

Facebook Your Algorithm: 25 things to type + a caption checklist

Copy these into Facebook's Your algorithm (three dots on any post, then Your algorithm) or into the follow-up box after Interested / Not interested. Then run the 10-point checklist on your next Page post.

WHAT THIS ADDS

Specific beats vague. A topic plus a place or a purpose ("small business tips for cafes", "hiking near Pasadena") tells the feed far more than one word. The same is true of your own captions.

Running a small business

1. small business tips
2. pricing and quoting advice for service businesses
3. marketing ideas for local businesses
4. bookkeeping and tax basics for small businesses
5. customer service tips
6. hiring and managing a small team

Learning new tools

7. how-to videos for AI tools
8. ChatGPT and Claude tips for work
9. Canva and simple design tutorials
10. phone video editing tips

Your city and your customers

11. local events in [your city]
12. new restaurants and local food spots in [your city]
13. [your industry] news in [your area]
14. small businesses in [your neighborhood]

Your own time

15. woodworking projects
16. hiking near [your city]
17. easy weeknight recipes
18. home repair how-tos
19. fitness for busy people

To see less of

20. less celebrity drama
21. less prank videos
22. less political arguments
23. less clickbait giveaways
24. less videos I've already seen

One sentence for the follow-up box

25. more practical how-to videos from small business owners, less motivational quotes

10-point caption test for your Facebook Page

1. Does the first line say what the post is about?
2. Is your main topic named in plain words people would type?
3. Is your town or area named, if you serve one?
4. Would it make sense to someone who has never heard of you?
5. Is it on the same topic as most of your Page?
6. Did you avoid a caption that is only 'New post!' or 'Link in bio'?
7. Is there one clear next step (book, call, visit, comment)?
8. Is the video or photo about the same thing as the caption?
9. Is every price, date and claim in it correct?
10. Would you search for this post using the words in it?

Before and after

Before: New post! Link in bio

After: Small-batch sourdough, baked every Saturday in Silver Lake. Pre-order by Thursday.

DO THIS

Add 3 to 5 topics today, tap Not interested on the next post you don't want, and answer the follow-up in one plain sentence. Run the caption test before every Page post.

What Fynl.io is

One portal a small business runs itself on, instead of five subscriptions that do not talk to each other.

- A CRM and pipeline that shows every lead and where it stopped
- A calendar clients can book straight into
- Quotes, contracts and invoices, with deposits taken up front
- A website and form builder, so the enquiry lands in the same place
- Your Gmail connected, so the whole thread sits on the contact
- Automations for the follow-up you keep forgetting to send

The AI runs on **your own Claude or ChatGPT key** — no markup on it. No SMS or phone calls yet. \$49/month per business, \$149 Agency, and we move your contacts over for you.

Fynl.io keeps your posts, clients and offers in one portal, so writing a clear, on-topic caption for every post takes a minute, and the AI inside it runs on your own Claude or ChatGPT key, with no markup.

Sources

- Meta Newsroom: Your Algorithm, Your Words: New Ways to Shape What You See on Facebook (October 13, 2026) — <https://about.fb.com/news/2026/10/introducing-your-algorithm-facebook/>
- TechCrunch: Facebook is giving users more control over their algorithm (October 13, 2026) — <https://techcrunch.com/2026/10/13/facebook-is-giving-users-more-control-over-their-algorithm/>