

# The Straight Dope On How Facebook, Instagram, Twitter, and LinkedIn Work. And What.

Have you ever wondered how Facebook, Instagram, Twitter, and LinkedIn work? What makes them so addictive? And how can you use them to your advantage?

In this article, we'll take a deep dive into the inner workings of these four social media platforms. We'll cover everything from their algorithms to their advertising models.



**Social Media for the Voice Over Pro: The straight dope on how Facebook, Instagram, Twitter and LinkedIn work and what you can do with them to improve your voice over career** by Kay Eluvian

★★★★★ 5 out of 5

Language : English  
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By the end of this article, you'll have a better understanding of how these platforms work. And you'll be able to use this knowledge to improve your social media marketing strategy.

## **Facebook**

Facebook is the world's largest social media platform, with over 2.9 billion active users.

Facebook's algorithm is designed to show you the content that is most relevant to you. This content is based on a number of factors, including your friends, your interests, your past activity on Facebook, and your location.



Facebook's advertising model is based on pay-per-click (PPC). This means that advertisers pay Facebook each time someone clicks on their ad.

Facebook offers a variety of targeting options, which allows advertisers to reach their desired audience. These targeting options include demographics, interests, and behavior.

# Instagram

Instagram is a photo and video sharing app with over 1 billion active users.

Instagram's algorithm is designed to show you the content that is most popular with your followers.

**SCIENCE OF THE INSTAGRAM ALGORITHM**

The infographic is a vertical poster with a dark blue background. At the top left is a cartoon scientist with orange hair and a white lab coat. At the top right is a stylized atom icon. The title 'SCIENCE OF THE INSTAGRAM ALGORITHM' is in large white letters. Below the title are seven horizontal sections, each with an orange circular icon on the left, a text box in the center, and a vertical orange label on the right. The sections are: 1. 'UPDATES' with a flask icon, stating the algorithm changes feed ranking based on engagement. 2. 'CONTENT' with a microscope icon, stating there is no preference for photos or videos. 3. 'ACCOUNT' with an atom icon, stating all account types are treated equally. 4. 'PLUGS' with a flask on a stand icon, stating authenticity is key and gaming the system is harmful. 5. 'COMMENTS' with a network icon, stating all comments are treated equally. 6. 'TIMING' with a test tube icon, stating early engagement is important. At the bottom are social media links for Facebook, Instagram, and Twitter, and the website 'agorapulse.com'.

**UPDATES**

The Instagram algorithm changes the feed ranking per user often, based on that user's engagement.

**CONTENT**

There is no preference in the algorithm over photos or videos--only preference is based on what that user engages with.

**ACCOUNT**

It doesn't matter if you are using a Personal, Business or Creator account, they are all treated equally.

**PLUGS**

Authenticity and transparency are key to building an Instagram following. Gaming the system doesn't work and could do more harm than good.

**COMMENTS**

All comments are treated equally regardless of how many words they contain.

**TIMING**

Getting lots of engagement the first 30 minutes after posting to Instagram doesn't catapult your post to the top of the feed.

[facebook.com/agorapulse](https://facebook.com/agorapulse)  
[instagram.com/agorapulse](https://instagram.com/agorapulse)  
[twitter.com/agorapulse](https://twitter.com/agorapulse)  
[agorapulse.com](https://agorapulse.com)

The Instagram algorithm is designed to show you the content that is most popular with your followers.

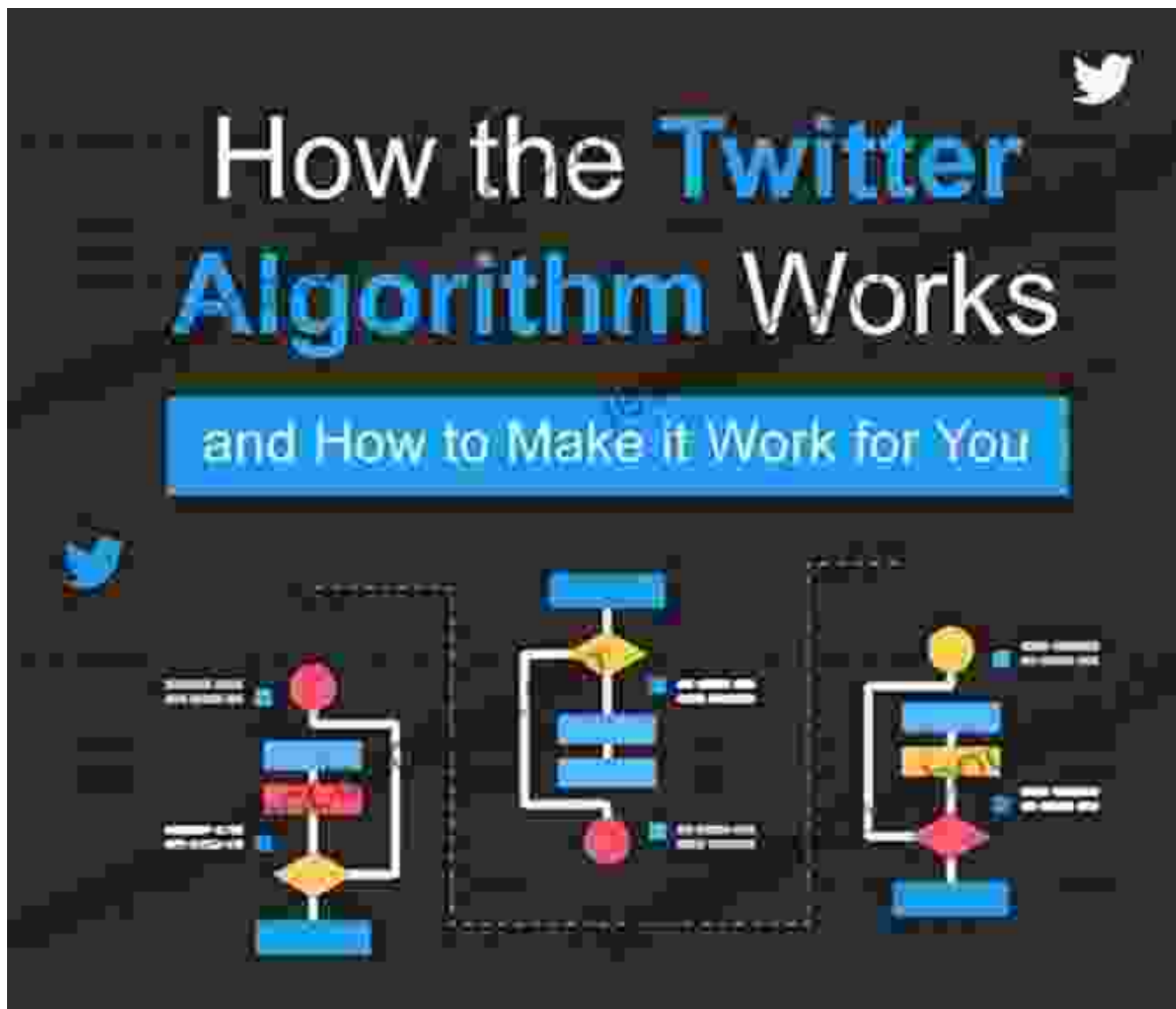
Instagram's advertising model is also based on PPC. However, Instagram offers a variety of ad formats, which allows advertisers to reach their desired audience in a variety of ways.

Instagram's targeting options include demographics, interests, and behavior.

## **Twitter**

Twitter is a microblogging platform with over 436 million active users.

Twitter's algorithm is designed to show you the tweets that are most relevant to you.



Twitter's advertising model is also based on PPC.

Twitter's targeting options include demographics, interests, and behavior.

## **LinkedIn**

LinkedIn is a professional networking site with over 830 million active users.

LinkedIn's algorithm is designed to show you the content that is most relevant to your professional interests.



The LinkedIn algorithm is designed to show you the content that is most relevant to your professional interests.

LinkedIn's advertising model is also based on PPC.

LinkedIn's targeting options include demographics, job title, company, and industry.

## **How to use social media to your advantage**

Now that you have a better understanding of how Facebook, Instagram, Twitter, and LinkedIn work, you can use this knowledge to improve your social media marketing strategy.

Here are a few tips:

- Create high-quality content that is relevant to your audience.
- Use social media to engage with your audience.
- Use social media to promote your products or services.
- Use social media to track your results.

By following these tips, you can use social media to reach your target audience, build relationships, and grow your business.

So, what's the straight dope on how Facebook, Instagram, Twitter, and LinkedIn work. And what?

These platforms are powerful tools that can be used to reach your target audience, build relationships, and grow your business.

By understanding how these platforms work, you can use them to your advantage.

**Social Media for the Voice Over Pro: The straight dope on how Facebook, Instagram, Twitter and LinkedIn**

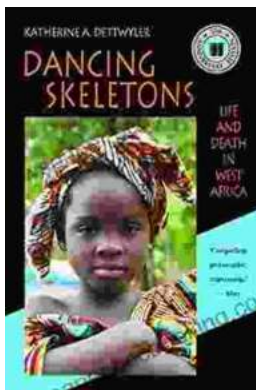




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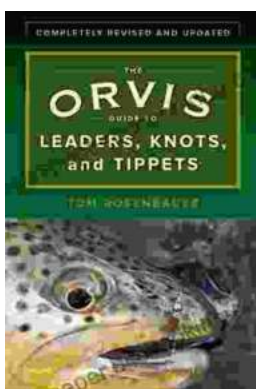
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