

MANAGING YOUR NEWSFEED



Social networks never sleep! When you go to bed, the other hemisphere of the world takes over. As a result, your news feeds are constantly changing thanks to the algorithms set up by the platforms. It may sound complicated but there are a few tricks to influence the content you are offered.

1

FACEBOOK: LISTS AND GROUPS

You can compartmentalise your social life on Facebook. How can you do this? By creating lists of friends. This way you can share things with some people and not others. You don't want your coworkers to see the photos of Christmas Eve when you were wearing the cute jumper that Grandma knitted? This is the solution for you!

1. From the home page, select "Friends Lists"
2. Click on "Create List"
3. Create a list name and then type the names of the friends you want to include
4. When you are done, click on "Create"

Then you can choose to share posts with this dedicated list or for everyone except the list's members, simply select it from the audience selector menu when posting!

2

UNFOLLOW/UNFRIEND

One day you realize that the posts of your friend John do not correspond to what you want to see... Don't panic! You can simply stop following him, you'll still be friends but you won't see his posts anymore. You can even do it on a specific post! To unfollow a friend's post, locate and select the drop-down arrow on the post then select "unfollow".

LOCALIZE YOUR CONTENT ON TIKTOK

Did you know that you can target a specific region in your TikTok feed?

To do so, log in to your TikTok account and click on the button on the top right of your screen.

Under the "Content & Activities" section, select "Content Preferences" and then choose the language (e.g. the region) you want to see content from!

INSTAGRAM: ORGANIZE YOUR FEED

Your Instagram feed is your shop window and you want to rearrange it? Here are 5 free apps that can help you with this task.

1. Later
2. Planoly
3. Plann
4. Preview
5. Unum

These apps will support you in planning your post and managing your hashtags.

Most of them have a paid version but the free trial gives a great overview of the features offered

Topic	Managing your newsfeed		
Activity Title	How Instagram builds your feed		
Type of resource	Self-Help Resource (SHR)	Type of learning	<i>This activity promotes self-directed learning. It can be used for personal use by the individual.</i>
Duration of Activity (in minutes)	<i>10 minutes for the activity; 10 minutes to answer the self-reflection questions.</i>	Learning Outcome	<i>To understand how Instagram's algorithm works to offer your feed.</i>
Aim of activity	<i>This short video will explain how Instagram's algorithm determines what Your feed looks like. It details the 3 features used by the algorithm to create an adapted feed for your profile.</i>		
Materials Required for Activity	<i>PC or Smartphone + Internet connection Paper and pen to answer the questions.</i>		
Step-by-step instructions	<i>Watch the following video:</i> https://www.youtube.com/watch?v=RIXG4qeAZ2E&ab_channel=NBCNews <i>Then, answer the questions listed in the following box.</i>		
Self-reflection Questions	<ul style="list-style-type: none"> • What have you learnt in this activity? • Knowing how it works enable you to manage your feed, list three measures you can implement to change your feed. 		



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