

You published an article and now you want people to see it. Facebook has nearly three billion monthly active users, but getting your content in front of the right ones is challenging. Organic reach from business pages is at historic lows, the algorithm punishes external links, and the platform is built for consumers rather than professionals. This guide explains how Facebook actually distributes content, what the advertising platform can do, and how to make the most of a channel that is powerful when used correctly.

Where to Post: Page, Profile, or Group

Facebook gives you three places to share content, and each one operates under different rules.

Business Page

Your Facebook business page is your brand's official presence. It has your logo, business hours, reviews, and a content feed. It is also where organic reach goes to die. Facebook business pages now reach an average of 1 to 3 percent of their followers organically. A page with 2,000 followers might show a typical post to 20 to 60 people. This is not a bug — it is Facebook's business model. The platform deliberately throttles page reach to push businesses toward paid advertising.

Despite this, a business page is essential. It is your gateway to Facebook's advertising platform (you cannot run ads without one), it acts as a credibility signal when people search for your business, and it collects reviews that influence purchasing decisions. Think of the page as infrastructure, not a distribution channel.

Personal Profile

Posts from personal profiles get significantly more organic reach than page posts. Facebook's algorithm prioritizes content from friends and family over content from businesses. If you share your blog article from your personal profile, your friends and followers will see it far more reliably than if you post it from your business page.

The trade-off is context. Your personal Facebook profile is a mix of vacation photos, birthday wishes, and opinions. Dropping a business blog link into that feed can feel out of place, depending on your audience and how you use your profile. Some business owners maintain a professional tone on their personal profiles and this works well. Others keep personal and business strictly separated. There is no wrong answer, but know that the reach advantage of personal profiles is substantial.

Facebook Groups

Groups are Facebook's best-kept secret for organic reach. A post in an active, relevant group can reach hundreds or thousands of people who opted into that topic — without spending a dollar. If there are Facebook groups related to your industry, your local community, or your target audience's interests, sharing a genuinely useful blog article there can drive more traffic than a page post and a personal profile post combined.

The key word is **genuinely useful**. Most groups have rules against self-promotion, and group members will call it out instantly if your post is a thinly disguised ad. Lead with value. Write a post that gives the group something useful, then mention the article as additional reading. If the article solves a problem that group members actually have, it will be welcomed rather than flagged.

The Link Problem

Facebook does not want people to leave Facebook. This shapes everything about how the algorithm treats external links. When your post contains a URL pointing to your website, Facebook actively suppresses its distribution. The platform has been doing this since at least 2014 and the effect has only gotten stronger over time.

The numbers are difficult to pin down exactly because Facebook does not publish them, but social media managers consistently report that link posts get 50 to 70 percent less reach than image or video posts with the same text. Some tests show an even steeper penalty.

This creates the same tension as with LinkedIn: your goal is to drive traffic to your blog, but the act of including a link undermines the post's visibility. Here are the practical workarounds:

- **Link in the first comment** — post an image or text-only post, then immediately add a comment with the URL. The main post gets full distribution, and interested people find the link one comment down. This works on personal profiles, pages, and in groups
- **Image post with a call to action** — upload an eye-catching graphic and write post text that teases the article. End with "Link in the comments" or "DM me for the link." The image format gets far more reach than a link preview card
- **Video post** — Facebook's algorithm massively favors video content, especially native video uploaded directly (not YouTube links). A 60-second video summarizing your article's key points, with the link in the comments, will outperform almost any other format
- **Accept the penalty** — sometimes the simplest approach is the right one. Paste the link directly in the post. Yes, the reach will be lower, but the people who do see it get a clear, clickable path to your article. If you are boosting the post with paid advertising anyway, the organic reach penalty matters less

Here is an important strategic point: **for business page posts that you plan to boost, just put the link directly in the post**. Since business page organic reach is only 1 to 3 percent, the link penalty is penalizing almost nothing. The paid distribution you get from boosting is not affected by whether the post contains an external link — Facebook delivers it to the audience you are paying for regardless. And a link post generates the proper OG preview card with your article's image, title, and description, which gives the viewer a clear, professional, clickable path to your article. That is a much better user experience than asking people to hunt for a link in the comments on a post that was put in front of them by an ad.

Save the "link in the first comment" strategy for your personal profile posts and group posts, where organic reach is the whole game and the link penalty actually costs you something.

Link Previews and OG Tags

When you paste a URL into a Facebook post, Facebook's crawler visits the page and generates a link preview card — an image, a title, and a short description. This preview is pulled from **Open Graph (OG) meta tags** in your page's HTML. Facebook invented the Open Graph protocol, so it relies on it heavily.

The tags that matter:

- **og:title** — the headline displayed in the preview card
- **og:description** — the summary text below the headline
- **og:image** — the image displayed in the preview. This is the most important tag. Without it, Facebook grabs whatever image it can find on the page, which often looks terrible
- **og:url** — the canonical URL
- **og:type** — set to "article" for blog content

If your CMS handles OG tags through an SEO extension (most do), verify they are correct by using Facebook's **Sharing Debugger** at developers.facebook.com/tools/debug. Paste your article URL and it shows you exactly what the preview will look like. If you update your OG tags after Facebook has already cached the old version, use the "Scrape Again" button in the Debugger to force a refresh.

Image Sizes and Visual Content

Facebook is a visual platform. Posts with images get 2 to 3 times more engagement than text-only posts. Here are the image dimensions that matter:

- **Link preview image** — 1200 × 630 pixels (1.91:1 ratio). This is the image pulled from your og:image tag. Below 600 × 315, the preview displays as a small thumbnail instead of a large card
- **Uploaded image post** — 1200 × 630 (landscape) or 1080 × 1080 (square). Square and vertical images take up more screen space in the mobile feed, which means more attention
- **Stories** — 1080 × 1920 pixels (9:16 vertical). If you create a Story linking to your article, this is the format
- **Reels cover image** — 1080 × 1920 for the video itself; the thumbnail displayed in the Reels grid is cropped to a 9:16 center area

If you are creating a custom graphic to accompany your blog promotion post (rather than relying on the link preview), keep the same principles in mind: bold readable text, brand colors, a single clear message, and no clutter. Facebook's feed moves fast. Your image has about one second to earn a pause.

One Facebook-specific rule to know: Facebook used to enforce a **20 percent text rule** on ad images — if more than 20 percent of the image was covered by text, the ad would be rejected or throttled. Facebook officially dropped this rule, but images with excessive text still tend to get

less distribution in practice. Keep text on your images concise — a headline and maybe a subtitle, not a paragraph.

How the Algorithm Works

Facebook's algorithm decides what to show in each user's feed based on hundreds of signals. For your blog promotion post, the most important ones are:

- **Content type** — Facebook currently favors, in rough order: Reels (short video), native video, images, multi-image carousels, text posts, and link posts. Link posts sit at the bottom. This is why the "link in comments" strategy matters so much
- **Early engagement** — the first 30 to 60 minutes after posting are critical. If the post gets reactions, comments, and shares quickly, Facebook expands its distribution. If it sits quietly, it gets buried
- **Comment quality** — long, meaningful comments signal to the algorithm that the post sparked real conversation. One-word comments and emoji reactions count for less. Ask a genuine question in your post to encourage substantive replies
- **Relationship signals** — Facebook shows you more content from people you interact with frequently. If you regularly like and comment on someone's posts, they are more likely to see yours. This is why genuine engagement with your audience (not just posting and walking away) increases your reach over time
- **Time spent viewing** — if someone pauses on your post and reads it (even without reacting), that signals interest. Longer text that holds attention can actually perform well despite the conventional wisdom to keep things short

Content Lifespan

Facebook posts have a shorter organic life than most people expect:

- **First hour** — the algorithm tests your post on a small slice of your audience. Engagement here determines everything that follows
- **First 5 hours** — peak distribution. Most of your organic reach happens in this window
- **24 hours** — by the end of day one, a typical post has received 75 percent of its total lifetime impressions
- **48 hours** — effectively over for most posts. A viral post or one with sustained commenting can stretch longer, but this is the exception

Facebook's content lifespan is even shorter than LinkedIn's. The feed moves faster, there is more competition for attention, and the algorithm is more aggressive about cycling in fresh content. Plan accordingly: your blog promotion post is a one-day event, not a lasting presence. The lasting presence is the article on your website, which search engines can surface for months or years.

Formatting Your Facebook Post

Like LinkedIn, Facebook posts are essentially plain text. You cannot use HTML, Markdown, headings, or font changes. What you type is what people see. Do not copy and paste your blog article into a Facebook post — it will lose all its formatting, images, and structure and look like an unreadable wall of text.

Instead, write a standalone post designed for the Facebook feed. Here is what you can do with formatting:

- **Line breaks** — use them liberally. Short paragraphs with blank lines between them are far more readable than dense blocks. On mobile (where most people see your post), whitespace is critical
- **Emojis** — Facebook's audience is more casual than LinkedIn's. Emojis used as bullet points or visual separators are common and effective. Do not overdo it, but a few can break up the text and draw the eye
- **Hashtags** — Facebook supports hashtags but they are less useful than on Instagram or LinkedIn. One to three relevant hashtags is plenty. More than that looks spammy and Facebook's users do not habitually search by hashtag the way Instagram users do
- **Tagging** — you can tag people and pages in your post. If your article mentions a specific business, expert, or collaborator, tagging them increases the chance they engage with the post (and their engagement exposes it to their audience)
- **No bold or italic** — unlike LinkedIn's editor, Facebook's standard post composer does not support bold or italic text. Some people use Unicode bold/italic characters generated by third-party tools. These technically work but can look odd on some devices and screen readers cannot interpret them correctly

The "See More" cutoff on Facebook is roughly 480 characters (about three short paragraphs). Everything after that is hidden behind a "See More" tap. Front-load your most compelling content above that fold. If someone has to tap "See More" to find out why they should care, they will not tap.

Facebook Advertising

If Facebook's organic reach is so low for business pages, why use it at all? Because Facebook's advertising platform — Meta Ads Manager — is one of the most sophisticated and cost-effective paid distribution tools available. It is where organic reach goes to die, and where paid reach thrives.

Boosting a Post

The simplest option. Click "Boost Post" on any page post, choose a target audience, set a budget, and your post is shown to more people. Boosted posts look like regular posts in the feed with a "Sponsored" label. Boosting is quick, easy, and good enough for most blog promotion use cases.

You can target by location, age, gender, interests, and behaviors. Even with basic targeting, a boosted post will dramatically outperform organic reach. A \$20 boost can put your article in front

of 1,000 to 3,000 people, depending on your targeting and the competitiveness of your audience.

Meta Ads Manager

For more control, use Meta Ads Manager (formerly Facebook Ads Manager). This gives you access to the full range of campaign objectives, ad formats, and targeting options:

- **Interest targeting** — reach people who have expressed interest in topics related to your article. Facebook infers interests from likes, page follows, and content engagement
- **Lookalike audiences** — upload your customer email list and Facebook will find users who resemble your existing customers. This is one of the most powerful features in digital advertising
- **Retargeting** — show your article to people who have already visited your website. Install the Meta Pixel on your site and you can target visitors by specific pages, time on site, or actions taken
- **Demographic targeting** — age, gender, location, language, education level, relationship status, and more
- **Behavioral targeting** — reach people based on purchasing behavior, device usage, travel patterns, and other real-world signals
- **Placement control** — choose where your ad appears: Facebook feed, right column, Marketplace, Stories, Reels, Instagram feed, Instagram Stories, Audience Network, or Messenger

The Cost Advantage

Facebook advertising is dramatically cheaper than LinkedIn. Expect to pay \$0.50 to \$3.00 per click for most audiences, with cost per thousand impressions (CPM) of \$5 to \$15. That is roughly one-fifth to one-tenth the cost of equivalent LinkedIn campaigns. The trade-off is targeting precision: LinkedIn lets you target by job title and company size, while Facebook targets by interests and behaviors. For B2C content, Facebook is the clear winner on both cost and reach. For B2B, LinkedIn's precision may justify the premium.

A practical starting budget for promoting a blog article on Facebook is \$20 to \$50 per post. This is enough to test whether your content resonates with a given audience. If the results are good (strong click-through rate, low cost per click), you can scale up. If not, you have lost very little.

Scheduling and Automation

Facebook has robust built-in scheduling through **Meta Business Suite** (business.facebook.com). You can compose a post for your business page, choose a date and time, and schedule it to publish automatically. The interface also lets you schedule Instagram posts at the same time if your accounts are linked.

Meta Business Suite also includes a content calendar view where you can see all scheduled posts across Facebook and Instagram, making it easy to plan a week or month of content at

once. For business pages, this is the best scheduling tool available — it is free, reliable, and does not carry the third-party API risks.

Personal profiles do not have a native scheduling feature on Facebook. If you want to schedule a post from your personal profile, you need a third-party tool or the discipline to set a calendar reminder and post manually.

Auto-Posting Tools

Auto-posting tools like Buffer, Hootsuite, Exactly Perfect Publisher, and others can automatically share your blog articles to Facebook when you publish them. They typically work by monitoring your RSS feed or a content queue, then posting to your connected Facebook page with the article title and a link.

The same trade-offs apply as with any platform. Auto-posted content is generic — it does not have the personal touch or strategic formatting that a manually crafted post provides. Auto-posters put the link directly in the post (triggering the algorithm penalty), cannot add a first comment with the link, and cannot upload a custom image designed for the feed.

For Facebook specifically, auto-posting has an additional drawback: the algorithm seems to slightly deprioritize content posted through third-party APIs compared to content created natively in Facebook or Meta Business Suite. Facebook has not confirmed this officially, but repeated experiments by social media managers show a small but consistent difference.

The practical recommendation: use Meta Business Suite's built-in scheduler for your business page posts (it is better than any third-party tool for Facebook), and write personal profile posts manually when you want maximum organic reach.

What Facebook Is Good For

Facebook is a different tool than LinkedIn or your website's search engine presence. Here is where it adds real value for promoting your content:

Facebook Is Strong When:

- **Your audience is consumers (B2C)** — Facebook's users are in personal mode. They are browsing between messages from friends, community group posts, and entertainment. Content that serves their interests as consumers performs well
- **You want cheap paid reach** — dollar for dollar, Facebook advertising reaches more people at a lower cost than any other major platform. A \$50 ad budget on Facebook does the work of a \$300 budget on LinkedIn
- **You have visual content** — images, videos, carousels, and Reels get massive engagement on Facebook. If your blog article has a strong visual angle, Facebook is a natural fit
- **You can leverage groups** — relevant Facebook groups offer organic reach that business pages and personal profiles cannot match. If your content genuinely helps a

group's members, this channel alone can drive significant traffic

- **You want retargeting** — the Meta Pixel and Lookalike Audiences are among the most powerful advertising tools available. If you already have website traffic, Facebook can put your content in front of similar people at remarkably low cost

Facebook Is Weak When:

- **You want organic reach from a business page** — at 1 to 3 percent, organic page reach is a rounding error. Do not build a content strategy around it unless you are prepared to supplement with paid promotion
- **Your audience is B2B professionals** — decision-makers are on Facebook, but they are not in a work mindset. LinkedIn is far more effective for reaching people in their professional capacity
- **You want long-term content visibility** — a Facebook post is dead within 48 hours. It drives a spike, not a stream. Your blog article on your own website is the long-term play
- **Your content is text-heavy** — Facebook's algorithm favors visual and video content. A long, text-based thought leadership piece will perform better on LinkedIn than Facebook

A Practical Workflow

Here is a step-by-step approach for promoting your blog article on Facebook effectively:

- **Publish the article on your website first.** Verify your OG tags are correct using Facebook's Sharing Debugger. Make sure the og:image exists, is at least 1200 × 630, and looks compelling as a preview card
- **Post to your personal profile** if appropriate. Write a short engaging post — a question, a surprising takeaway, or a personal angle on the topic. Upload a custom image and put the link in the first comment. Post during high-engagement hours (weekday mornings or lunchtime in your audience's time zone)
- **Post to your business page.** Schedule this through Meta Business Suite for optimal timing. Use a different angle or excerpt than your personal post so each one feels fresh
- **Share in relevant Facebook groups.** Write a group-specific post that leads with value and positions the article as helpful, not promotional. Follow each group's self-promotion rules
- **Boost the page post** with \$20 to \$50. Target your audience by location, age, and interests. Let it run for three to five days. Check the results and adjust targeting if the cost per click is too high
- **Engage with every comment** in the first hour across all your posts. Reply thoughtfully. Each reply is an engagement signal that tells the algorithm to keep distributing the post
- **Track results.** Use UTM parameters in your links so your website analytics can attribute the traffic to Facebook specifically. Compare cost per click from boosted posts against the organic traffic from groups and your personal profile to learn what works best for your audience

The Bottom Line

Facebook's organic reach for business content is historically low, but its advertising platform is historically powerful. The platform rewards visual content, genuine engagement, and paid amplification. It punishes external links, lazy auto-posting, and post-and-forget strategies.

Post your article on your website first — that is your permanent, searchable asset. Use Facebook as the amplifier: a personal profile post for organic reach among your connections, a business page post as the foundation for paid promotion, and group posts where your content genuinely helps the community. Layer in a small ad budget and Facebook delivers reach at a cost that is hard to beat.

The blog is the engine. Facebook is fuel. Use them together and you reach people that search engines alone never will.

[Take Our Free Website Assessment](#)