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■ THE PLAYBOOK · 04 · FACEBOOK

How to *Audit* a Facebook Page

Reach, Recommendations, Community and Content

Treat Facebook as more than "Instagram but older." Audit it for originality, recommendation reach, trust signals, repeat community behavior and the specific job the Page is supposed to do.

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@ACThePlug

Facebook Pages are easy to neglect because many teams treat Facebook as the automatic second stop for whatever they already made elsewhere. That is exactly why a Facebook audit is useful: it forces you to ask whether the Page works as a real audience product or as an archive of cross-posts.

Meta has made its direction unusually clear. In March 2026, Facebook said it is prioritizing original creator content in Feed and Reels and deprioritizing duplicative or low-value reuploads, and that views and time spent watching original Reels approximately doubled in the second half of 2025 compared with the same period in 2024 [1]. Meta also paid creators nearly $3 billion on Facebook in 2025, up 35% year over year, and now pays across Reels, Stories, photos and text posts [6]. Originality now decides both distribution and money.

So my Facebook audit starts with four things: **reach, recommendations, community and content quality.** This edition adds three more that a senior strategist cannot skip in late 2026: trust signals, measurement after the move to Views, and monetization readiness.

AC'S AUDIT RULE

Do not ask whether Facebook "still works." Ask whether **your Page gives Facebook anything original, useful or conversational enough to distribute.**

BEFORE YOU START RECENT SHIFTS TO ACCOUNT FOR

- Meta's updated originality guidance says unoriginal content will likely be deprioritized in Feed and Reels, and accounts that keep posting mostly unoriginal content can be made non-recommendable and demonetized [1].
- All videos on Facebook are now shared as Reels through one publishing flow, with no length or format restrictions and unified audience settings across Feed posts and Reels [5].
- Views replaced Plays and Impressions as the primary distribution metric in Professional Dashboard and Meta Business Suite, and the Page Insights API retired the impressions and page fans metrics on November 15, 2025 [11][12].
- Content Monetization now pays for every eligible format, including short- and long-form video, Stories, photos and text, and Meta is adding Qualified Views, Non-Qualified Views and Earnings Rate metrics [6].
- Community Notes replaced third-party fact-checking in the US in April 2025; notes add context but, per Meta, do not change who can see a post or how widely it can be shared [9].
- Meta's creator assistant, built into the Facebook dashboard, began rolling out in the US, Canada and India in June 2026 to explain why content performed and suggest ideas [4].

SECTION 01

Audit the Page as a destination

Check the Page name, username, category, profile and cover imagery, intro/About information, website link, CTA button, featured or pinned content and recent feed.

If somebody discovers a Reel and taps through, does the Page look alive? Does it clearly say what the Page is about? Are the most important current links and proof points easy to find?

Write the About and intro in a polished, direct register, closer to a bio than a caption. Save the playful voice for posts. A new visitor should understand who the Page is for in one read.

For dormant Pages, do not over-explain the dormancy. Relaunch with current positioning and useful content. The audience does not need a press conference about where you have been. 😂

SECTION 02

Audit originality and recommendation eligibility

This is non-negotiable. Meta's guidelines say content filmed or produced by the creator or Page owner is original. Reels built on third-party footage can still count as original when the creator adds something new, such as fresh information, analysis or substantial storyline improvements. Reels that only react, watch along, stitch clips together or narrate existing footage without adding value are treated as unoriginal, as are re-uploads and minor edits like borders, captions or speed changes [1].

The penalty has teeth. Unoriginal content will likely be deprioritized in Feed and Reels, and accounts that keep posting primarily unoriginal content may be deemed non-recommendable and demonetized [1]. Creators can appeal originality decisions [1].

Audit the last 60 to 90 days and label each post: original, meaningfully transformed, licensed/partner content, duplicate cross-post, low-value repost. If the Page is mostly low-value duplication, that is the first strategic problem to solve.

Check: Whether the Page has access to content protection, which Meta says automatically safeguards original Facebook Reels and lets creators act on matches found across platforms. Access shows in the professional dashboard, or creators can apply [1].

SENIOR STRATEGIST NOTE

Add an "originality reason" column to your content log before anything is published: filmed by us, original analysis, licensed, or partner. If a producer cannot fill the cell in five words, the post is a reaction clip and should be reworked or cut. Run this for 30 days and compare non-follower reach on posts with a filled cell versus posts that needed a rework.

SECTION 03

Audit trust signals: spam behavior, Community Notes and impersonation

Distribution is now gated by behavior as well as content. In April 2025, Meta said accounts that post long, distracting captions with an inordinate number of hashtags, use captions unrelated to the content, or share the same content across many accounts will have their content shown only to followers and will not be eligible for monetization [10]. Comments Meta detects as coordinated fake engagement will be seen less [10].

Community Notes is the second trust layer. Since April 2025 in the US, contributors can write notes on public posts, and notes are published only when contributors with a range of viewpoints broadly agree. Meta says notes provide extra context but do not affect who can see the content or how widely it can be shared [9]. A note will not cut reach, but it will sit on the post where your audience reads it.

Impersonation is the third. Meta removed more than 20 million accounts impersonating large content creators in 2025 [1]. If your Page has any profile, search the name, check comment sections for lookalike accounts and confirm who on the team owns reporting.

Check: Caption length and hashtag counts on the last 30 posts, any posts carrying a Community Note, the claims in timely posts that cite numbers, and whether Moderation Assist settings are configured to hide comments from potentially fake identities [10].

Ask: If a note appeared on our most-shared post this month, would the sourcing in the caption hold up?

SECTION 04

Audit reach by format and connected vs. new audiences

Use Professional Dashboard and Meta Business Suite Insights to look at Page and content performance over a meaningful window. Meta's creator tools surface Reels reach split by followers and non-followers, an audience retention graph that shows when viewers stopped watching, and content insights over the past 90 days [2].

Break performance out by text, photo, link, Reel and any other format you actually use. Note that since mid-2025 all video is shared as Reels, so a long-form explainer and a 20-second clip now sit in the same bucket [5]. Split Reels by length in your own log, or you will compare unlike things.

Do not assume every format does the same job. Text can create conversation. Reels can drive discovery. Links can move traffic. Photos can create fast context or nostalgia. Ask which format is best at **its assigned job**, then judge it on that job.

SECTION 05

Audit measurement after the switch to Views

Meta made Views the primary distribution metric for Reels, videos, posts and Stories, calculated the same way on Facebook and Instagram. Plays were renamed Views, Impressions on Stories, photo and text posts were replaced by Views (which count repeat views, so totals can exceed old impression counts), and Watch Time became Minutes Viewed. Reach, 3-second views, 1-minute views, reactions, comments and shares stayed the same [11].

Then the API caught up. Meta deprecated the impressions and page fans metrics from the Page Insights API, effective November 15, 2025, after which calls to those metrics return an invalid metric error [12]. Any third-party dashboard or spreadsheet still pulling them has a gap or a silent zero.

Check: Which year-over-year comparisons cross the Views change, which reports still reference impressions or page fans, and whether your scheduling or analytics tool has remapped those fields.

- Re-baseline: pick a post-change start date and stop comparing Views against pre-change Impressions.
- Report Reach next to Views, so a few heavy re-watchers do not read as audience growth.
- Replace page fans with a follower count you log yourself on a fixed weekly date.
- If the Page is monetized, add Qualified Views and Earnings Rate to the monthly report as Meta rolls them out [6].

SENIOR STRATEGIST NOTE

Write a one-paragraph “metric changelog” at the top of every Facebook report: what changed, when, and which rows it affects. It takes ten minutes and prevents the meeting where a leader asks why impressions fell to zero.

SECTION 06

Audit recommendation reach and freshness

Meta said in January 2026 that Facebook was surfacing over 25% more same-day Reels compared with Q3 2025, and that feed and video ranking improvements in Q4 2025 delivered a 7% lift in views of organic feed and video posts [3]. For news, culture and timely commentary, freshness may matter more than teams used to evergreen cross-posting realize.

Look at the lag between creation and publication. Are timely moments arriving after the conversation is over? Are Reels being recycled days later with no new context? A Page can be technically active and culturally late.

Check: Median hours from shoot or news break to publish for your last 20 timely Reels, and how their non-follower reach compares with Reels published more than a day late.

SECTION 07

Audit community behavior, not just reactions

Facebook can still be unusually strong for conversation, especially when the content gives people a reason to tell a story, debate, tag somebody or add context.

Read the comments. How many are substantive vs. reaction-only? Which posts create reply chains? Which people come back? Are there recurring questions or sub-communities? What gets shared into private networks?

Remember where shared content lands. Meta rebuilt the Friends tab in the US and Canada so it is made up entirely of content from a person's Facebook friends [8]. When a follower shares your post, it can surface there with a friend's endorsement attached. Shares with a personal comment are worth tracking separately from bare shares.

A follower count is an audience metric. Community shows up in **relationships and repeat participation**.

SECTION 08

Audit the first-party signals Facebook is giving you

Meta's creator assistant lives in the Facebook dashboard and is designed to explain why content performs, answer follow-up questions such as why one Reel outperformed others, suggest ideas from trends on Facebook, and tailor recommendations to a creator's goals. It began rolling out in the US, Canada and India in June 2026 [4]. I would absolutely check it during an audit, then treat it as one input among several.

Meta's Reels A/B testing tool also lets creators test different captions and thumbnails, with results in the professional dashboard [2]. Use it to settle packaging debates with data instead of opinion.

The best audits combine platform recommendations with your own editorial judgment. If a tool suggests more of a format that performs well but does not support your brand or business objective, the answer is not automatically "do more."

SECTION 09

Audit monetization readiness

Facebook's money now follows originality. Content Monetization pays for every eligible format, including short- and long-form videos, Stories, and photo and text posts; it is invite-only, and creators can express interest through the Monetization tab in the Professional Dashboard on mobile [6]. About 60% of 2025 creator payouts went to Reels, with the rest to Stories, photos and text posts [6].

For creators who are new to Facebook or returning, Creator Fast Track offers guaranteed monthly pay for three months for sharing eligible Reels, plus increased reach on those Reels [6]. The current program terms require original content not already posted on Facebook, and 15 eligible public Reels a month uploaded on 10 separate days, for residents of the US, Canada, the UK and Australia [7]. Read the live terms before pitching it to a client: eligibility thresholds have been revised since launch.

Check: Monetization status in the dashboard, any originality or spam restrictions that would block eligibility [1][10], which formats are earning, and whether Qualified Views and Earnings Rate are visible yet [6].

Ask: If we stopped all reposted material for 90 days, would the Page qualify for more of the formats Meta pays for?

■ SENIOR STRATEGIST NOTE

Do not let payouts set the content plan by default. Model the Fast Track cadence (15 Reels on 10 days) against your real production capacity before committing. If hitting it means filling slots with weaker clips, the originality penalty in Section 2 can cost more reach than the program adds.

■ SECTION 10

Audit cross-posting for value, not convenience

Cross-posting is efficient. Lazy duplication is what costs you distribution, and Meta now names re-uploads and minor edits as unoriginal [1].

Take 20 posts that also appeared on Instagram or elsewhere and ask: Did the Facebook version use Facebook-native copy? Did it invite the kind of conversation Facebook supports? Was the asset readable in Feed? Did the link strategy make sense? Did we publish at the right moment for this audience?

Meta's creator guidance has also warned that uploading unedited, longer content from other platforms is unlikely to perform well [13]. If you post your own work from another platform, re-cut it, re-caption it and remove other platforms' watermarks and end cards.

Same idea can be efficient. Same execution everywhere is often where efficiency turns into mediocrity.

SECTION 11

Build the next 30 days around original value

End the audit with a deliberate mix: original Facebook-first posts; adapted versions of strong ideas; community prompts; timely Reels; evergreen utility; and tests around Page-specific formats, including text and photo posts now that they can earn [6].

If the Page has been dormant, I would rather relaunch with two or three strong native posts per week than suddenly flood it with seven days of recycled inventory.

CREATIVE SPECS

Creative specs and brand consistency on Facebook

Your brand decides the fonts, colors and voice. Facebook decides the crops, the safe areas and how small your work will look in a crowded feed. The job here is to build templates that respect both, so people recognize the Page in a second without every post looking like an ad.

Specs below are from Meta's help center and developer documentation where Meta publishes them; rows marked "house spec" are common working practice, not Meta-published, so confirm them in the upload preview.

ASSET	SIZE / RATIO	SAFE ZONE	PRO TIP
Page profile picture	Square master; house spec 1080 x 1080	Keep the mark centered for the circular crop (house spec)	Use a simple mark or a clear face that still reads at comment size, where most people see it. Avoid text or a full wordmark inside the circle.
Page cover photo	851 x 315 px; minimum 399 x 150; sRGB JPG under 100 KB, or PNG for logos and text [14]	Keep type and logo in the central band so mobile crops do not clip it (house spec)	Treat the cover as a billboard for what the Page does now: one short line, or none. Preview it on desktop and mobile, since each crops differently, and refresh it when a campaign or season ends.
Reels (all video)	Full-screen 9:16 vertical [13][16]	Keep the bottom 35% free of text, logos and key elements [16]; keep the top band clear of the header (house spec)	Lead with the point in the first frame and burn in captions, since many people watch muted. Shoot vertically from the start instead of cropping a horizontal edit.
Reel cover / thumbnail	9:16 frame from the Reel	Same as Reels	Test two covers with the Reels A/B tool [2]: for example a clear text title card against a close-up face. Keep the winner's structure as your series template.

ASSET	SIZE / RATIO	SAFE ZONE	PRO TIP
Link post image	At least 1200 x 630 px; minimum 600 x 315; close to 1.91:1 [15]	Keep text off the outer edges (house spec)	Make the image add something the link preview headline does not already say. Keep any text large and short; it will be seen small in a busy feed.
Feed photo / multi-photo post	House spec 4:5 vertical, 1080 x 1350	Keep headline in the top two-thirds (house spec)	One idea per image, and keep any text large enough to read without tapping in. Add alt text for every image that carries information.
Stories	House spec 9:16, 1080 x 1920	Mirror the Reels bottom margin (house spec)	Use Stories for quick, lower-production updates and point clearly to the one action you want. Keep stickers and links out of the bottom margin.

Build your own system for Facebook

- **Templates:** Make one cover/title-card template for Reels, one for link and photo posts, and one per recurring series. Build them over the safe zones above so nobody has to remember the bottom 35% rule [16].
- **Type hierarchy:** One display style for headlines and one body style for supporting text. Set a minimum text size and check it on a phone at feed size, not on a desktop monitor.
- **Palette:** Two or three brand colors plus a neutral. Run every text and background pairing through a contrast checker (WCAG's 4.5:1 is a sensible floor for small text) and put a solid or semi-opaque box behind text that sits on a photo.
- **Avatar and logo:** Same profile mark as your other platforms, sized so it reads at comment size. If a logo appears in posts, give it a fixed corner, a minimum size and clear space, and leave it off the first frame of Reels.
- **Series markers:** A recurring title phrase, numbered label or consistent opening shot so repeat viewers recognize the format in the feed before they read the caption.
- **Voice by surface:** The About and intro read like a bio: clear and direct. Posts and Reels captions can be more conversational. Comments and Messenger replies sound like a person who actually read the question. Group posts, if you run a Group, are the most informal. Write two or three example lines per surface in a one-page voice guide.
- **Accessibility:** Burn in or upload captions for every video, add alt text to images that carry information, keep on-screen text large and high contrast, and avoid rapid flashing.

Consistency without looking like an ad. Many people open Facebook for friends, Groups and community, and they scroll past anything that looks like a banner. Keep the consistency in the system (series markers, text style, a recurring sign-off, the same avatar) and let the content itself look like a person made it. Plain text posts with no graphic are often the most native thing a Page can publish: lead with the claim and end on a real question.

■ PRO TIP

Before approving a template, view a test post in the Facebook app on a phone at normal scroll speed next to two posts from friends. If you cannot read the headline in one second, or it looks more like an ad than the posts around it, simplify the template before you build the series on it.

■ DO	■ DON'T
+ Write the About in a clear, direct bio voice and keep posts more conversational.	– Upload Instagram exports with watermarks or other platforms' end cards.
+ Shoot Reels natively in 9:16 and keep the bottom 35% clear of type and logos [16].	– Put small text, stats or logos where Facebook's interface or crops will cover them.
+ Use a simple, recognizable mark as the profile picture and keep it consistent across platforms.	– Change fonts, colors and layout from post to post so the Page never builds recognition.
+ Check every text and background pairing for contrast and use a backing box over photos.	– Stack hashtags or write captions unrelated to the asset [10].
+ Give each recurring series the same marker in the same position so repeat viewers recognize it.	– Place the logo on a busy photo or stretch it to fit the cover.

Copyable audit checklist

- ☐ **Page destination:** Are Page name, About, CTA, links, cover/profile imagery and pins current, and does the About read clearly to a first-time visitor?
- ☐ **Originality:** What share of recent content is original or meaningfully transformed, and is content protection set up?
- ☐ **Trust signals:** Are captions clean of hashtag stacks, are any posts carrying Community Notes, and is impersonation monitored?
- ☐ **Recommendation health:** Are there account or content issues limiting recommendations or monetization?
- ☐ **Format roles:** What job do text, photo, link and Reel posts (short and long) each perform?
- ☐ **Reach:** Which formats and topics reach new audiences vs. existing followers?
- ☐ **Measurement:** Have reports been re-baselined on Views, and are impressions and page fans removed from every dashboard?
- ☐ **Freshness:** Are timely posts reaching Facebook while the conversation is still alive?
- ☐ **Retention:** Where available, what do Reel retention patterns show?
- ☐ **Community:** Which posts create reply chains, shares with comments, stories and repeat commenters?

- ☐ **Platform signals:** What does creator assistant recommend, and which suggestions fit the strategy?
- ☐ **Monetization:** What is the Page's monetization status, which formats earn, and is Fast Track realistic for our capacity?
- ☐ **Cross-posting:** Is Facebook copy and packaging native or simply duplicated?
- ☐ **Creative specs & consistency:** Do cover, profile, Reels and link images follow current specs and safe zones, and do they use our own templates, type, palette and series markers consistently?
- ☐ **Conversion:** What business or audience action should Facebook drive?
- ☐ **Testing:** What 3 to 5 Facebook-first tests will run next month?
- ☐ **Actions:** What will I Stop / Start / Continue / Test?

Audit scorecard

AUDIT AREA	WHAT I'M CHECKING	SCORE (1–5)	ACTION / EVIDENCE
Page health	Current profile, CTA, links, pins and account standing		
Originality	Original/transformative content vs. low-value duplication; content protection		
Trust signals	Spam-pattern captions, Community Notes, fake engagement, impersonation		
Reach	Follower/non-follower reach and format-level distribution		
Measurement	Views baseline, deprecated metrics removed, metric changelog in reports		
Recommendations	Eligibility, freshness and discovery potential		
Community	Meaningful comments, shares, replies, repeat participation		
Platform signals	Creator assistant and A/B test findings weighed against strategy		
Monetization	Eligibility, earning formats, Qualified Views and Earnings Rate		
Content mix	Native roles for text, photo, links and Reels		

AUDIT AREA	WHAT I'M CHECKING	SCORE (1–5)	ACTION / EVIDENCE
Cross-post quality	Adaptation instead of mechanical duplication		
Creative specs & consistency	Specs and safe zones met, consistent templates and series markers, voice by surface, captions, alt text and contrast		
Conversion	Traffic, follows, leads, sales or community goals		

DECISIONS

How I'd turn this into action

Finish with a one-page decision summary: **three things to stop, three to start, three to continue and three tests to run.** Assign an owner and a date to every test. An audit without a decision is just organized hindsight.

On Facebook specifically, the first "stop" is usually unoriginal reposting, the first "start" is a metric changelog on the report, and the first test is two Reel covers through the A/B tool.

SOURCES

Official sources and creator resources

Platform features change quickly. This Playbook was checked against official guidance available in October 2026. Verify feature availability inside your own account before treating any tool or metric as universal.

[1] Meta: Rewarding Original Creators on Facebook · https://about.fb.com/news/2026/03/rewarding-original-creators-on-facebook/

[2] Meta: Helping Creators Test Content and Earn Rewards · https://about.fb.com/news/2023/11/helping-creators-test-content-and-earn-rewards/

[3] Meta: 2026: AI Drives Performance · https://about.fb.com/news/2026/01/2026-ai-drives-performance/

[4] Meta: Introducing Creator Assistant and More Languages for AI Translations on Facebook · https://about.fb.com/news/2026/06/creator-assistant-more-languages-for-ai-translations-on-facebook/

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[7] Facebook for Creators: Creator Fast Track program terms · https://creators.facebook.com/creator-fast-track

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[10] Meta: Cracking Down on Spammy Content on Facebook · https://about.fb.com/news/2025/04/cracking-down-spammy-content-facebook/

[11] Facebook for Creators: Introducing Views to Simplify Content Distribution Metrics · https://creators.facebook.com/introducing-views-to-simplify-content

[12] Meta for Developers: Page Insights API Updates · https://developers.facebook.com/blog/post/2025/08/15/page-insights-api-updates/

[13] Facebook for Creators: How to Continue Succeeding with Video on Facebook · https://creators.facebook.com/blog/how-to-continue-succeeding-with-facebook-on-video

[14] Facebook Help Center: Facebook Page profile picture and cover photo dimensions · https://www.facebook.com/help/125379114252045

[15] Meta for Developers: Images in Link Shares · https://developers.facebook.com/documentation/sharing/webmasters/images

[16] Meta for Developers: Reels Ads (Marketing API creative guidance) · https://developers.facebook.com/docs/marketing-api/creative/reels-ads

OFFICIAL CREATOR RESOURCES TO FOLLOW: Facebook for Creators · Facebook for Creators: Best practices

■ ABOUT

About the author

Ashley “AC” Trybula is an award-winning content and audience executive, journalist and media leader working across media, culture, social and the creator economy. Her work spans content strategy, audience development, editorial leadership, video, original programming and digital distribution. She writes about audience growth, social media, digital culture, media leadership and the business of attention.

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