

# Facebook Content

## Best Practices Guide

*Maximize Engagement for Photos & Reels*

Based on Facebook's official recommendations

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### Photo Post Best Practices

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Follow these guidelines when publishing photo posts to maximize reach and engagement on Facebook.

#### Actions You Can Take Now

##### **Add a Location Tag**

Tag a location on your post to help people browsing a specific area discover your content. This expands your organic reach to users who are searching geographically.

##### **Add Feelings & Activities**

Share an emoji that shows how you're feeling or what you're doing. Personal touches humanize your content and improve connection with your audience.

#### Plan for Your Next Post

These improvements must be made during the creation process, before publishing.

##### **Ask Your Community to Share**

- Add a call-to-action in your caption encouraging viewers to share with friends.
- Posts that ask for shares tend to get significantly broader distribution.


##### **Grow Your Following**

- Prompt new viewers to follow you directly in your post caption.
- Example: "Follow us to stay up to date on [topic]!"

## Photo Quality Checklist

These best practices are already proven to work — keep applying them consistently:

- ✓ **Use fewer capital letters** — Excessive caps are distracting and hard to read
- ✓ **Remove links from captions** — Links reduce performance and distract viewers
- ✓ **Write a caption between 10–400 characters** — Helps resonate with your audience
- ✓ **Add a caption to every post** — Gives your audience more context
- ✓ **Add some details** — More text keeps your audience engaged
- ✓ **Include a photo** — Photos capture attention and communicate visually
- ✓ **Share 1 photo instead of multiple** — A single high-quality image makes a stronger impression

 **Pro Tip:** A single, high-quality photo paired with a concise caption (50–150 characters) and a location tag is the recipe for strong photo post performance.

## Photo Post Summary Table

Best Practice	Why It Matters	Priority
<b>Add a location tag</b>	People browsing nearby areas can discover your content	<b>High</b>
<b>Add feelings/activities</b>	Humanizes content and increases engagement	<b>High</b>
<b>Ask community to share</b>	Broadens reach through followers' networks	<b>High</b>
<b>Grow your following CTA</b>	Converts viewers into long-term followers	<b>Medium</b>
<b>Use fewer capital letters</b>	Improves readability and professionalism	<b>Medium</b>
<b>Remove links from caption</b>	Links hurt performance in the algorithm	<b>High</b>
<b>Caption: 10–400 characters</b>	Sweet spot for audience resonance	<b>High</b>
<b>Single photo over multiple</b>	Stronger impression, cleaner presentation	<b>Medium</b>



## Reels Best Practices

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Reels get wider organic distribution than standard posts. Follow these guidelines to maximize your video performance.

### Actions You Can Take Now

#### Engage with Comments

- Reply to comments as soon as possible after posting — this signals to the algorithm that your content is generating conversation.
- Ask follow-up questions in your replies to keep the thread going.
- Engaging with commenters builds community and loyalty.

#### Share to Your Story

- Sharing your reel to your Story exposes it to followers who may have missed it in their feed.
- Stories drive traffic back to the original reel, boosting its view count and performance metrics.

### Plan for Your Next Reel

These improvements must be applied during the creation and upload process.

#### Ask Your Community to Share

- Include a verbal or on-screen call-to-action asking viewers to share your reel.
- More shares = wider distribution beyond your existing followers.

#### Grow Your Following

- Include a follow prompt in your caption or as an on-screen text element.
- Remind new viewers why they should follow you — what value do you offer?

#### Reel Length: 15–90 Seconds

- Facebook recommends keeping reels between 15 and 90 seconds.
- Shorter reels (under 60 seconds) tend to get higher completion rates.
- High completion rate is a key signal the algorithm uses to promote your reel further.


## Add Closed Captions


- Many users watch reels without sound — captions ensure they still get your message.
- Captions also help expand your reach to international audiences.
- Facebook can auto-generate captions; review them for accuracy before publishing.

## Reel Quality Checklist

These best practices are already proven — keep applying them to every reel:

- ✓ **Use fewer capital letters in captions** — Improves readability
- ✓ **Remove links from captions** — Links reduce reach and distract viewers
- ✓ **Caption between 10–400 characters** — Resonates best with audiences
- ✓ **Always write a caption** — Gives context and improves discoverability
- ✓ **Upload at 720p resolution or higher** — Facebook rewards higher quality video
- ✓ **Include sound or music** — Unmuted reels perform significantly better
- ✓ **Use 9:16 vertical or 4:5 aspect ratio** — Optimized for mobile viewing
- ✓ **Use creative tools (stickers, text, effects)** — Keeps audiences engaged and on-screen
- ✓ **Add at least one relevant hashtag** — Helps people discover your content

 **Pro Tip:** The algorithm heavily rewards completion rate. Hook viewers in the first 1–3 seconds with movement, a bold statement, or an intriguing question to keep them watching until the end.

 **Note:** Reel length matters. If your reel exceeds 90 seconds, Facebook may limit its distribution. Edit it down or consider splitting into a series.

## Reels Summary Table

Best Practice	Why It Matters	Priority
Engage with comments	Signals active conversation to the algorithm	High
Share reel to Story	Boosts views from existing followers	High


<b>Ask community to share</b>	Extends reach beyond your audience	<b>High</b>
<b>Keep length 15–90 seconds</b>	Maximizes completion rate and distribution	<b>High</b>
<b>Add closed captions</b>	Reaches viewers without sound + global audiences	<b>High</b>
<b>Upload at 720p or higher</b>	Higher quality = more favorable algorithm treatment	<b>Medium</b>
<b>Use sound/music</b>	Unmuted reels perform significantly better	<b>High</b>
<b>9:16 or 4:5 aspect ratio</b>	Fills mobile screen for better viewing experience	<b>Medium</b>
<b>Use creative tools</b>	Stickers, text, effects improve engagement and watch time	<b>Medium</b>
<b>Add relevant hashtags</b>	Improves discoverability beyond your followers	<b>Medium</b>
<b>Caption 10–400 characters</b>	Sweet spot for audience resonance	<b>High</b>

## Optimal Posting Times

When you post matters almost as much as what you post. Use these data-backed time windows to maximize your reach and engagement.

### Best Times to Post (2026 Data)

Best Practice	Why It Matters	Priority
<b>Thursday 8–10 AM</b>	Consistently the single best posting window of the week	<b>High</b>
<b>Wednesday morning</b>	Top-performing day overall — less competition early	<b>High</b>
<b>Sunday morning</b>	Strong engagement due to lower feed competition	<b>High</b>
<b>Tuesday morning</b>	Third-best day; morning window outperforms afternoon	<b>Medium</b>
<b>1–3 PM &amp; 7–9 PM</b>	Best window specifically for video/Reels content	<b>Medium</b>
<b>12–2 PM &amp; 6–8 PM</b>	Best window for photos and carousel posts	<b>Medium</b>
<b>12 PM–5 PM weekdays</b>	Generally lowest engagement — avoid if possible	<b>Low</b>

 **Pro Tip:** The single best time to post on Facebook is Thursday at 9 AM. Wednesday and Sunday mornings are strong alternatives. Morning hours (6–11 AM) consistently beat afternoons across all days.

## Consistency Over Perfection

A simple weekly rhythm works better than irregular bursts. Consider this framework:

- Monday, Wednesday, Friday: One feed post or Reel + Stories
- Tuesday, Thursday: One Reel + active engagement time (reply to comments)
- Post regularly — the algorithm rewards active accounts
- Don't over-post — too many posts in a day can reduce per-post engagement



## Understanding the 2026 Algorithm

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Facebook's algorithm decides who sees your content. Understanding how it works helps you create content that gets shown to more people.

### How the Algorithm Evaluates Your Content

- It analyzes your most recent 9–12 posts to understand your content theme — so jumping between unrelated topics hurts reach.
- Focus on 1–2 core topics so the algorithm knows who to show your content to.
- The first 30–60 minutes after posting are critical — early engagement signals quality.
- Reply to comments within the first 6 hours — this signals value and boosts further distribution.

### What the Algorithm Rewards

- ✓ **High completion rate on videos** — Keep viewers watching to the end
- ✓ **Fast comment responses** — Reply within 6 hours of posting
- ✓ **Shares and saves** — Stronger signals than likes alone
- ✓ **Consistent posting schedule** — Active accounts get more reach
- ✓ **Thematic content consistency** — Staying on-topic helps the algorithm categorize you

## What the Algorithm Penalizes

- Engagement bait — directly asking for likes or shares (e.g. "Like this if you agree!")
- Links in captions — external links reduce distribution
- Inconsistent posting gaps — going silent for weeks then posting in bursts
- Low-quality or repetitive content across your last 9–12 posts

**⚠️ Avoid Engagement Bait:** Facebook penalizes posts that directly demand engagement. Instead of "Like this post!", use open-ended questions or fill-in-the-blank prompts that spark genuine responses.

## High-Performing Content Types

These content formats consistently receive higher visibility from Facebook's algorithm in 2026.


### Content That Gets the Most Reach

Best Practice	Why It Matters	Priority
Short-form Reels	Facebook aggressively promotes Reels in 2026 — top priority	High
Questions & polls	Trigger natural responses; avoid direct asks for engagement	High
User-generated content	Can increase engagement by up to 754%; builds trust	High
Food photos/videos	Consistently among the highest-engagement content categories	High
Behind-the-scenes content	Humanizes your brand and builds connection	High
Educational carousels	Strong saves and shares; positions you as an expert	Medium
Trending/breaking news	High short-term reach if relevant to your audience	Medium
Funny/humorous content	Strong share rate drives organic reach	Medium
Book reviews with photos	Niche but high-engagement format	Low

### Writing Captions That Stop the Scroll

- Keep captions under 50 characters for maximum engagement on standalone posts.

- Your first sentence is everything — Facebook truncates long captions, so lead with your hook.
- Use open-ended questions to spark comments: "What would you do if...?" or "Fill in the blank: \_\_\_\_"
- Include a clear CTA: "Tag a friend," "Drop a comment below," or "Send this to someone who needs it."
- When linking to external articles, longer captions with context perform better.

 **CTA Examples That Work:** "Tag a friend who needs to see this" · "Drop your answer in the comments" · "Share this with your team" · "Send message to learn more" — these drive the engagement loop that boosts reach.

# Quick Reference Cheat Sheet

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Use this as a pre-publish checklist before every post or reel.

## Before You Post a Photo


- ✓ One high-quality photo selected
- ✓ Caption written (10–400 characters, no ALL CAPS, no links)
- ✓ Location tag added
- ✓ Feeling or activity added
- ✓ CTA to follow or share included

## Before You Post a Reel

- ✓ Video is 15–90 seconds long
- ✓ Resolution is at least 720p
- ✓ Aspect ratio is 9:16 or 4:5 (vertical)
- ✓ Sound or music is included (not muted)
- ✓ Closed captions added and reviewed
- ✓ Caption written (10–400 characters, no ALL CAPS, no links)
- ✓ At least one relevant hashtag added
- ✓ Creative elements (stickers, text, effects) used
- ✓ CTA to follow, like, share, or comment included

## After You Publish (First 30–60 Minutes)

- ✓ Share reel to your Story
- ✓ Reply to every comment
- ✓ Respond to DMs or shares

 **Remember:** Consistency is everything. Apply these best practices to every piece of content. The algorithm rewards accounts that consistently follow best practices — not just one-off viral posts.