

A HISTORY OF SOCIAL MEDIA ALGORITHMS

HOW YOUR SOCIAL FEEDS HAVE CHANGED IN 15 YEARS.



2003

- LinkedIn launches

2005

- YouTube launches



2006

- Twitter launches
- Facebook launches publicly



2007

- Tumblr launches



2009

- Tumblr introduces Tumblarity — a ranking metric based on likes and views of posts
- Facebook creates personalized, algorithm-based feed tab

2010

- Pinterest launches
- Instagram launches



2011

- Snapchat launches
- Facebook merges newsfeed tabs for first true algorithmic feed

2012

- Facebook pushes sponsored posts in News Feed
- LinkedIn announces “semi-structured” feed
- YouTube prioritizes watch-time over watch quantity



2013

- Facebook updates News Feed algorithm
* Includes “relevancy” factors
* Prioritizes news articles

2014

- Facebook algorithm updates
* Prioritizes native video content, link-format posts, friend activity, and trending content
* Lower priority to business/brand page content
* Penalizes click-bait and “overly promotional” content
- Pinterest launches Smart Feed, an algorithm-based home feed
- Tumblr launches “Explore” feature that surfaces recommendations and trending content



2015

- Facebook updates
* Begins fight against fake news
* Rebalances the algorithm to relax Pages limitations in News Feed
* Time spent viewing and actions taken affect ranking on News Feed
- Pinterest updates
* Machine learning determines “pinnability” on home feed
* Real-time input improves home-feed algorithm



2016

- Facebook updates
* Facebook Live content prioritized
* Friend updates prioritized
* New ranking factor predicts most “informative” content
* Content ranked based on probability of relevance and engagement
- LinkedIn updates
* Relevance ranked in feed
- Twitter updates
* Optional algorithmic timeline launches
- Instagram updates
* Algorithmic timeline launched
- Tumblr updates
* Ads display on dashboard



2017

- Facebook updates
* Real-time signals take precedence
* Penalizes links to low-quality sites
* Prioritizes faster webpage load-time in News Feed
* Ups fight against fake news
- Pinterest updates
* Visual search launched
* Machine-learning improvements to algorithm
- Tumblr updates
* Optional Safe Mode on dashboard to hide sensitive materials
* Optional “best stuff first” feature reprioritizes content
- YouTube updates
* Algorithm to combat misinformation/conspiracy theories
- Snapchat updates
* “Separating social from media” by separating brand and friend content
* “Best Friends” algorithm shows friends’ Stories based on conversation frequency

