



Making the
algorithm work for
you.

Together we are
beating cancer

In the beginning....

...the playing field was level.

- You grew a follower base.
- Your followers saw your posts.
- Newsfeeds were chronological
- Hashtags made sense.
- Good campaigns went viral.
- A Stephen Fry retweet could do magic.
- Nominating your friend to embarrass themselves for a good cause was ok.



But now....

...algorithms run the show.

- Gaining followers is hard.
- Your followers don't see your posts.
- Newsfeeds are ranked.
- Hashtags are increasingly pointless.
- Good campaigns still pay to play.
- A celebrity retweet isn't worth much.
- Tagging your friend publicly could be the end of that friendship.



Where do you (re)start?

Look at your data, it knows it all.

- Which of your channels is growing fastest?
- Where do you see the highest engagement rates?
- Which posts are working on which channels?



Feed the beast

Seize the opportunity.

- Chase engagements.
- Don't post about boring stuff. Make boring stuff interesting.
- Go native.
- Identify the patterns on each platform.
- Why RT when you can collab?
- Find your people.
- Don't post anything you know won't work.



Does it work?

It worked for us.

- We rebuilt our reporting.
- We shaped a channel strategy around the data.
- We responded to requests based on the channel strategy.
- In 24/25 we increased our impressions by 35% and posted 31% less times.



