

FREE PLAYBOOK

# The Facebook Growth Playbook

## Reels, Groups & Video

You know *when* to post. This is the *how* — the three levers that actually move reach on Facebook in 2026, in one repeatable system.

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### WHO IT'S FOR

Founders, creators, and small teams growing a Facebook Page without a big budget.

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### HOW TO USE IT

Read once end to end, then keep it open as a checklist while you plan each week.

## Why Reels, Groups & Video

Facebook's 2026 feed isn't one feed — it's several surfaces (Feed, Reels, Stories, Groups), and roughly half of what people see is now *recommended* content from accounts they don't follow. That changes the game: reach is earned by format and by community, not by follower count. Three levers do the heavy lifting.

### Reels

The reach engine. Page Reels routinely reach 5–10× beyond your followers, and "all video is now Reels" — so video is how you get discovered.

### Groups

The retention engine. Group posts reach 40–50% of members and sit at the top of the app — the closest thing Facebook has to a warm, high-intent community.

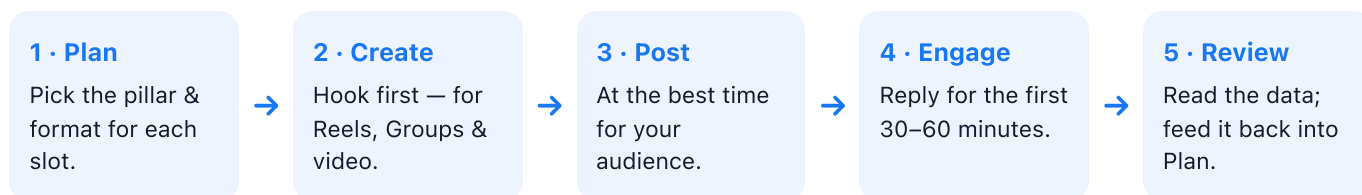
### Video

The compounding asset. Native video earns ~135% more reach than photos; one longer video becomes weeks of Reels.

Timing decides who's online to catch the first spark. These three levers decide whether that spark spreads. The companion 90-Day Calendar covers the timing; this playbook covers the levers.

## The growth loop

Growth isn't one big move — it's a small loop you run every week. Most Pages stall because they only do the first half (create & post) and skip the second (engage & review). Run the whole loop.



Timing (step 3) is covered by the companion 90-Day Calendar and the best-time guide at [leadmore.ai](https://leadmore.ai). This playbook covers steps 1, 2, 4, and 5 — the parts that decide whether good timing actually pays off.

### THE ONE RULE THAT TIES IT TOGETHER

Lead with video, build in one Group, and judge each post by **shares, saves and watch time** (not likes). Make more of whatever earns them. Everything below serves that rule.

# 1 · Plan — pillars & an idea bank

"What do I post?" stops being hard once you have pillars. Pick 3–5 recurring themes and rotate them, so every slot in your calendar maps to a pillar.

## FIVE PILLARS THAT WORK FOR ALMOST ANY PAGE

Pillar	What it does	Best format
<b>Educate</b>	Teaches one useful thing — builds authority & saves	Reel or carousel
<b>Behind-the-scenes</b>	Shows the human/process — builds trust	Reel or Story
<b>Social proof</b>	Results, reviews, UGC — lowers buying friction	Video or photo
<b>Point of view</b>	A take people agree or argue with — drives shares & Group threads	Text in a Group, then a Reel
<b>Offer</b>	What you sell / do — the occasional direct ask	Photo or link, sparingly

## THE IDEA BANK: 8 HOOK TEMPLATES

A post lives or dies on its first line. Fill these in:

- "X mistakes that are killing your [result]"
- "How to [outcome] in [time] — even if [objection]"
- "Stop doing X. Do Y instead."
- "I tried X for 30 days. Here's what happened."
- "The [tool/trick] nobody talks about for [goal]"
- "If I started [thing] today, I'd do these 3 things"
- "[Common belief] is wrong. Here's the truth."
- "Quick question for the group: how do you [situation]?"

Keep a running note of 20+ filled-in hooks. When it's time to post, you pull one — you never stare at a blank screen.

## 2 · Create — the Reel script structure

Reels are the fastest way to reach people who don't follow your Page yet. Every high-performing Reel follows the same four-part shape. Use this as a fill-in template.

### HOOK

0–3 sec

Say the payoff or the tension immediately. No "hey guys". Match the hook to an on-screen caption so it lands with sound off.

Your hook: \_\_\_\_\_

### VALUE

3–20 sec

Deliver the promise in 2–4 quick beats. One idea per beat. Cut every word that isn't pulling weight.

Beat 1 \_\_\_\_\_

Beat 2 \_\_\_\_\_

Beat 3 \_\_\_\_\_

### RETAIN

mid

Add a small loop or "but here's the part most people miss..." to hold watch time — the metric that drives Reels reach.

### CTA

end

One ask only: *follow for part 2, share this, or comment a word*. Never stack three asks.

Your CTA: \_\_\_\_\_

Watch-time > length. A tight 12-second Reel that gets re-watched beats a 45-second one people drop. When in doubt, cut. Post natively — never share a watermarked clip from another app.

## 2 · Create — turn one video into a month of Reels

Longer native video earns ~135% more reach than photos and feeds your whole content engine. Film once, then repurpose. This is how small teams keep up.

### THE REPURPOSING LADDER

From one 5–10 min video	You get
<b>The full upload</b>	1 long video (ranks as a Reel; great watch time)
<b>Each distinct point</b>	3–5 short Reels — one idea each, re-hooked
<b>A surprising line</b>	1 quote/graphic carousel for the feed
<b>A behind-the-scenes clip</b>	1–2 Stories
<b>The core question</b>	1 discussion post for your Group

### FILM-ONCE CHECKLIST

- ✓ Plan 3–5 points before you record — each becomes its own Reel.
- ✓ Pause between points so clips cut cleanly.
- ✓ Shoot vertical (9:16) so clips work as Reels without reframing.
- ✓ Re-record a fresh hook for each short cut — don't reuse the same opener.
- ✓ Add captions; most Facebook video is watched on mute.

One focused filming session a week can fill your entire calendar. Repurposing isn't lazy — it's how a single idea reaches people across every surface.

## 2 · Create — make Groups your reach engine

Groups are Facebook's 2026 goldmine: posts reach 40–50% of members and live at the top of the app. They reward genuine conversation, not broadcasting — treat a Group like a community you belong to, not an audience you sell to.

### OWNED VS. EXISTING GROUPS

Type	Play
<b>A Group you own</b>	Slow to start but compounding. Seed it with weekly prompts, welcome every new member, and let members post — a Group that only hears from you is just a Page.
<b>Existing Groups</b>	Faster reach, stricter rules. Read the pinned rules, give value for weeks before you ever mention what you do, and never drop links cold.

### 5 GROUP POSTS THAT ALWAYS EARN REPLIES

- The honest question — "[How are you handling \[problem\] right now?](#)"
- The mini-win — share a small result and the exact steps behind it
- The poll — two options, ask members to vote and say why
- The teardown — "[Here's what I'd change about \[common approach\]](#)"
- The ask-for-help — people love to answer; it builds your reputation fast

If Groups feel familiar, that's the point: a high-intent community organized by topic is exactly what subreddits are. The same playbook — give value first, earn the right to promote — works on both.

## 3 · Engage — the first 30–60 minutes

This is the step almost everyone skips, and it's why good timing matters in the first place: posting when your audience is online only helps if you're there to fan the first sparks. Early engagement velocity is what tells Facebook to keep showing a post.

### YOUR POST-PUBLISH CHECKLIST

- ✓ Reply to every comment in the first hour — fast replies invite more.
- ✓ Ask a follow-up question back; turn comments into conversations.
- ✓ Re-share the post to your Story to pull your existing audience in early.
- ✓ For Group posts, reply as yourself (not the Page) — Groups are about people.
- ✓ Spend 10 minutes commenting in other Groups before and after posting — you show up in their world too.
- ✓ Don't post and disappear. The first hour teaches the algorithm whether this post is worth showing to more people.

A modest post you actively engage with often out-reaches a better post you abandoned. Presence is part of the work.

## 4 · Review — read your own data

Once a month, look back in Meta Business Suite. You're hunting for patterns, not vanity numbers. Likes feel nice; **shares, saves, watch time, and reach beyond followers** tell you what actually worked.

### THE METRICS THAT MATTER (IN ORDER)

1. **Shares & saves** — people found it worth sending or keeping. Make more like this.
2. **Reach & non-follower %** — is it escaping your bubble? (This is what Reels are for.)
3. **Watch time / completion** (Reels & video) — the engine behind reach.
4. **Group: active members & comments** — is the community alive?
5. *Then* likes & comments — the easy signals, last.

### MONTHLY REVIEW — FILL THIS IN

Top 3 posts this month	Format	Why it worked (your guess)
_____	_____	_____
_____	_____	_____
_____	_____	_____

One thing to do MORE next month \_\_\_\_\_

One thing to STOP next month \_\_\_\_\_

Feed these two answers straight into your 90-Day Calendar's next month. That's the loop closing.

## Putting it together: your 90 days

Phase	Focus	What "done" looks like
<b>Month 1 Base</b>	Reels as your default format, one Group post a week, the full loop every time	You post consistently and engage every time — no gaps
<b>Month 2 Output</b>	Add a second Group and a longer video; repurpose it into Reels	You know which 1–2 formats earn the most shares & reach
<b>Month 3 Winners</b>	Re-cut your best videos into new Reels; cut what flops; lean into your strongest Group	A repeatable formula you trust, backed by your own data

### Run this loop across every platform — automatically

Leadmore AI helps you plan, schedule, and grow across social media, so the loop in this playbook runs without the busywork. Start free.

[leadmore.ai](https://leadmore.ai)