

Platform Algorithm Cheat Sheet

One-pager. Print it. Tape it next to your desk.

Before you post, do these 4 checks:

1. Hook — first 3 seconds names a specific outcome, not a topic.
2. Format — pick ONE format (carousel / reel / thread / photo) and stick to it.
3. CTA — end every post with a single, low-friction ask (save, comment with X, tag a friend).
4. Repurpose — one core piece !' 3 native posts by Sunday.

Signals each platform rewards (cross-platform):

- Saves + shares — purest quality signal.
- Comment depth — count replies, not first comments.
- Watch / read duration — short completion beats long abandonment.
- Profile visits from post — passive interest endpoint.

Signals that backfire:

- Long dwell with no engagement (false-positive reach).
- Follower-only swipes (TikTok: now weighted lower).
- External link in caption (IG: dampens distribution).

Cadence math — growth target 10K/mo = ~1% net follower / week from current audience.

To hit that, you need "e 3 posts reaching 30% of audience every week. Pick cadence backwards from that.

— BoostLyke

Full 5-day email sequence coming after this PDF. Tomorrow: the 3 mistakes most creators make.