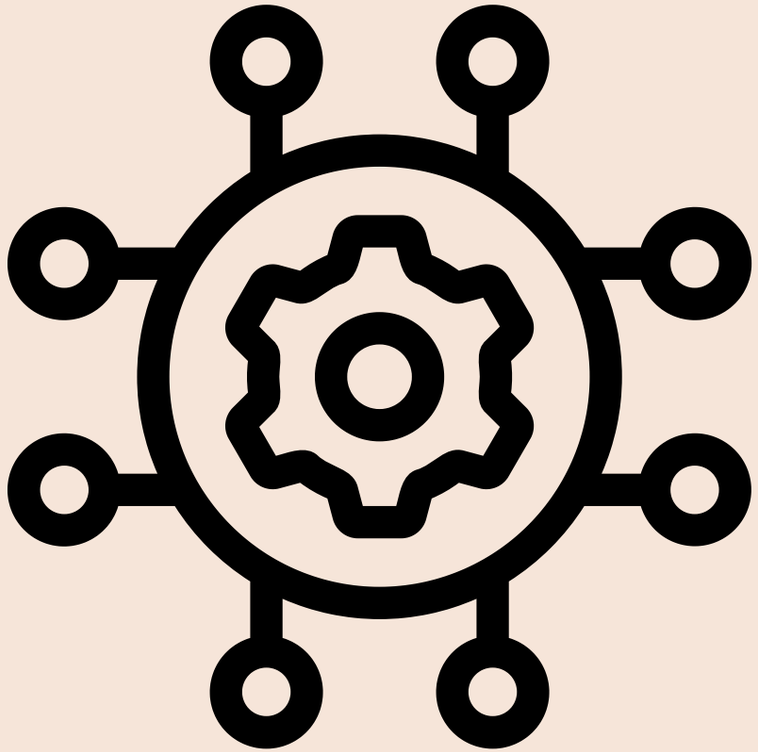
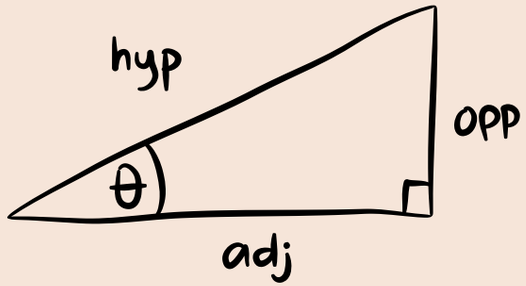


# Algorithms

BLOG #9

Algorithms have become essential to successful marketing strategies. Meaning that social media professionals should know the inside out of what works with the algorithm and what doesn’t. In an article by Alex Lin, he talks about things that the algorithm rewards and punishes.
The algorithm will reward original content that builds organic engagement such as commenting, likes, shares. A.K.A builds a community that likes interacting with the person or business, instead of asking for the interaction. Another big factor that is highly rewarded is humanity, emotion, and humour. Now moving to the punishments, which are important factors to note. The algorithm will punish links to external sites, fake accounts, click-bait (although sometimes it can be successful), the time it is posted, misinformation and more.

It is important to note that paid advertising is not affected by the algorithm as the social medias will try to reach what you paid for.




$$\sin(\theta) = \frac{opp}{hyp}$$

# Data is a possibility

BLOG #9

During week eight lecture, Nitin Goyal was a guest speaker who started his career as a digital marketing professional, however he quickly discovered that compared to his other peers he liked to analyze data, the numbers...yuck. But he realized this was a strength that he could thrive in, as many people did not seem to like that area of marketing.

This opened up my eyes about how regardless of where I start my path in my career, I can always branch out into something that I might not realize I have a strength in yet, it is definitely not numbers though... Props to Nitin for being able to do it without getting exhausted.

Going back to the first page of this blog, Nitin explained to us that an algorithm is a bunch of information and numbers stored that then base the feed on them. Thanks Nitrin... that was not informative at all.