

# How Long Does it Take for Content to Start Appearing in my River

Once you have created your river and set up the channels where to get drops from, your river should start populating almost instantaneously i.e. after a few seconds. This however only applies to our hosted service - <https://swiftapp.com>

For self-hosted deployments, the cron schedule is as follows:

- Content crawlers (for fetching news feeds, email, tweets and what not) run every 30 minutes
- Metadata extractors (to pull out semantic tags, images and URLs from drops) run every 15 minutes

Therefore, for a new installation and freshly created river, it will take about 30-35 minutes before your river starts filling up.

NOTE: The rate at which drops start appearing in your river is also dependent on other factors (outside the control of the application) e.g.

- Bandwidth on your Internet connection
- Rate limiting by third party services e.g. Twitter or even your ISP!
- Configuration of the channels in your river. For example, if you would only like to see drops that bear certain keywords or phrases, it may be a while before the background processes find a match and deliver the drop to your river.