

# THE ENTREPRENEUR BLUEPRINT

A Monthly Newsletter For Women Entrepreneurs



## Navigating The Algorithm

By Sisterhood In Solidarity

Navigating algorithms on social media platforms involves understanding how these platforms use algorithms to determine the content you see in your feed.

Social media algorithms aim to personalize your experience by showing you content that is likely to be relevant and engaging to you. They analyze your past behavior, such as posts you've liked, shared, or interacted with.

Algorithms are essentially step-by-step procedures designed to accomplish a specific objective.

### IN THIS ISSUE

ACTIVE ENGAGEMENT

EXPLORE AND DISCOVER

SAVED AND BOOKMARK  
CONTENT

BUILD STRONG BRAND  
IDENTITY

OPTIMIZE YOUR PROFILE



## Navigating The Algorithm

by Sisterhood In Solidarity

Algorithms crucial in computer science and programming because they provide a systematic way to solve problems efficiently and effectively.

Here are a few **Valuable Entrepreneur Tips (V-E-T)** for understanding the Algorithm:

### 1. Active Engagement:

Actively engage with the content you enjoy by liking, commenting, and sharing posts. The algorithm takes into account your interactions to determine what content to show you. By engaging with specific topics, accounts, or hashtags, you can signal your preferences and potentially see more related content.

### 2. Explore and Discover:

Make use of the platform's exploration or discovery features. Explore sections or explore hashtags related to your interests to find new accounts and content. Engaging with a diverse range of content can broaden the types of posts the algorithm shows you.

### 3. Save and Bookmark Content:

Save or bookmark posts that you find valuable or wish to revisit later. This action can indicate to the algorithm that you find certain types of content relevant, and it may influence the content shown to you in the future.

### 4. Optimize Your Profile:

Ensure that your profile accurately reflects your interests and preferences. Provide information about your hobbies, favorite topics, and areas of expertise. This information can help the algorithm understand your preferences and recommend content accordingly.

### 5. Continuously innovate and improve:

To stay ahead of your competition, you need to continuously and strategically review your products, services, and marketing strategies. This includes staying up-to-date with the latest trends and technologies in your industry and finding new ways to meet the needs of your target audience.



## EXECUTIVE DIRECTORS MESSAGE

Social media algorithms are proprietary and subject to change as platforms refine their algorithms over time. Understanding how algorithms work can help you make more informed decisions about what content you engage with and can also inform strategies for promoting your own content on social media.

It's important to note that social media algorithms are proprietary and can be complex, continuously evolving systems. The exact workings are not publicly disclosed, so it's impossible to fully understand all the intricacies. Do you understand how the Algorithm shows your content?