

HOW THE INSTAGRAM ALGORITHM WORKS

You Post



Your post is scanned to check if it meets Instagram's standards:



Your post is shown to 20% of your followers.

Good Signals

- ✓ Stayed for a while
- ✓ They click to "See More"
- ✓ They save and come back
- ✓ Goes to your profile
- ✓ They like post
- ✓ They share post

Your post will not be pushed.

- ✗ Low Quality
- ✗ Watermarked
- ✗ Clickbait
- ✗ Spam/Scam

Bad Signals

- ☹️ They scrolled pasted
- ☹️ They reported the post
- ☹️ Marked as "not interested"
- ☹️ No interaction with post

Your post is shown to more of your followers

Your post gets more **good** signals

Your post is pushed to **non followers** through explore and home

Your post gets **bad** signals

Your post will not be pushed.

NO GROWTH

YOU GROW!