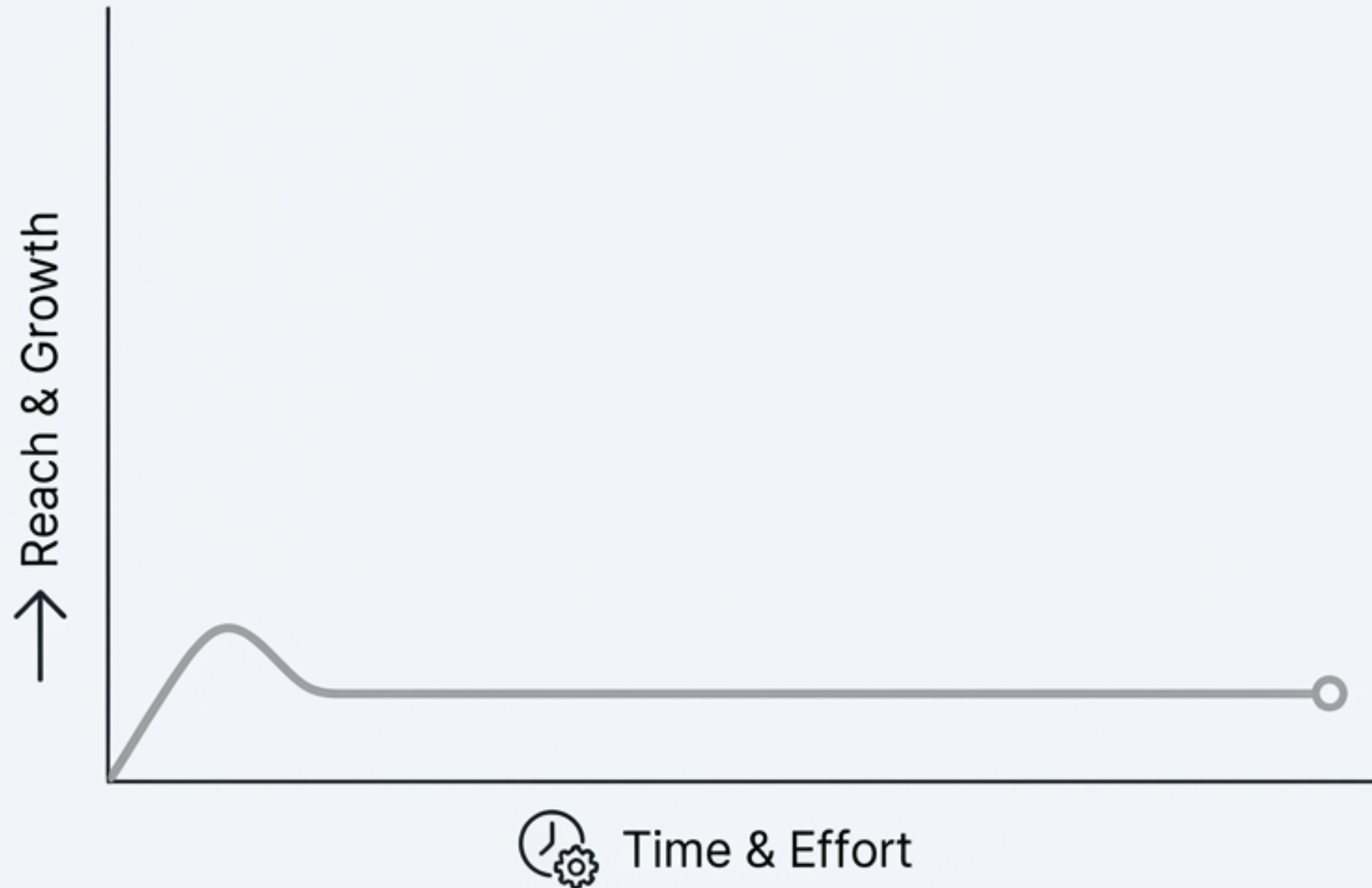




The X Algorithm: Stop Guessing, Start Winning.

A strategic guide to the real rules of growth,
based on X's own public code.

THE GROWTH FLATLINE



Data indicates stagnation despite consistent output.



Sound Familiar? You're Creating Great Content, But Your Reach is Flat.

You post consistently. You engage with your audience. You chase likes and retweets.

Yet, growth feels random and unpredictable.

The algorithm seems to ignore your best efforts, leaving you wondering what you're doing wrong.

The Algorithm Isn't a Secret. It's a Manual.



X is one of the easiest platforms to grow on because they've made their algorithm public. The exact rules for ranking posts and going viral are available on GitHub.

This presentation decodes that manual into actionable insights.

Why Chasing Likes Is a Losing Game.



**Baseline
Value = 1x**

Low-quality, low-effort engagement. The algorithm no longer prioritizes this.



Dwell Time

22x more powerful
than a Like

When a user spends over 2 minutes on your tweet, it signals high quality.



Profile Click

24x more powerful
than a Like

Sparking enough curiosity to make someone click your profile is the strongest positive signal.

Shift your focus from what's easy to measure to what truly drives reach.

The Three Pillars of Algorithmic Success



Pillar 1: Master Your Relevance

Signal to the algorithm who you are and who you serve.



Pillar 2: Engineer Quality & Curiosity

Create content that the algorithm defines as valuable.



Pillar 3: Build Unshakeable Authority

Establish your account as a high-value contributor.

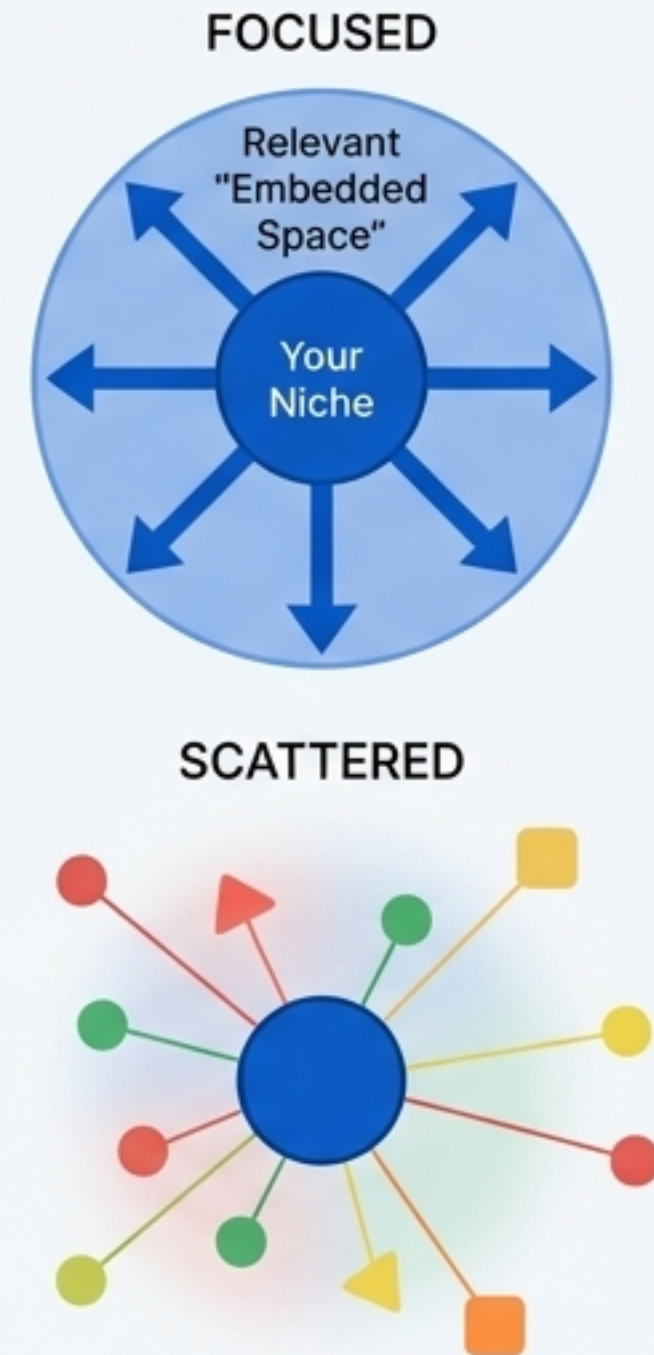
Pillar 1: Find Your “Sim Cluster”

What it is:

X groups every account into “Sim Clusters” or “embedded spaces”—communities of roughly 145,000 people with similar interests. The algorithm uses this to decide who sees your content outside your network.

Your Action Plan:

Stay in your niche. Never deviate from your core industry topics. Engage exclusively with accounts similar to your own. This ensures that when your content gets pushed, it reaches the right 145,000 people.



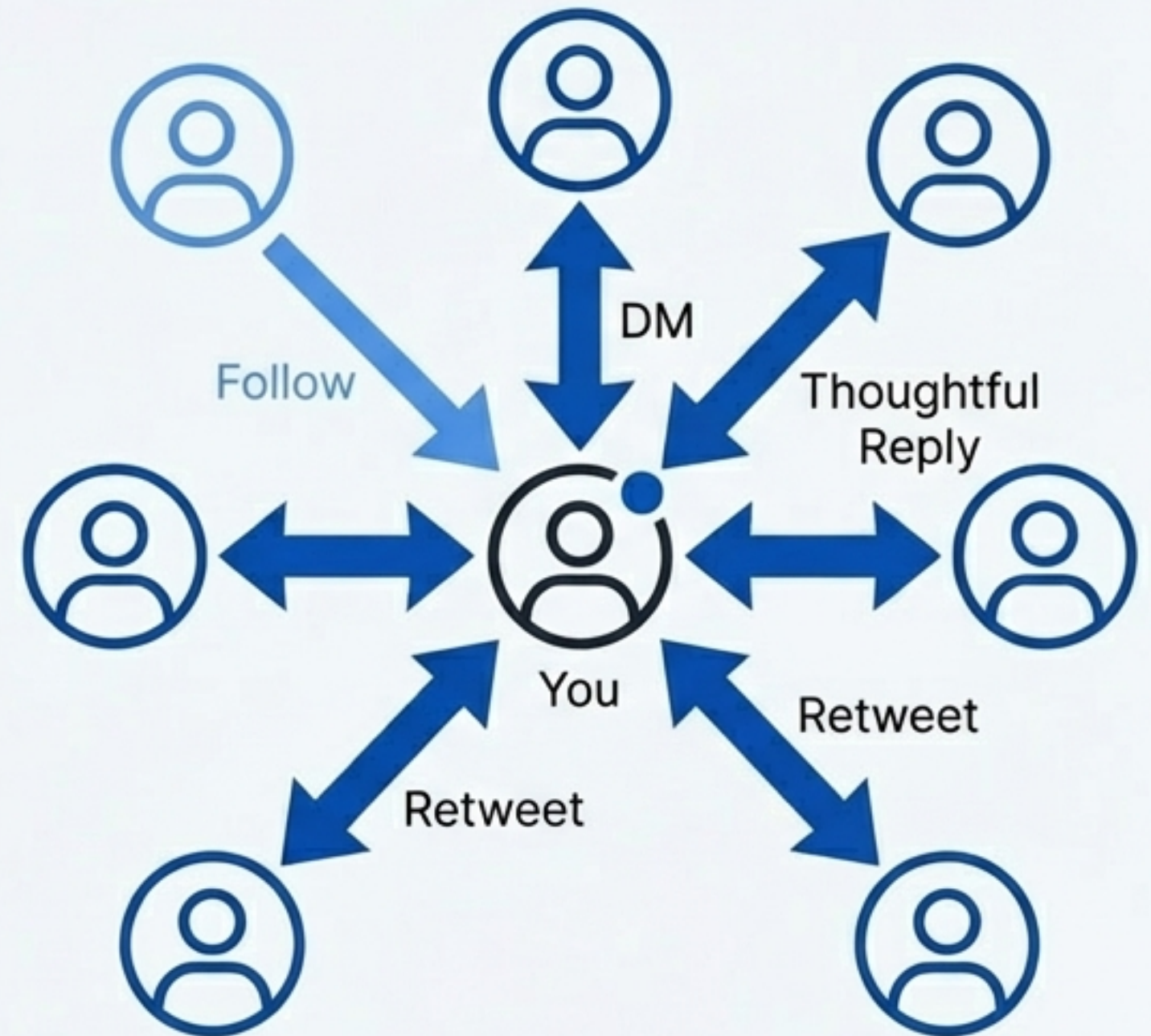
Pillar 1: Build Your “Real Graph”

What it is:

“Real Graph Scores” determine which followers see your tweets. The algorithm prioritizes showing your content to people you have a strong, reciprocal relationship with.

Your Action Plan:

Genuine networking is non-negotiable. Sending DMs, replying thoughtfully, and retweeting others' content signals a strong connection. Encourage reciprocity; when people engage back, the algorithm learns to show them your posts more often.



Pillar 2: The Signals That Shout 'Value'



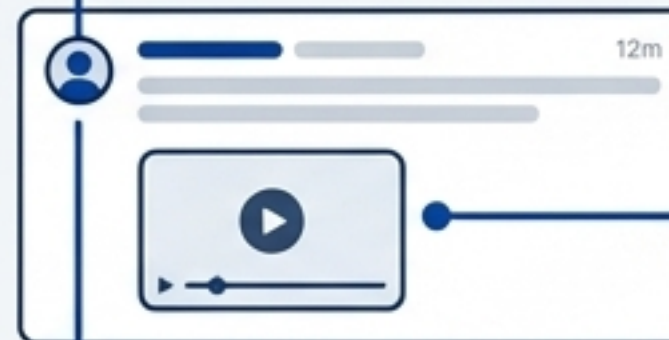
Forget engagement bait. The algorithm rewards **content that** demonstrates genuine value. The two most powerful **indicators** of a **quality** post are its ability to hold attention and spark curiosity.

Your new goal is to engineer these two outcomes.

“Engineering Dwell Time: How to Keep Them Hooked for 2+ Minutes”



Your goal is to **stop the scroll** and keep them on your post.

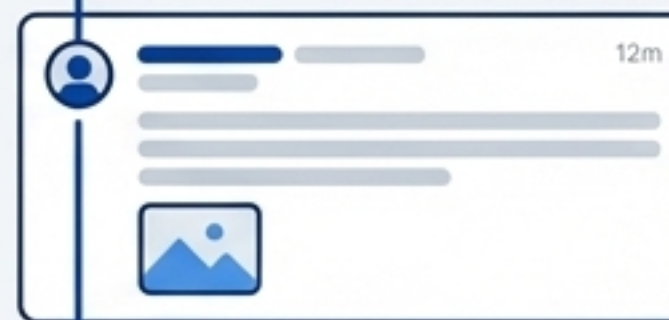


Tactic 1: The Video Thread.

Break down a complex topic into a thread.

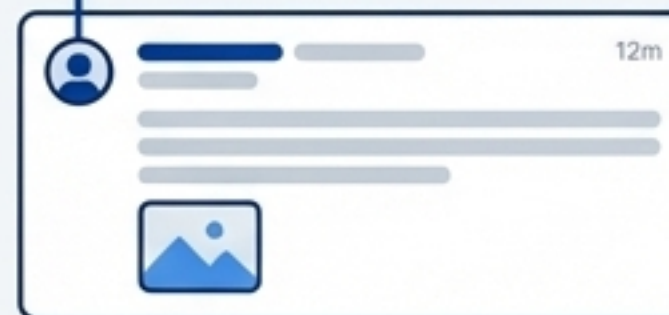
In each tweet, embed a short, relevant video (e.g., a 90-second snippet from a TED talk).

A 4-part thread can easily create 5-6 minutes of dwell time.



Tactic 2: Data-Rich Visuals.

Use carousels or detailed infographics that require time to read and absorb.



Tactic 3: Compelling Storytelling.

Craft long-form threads that tell a story with a beginning, middle, and end.

Engineering Curiosity: The Art of the Profile Click

Step 1: The Curiosity Gap Hook



Step 2: The Captivating Bio Snippet



A profile click is a powerful signal that your content was so intriguing, the user had to learn more about you.

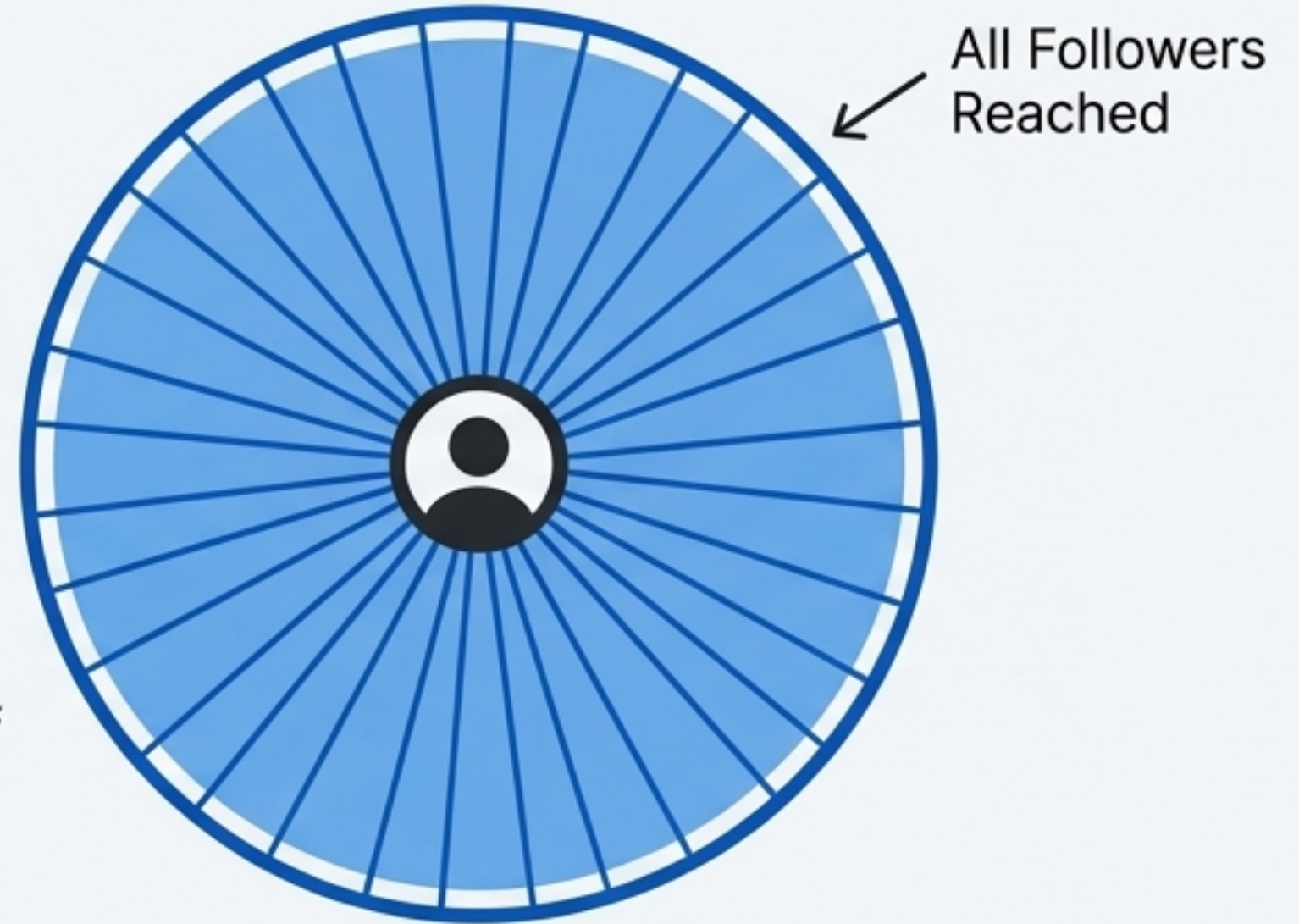
Tactic 1: The Curiosity Gap Hook.

Start your tweet with a hook that raises a question or promises a unique insight that isn't fully resolved in the tweet itself.

Tactic 2: The Captivating Bio Snippet.

When a user hovers over your name, they see a preview of your bio. Make it unique and curiosity-driven, not just a list of titles. It's your second chance to earn the click.

The 48-Hour Reach Guarantee: Your Easiest Win



The Rule:

Pinning a tweet forces the algorithm to show it to **all** of your followers over a 48-hour period.

The Strategy:

Don't waste this on a simple welcome message. After you've spent hours crafting a high-value thread, pin it. This guarantees your best content gets the maximum possible initial reach, giving it a much higher chance to be pushed out further. You can do this once every 48 hours.

Pillar 3: Signal Authority with the 2:1 Ratio



The algorithm views your follower-to-following ratio as a key indicator of your account's quality and authority. While it may feel like gaming the system, it's a rule written in the code.

The Guideline:

Aim for a 2:1 ratio at a bare minimum.

Examples:

- If you have 1,000 followers, you should follow no more than 500 people.
- If you follow 1,000 people, you should have at least 2,000 followers.

Pillar 3: Avoid the -369 Point Penalty at All Costs

-369



The single fastest way to kill your reach is to have a post reported.

The Penalty:

The algorithm assigns a negative score of **-369** to a reported tweet. This is a massive penalty that effectively stops its distribution instantly.

Your Action Plan:

Avoid controversy. Do not get pulled into arguments or antagonize others. Even if you disagree, it's often better for your account's health to simply avoid the fight. Protect your content's potential reach.

Your New Growth Blueprint for X



MASTER RELEVANCE

- Find your **Sim Cluster** (Niche Down)
- Build your **Real Graph** (Network)



ENGINEER QUALITY

- Focus on **Dwell Time** (22x) & **Profile Clicks** (24x)
- Use **Video Threads** & Compelling Hooks
- Leverage the **48-Hour Pin**



BUILD AUTHORITY

- Maintain a **2:1 Follower** Ratio
- Avoid the **-369 Report** Penalty

Stop Playing *by* the Algorithm.

**Make the Algorithm
Play for *You*.**