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Aakash Gupta 🚀 Product Growth Guy

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Apr 1 · 18 tweets · 6 min read Read on Twitter

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Twitter revealed its algorithm to the world.

But what does it mean for you?

I spent the evening analyzing it.

Here's what you need to know:

1. Likes, then retweets, then replies

Here's the ranking parameters:

- Each like gets a 30x boost
- Each retweet a 20x
- Each reply only 1x



Tweet



Share

```
private def getLinearRankingParams: ThriftRankingParams = {
  ThriftRankingParams(
    `type` = Some(ThriftScoringFunctionType.Linear),
    minScore = -1.0e100,
    retweetCountParams = Some(ThriftLinearFeatureRankingParams(weight = 20.0)),
    replyCountParams = Some(ThriftLinearFeatureRankingParams(weight = 1.0)),
    reputationParams = Some(ThriftLinearFeatureRankingParams(weight = 0.2)),
    luceneScoreParams = Some(ThriftLinearFeatureRankingParams(weight = 2.0)),
    textScoreParams = Some(ThriftLinearFeatureRankingParams(weight = 0.18)),
    urlParams = Some(ThriftLinearFeatureRankingParams(weight = 2.0)),
    isReplyParams = Some(ThriftLinearFeatureRankingParams(weight = 1.0)),
    favCountParams = Some(ThriftLinearFeatureRankingParams(weight = 30.0)),
    langEnglishUIBoost = 0.5,
    langEnglishTweetBoost = 0.2,
    langDefaultBoost = 0.02,
    unknownLanguageBoost = 0.05,
    offensiveBoost = 0.1,
    inTrustedCircleBoost = 3.0,
    multipleHashtagsOrTrendsBoost = 0.6,
    inDirectFollowBoost = 4.0,
    tweetHasTrendBoost = 1.1,
    selfTweetBoost = 2.0,
    tweetHasImageUrlBoost = 2.0,
    tweetHasVideoUrlBoost = 2.0,
    useUserLanguageInfo = true,
    ageDecayParams = Some(ThriftAgeDecayRankingParams(slope = 0.005, base = 1.0))
  )
}
```

2. Images & videos help

Both images and videos lead to a nice 2x boost.

•

3. Links hurt, unless you have enough engagement

Generally external links get you marked as spam.

Unless you have enough engagement.

•

4. Mutes & unfollows hurt

All of the following hurt your engagement:

- Mutes
- Blocks
- Unfollows
- Spam reports

- Abuse reports

•

5. Blue extends reach

Paying the monthly fee gets you a healthy boost.

•

6. Misinformation is highly down-ranked

Anything that is categorized as misinformation gets the rug pulled out from under it.

Surprisingly, so are posts about Ukraine.

•

7. You are clustered into a group

The algorithm puts you into a grouping of similar profiles.

It uses that to extend tweet reach beyond your followers to similar people.

•

8. Posting outside your cluster hurts

If you do “out of network” content, it’s not going to do as well.

That’s why hammering home points about your niche works.

•

9. Making up words or misspelling hurts

Words that are identified as “unknown language” are given 0.01, which is a huge penalty.

Anything under 1 is bad.

This is really bad.

10. Followers, engagement & user data are the three data points

If you take away anything, remember this - the models take in 3 inputs:

- Likes, retweets, replies: engagement data
- Mutes, unfollows, spam reports: user data
- Who follows you: the follower graph

Shoutout to all the people analyzing:

[@NFT_GOD](#)

[@amasad](#)

[@mxpoliakov](#)

[@oxCygaar](#)

[@xerocoolerh](#)

If you enjoyed this,

1. I write daily threads to help you grow. You may like to follow:

[@aakashgo](#)

(But if you're going to unfollow, go ahead and don't!)

2. Consider RTing the first tweet so others can benefit:



Aakash Gupta  **Product Growth Guy** 
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Twitter revealed its algorithm to the world.

But what does it mean for you?

I spent the evening analyzing it.

Here's what you need to know:

10:32 AM · Apr 1, 2023



[Read the full conversation on Twitter](#)



40K



Reply



Copy link

[Read 730 replies](#)

As much as it's fun to analyze the Twitter algorithm, it's also fickle.

Most of my content doesn't make it to your feed.

Subscribe to the newsletter to get my best and deepest work:
aakashgupta.substack.com

How to optimize for the algorithm:

Likes, then retweets, then replies

You are clustered - posting outside it hurts

Links hurt. Mutes & unfollows hurt

Misinformation is down-ranked

Images & videos help

Blue extends reach

Making up words or misspelling hurts

New learning: There's also something known as "Heavy Ranker"

This heavily weights replies to replies and time spent on Tweet.



Steven Tey

@steventey · [Follow](#)



Replying to @steventey

6. To put these feedback loops in perspective:

A user clicking on your tweet staying there for >2 min is weighted 22x more than them just liking your tweet

If they click into your profile through your tweet & likes/replies to a tweet? 24x more than a like.

If they reply to...

6:15 AM · Apr 1, 2023



1.7K



Reply



Copy link

[Read 75 replies](#)

Additional learning:

Your follower to following ratio matters.

Following way more than follow you hurts.

Use lists.

•

The big open question is: what about bookmarks?

The predominant opinion right now is `favcountparams()` 30x multiplier's formula is:

Likes + Bookmarks = Favorites Count

It doesn't look to be in the code right now. Part of the problem here is what's on GitHub is incomplete.

• • •

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professorstam.eth

@ProfessorStam

Mar 12

I worked in bank liquidity and treasury for the better part of the last decade, and there is one very interesting risk factor from the SVB collapse that I do not think we have ever witnessed before in modern finance, a ☐:

First, some context. Following the 2008 financial crisis where a massive driver of stress was caused by low quality assets littering the balance sheets of massive institutions, the regulators sought to create a framework to ensure all banks were verifiably sound.

This meant forcing Federally registered banks to conform to capital

Read 32 tweets



Matt Taibbi

@mtaibbi

Mar 17

1. TWITTER FILES #19 The Great Covid-19 Lie Machine Stanford, the Virality Project, and the Censorship of “True Stories”

2. “The release of Dr. Anthony Fauci’s Spring 2020 emails... has been used to exacerbate distrust in Dr. Fauci.” “Increased distrust in Fauci’s expert guidance.”

3. “Reports of vaccinated individuals contracting Covid-19 are up.”

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Sheldon Whitehouse
@SenWhitehouse

Mar 17

You might want to grab a seat for this one ☐ Yesterday, @POLITICO revealed that @CPIInst hosted a “retreat” to teach GOP staffers how to conduct “aggressive oversight of the Biden administration.” In other words, dark money is now training GOP staff to do dark money’s bidding.

CPI is a dark money hub for the MAGA elite, employing many of Trump’s closest associates like Mark Meadows and Stephen Miller. CPI even employs Cleta Mitchell and Jeffrey Clark — both of whom were central to the former president’s attempts to overturn the last

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ProPublica
@propublica

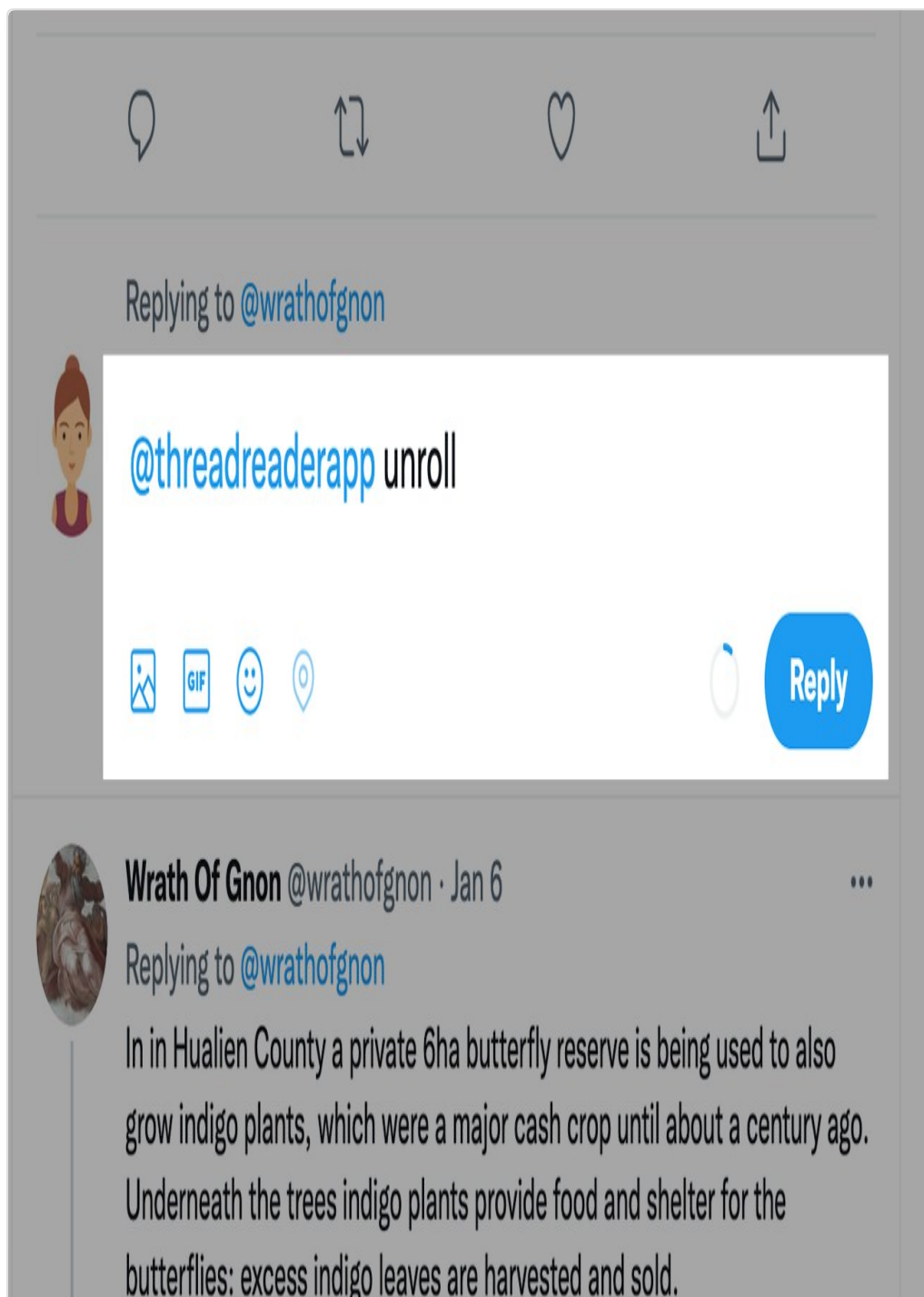
Mar 25

Doctors at a major US insurance company deny tens of thousands of claims a month without even looking at patients’ files. “We literally click & submit,” a former Cigna doctor told @ProPublica & @Capitol_Forum. “It takes all of 10 seconds to do 50 at a time.” The inside story ☐

2/ Nick van Terheyden was puzzled when Cigna told him it wouldn't cover the cost of a simple blood test, which it deemed "not medically necessary." "This was a clinical decision being second-guessed by someone with no knowledge of me."

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@aakashg0

Mar 31

The internet offers free education. But 95% look in the wrong places. Use these 10 free websites to change your life 📖

🔗 [khanacademy.org](#) Everyone's heard of Khan academy. But most people don't realize all the content is free. Everything from finance and programming to entrepreneurship.



Read 15 tweets



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Mar 30

I've managed 100s of junior PMs in my career. Here are the top mistakes they make and how you can avoid them.

1. Not becoming the Subject Matter Expert in their area Too many

junior PMs go “I don’t know” after a few probing questions. As a junior PM, you should be the SME in your area. No one should know the user problems and metrics better than you. Go to the lowest level of detail.

2. Becoming overwhelmed with the work As an early career PM, it’s easy to get overwhelmed by the work of being a PM. Prioritizing

Read 14 tweets



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Mar 26

“The only source of knowledge is experience.” - Albert Einstein



Read 12 tweets



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Mar 25

It was a HUGE week in generative AI: • Google Bard • Adobe Firefly • Bing Image Gen • Github Copilot X • ChatGPT plugins • Generative Canva • Roblox Generative • Nvidia DGX Power • Runway Text-to-video • Microsoft’s Notion killer Here’s what you need to know.

1. Google Bard Google finally released its ChatGPT competitor: Google Bard. You can ask Bard any question and get a direct answer. But it’s way behind ChatGPT & Bing.

Read 14 tweets



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Mar 19

Meet America's first hot sauce billionaire: a Vietnamese refugee who built a \$150M per year empire with no marketing or sales team. How did he do it? Here's his spicy story.

David Tran fled Vietnam in 1979 after the communist takeover. He arrived in LA with nothing but a passion for spicy food. He started making hot sauce in a bucket and selling it from his van. He named it after Si Racha, after a Thai surf town where he liked the sauce.

Tran didn't care about branding or advertising. He just focused on

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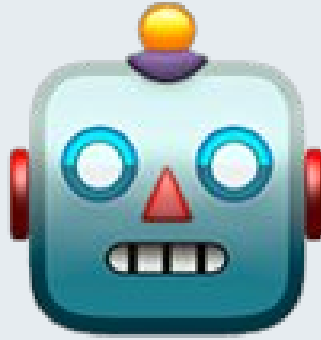
Mar 18

This was the most important week in AI history. But everything's moving too fast. Here's everything you need to know (beyond GPT-4):

1. GPT in Office Microsoft's new Copilot AI unleashes the power of GPT-4 to: • Word • Excel • Teams • PowerPoint With this release, the rote work of writing docs, building spreadsheets, and formatting slides has become a thing of past.

2. Generative in Google Workspace Not to be outdone, Google promptly released generative AI in Gmail, docs, sheets & slides

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