

# A HISTORY OF SOCIAL MEDIA ALGORITHMS

HOW YOUR SOCIAL FEEDS HAVE CHANGED IN 16 YEARS.

in

**2003**

- LinkedIn launches

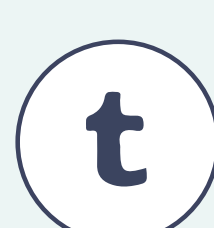
**2005**

- YouTube launches



**2006**

- Twitter launches  
- Facebook launches publicly



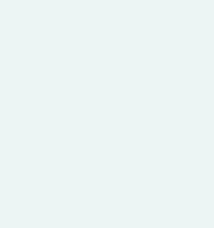
**2007**

- Tumblr launches



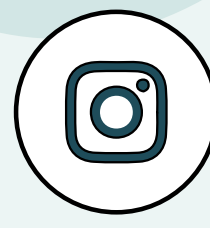
**2009**

- 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 clickbait and “overly promotional” content  
- Pinterest launches Smart Feed, an algorithm-based home feed  
- Tumblr launches “Explore” feature that surfaces recommendations and trending content



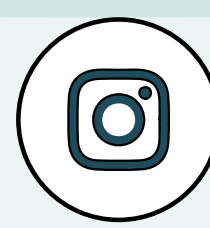
**2015**

- 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

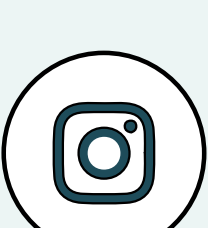
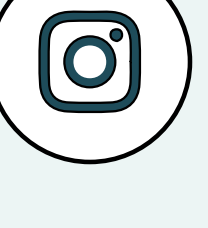


**2017**

- 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

**2018**

- Facebook updates  
\* Prioritizes content from connections, “trusted sources,” and local news sources  
\* Demotes links to sites with duplicate content  
\* Demotes content deemed “borderline” or controversial  
- Pinterest updates  
\* Prioritizes content people you follow are saving, chronologically by saves  
- Tumblr updates  
\* Releases update to flag and ban adult content, with minimal success  
- Snapchat updates  
\* Introduces algorithmic feeds across the platform  
- LinkedIn updates  
\* Reduces the reach for top creators and introduces creator-side optimizations  
- Instagram updates  
\* Introduces updates to help users control the chronology of posts they see  
- Twitter updates  
\* Introduces feature that allows easy switching between reverse-chronological and algorithmic feeds



**2019**

- Facebook updates  
\* Introduces “page quality” as a factor affecting rank  
- Instagram updates  
\* Alludes to use of AI learning to determine posts in feed