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# THE ENTREPRENEUR BLUEPRINT

*A Learning Course Guide For Female Entrepreneurs*

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## Understanding the Algorithm

*By Sisterhood In Solidarity*

If you're a business owner, entrepreneur, or content creator, chances are you've felt the weight of trying to decode the social media algorithm. It's that invisible force that seems to determine who sees your content, when they see it, and how much engagement you get. But here's the truth — while it might seem like an enigma, understanding the algorithm can transform how you approach social media.

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## 1. What Is the Algorithm?

At its core, the social media algorithm is a set of rules or a system used by platforms (like Instagram, Facebook, TikTok, etc.) to determine which content to show users based on their behavior. It's driven by data — specifically, how users interact with content.

## 2. Why Does the Algorithm Matter?:

Simply put, if you want your content to be seen by more people, you need to understand how the algorithm works.

Here's why:

- **Visibility:** Without engagement, your posts won't reach your target audience. The algorithm decides how far your content will go.
- **Growth:** The more engagement your posts get, the more they'll be shown to a wider audience. You get more followers, more eyes on your business, and more opportunities.
- **Connection:** Understanding the algorithm allows you to create content that resonates, which builds a loyal following and encourages deeper interactions.

## 3. Key Factors That Influence the Algorithm:

Every social media platform has its unique algorithm, but they all prioritize certain things. Here's a breakdown of the key factors that typically influence the algorithm across most platforms:

### Engagement:

Engagement signals to the algorithm that your content is valuable. The more people interact with your post (liking, commenting, sharing, saving), the more the algorithm sees it as worthy of wider distribution.

- **Tip:** Encourage conversations in the comments, ask questions, and engage back with your audience. More engagement equals better reach.

### Relevancy

The algorithm values content that's relevant to your audience. It looks at the topics users engage with most often and prioritizes posts that match those interests.

- **Tip:** Know your audience! Create content that aligns with their needs and interests. The more relevant your posts, the better the algorithm will treat them.

### Recency

Social media is about real-time content, so the freshness of your post matters. Older posts have less chance of being seen. The algorithm tends to prioritize recent content over older posts.

- **Tip:** Post regularly and stay consistent to ensure your content stays in the algorithm's radar.

### Relationships

If users frequently interact with your content, the algorithm will prioritize showing them more of your posts. It's all about fostering relationships.

- **Tip:** Build relationships with your followers through direct messages, comments, and personalized interactions.

### Content Type

Different types of content (photos, videos, stories, live videos) have different levels of visibility.

Video content, particularly on platforms like Instagram and TikTok, is getting more attention from the algorithm.

- **Tip:** Mix up your content. Use Reels, Stories, Lives, and Carousels to keep your feed dynamic and engaging.

# EXECUTIVE FOUNDER'S MESSAGE

Understanding the algorithm is essential for anyone looking to grow their presence on social media. The algorithm is a system designed to determine which content appears on users' feeds based on their behavior, interests, and engagement history. It uses data to predict what content will keep users engaged the longest. For business owners, content creators, and

brands, understanding this system can be the difference between visibility and being overlooked.

The algorithm values engagement more than anything else. This includes likes, comments, shares, saves, and direct messages. The more interaction your content receives, the more the algorithm will push it out to a larger audience.