

Checklist for Beating the Facebook Algorithm



- Produce original high-quality content
- Experiment with a variety of content formats
- Use in-app content creation tools
- Create content your audience cares about
- Generate meaningful interactions
- Engage users in the Facebook app
- Encourage followers to favorite your page
- Avoid creating clickbait or sharing misinformation
- Don't repost "borrowed" content
- Know which keywords not to use
- Don't directly ask for engagement
- Stay on top of Facebook algorithm changes