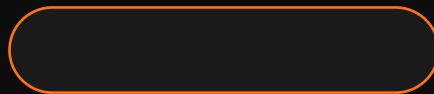


THE ALGORITHM CHEAT SHEET

Platform-by-Platform Breakdown for Maximum Reach

2025-2026 Edition



Instagram

LinkedIn

Facebook

TikTok

WHAT'S INSIDE:

Algorithm ranking signals for each platform

Best posting times (2025-2026 data)

Content format priorities

Quick-reference tables

Actionable tips you can use today

socialplaybook.polsia.app

INSTAGRAM

Algorithm Breakdown

ALGORITHM RANKING SIGNALS

Signal	Weight	Pro Tip
Saves	Highest	Create saveable content (tips, tutorials, lists)
Shares	High	Make content people want to DM to friends
Comments	High	End with questions, use engagement hooks
Watch Time	High	Hook in first 3 seconds, keep videos short
Likes	Medium	Less important than saves/shares in 2025

REELS PRIORITIES

- Completion rate is #1 - viewers must watch to the end
- Rewatches count 2x - create loop-worthy content
- Original audio gets pushed more than trending sounds
- First 3 seconds determine 80% of performance
- Posting 3-5 Reels/week is the sweet spot

HASHTAG STRATEGY

- 10 niche-specific (50K-500K posts)
- 5 medium competition (500K-2M posts)
- 5 broad reach (2M+ posts)
- Rotate 3-4 sets to avoid spam flags
- Place in caption, not comments

BEST POSTING TIMES

Monday 11am, 7pm	Tuesday 10am, 4pm, 7pm	Wednesday 11am, 7pm
Thursday 10am, 12pm, 7pm	Friday 11am, 2pm	Saturday 10am, 12pm
Sunday 11am, 7pm		

LINKEDIN

Algorithm Breakdown

ALGORITHM RANKING SIGNALS

Signal	Weight	Pro Tip
Dwell Time	Highest	Write posts that take 30+ seconds to read
Comments	High	Replies count double - engage with commenters
Shares	High	Native reposts > external shares
Clicks	Medium	Profile clicks signal interest
Likes	Low	Easy to get, least weighted

CONTENT PRIORITIES

- Native text posts outperform links 4:1
- Documents/carousels get 3x more reach than images
- First 2 lines must hook - only visible before "see more"
- Posts with 1,200-1,500 characters perform best
- Comments in first 60 minutes are critical

POSTING CADENCE

- Optimal: 3-5 posts per week
- Daily posting shows diminishing returns
- Consistency > frequency
- Wait 18-24 hours between posts
- Tuesday-Thursday peak engagement

BEST POSTING TIMES

Monday
8am, 12pm

Tuesday
8am, 10am, 12pm

Wednesday
8am, 12pm, 5pm

Thursday
8am, 10am, 12pm

Friday
8am, 12pm

Weekend
Skip - 60% lower engagement

FACEBOOK

Algorithm Breakdown

ALGORITHM RANKING SIGNALS

Signal	Weight	Pro Tip
Shares	Highest	Share-worthy content gets 10x boost
Comments	High	Long comments weighted higher
Reactions	Medium	Love/Haha > Like in algorithm
Watch Time	High	3+ minute watch = algorithmic gold
Group Activity	High	Group posts get priority in feeds

VIDEO PRIORITY

- Native video gets 10x reach vs YouTube links
- 3+ minute videos get monetized and pushed
- Live videos get 6x more engagement
- Square (1:1) or vertical (4:5) formats win
- Captions mandatory - 85% watch on mute

GROUP STRATEGY

- Group posts show in feeds more than Page posts
- Active group members get content prioritized
- Create a community, not just a page
- Engage in others' groups for visibility
- Weekly group posts > daily page posts

BEST POSTING TIMES

Monday
9am, 12pm, 3pm

Tuesday
9am, 1pm, 4pm

Wednesday
9am, 12pm, 3pm

Thursday
8am, 12pm, 3pm

Friday
9am, 11am, 1pm

Saturday
10am, 12pm

Sunday
9am, 12pm

TIKTOK

Algorithm Breakdown

ALGORITHM RANKING SIGNALS

Signal	Weight	Pro Tip
Completion Rate	Highest	Keep videos short enough to finish
Rewatches	Highest	Loops and reveals drive rewatches
Shares (DMs)	High	DM shares count more than public
Comments	Medium	Controversial takes drive comments
Likes	Low	Least important signal

VIDEO STRUCTURE

- Hook in first 1 second (text + visual)
- Pattern interrupt every 3 seconds
- End abruptly or loop back to start
- Optimal length: 15-30 seconds for reach
- Longer (1-3 min) for deeper engagement

TRENDING SOUNDS

- Under 10K uses = early adopter advantage
- 10K-50K uses = peak opportunity window
- 50K-200K uses = still worth using
- 200K+ uses = oversaturated, skip it
- Original audio can go viral and get credited

BEST POSTING TIMES

Monday
6am, 10am, 10pm

Tuesday
2am, 4am, 9am

Wednesday
7am, 8am, 11pm

Thursday
9am, 12pm, 7pm

Friday
5am, 1pm, 3pm

Saturday
11am, 7pm, 8pm

Sunday
7am, 8am, 4pm

QUICK REFERENCE SUMMARY

UNIVERSAL RULES (ALL PLATFORMS)

- Engagement in first 30-60 minutes determines reach
- Native content > external links (always)
- Consistency beats virality for long-term growth
- Comments and shares > likes (on every platform)
- Hook in first 1-3 seconds or lose the viewer
- Post when your audience is online (check analytics)

AT-A-GLANCE COMPARISON

Platform	#1 Signal	Best Content	Posting Freq
Instagram	Saves	Short Reels	1-2x/day
LinkedIn	Dwell Time	Text posts	3-5x/week
Facebook	Shares	Native video	1x/day
TikTok	Completion	Short video	1-3x/day

PRO TIPS FOR 2025-2026

1. AI-generated content is being deprioritized - authenticity wins
2. Longer watch time is rewarded more than ever across all platforms
3. Engagement pods and fake engagement trigger algorithm penalties
4. Cross-posting exact same content hurts reach - customize per platform
5. Story engagement impacts feed visibility (esp. Instagram)
6. Reply to comments within 1 hour for maximum algorithmic boost

Ready to Go Deeper?

This cheat sheet gives you the quick hits.
Our full playbooks give you the complete system.

Instagram Growth Playbook

30-day action plan

\$19

LinkedIn for Business Owners

B2B lead generation

\$24

TikTok Playbook

0 to 10K followers

\$39

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Thank you for downloading The Algorithm Cheat Sheet!
Share with a friend who needs to up their social game.