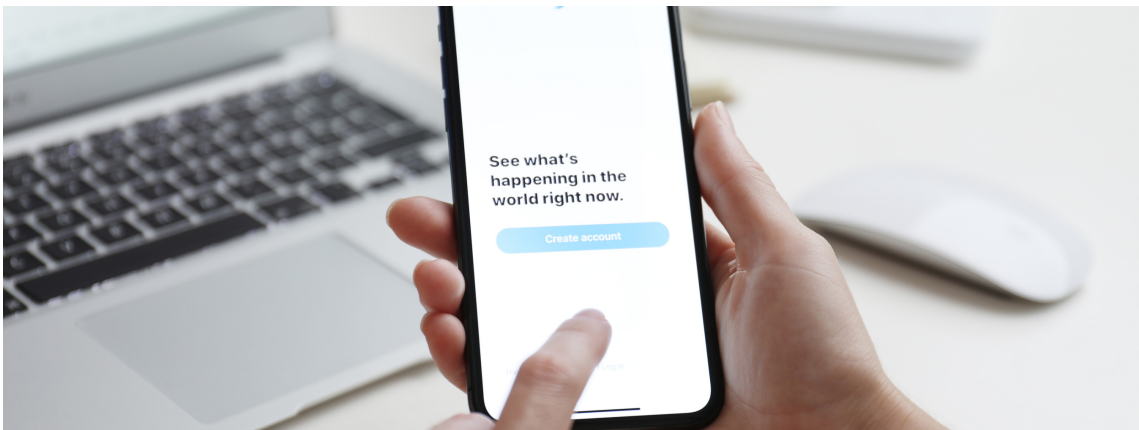
B. Instagram

Instagram, owned by Facebook, has parallel aims to its parent company: improving user experience. Instagram's algorithm values relationships, timeliness and interest, favouring posts from close friends, recent uploads, and content related to the user's past activity. Creative and relevant content that fosters connections is key here.



C. Twitter

Twitter also prioritises recent and relevant content but gives its users more control over what they see through setting preferences.



Strategies for Navigating Changes

1. Authentic Engagement: Focus on creating meaningful conversations rather than chasing vanity metrics.
2. Quality Content: Deliver valuable content that is not only engaging but also informative and beneficial for your followers.
3. Use Features: Regularly using social media features (such as stories on Instagram or Facebook) can help increase your visibility.

Conclusion

The only constant in the world of social media algorithms is change. Seen Digital, as your dedicated full-service digital agency, stays abreast of these evolving tides, ensuring you

can adapt effectively to these modifications, and guaranteeing your brand remains Seen in the ever-changing digital landscape.

Stay informed, stay relevant, stay Seen.

Note: The goal of this article was to educate our audience about the ever-changing landscape of social media algorithms. By staying updated, businesses can better align their marketing strategies and rise above the competition. Share your thoughts and suggestions in the comment section.

