

the algorithm *advantage*

Using Social Media features to Boost Your Brand

Q @ProfadeSocialMedia

Eu

httpool
by Aleph



Diana Coman



Facultatea de Jurnalism și Științele Comunicării
Universitatea din București



UNIVERSITATEA DIN BUCUREȘTI
VIRTUTE ET SAPIENTIA



CĂLĂTORIA MEA



Eu,
dar branded ✨

🔍 @ProfDeSocialMedia

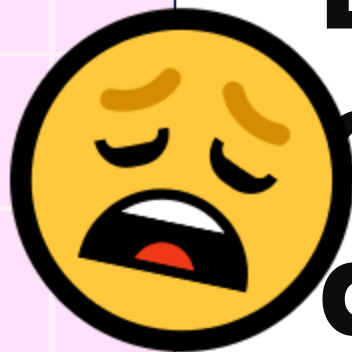


Diana Coman | Social Media Marketing

- Prof. @fjsc_ub
- Regional Client Partner Snapchat @httpool
- #SocialMedia pe înțelesul tuturor
- Email: andrei.alexandru@global...

107 posts 11.5K followers

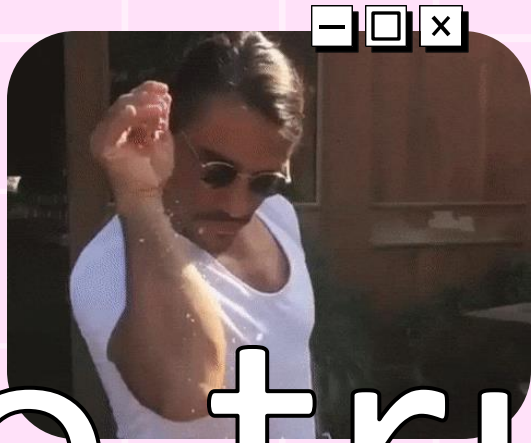




Ever feel like *the*
algorithm is working
against you?

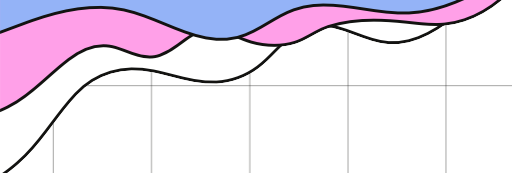
Let's flip the script.





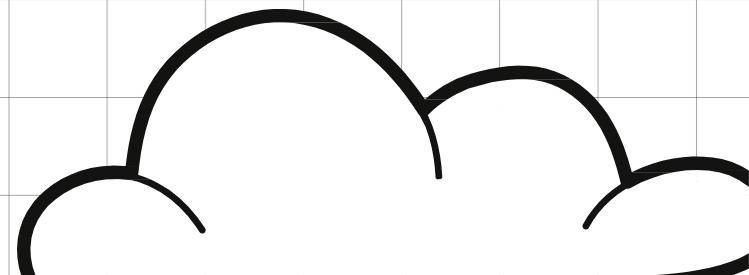
the truth

The algorithm isn't personal. It's just **-serving what people love.**

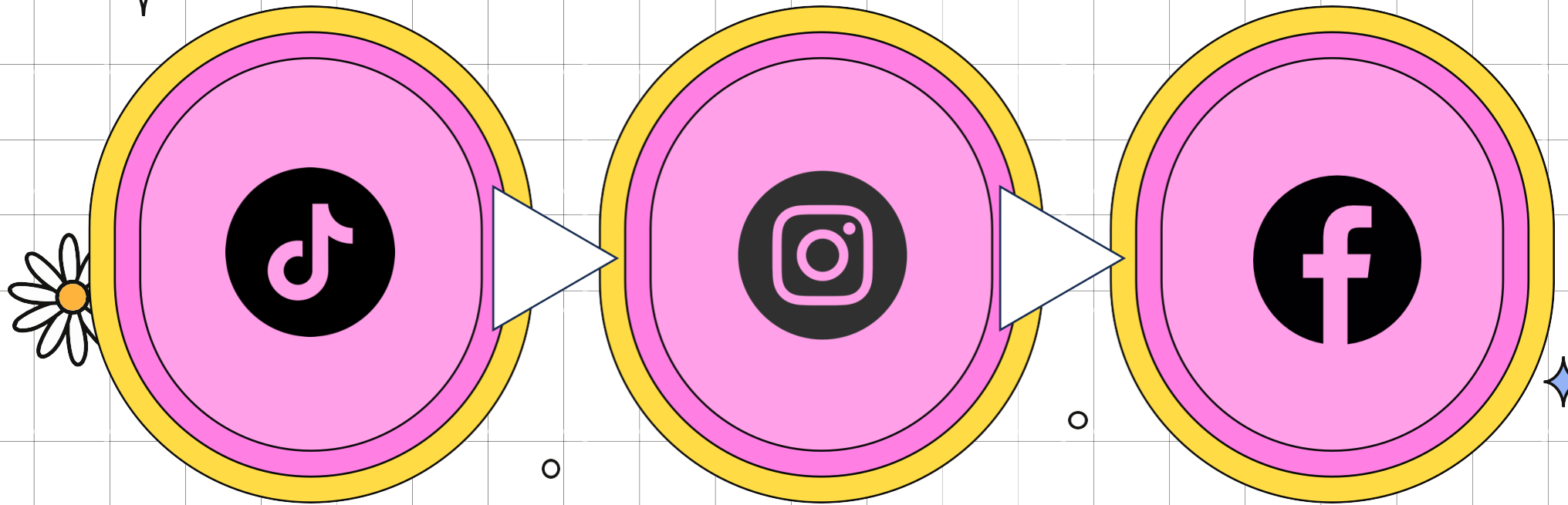


YOUR JOB?

Be the
thing they
love!



Think of it like this



The cool kid
who loves **fast,**
fun & trendy

The stylish friend who
thrives on **aesthetic**
& **engagement.**

The loyal buddy
who thrives on
conversation.

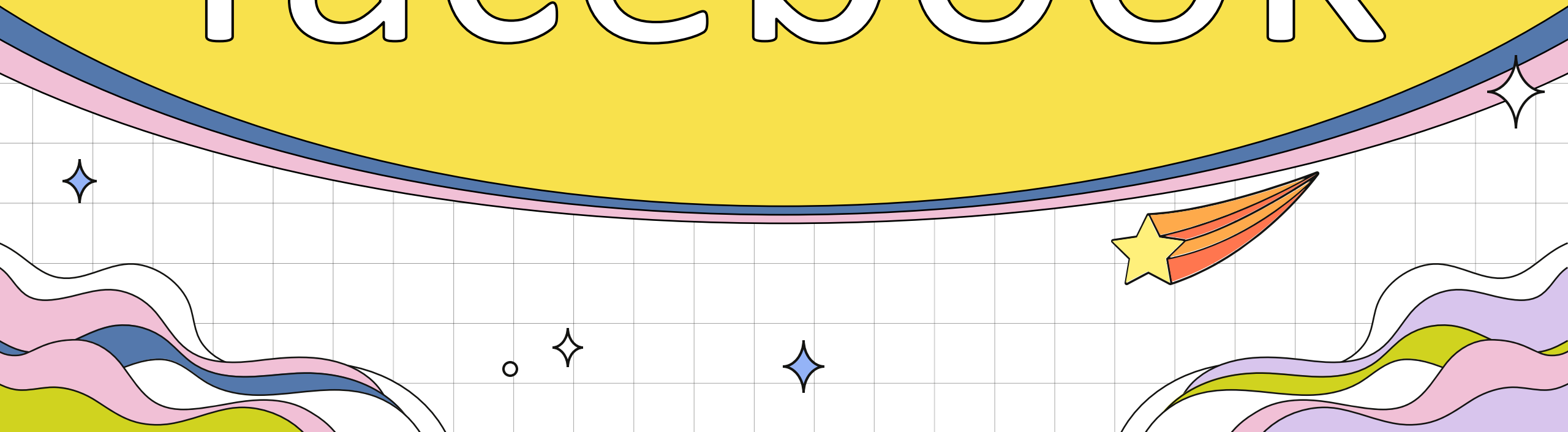


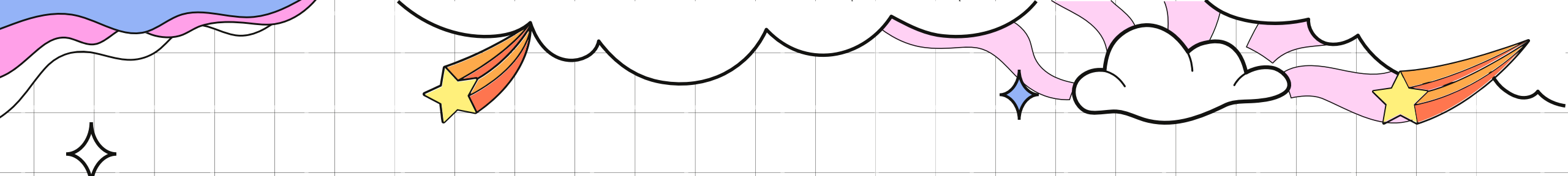
YOUR MISSION

**Make them
work for you,
not against
you!**

🔍 @ProfDeSocialMedia

facebook





how the FB

ALGO WORKS?

=

a complex system that determines what content appears in each user's news feed. **Main goal? Keep users engaged on the platform** by delivering relevant and appealing content.

**CONTENT
INVENTORY**

+


SIGNALS

+

PREDICTION

=

**RELEVANCY
SCORE**



musts

#1. FACEBOOK REELS

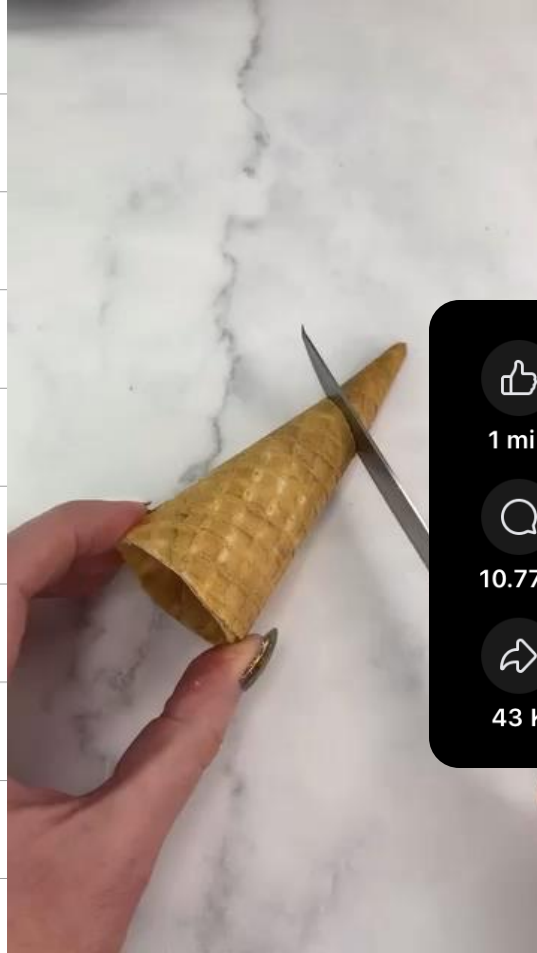
Best organic reach. Don't sleep on it!

How to

Useful tips linked with high impact visuals



- 843 K
- 9.340
- 54 K



- 1 mil.
- 10.778
- 43 K


ASMR

Showcase product features/novelty via sensory imagery



- 4.594
- 1
- 2






musts

#2. GO LIVE

Facebook prioritizes real-time convos.

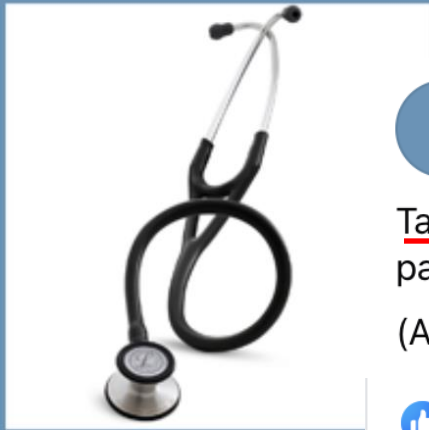


musts

#3. TAG & TALK STRATEGY

Get people tagging friends in the comments = reach boost.

Tag your friends (or yourself) and our AI will look at your Facebook page



Daily Medical Trivia · [Urmărește](#)

Tag your friends (or yourself) in the comments and our AI will have a look at your Facebook page and determine your most compatible medical specialty!

(And if you need some help along the way - check out [Flashy Clinical Skills](#))

  1,9 K

423,8 K comentarii 71 distribuirii

and tell you which medical specialty you're destined for.



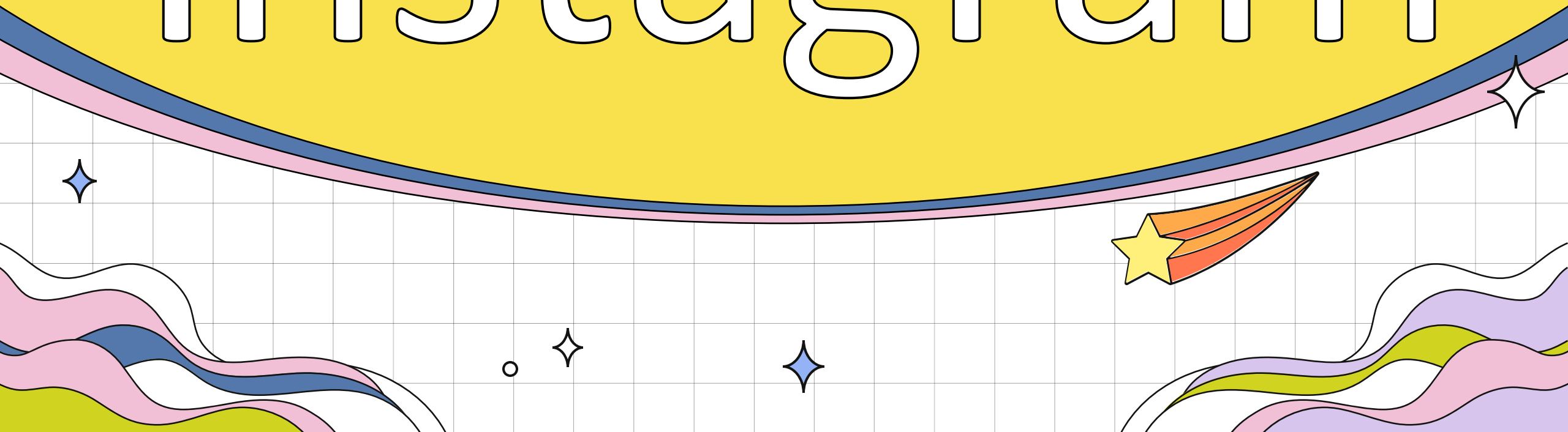
tip

Ask a juicy question

"What's the most unpopular opinion about [your industry]?"

🔍 @ProfDeSocialMedia

instagram





how the IG
ALGO WORKS?

=

determines what content appears in the feed, Stories, Explore, and Reels, **aiming to maximize the time users spend on the platform.**

KEY FACTORS THAT INFLUENCE INSTAGRAM ALGORITHM

1

PAST INTERACTIONS

2


CONTENT TYPE

3

TIME SPENT ON A PIECE OF CONTENT

4

ENGAGEMENT TIME & TYPE OF ENGAGEMENT



musts


#1. REELS. YOUR BEST BET

Use trending sounds. Hook in 2 sec or less.

VISUAL HOOKS

Attention grabbers
BOLD FLASHY VISUALS

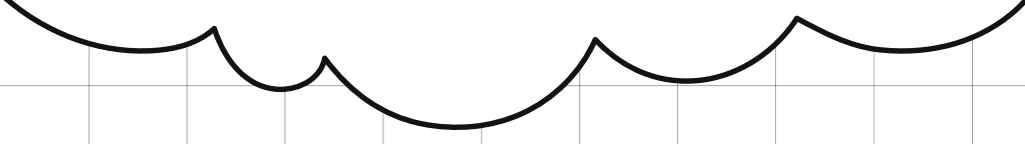




musts

#2. CAROUSELS

More swipes. More reach.



amsyarnaaf
Kuala Lumpur



#2, #3



Shows the info right away.

#1

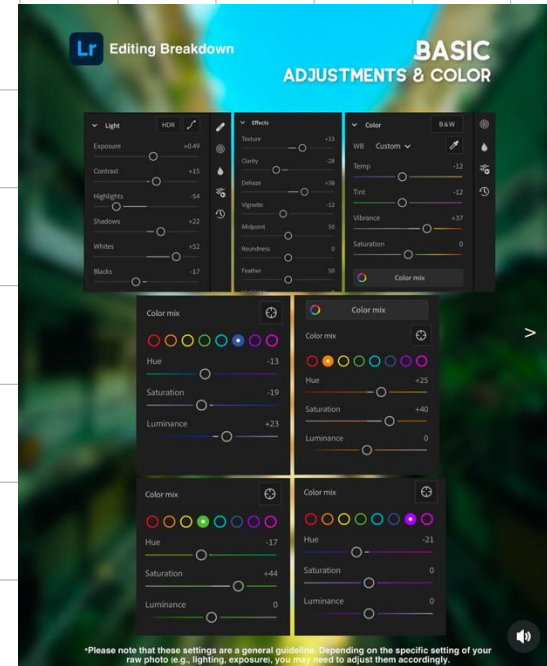
It sets the expectations. Users know what they can expect when they swipe: a breakdown of the Lightroom settings to get the same results as shown in the first carousel slide.



1/9



103K 186 32,3K



#4

Demonstrate how the info give looks on other assets

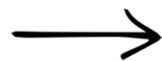


6 sneaky ways you can Get a Million Views

#1

Hooks users
through a high
interest
statement

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Sugestii pentru tine

Urmărește

01

Marketing Branding Design Social Media

#2, #3

Builds tension before giving away
what was promised in the first slide



themarketingsharuf
Austin, Texas

Urmărește

02

Marketing Branding Design Social Media

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Sugestii pentru tine

Urmărește

03

Marketing Branding Design Social Media

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Sugestii pentru tine

Urmărește

04

1) Steal Viral Formats, Not Ideas

Instead of guessing, reverse-engineer
what already works.

Step 1

Go to Instagram Search, Type in your keyword.
e.g. "Food, Healthy food, Restaurant"

Step 2

Go to the Reels tab and find videos that got the most
amount of views.

Step 3

Copy the hook, follow edits and keep up the pace.
Recreate them in your style—but BETTER.

Why?

The algorithm already loves them. You just need to
ride the wave.

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You post, you wait...
and crickets.



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Meanwhile, others get
millions of views in
just a few hours.

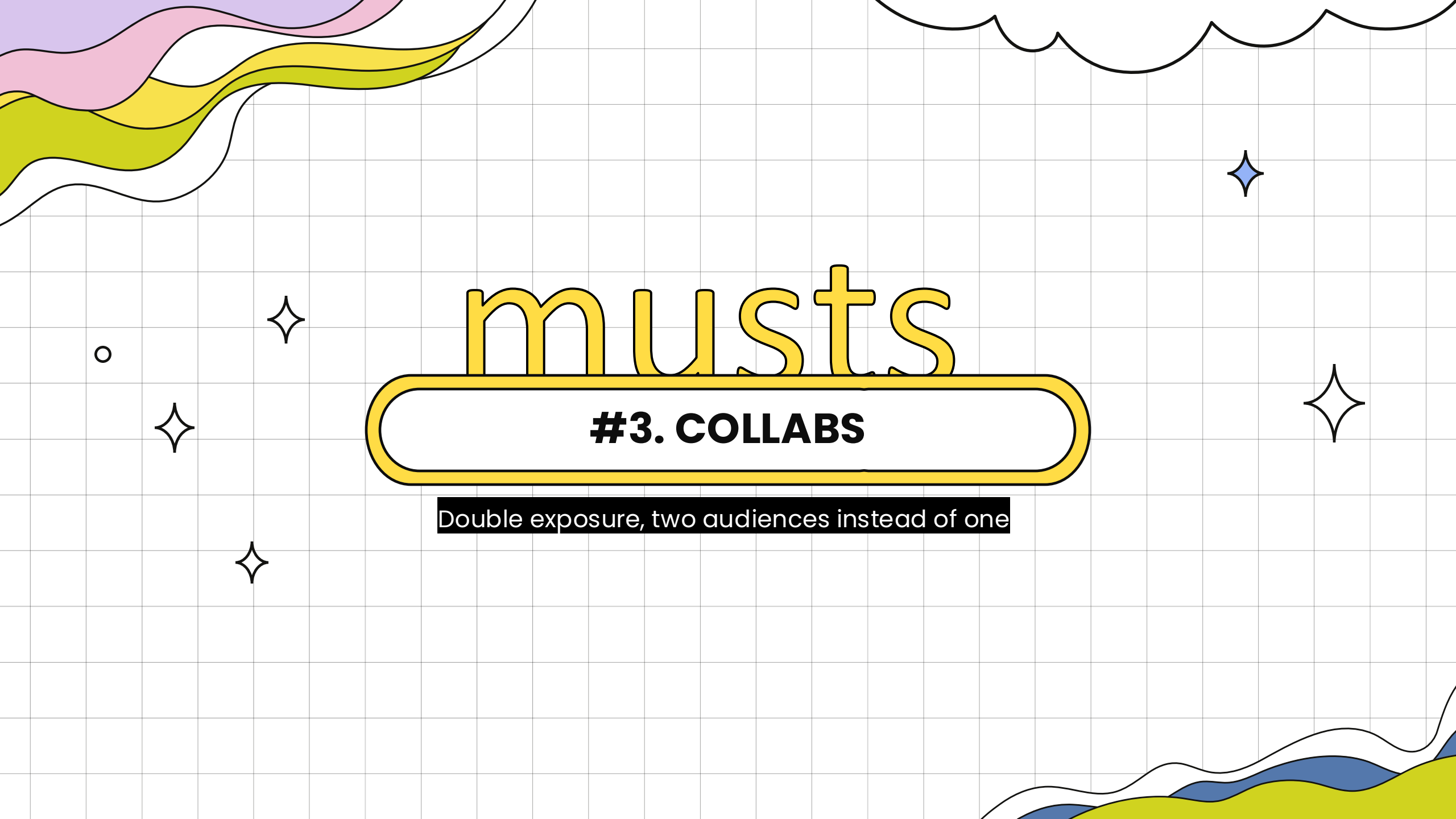
What are they doing
differently?

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#4


Demonstrate how the info give
looks on other assets



musts

#3. COLLABS

Double exposure, two audiences instead of one



musts

#4. STORIES

Your chance to build trust & loyalty

tip

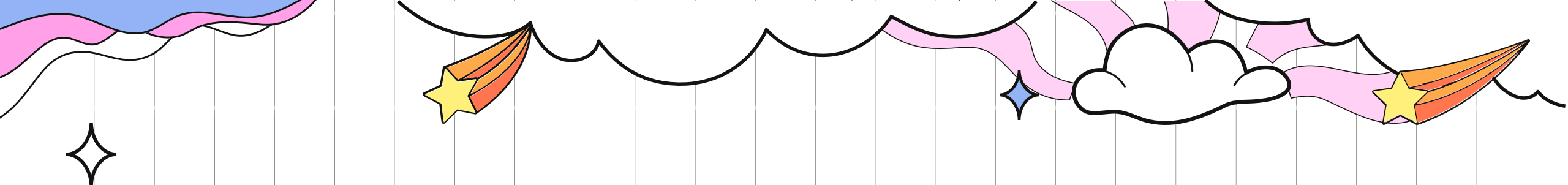
DON'T use hashtags in caption

Instead, make the most out of SEO (keywords). This way, by using niche-related keywords in your content, you train the algorithm into understanding what type of content you create and the content will be pushed towards audiences with similar interests.

🔍 @ProfDeSocialMedia

tiktok





how the TT

ALGO WORKS?



point-based engagement system to evaluate and promote videos.

1 point
LIKE


2 points
COMMENT

3 points
SHARE

4 points
COMPLETE VIEW

5 points
REWATCH

When a video is posted, it's initially shown to a test audience of approximately **300 users**. To achieve broader distribution, **the video must accumulate at least 50 points from this group.**



musts

#1. SHORT VIDEOS & GOOD HOOKS

7-15 sec videos = algorithm candy
Start with a bold hook: "STOP doing this if you
want more followers."

TikTok viral recipe

Key elements

POWERFUL VERBAL HOOK

We have a negative statement in the first second, a relevant statement for a large demographic.

“NU îți mai lăsa numărul de telefon în parbriz”

POWERFUL VISUAL HOOK

First 3 seconds include a powerful visual hook (the paper that is thrown away)

BOLD TEXTS


Headline written in bold font, in powerful color



STRUCTURE

POWERFUL HOOK IN INTRO
EXPLICATIVE BUILDUP – Why?
DEMONSTRATION
BENEFITS

@alertysticker

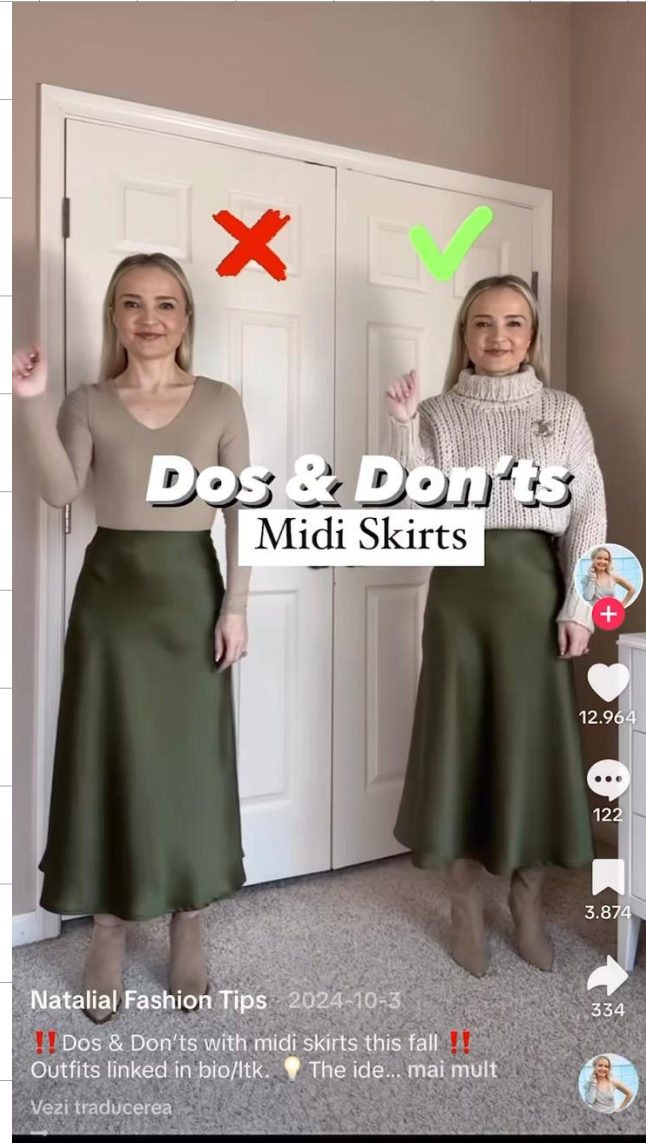
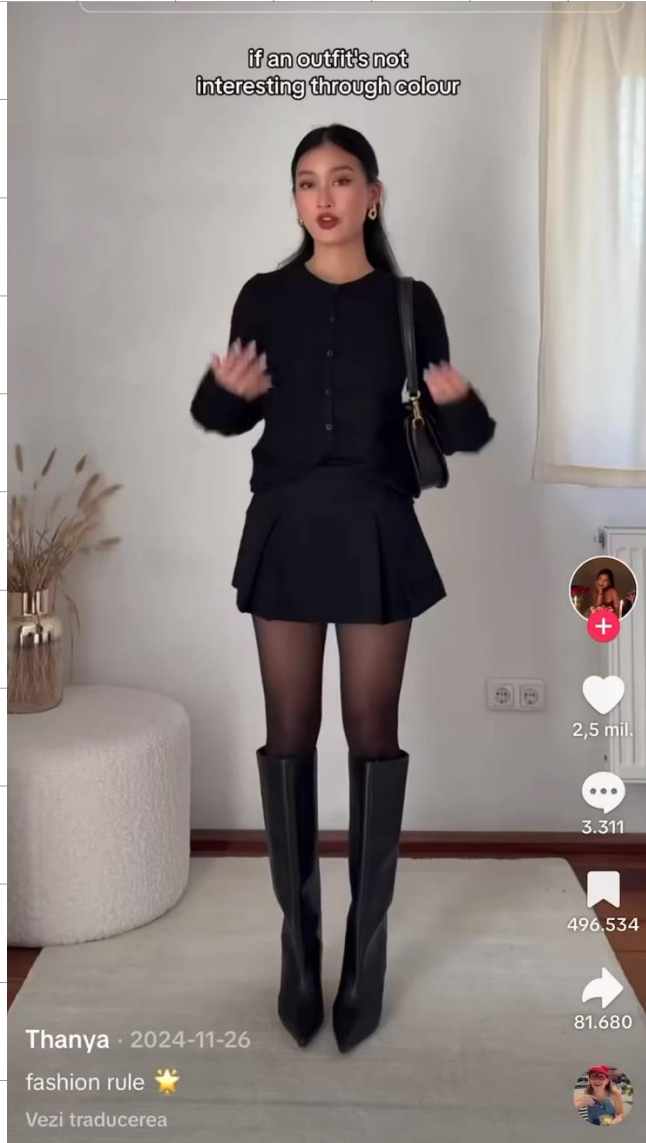


musts

#2. BUILT-IN TOOLS

Text on screen, captions, duets, stitches = more visibility.

Subtitles – Thanya



Overlay texts – Natalia





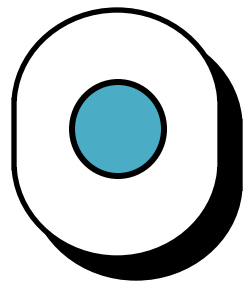
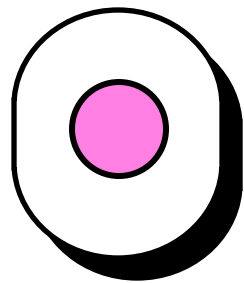
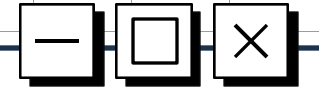
tip



Reply to a comment with video

TikTok LOVES this, and it keeps your audience engaged.

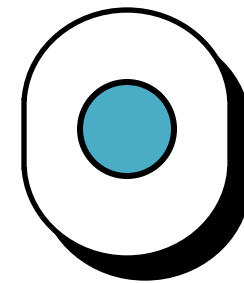
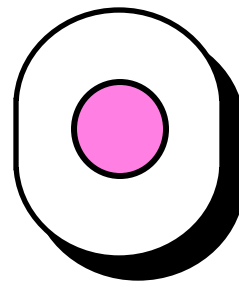
Repurpose your content like a pro! 🙌



MAXIMUM EXPOSURE

TikTok videos
/ IG Reels

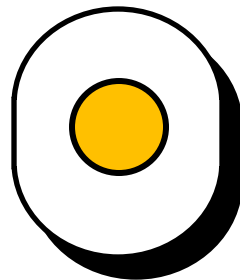
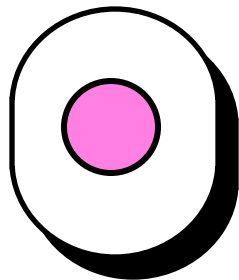
FB Reels



**EXTRA REACH,
NO EXTRA WORK**

IG Stories

FB Stories



MORE EYEBALLS, HIGHER REACH

Up to 3 minutes
TikToks/IG Reels

YouTube
Shorts



how to get more views



1 KEEP YOUR EDITS SHORT & SNAPPY

Try to condense your content into 30–60 seconds. Cut out long pauses—users don’t have the patience to watch a video from start to finish.

2 ADD EXTRA VALUE IN THE CAPTION

The goal is to keep users engaged with your post for as long as possible. Beyond the video itself, use the caption to provide even more valuable info.

3 INCLUDE ACTION IN YOUR VIDEOS

Make sure there’s movement in your clips. Whether it’s a frame change or dynamic motion, adding action keeps the viewer hooked.

4 MAKE YOUR VIDEO PASS THE “WHY WOULD ANYONE CARE?” TEST

It’s tough to be objective about content you’ve put time into. Always ask yourself: *Is this genuinely interesting to a broad audience?*



how to get more views



5 HOOK VIEWERS IN THE FIRST 2 SECONDS

This is the most important part of your video. If you don't grab attention immediately, you'll lose the viewer. Start with a strong hook—controversial statements or bold questions work best.

6 CLEAR CALL-TO-ACTION (CTA)

Guide your audience on what to do next. You can insert a CTA midway, but the most common practice is at the end—ask viewers to share, tag a friend, or engage in the comments.

7 CREATE WITH A SPECIFIC PERSON IN MIND

Think about exactly who you're talking to. Build a profile of your ideal viewer and tailor your message as if you were speaking directly to them.



TOOLS: content creation

FREE MUSIC & SOUNDS



YouTube Audio Library

Free music and sound effects, no copyright.



Pixabay music

A diverse collection of royalty-free music.



Bensound

Free tracks for creative projects (attribution required).



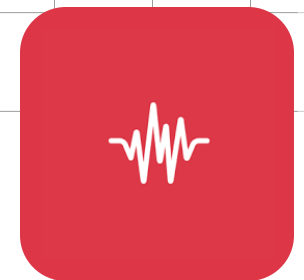
FMA

Tracks from various genres, free for commercial use.



Mixkit

Cinematic and energetic music, perfect for Reels and TikTok.



Freesound

Ambient sounds and special effects.



TOOLS: content creation

FREE APPS FOR VISUAL CONTENT



Canva

An easier-to-use alternative to Photoshop. Great for designing posts, Stories, and carousels.



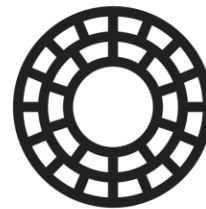
VN

A more premium alternative to CapCut, with more effects.



CapCut

The best app for quick video editing for Social Media.



VSCO

Aesthetic filters and minimalist photo editing.



Snapseed

A Google app for retouching and advanced filters.



Lightroom mobile

Perfect for professional photo editing.



TOOLS: content creation

HASHTAG RESEARCH



**Hashtag Generator
by Inflact**
Suggests relevant hashtags



All Hashtag
Analyze and create efficient
hashtags



TOOLS: content creation

WRITTEN CONTENT GENERATION



**Answer
ThePublic**
Find popular
questions and
topics in your
niche.



BuzzSumo
Discover the most
viral topics on
social media.



ChatGPT
Helps you generate
personalized texts,
descriptions, and
CTAs.



Quora
Get inspired by
real people's
questions and
problems.



EmojiCopy
Quick access to
emojis for posts.



GetEmoji
A complete emoji
library, ready to
copy.



The algorithm isn't against you.



It's just waiting for you
to play its game.

play smart. 😊



show up. ?

be

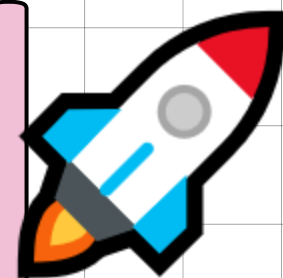
engaging.



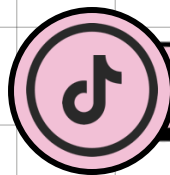
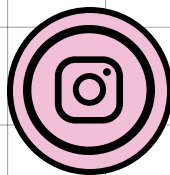
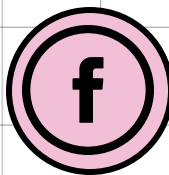
and watch

your brand

take off.



thank you!



@ProfadeSocialMedia

