

Instagram

ALGORITHM

Everyone's talking about it, and they're **freaking** out!

Don't. Grab a peppermint tea and **CTFO**. It's all good. The big wigs in silicon valley haven't let any media know exactly when the changes will be implemented in the Australian market, but our best guess is, the changes will be introduced slowly.

THE FACEBOOK ALGORITHM HAS OVER 200,000 METRICS, SO THIS IS INDEED A COMPLEX BEAST.

Here are some tips to have you 'algorithm ready'.

- Create great content and use as much original branded material as you can
- Post regularly - three times a day is optimal
- Incorporate video
- Use 11 hashtags per post
- Have a unique point of difference and an easily identified style..
- Utilise the link in your bio for marketing offers or appointments