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Twitter just open-sourced their algorithm.

Some initial takeaways:

◆ Your following to follower ratio matters.

◆ **@TwitterBlue** subscribers do get a boost in the algorithm.

Will keep adding more to this thread ■

1. Your following-to-follower ratio matters.

Twitter's "Tweepcred" PageRank algorithm reduces the page rank of users who have a low number of followers but a high number of followings.

Source ↓

https://dub.sh/tweepcred

2. It looks like **@TwitterBlue** subscribers do get a boost in the algorithm.

Source → **https://dub.sh/twitter-blue-algo https://t.co/qzZx8nW8d9**

```
88
89      object BlueVerifiedAuthorInNetworkMultiplierParam
90          extends FSBoundedParam[Double](
91            name = "home_mixer_blue_verified_author_in_network_multiplier",
92            default = 4.0,
93            min = 0.0,
94            max = 100.0
95          )
96
97      object BlueVerifiedAuthorOutOfNetworkMultiplierParam
98          extends FSBoundedParam[Double](
99            name = "home_mixer_blue_verified_author_out_of_network_multiplier",
100           default = 2.0,
101           min = 0.0,
102           max = 100.0
103         )
104
```

3. Twitter identified 4 different user groups to track & compare how often their tweets are being impressed to users:

◆ Power users

◆ Democrat users

◆ Republican users

◆ **@elonmusk**

Source → **https://dub.sh/twitter-user-groups https://t.co/BoUOYTrP5o**

```
    (
      "author_is_elon",
      candidate =>
        candidate
          .getOrElse(AuthorIdFeature, None).contains(candidate.getOrElse(DDGStatsElonFeature, 0L))),
    (
      "author_is_power_user",
      candidate =>
        candidate
          .getOrElse(AuthorIdFeature, None)
          .exists(candidate.getOrElse(DDGStatsVitsFeature, Set.empty[Long]).contains)),
    (
      "author_is_democrat",
      candidate =>
        candidate
          .getOrElse(AuthorIdFeature, None)
          .exists(candidate.getOrElse(DDGStatsDemocratsFeature, Set.empty[Long]).contains)),
    (
      "author_is_republican",
      candidate =>
        candidate
          .getOrElse(AuthorIdFeature, None)
          .exists(candidate.getOrElse(DDGStatsRepublicansFeature, Set.empty[Long]).contains)),
  )
```

@elonmusk 4. There are a few factors that determine if your tweet will appear on someone's "For You" tab, mainly, the probability the user will:

◆ like/RT your tweet
◆ click into your tweet & reply/stay there for >2 mins
◆ check out your profile ■

Source → **https://dub.sh/twitter-for-you**

5. Some negative feedback loops that will reduce your "reputation score" on Twitter:

◆ Getting blocked
◆ Getting muted
◆ Abuse reports
◆ Spam reports
◆ Unfollows (not as heavily penalized as the above 4 though)

Source → **https://dub.sh/negative-signals https://t.co/wg4QVTS1H9**

```

    // read input datasets
    val blocks: SCollection[InteractionGraphRawInput] =
      GraphUtil.getFlockFeatures(
        readSnapshot(FlockBlocksEdgesScalaDataset, sc),
        FeatureName.NumBlocks,
        endTs)

    val mutes: SCollection[InteractionGraphRawInput] =
      GraphUtil.getFlockFeatures(
        readSnapshot(FlockMutesEdgesScalaDataset, sc),
        FeatureName.NumMutes,
        endTs)

    val abuseReports: SCollection[InteractionGraphRawInput] =
      GraphUtil.getFlockFeatures(
        readSnapshot(FlockReportAsAbuseEdgesScalaDataset, sc),
        FeatureName.NumReportAsAbuses,
        endTs)

    val spamReports: SCollection[InteractionGraphRawInput] =
      GraphUtil.getFlockFeatures(
        readSnapshot(FlockReportAsSpamEdgesScalaDataset, sc),
        FeatureName.NumReportAsSpams,
        endTs)

    // we only keep unfollows in the past 90 days due to the huge size of this dataset,
    // and to prevent permanent "shadow-banning" in the event of accidental unfollows.
    // we treat unfollows as less critical than above 4 negative signals, since it deals more with
    // interest than health typically, which might change over time.
    val unfollows: SCollection[InteractionGraphRawInput] =
      GraphUtil
        .getSocialGraphFeatures(
          readSnapshot(SocialgraphUnfollowsScalaDataset, sc),
          FeatureName.NumUnfollows,
          endTs)
        .filter(_.age < 90)

```

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… **https://twitter.com/i/web/status/1641912142814117894**

7. When needed, the government can intervene with the Twitter algorithm.

In fact, **@TwitterEng** even has a class for it – "GovernmentRequested"

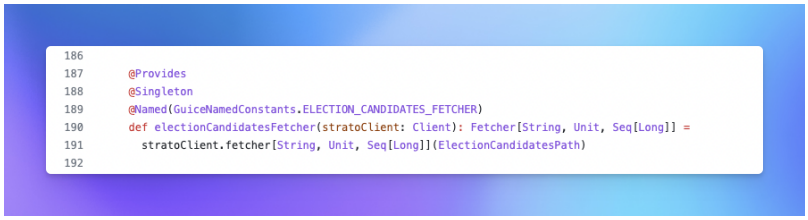
Source → **https://dub.sh/twitter-gov-intervention https://t.co/YmavVJ8szi**

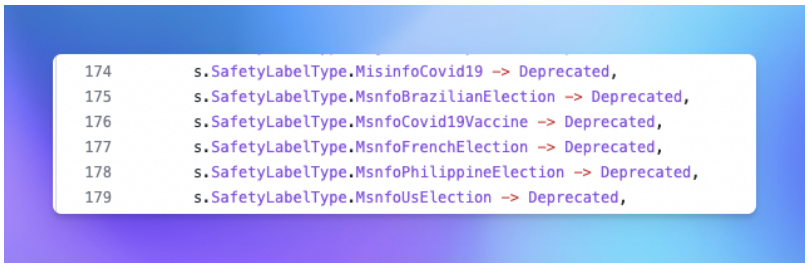
8. Presidential elections is also another big part of the Twitter Algorithm.

It can:

◆ Recommend election candidates to follow: **https://dub.sh/twitter-gov-election**

◆ Suppress misinformation during Election events: **https://dub.sh/twitter-gov-election-msnfo https://t.co/XKFCf9ZvnH**





9. So far, I've scoured both the Twitter Algorithm repos but I still haven't found anything about the following:

◆ If a tweet containing a link will be ranked lower

◆ If bookmarking a tweet will boost its rankings

It looks like these are more myths than facts but I'll report… **https://twitter.com/i/web/status/1641994024121774081**

10. In the current light ranking model (Earlybird), tweets with images & videos seem to get a nice 2x boost → **https://dub.sh/earlybird-media-boost**

However, this is an old model that Twitter is planning to rebuild completely, so things might change → **https://dub.sh/earlybird https://t.co/hgZXR1xWz5**

```
35            selfTweetBoost = 2.0,
36            tweetHasImageUrlBoost = 2.0,
37            tweetHasVideoUrlBoost = 2.0,
38            useUserLanguageInfo = true,
```