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Digital social networking

In the first phase (Inventory), the calculation process collects all the content published by your friends and the pages you follow, in order to work out which of this information to propose in your Feed.

In the second phase, it analyses context and content signals.



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In the first case, it analyses the device with which you are connected, the type of connection, e.g. whether you are on Wi-Fi or 4G, and the geographical location from which you are connected, and then based on these three pieces of information: device, type of connection and location, Facebook starts to select certain news items rather than others.



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In the second case, however, it analyses the performance of individual content, the reactions it receives and the time spent on each post. The more likes, comments, shares and clicks we receive, the more our content will naturally be promoted. Having gathered all this information, the algorithm 'predicts' which content will be most interesting for the user.



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In the last phase (Score), the algorithm issues a quality score for content based on the analysis of context and content signals. Obviously the content that has a higher score is presented within our news feed.



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* **Instagram:** This is an image-based platform that allows users to take and share photos and videos. Instagram's algorithm, like all algorithms governing social, is constantly changing, but the most important ranking factors are:



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- Data on the post: the algorithm detects where and when that post was published, how popular the content is.
- Data on the profile that published it: is it an interesting profile for the user?
- Data on the user's activity: what are the user's interests? What posts has he/she shown interest in? Do you follow similar profiles?



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- Engagement: has the user interacted with other content from this profile? How many times? What kind of interactions have there been? In this regard, it should be pointed out that the intelligence of the Instagram algorithm is such that it is able to calculate not only the type of interaction (comments, likes, post saves) but also how much time the user spends on that post. Continuous engagement is important to build a loyal audience.



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* **Twitter:** Allowing the exchange of short written content (tweets), mostly used for 'twittering' for institutional purposes. The famous #hashtag was launched by Twitter. Twitter's algorithm varies from country to country by analysing which tweets are shared the most and which accounts users follow. It takes into account how often tweets from certain accounts or topics appear in timelines, based on a user's specific interests and interactions.



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* **YouTube:** This is the world's leading video platform on which any user can put his or her own videos online and view those posted by others, without prior control by the site itself. The YouTube algorithm analyses user behaviour and verifies in detail:



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- What users do;
- How much time they spend viewing a particular video;
- How much time they spend in the portal each time they access it;
- How they interact with the videos: comments, likes and shares.



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Once all these elements have been analysed, the algorithm positions the videos. Dwell time, for example, is very relevant. A video that has the ability to keep attention for a longer time is preferable to a video on the same topic that is abandoned after a few minutes. A further factor is the views obtained in the 48 hours following publication. Finally, the algorithm checks interactions, in particular, comments and shares.



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* **LinkedIn:** Which allows you to create your own company presentation page and is widely used to make yourself or your services known in the business world. Just like Facebook and Instagram, the LinkedIn algorithm prioritises the content you find most relevant and interact with over the latest content.



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It is worth knowing that LinkedIn rewards the frequency of each profile, namely:

- How many posts are published weekly;
- How many new links there are each week;
- The acceptance rate for each link.

Finally, a key factor should be emphasised, namely: Content created from a full LinkedIn profile will get more push from the algorithm.



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Then there is **Google+**, which allows communication via video-chat; **Snapchat**, which allows the sharing of content that is only visible for a limited period of time; **Pinterest**, a social media based on the sharing of images, photos and videos; **TikTok**, which allows the sharing of short videos with various graphic effects and is mainly used by the younger generation;



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Flickr, which allows the publication of corporate presentations; **Periscope**, which allows live broadcasting from one's own device; **Behance**, which allows the sharing of art direction, visual design and dance works; **MySpace**; **Vimeo**; **World of Warcraft**; **DeviantArt** and many other slightly less popular and used platforms and communication tools.



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Digital Recruiting', (better known as 'online recruitment' or 'digital recruitment'), involves the use of digital technology as the preferred tool for talent identification, replacing the old offline recruitment tools.



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. There are many digital platforms that can accompany women (but not only) in their approach to the world of work. Examples are:.



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Spiceworks, a sharing network between professionals with a free marketplace where one can buy and exchange professional services;
Data.com, which offers a directory of contacts and company portfolios - useful for managers and senior workers; **XING**, a career-focused social network offering job advice, forums and LinkedIn-style connections. Used in over 200 countries, according to its founders, XING offers over 25,000 listings of events for professional meetings across Europe;



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Opportunity, which promotes and disseminates job opportunities with the possibility to apply; **AngelList**, which connects professionals with start-ups and investment funds.



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Digital recruitment platform (LinkedIn)



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Digital recruitment platform (LinkedIn)

Last but not least, LinkedIn, the digital recruitment platform par excellence. Getting to know this social network means concretely helping many women to fight gender inequality in the labour market. Launched for the first time in 2003, it has now managed to carve out an important share of the market, setting itself apart from all other social networks.



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Digital recruitment platform (LinkedIn)

There are about 562 million users on LinkedIn, 11 million of them in Italy alone.

Originally conceived to find jobs in an easy way and to create connections, it has now become a platform where users can interact and discuss topics that are important to them: for example, marketing strategies, prices, digital and other news, new methods or procedures, and the future of their careers.



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Digital recruitment platform (LinkedIn)

In addition to connecting people with similar interests LinkedIn offers numerous advantages including:

- Making one's work experience and skills visible;
- Allowing you to check how many and which users have visited a particular profile;



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Digital recruitment platform (LinkedIn)

- Allows you to stay up-to-date with news about the companies you follow, job offers and universities in the LinkedIn network;
- Allows you to find new contacts and expand your network significantly;
- Allows you to check your position and image on the web on a daily basis;
- Allows other users to write reports, reviews on another user or another company, thus reproducing all the positive effects of 'word of mouth'.



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Digital recruitment platform (LinkedIn)

As with almost all social networks, registering on LinkedIn is very simple. Once you have typed in www.linkedin.com, simply enter your e-mail address in the 'sign up' area and choose a password of at least six characters. Once the contact has been created, it is advisable to complete the profile by entering: personal data, qualifications, experience, etc. missing and that's it.



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