

LESSON 3.

X ALGORITHMS: how to get into recommendations and maintain engagement

The X algorithm is not some mysterious quest — it's a real machine that decides whether your post will be seen by 10 people or 10,000.

If you don't understand how it "thinks," all your great content will stay in the author's wallet and won't bring clicks on your referral link, followers, or traffic.

THE SIMPLE IDEA: the algorithm decides your audience size

The X algorithm is a filter. It doesn't show everything to everyone.

It selects content it believes will provide the most value, entertainment, or engagement to people.

If a tweet gets a quick response (likes, replies, retweets), the algorithm thinks: “Oh, this is interesting” → and starts showing it to a wider audience. If there’s no reaction, it “buries” the post in the feed.

Example:

1. *Tweet A gains 30 interactions within the first 10 minutes → algorithm shows it 10× more to new audiences.*
2. *Tweet B has 0 interactions → no one else sees it.*

WHY UNDERSTANDING THE ALGORITHM MATTERS



More reach = more clicks on your referral link.

Even with the same audience quality, if 10,000 see your tweet instead of 100, the absolute number of transitions grows.



Saves time and effort. Don’t post more often or more tweets — post smarter.



Enables systematic growth. The algorithm rewards consistency — your account can grow organically, without paid ads.

HOW THE ALGORITHM EVALUATES A POST

It looks at a set of signals — you don't need to know all the details, just the key ones:

- 1. First minutes/hours:** speed and volume of reactions (likes, retweets, comments).
- 2. Depth of engagement:** replies and discussions count more than just likes.
- 3. Saves/retweets:** indicate content usefulness.
- 4. CTR on profile and links:** if people visit your profile or click your link — a sign of relevance.
- 5. Audience behavior:** who reacts (your followers or similar interest users), repeated engagement with similar content.

WHAT YOU CAN DO TO “BEFRIEND” THE ALGORITHM

Step 1 — Hook in the First Seconds

The first line matters most. Make it shocking, useful, or intriguing.

💡 **Formulas:** “I lost \$500 because...”, “3 rules that saved my portfolio:”, “How to do X in 10 minutes:”

Example:

“I lost \$500 on one simple mistake. Here’s how to avoid it:”

Step 2 — Boost Engagement in First 10–30 Minutes

Gently ask for comments, likes, or retweets. Quickly reply to first comments to strengthen the signal.

💡 **Phrases:** “What do you think?”, “Who tried it — reply ‘+’”, “Retweet if useful for friends.”

Step 3 — Ask Questions and Spark Discussion

Posts with comments live longer; the algorithm loves discussion.

Example: *“What’s worse: losing \$1000 or never starting to invest? Why?”*

Step 4 — Use Threads for Complex Value

Threads are great for guides and checklists; they accumulate saves and retweets. Start with a strong headline and keep steps short.

Example: *“How I tripled landing page CR — thread 📌”*

Step 5 — Media + Screenshots

Images, short videos, and infographics increase clickability and retention — the algorithm notices this.

Example: *anonymized screenshot + caption*
“Real case: +42% CR in 2 weeks.”

Step 6 — Regularity and Rhythm

The algorithm prefers active creators. One useful post daily beats ten weekly. Make a content plan (value, story, question, meme).

Step 7 — Use Pin and Bio Thoughtfully

If a post does well, pin it with CTA: “All my guides and links here →” to turn views into referral clicks.

“Before/After” Examples

✗ Before: Post “Buy X” → 5 views, 0 interactions.

- ✓ **After:** Post “I lost \$500 because of X, here’s how I fixed it” + 3 steps + question at the end → 500 views, 40 interactions, 12 link clicks.

Lesson: people don’t click vague ads; they click stories plus useful content.

THINK LIKE A CREATOR + METRICS = RESULTS

Understanding algorithms is not about “manipulation,” it’s about optimizing the process: give the platform what it values — engagement and retention — and get reach in return.

The more systematically you apply (hook → value → dialogue → CTA), the higher the chances your content will “fly” in recommendations and bring real referrals.

HOW X ALGORITHMS WORK

X’s algorithm is a smart feed.



It doesn't show everything to everyone but decides which tweets to show, to whom, and how much. **Once you get the algorithm's logic, you'll get real reach, not just "likes from friends."**

WHAT IS A "SMART FEED"?

Imagine a big party. There are many conversations — but you have an ancient system deciding which discussions attract more people. The system watches: a conversation starts, people laugh, argue, share — so the discussion is interesting — and invites more guests.

On X, the algorithm does the same: it first shows a tweet to a small group likely interested, then checks the response — if good, it expands the audience.

KEY ALGORITHM FACTORS

1. Reaction Speed in the First Minutes

The algorithm watches the first 5–30 minutes.

A fast flow of likes, retweets, and comments sends a strong “this is interesting” signal.

Example: *a tweet with ~20 likes and ~5 comments in 10 minutes gets marked as “hot” and shown to more people.*

Note: exact numbers depend on your audience size and niche. For micro-accounts, 5 reactions in 10 minutes are great; bigger accounts need more.

2. Engagement Quality

The algorithm values not just quantity but quality:

1. **Replies/discussions** > simple likes.
2. **Retweets with comments** show people want to discuss/share.
3. **Saves** and profile/link clicks signal usefulness.

Example: *A tweet with 10 likes and no comments is weaker than one with 5 likes and 5 thoughtful comments.*

3. Audience Relevance

Algorithm tests a small initial audience interested in similar topics. If they react, it goes wider “similar” users.

Example: *an investment post shows first to fintech/crypto followers.*

4. Repeat Behavior After Viewing

If after viewing, users visit your profile, check old posts, or click your links — the algorithm notes “this author is interesting.” Such authors get more organic traffic later.

TWEET LIFECYCLE – HOW ALGORITHM DECIDES

1. **You publish a tweet.**
2. **Test audience:** algorithm shows it to a small likely-interested group.
3. **Signal gathering** (first minutes/hours): checks speed and quality of reactions.
4. **Decision:**
 - Weak signals → shown less, post “dies.”
 - Strong signals → shown wider (more users and in “For You” feed).
5. **Snowball effect:** with each new cycle, the post reaches more people.

6. **Evergreen content:** if new audiences also engage, the tweet may show up again days or weeks later.

WHY SOME TWEETS “DIE” AND OTHERS “TAKE OFF”

Die: weak hook, no call for dialogue, irrelevant audience, bad timing.

Take off: strong hook, fast early reactions, comment discussions, visuals/screenshots, usefulness.

Example tweets on the same topic:

- Tweet A: *“Investing is serious business.”* → low engagement.
- Tweet B: *“I lost \$500 because I ignored this one indicator — don’t repeat my mistake.”* → people comment, share, save → B “flies.”

PRACTICAL TECHNIQUES THAT REALLY WORK

Before posting:

1. Think about your **hook** — the first line must grab attention.
2. Prepare **media** (screenshot, image, short video) — visuals increase retention.
3. Choose **times** your audience is active (usually daytime/evening GEO hours).

First 10–30 minutes:

1. **Respond** quickly to early comments — create dialogue.
2. Gently invite interaction: “What do you think?”, “Who tried it — send +.”
3. Ask 2–3 real friends/colleagues to check and react (not mass boosting).

If the post “doesn’t take off”:

1. Revisit the hook, format, media.
2. Try **reposting** with a different headline or preview (with a reasonable interval).
3. Make a **thread** — longer ideas break better into threads.

For long-term effect:

1. Post regularly (better less but consistent).
2. Rotate formats: value, story, questions, memes.
3. Track metrics: impressions, engagement, profile clicks, link clicks.

WHAT DOESN'T WORK (AVOID THESE)

1. “Empty” content without meaning.

2. Pure ads without value (algorithms and users dislike them).
3. Manipulation: mass botting, farms, etc. — risk of ban and bad long-term results.
4. Posting at “dead” hours for your audience.

The X algorithm values **the speed** and **quality of engagement**. Give the platform and people a reason to react quickly and thoughtfully — and the platform will show your content to an ever-wider audience.

KEY ALGORITHM SIGNALS ON X

The X algorithm decides which tweets “take off” and which go unnoticed. The basic logic is: **the faster and more actively people react, the more widely the algorithm shows the tweet.**

1. Activity in the first hours:

Why important: attention in the first 30–60 minutes matters. Likes and retweets signal “content interests the audience.”

Example for beginners:

- A tweet says: “I lost \$500 because I didn’t know this trick...”

Early likes from real people tell the algorithm the post is “interesting” → reach grows.

- To speed this up, ask 2–3 genuinely interested friends to like/retweet. Real reactions matter, not mass boosting.

2. Comments and discussions:

Why it works: algorithm loves dialogue. The more people join discussions, the longer the tweet lives and the more new users see it.

Example for beginners:

- Post: “What’s worse: losing \$1000 or never starting to invest?”
- People argue, share experience → algorithm sees high engagement → shows it to more users.

Tip: ask honest, provocative questions to spark discussion.

3. Sharing (Retweets):

Why important: retweets signal people want to share your content. Algorithm sees “valuable and spreading organically” → reach grows faster.

Example for beginners:

- Create a thread “5 steps for crypto newbies” that’s easy to save and share.
- People retweet with comments → reach increases, content enters recommendations.

FINAL RULES

- The first few hours are critical. Respond to comments, likes, retweets.
- Ask questions and provoke discussion to boost dialogue.
- Make shareable content — checklists, threads, mini-guides.

Imagine every tweet as a little snowflake: the earlier the reactions, the faster the snowball (algorithm) rolls and the reach grows.

PRACTICE: HOW TO “BEFRIEND” X ALGORITHMS

For the widest tweet reach, it’s not enough to just write content — you must make the algorithm see it as “interesting and engaging.”

1. Post at the right time

The algorithm pays attention to activity at the moment of posting. If you post at a “dead” time, **reactions will be low → less reach.**

Examples:

- *For CIS audience — best between 12pm and 8pm MSK, when people are online.*
- *For US audience — focus on evenings, e.g., 6pm–10pm EST.*

Tip: use X Analytics or third-party tools to find your audience’s peak activity.

2. Hook at the start

The algorithm checks not only likes and retweets but also if people read the first line. **If it hooks — the tweet makes a hit.**

Examples:

- *Bad: “5 apps for investing.” → boring, few finish reading.*
- *Good: “I lost \$500 before I found these 5 apps...” → intrigues, makes people click and read.*

Tip: start with emotion, personal story, question or provocation — the hook.

3. Engaging formats

Algorithm prefers **engaged content:** more comments, shares, saves = more impressions.

Example formats:

1. **Stories / storytelling** → “2 years ago I was afraid to invest \$100; today my portfolio is \$10,000...”
2. **Checklists and mini-guides** → “3 steps to start investing risk-free.”

4. Questions and polls → “What’s worse: losing \$500 or never starting?”

5. Memes → humor makes interaction easier, boosts retweets/shares.

Tip: combine formats — one tweet = value + emotion + light offer/CTA.

SUMMARY

1. Posting at the right time → early likes and comments → algorithm shows the tweet wider.
2. Strong hook → people finish reading and engage.
3. Engaging format → more likes, shares, comments → tweet “flies” into recommendations.

Imagine the X algorithm as a hunter seeking what is “alive” and actively discussed. Make your content attractive and lively — the algorithm will promote it.

X's algorithms are a **filter** that decides who will see your content. The nicer you present it, the more reach you'll get.

WHAT TO REMEMBER

1. Content + engagement = growth.

- A good tweet alone won't do much if no one comments, likes, or retweets.
- Engaging content motivates people to act → algorithm shows it more widely.

2. Hook, format, post timing — all work together.

- Hook grabs attention.
- Format (stories, checklists, memes) boosts engagement.
- Timing affects first likes and shares.

3. Algorithm loves early activity.

- Even a small support chat or friends liking your tweet will help kickstart growth.

Reach is great, but **trends and meme culture on X help make content viral and capture attention for affiliate offers.**

Next lesson: “Trends and Meme Culture on X: How to Use Them for Affiliate Offers.”

You’ll learn how to quickly identify trends, adapt memes, and use them to increase clicks and conversions.

 Remember:

algorithms provide reach, while trends and memes make content noticeable and viral. **Together, they amplify the results of your affiliate campaign.**