

From Alan McKenzie (e-safety adviser)

Social Media Algorithms

Over the past few years there is heightened concern in which companies are feeding information to all of us. Whether that's your 'For You' feed on social, recommended videos on YouTube and much more these algorithms are trying to do a good job - giving us information that we may be interested in. But often these algorithms fail miserably, or content is manipulated to appear as one thing but it's actually something else (e.g. the use of hashtags) in order to 'play the algorithm'.

If you are a professional or a parent/carer talking to children and young people about their use of social media, a basic, non-technical understanding of how algorithms work is essential and there is a really good, non-technical article by Dr. Richard Graham [HERE](#) which includes some tips and advice.