instagram-algorithm

Cruising Review

The Instagram Algorithm

This webpage QR code

Structured Data

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The Instagram Algorithm

PDF Version of the webpage (first pages)

https://cruisingreview.com/topics/instagram-algorithm.html

6/27/2024

The Instagram Algorithm

Who decides what you see ?

How are posts ranked ?

What variables have more weight than others ?

Does IG care how I post or how frequently ?

How do I attract followers like bugs to a light ?

If you are like me, you wonder the above questions, and more. The following article looks into the basics of the metrics of Instagram, and why the do it. Greed. The purpose of the app is to generate huge mountains of data, which can be purchased, used, sliced and diced to make money for IG shareholders. Like FaceBook, IG has development teams that want to get you hooked and reward quality content over quantity.

Observe and strategize. Organize your content, and you can master the IG chess game, one post at a time. By studying popular posts, you can determine better engagement with viewers, and improve your ranking.

PRODUCT: **Organized Chaos:** Like Google, Instagram organizes and classifies data into one big number crunching game, called a database.

Structure: IG has fewer variables than a Google spidered website, and it's perfectly formed with database ready hashtags. Media is limited to static photos, and movies less than 60 seconds.

Forced Compliance: Posts cannot exceed 30 tags, which forces the author to focus on more meaningful tags (which may be divided up in to caption and comments).

Tags: The most ingenious part of IG is its use of tags to organize data. Data is already pre-formed.

PROFIT: **Caption Hashtags:** Could you pick a easier way to set up a data mining database ? Well, you could, but then you'd be Google. It's brilliant that they've developed a way to categorize and index content, and makes your relevancy easier to find.

Observe: Spend time studying hashtags as they pertain to your goals, organize them and rank them (highest to lowest meaning) so that you can copy and paste into your posts.

Effectiveness vs. Quantity: Using a popular hashtag will result in your post being buried quickly. Search out more effective tags, that bring in more views and comments.

TIME: **Psy Ops Reinvented:** Instagram had its engineers study and determine viewer addictions and ways to manipulate both authoring and engagement. The average attention span of viewers has been determined to be 60 seconds or less. Your scroll rate, click (like) rate, and other variables are all part of your ranking. It all boils down to your attention span, and how IG can use that to sell you advertising and coagulate your data manners and behavior which is crafted in a nice package to data buyers.

Ranking: Your ranking will determine how, where, and how often you're seen. The more you understand how you are

will ultimately help you achieve your goals with IG.

Ever wonder what goes into a Instagram algorithm ?

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