

14 Social Media Algorithm Manipulation Tips

1. Keywords

What are you trying to say, and how will people search for content like yours? Knowing the right words to include is vital across all platforms. Think like your customers and use a free keyword planner such as Google.



2. Grammar & Spelling

Bad grammar and poor spelling will ring alarm bells for those spam filters. Use Microsoft Word's spell-checker and "Read Aloud" option, or Grammarly is another excellent free app.



3. Inappropriate Content & Language

DON'T!! This is a surefire way to have your content buried or, even worse, removed and your account blocked.



4. Rich Media

Using quality images or short, engaging videos will increase engagement. Use original images rather than stock content.

5. Relevant Hashtags

Overusing hashtags or using generic #like #comment will damage the credibility of your post. Take a look at some free hashtag generators, such as All-Hashtag, or use the search option on each platform.



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6. Location, Location, Location!

Tag locations where you want local users to find your content.



7. Mentions

Tag relevant accounts and others likely to respond and share your content; likewise, don't tag irrelevant accounts; you'll get junked or blocked!



8. Timing is Everything!

Knowing when to post and being available to respond when your content goes live will increase engagement. Meta provides this information on your accounts, or one of the third-party schedulers can help with this too - check out Hootsuite or Later.



9. Interact

Respond to questions quickly, like comments, answer DMs, but also interact with other accounts and the content they are posting. Be part of the community - join groups, post consistently (this frequency can vary depending on your business), and understand your audience.

10. Avoid Outbound Links

Avoid outbound links in the actual post; these can be added to the comments. Social media platforms want to keep people there, so sending people away will negatively affect your hard work!



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11. Be Original

Post original content across the channels. Posting the same material across all networks can cause problems, especially on Instagram, where TikTok watermarked content will be deprioritised. Use SnapTik to get rid of any watermarks before posting on Instagram!



12. Make the Most of New Features

Any new features or formats on a platform will likely be given a boost, so don't be afraid to try them.



13. Analyse Results

It's essential to find out what is working and what isn't. What has worked well for you in the past is always a good starting point when creating new content.



14. Find Your Voice

Brand tone of voice and its consistency is vital. You want to create a persona and be instantly recognisable.

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