

Facebook Your Algorithm: how to tell Facebook what to show you

On October 13, 2026 Meta announced Your Algorithm for Facebook: you can now tell Feed and Reels what you want to see, in your own words. Here is where to find it, what to type, and what it means if you run a Facebook Page.

WHAT THIS ADDS

Everyone is covering this as a feed-cleanup tool. For a small business it is also a reach story. People can now type the exact topics they want, like 'local food spots' or 'small business tips', and Meta says the feed adapts within the same session. So the Pages that win are the ones that say plainly what they are about. A caption that names your topic and your town is easier to match to what someone just asked for than 'New post! Link in bio'.

What Meta announced on October 13

On **October 13, 2026** Meta announced **Your algorithm** for Facebook: AI-powered tools that let you shape what you see in **Feed and Reels** by describing your interests in your own words.

Meta's own words: it is "a dedicated space to tell us exactly what you're into." Meta says its ranking systems now use large language models to understand what you type, so recommendations can adjust within the same session instead of waiting to learn from your likes and watch time.

Meta says the feature is **rolling out**. It did not give a schedule or a list of countries, so it may not be in your app yet.

How to open Your algorithm

1. Open Facebook and find **any post** in your Feed or Reels.
2. Tap the **three dots** (...) on that post. Meta updated this menu on every post.
3. Tap **Your algorithm**.
4. Add the **topics you want to see more of**. Engadget's walkthrough of Meta's description says you can also add topics to a "not interested in" list, and there is a box to describe what you want in your own words.

If you do not see *Your algorithm* in the menu yet, the rollout has not reached your account. Update the app and check again in a few days.

Interested, Not interested, and the follow-up question

The same three-dot menu also has **Interested** and **Not interested**. Tap one on any post in Feed or Reels.

Facebook **may then ask a follow-up question**, so you can explain what you want more or less of. Answer in plain words, for example:

more woodworking, less celebrity drama

Meta says your recommendations update in real time, adapting within the same session. So what you type can change your Reels right away.

What to type: examples that work

Be specific. A topic plus a place or a purpose is clearer than one vague word.

- **For a business owner:** *small business tips, pricing and quoting advice, local events in my city.*
- **For learning:** *how-to videos for AI tools, bookkeeping basics.*
- **For your own time:** *local food spots, woodworking projects, hiking near me.*
- **To see less of:** *less celebrity drama, less prank videos.*

There are 25 more in the free prompt pack below.

If you run a Facebook Page

This is our take, not Meta's: people can now tell Facebook, in words, which topics they want. Make it easy for the feed to see what your posts are about.

- **Name your topic in every caption.** "Small-batch sourdough, baked every Saturday in Silver Lake" says far more than "New post! Link in bio".
- **Name your place** if you serve one area. People ask for *local* things.
- **Stay on topic.** If your Page is about bathroom remodels, most posts should be about bathroom remodels.
- **Use plain words people would type**, not only clever slogans.

The free checklist in the prompt pack has a 10-point caption test you can run before every post.

Instagram had it first

Instagram launched its own **Your Algorithm** for Reels on **December 10, 2025**, first in the US, according to TechCrunch. TechCrunch's October 13 report says Instagram later extended it across Feed and Explore, and that Threads has a related feature called "Dear Algo". Facebook's version is the newest of the three.

What we do not know yet

- **When you will get it.** Meta says it is rolling out but gives no dates or countries.
- **Ads.** Engadget notes that Instagram's version did not let you ask for fewer ads. Meta's Facebook post does not say either way.

- **How long your typed preferences are kept.** Meta's post does not say.

DO THIS

Tap the three dots on any Facebook post, tap Your algorithm, and add the topics you want more of. Use Interested and Not interested and answer the follow-up in plain words. If you run a Page, name your topic and your town in every caption.

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

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- Engadget: Don't like your Facebook feed? Meta wants to know what you want to see instead — <https://www.engadget.com/2285674/dont-like-your-facebook-feed-meta-wants-to-know-what-you-want-to-see-instead/>
- TechCrunch: Instagram's new Your Algorithm tool gives you more control over the Reels you see (December 10, 2025) — <https://techcrunch.com/2025/12/10/instagrams-new-your-algorithm-tool-gives-you-more-control-over-the-reels-you-see>