COMMUNITY NEWSPAPERS · REPORT

META ACCOUNT AUDIT

For: the Facebook Page Miami's Community Newspapers and Instagram @communitynewspapers
Report date: Nov 18, 2026 · **Prepared by** NeedAWebNow

One-page summary

- **Boosted-post targeting sends most of the spend outside South Florida.** 83 of 84 ad sets were set to all of the US, ages 18 to 65; 13% of spend reached Florida, 57% went to people 65 and older, and 8% went to Audience Network.
  Meta Graph API reads, Oct 16 to Nov 17, 2026
- **The ad account has no spending limit and no Meta Pixel.** 165 link clicks were recorded, but they cannot be matched to pages on communitynewspapers.com.
  Meta Graph API reads, Oct 16 to Nov 17, 2026
- **The Business portfolio is verified and requires two-step verification**, but the Facebook Page ownership claim is still pending, Instagram @communitynewspapers is not yet in the portfolio, and only one person is listed.
  Meta Graph API reads, Nov 18, 2026
- **A large share of Instagram followers are outside the US** (US 41%, India 22%, Brazil 7%, Vietnam 4%, Bangladesh 3%). We recommend a quality check of the follower base.
  Meta Graph API reads, Aug 20 to Nov 17, 2026
- **Posting volume is strong; reach per post is modest.** About 7 Facebook posts a day (median post: 273 views on 61,442 followers) and 3.5 Instagram posts a day (median reach 525 on 45,906 followers).
  Meta Graph API reads, Aug 22 to Nov 18, 2026 and Meta Graph API reads, Aug 20 to Nov 17, 2026
- **Written cards and event invitations outperform typical video posts** on Facebook; the top post reached 32,833 views.
  Meta Graph API reads, Aug 22 to Nov 18, 2026
- **Profile details are inconsistent:** the Instagram name differs from the Page name, the bio has no call to action, and the Page lists two email domains.
  Meta Graph API reads, Nov 18, 2026
- **Working well:** verified business, required two-step verification, an active ad account with billing in place, Page and Instagram linked, and Instagram followers up 1.1% in a month.
  Meta Graph API reads, Nov 18, 2026

Tap a section to open it.

What is working

- Business portfolio is verified, and two-step verification is required for everyone.
  Meta Graph API reads, Nov 18, 2026
- The ad account sits inside the portfolio, is active, uses US dollars and New York time, and has billing in place.
  Meta Graph API reads, Nov 18, 2026

- The Facebook Page and Instagram account are connected, and the Page can be promoted from the ad account.
  Meta Graph API reads, Nov 18, 2026
- Facebook Page basics are present: category, phone, business times, address, website, and Message and Call buttons.
  Meta Graph API reads, Nov 18, 2026
- Facebook followers: 61,442 (up 347 since Aug 22). Instagram followers: 45,906 (45,401 on Oct 17, up 1.1%).
  Meta Graph API reads, Aug 22 to Nov 18, 2026; Meta Graph API reads, Aug 20 to Nov 17, 2026
- Consistent publishing: 627 Facebook posts in 89 days (585 video) and 319 Instagram posts in 91 days (306 Reels).
  Meta Graph API reads, Aug 22 to Nov 18, 2026; Meta Graph API reads, Aug 20 to Nov 17, 2026
- @-mentions now appear in 14% of Instagram posts (none in the earlier October review).
  Meta Graph API reads, Aug 20 to Nov 17, 2026
- Strongest content: written cards and event invitations (top Facebook posts: 32,833 and 18,701 views).
  Meta Graph API reads, Aug 22 to Nov 18, 2026

What needs fixing, ranked

#1 Boost targeting sends most spend outside South Florida

The existing boosted-post campaigns use targeting that sends most of the spend outside South Florida. We state the facts below and make no judgment about how they were set up.

- 85 boosted-post campaigns; 83 of 84 ad sets set to the whole United States, ages 18 to 65 (one ad set used a 30-mile radius around the South Miami address).
  Meta Graph API reads, Oct 16 to Nov 17, 2026
- Share of spend by location: Florida 13%; the rest in other states (California, Georgia, Alabama and others).
  Meta Graph API reads, Oct 16 to Nov 17, 2026
- Share of spend by age: 65 and older 57%; 55 to 64 24%; all ages under 55 together 19%.
  Meta Graph API reads, Oct 16 to Nov 17, 2026
- Share of spend by placement: Facebook 91% (Reels, Feed and other video placements); Audience Network 8% (3 link clicks); Instagram 1%.
  Meta Graph API reads, Oct 16 to Nov 17, 2026
- Results: 228,493 impressions, 144,943 people reached, 165 link clicks.
  Meta Graph API reads, Oct 16 to Nov 17, 2026
- Some of these campaigns are scheduled to keep running; we did not change anything.
  Meta Graph API reads, Nov 18, 2026

Covered by: Meta Business setup, step 4 (Boost targeting corrected, plus a written boost procedure).

#2 No spending limit and no measurement

The ad account has no spending limit and no Meta Pixel or dataset, so spend is not capped and visits cannot be traced to landing pages. Links on boosted posts carry no tracking tags.

- Spending limit: none set. Pixels and datasets: none found.
  Meta Graph API reads, Nov 18, 2026
- 165 link clicks across 85 campaigns cannot be attributed to a page or action on communitynewspapers.com.
  Meta Graph API reads, Oct 16 to Nov 17, 2026

Covered by: Meta Business setup, step 3 (Spend limit, spend alerts and payer set) and step 5 (Meta Pixel, tagged links and Conversions API).

#3 Business portfolio setup is unfinished

Verification and security are in place. Ownership and people are not yet complete.

- The Page appears in the portfolio as a pending ownership claim, not as owned.
  Meta Graph API reads, Nov 18, 2026
- Instagram @communitynewspapers is connected to the Page but is not listed as owned by the portfolio.
  Meta Graph API reads, Nov 18, 2026
- One person is listed in the portfolio; no Community Newspapers staff member is a listed user.
  Meta Graph API reads, Nov 18, 2026

Covered by: Meta Business setup, step 1 (Business portfolio completed) and step 2 (People set up).

#4 Instagram audience mix: a quality check is recommended

A large share of followers are outside the United States. This is an observation, not a conclusion: audience mix can have many causes, and we recommend a quality check so you know what the follower base represents.

- Followers by country (38,677 with location data): United States 41%, India 22%, Brazil 7%, Vietnam 4%, Bangladesh 3%.
  Meta Graph API reads, Aug 20 to Nov 17, 2026
- Top cities: Miami, Ho Chi Minh City, Kendall, Coral Gables, Seoul.
  Meta Graph API reads, Aug 20 to Nov 17, 2026
- Likes per Reel are fairly steady (typical post about 100 likes) even when reach varies widely, from about 260 to about 2,400.
  Meta Graph API reads, Aug 20 to Nov 17, 2026

Covered by: Meta Business setup, step 7 (Audience-quality report: where your followers and

viewers are, by country, state and age).

#5 Profile details are inconsistent

The profiles are not yet set up to turn visits into clicks.

- The Instagram display name differs from the Page name; the bio has no call to action and links to a short address.
  Meta Graph API reads, Nov 18, 2026
- The Page lists two different email domains.
  Meta Graph API reads, Nov 18, 2026
- No Instagram caption in the period says "link in bio".
  Meta Graph API reads, Aug 20 to Nov 17, 2026
- Meta's data shows the Page as not verified; we recommend confirming its status in the Page settings.
  Meta Graph API reads, Nov 18, 2026

Covered by: Meta Business setup, step 6 (Profile completeness: profiles, Linktree page, Instagram verification request).

#6 Audience Network placement

Part of the spend ran on Audience Network, which places ads in outside apps and sites. Block lists and brand-safety filters could not be read (see limits).

- Audience Network took 8% of spend and delivered 3 link clicks.
  Meta Graph API reads, Oct 16 to Nov 17, 2026

Covered by: Meta Business setup, step 4 (placements are part of the boost defaults).

#7 Content choice matters more than volume

Posting volume is already high. The largest reach came from a small number of written cards and event invitations.

- Facebook: median post 273 views on 61,442 followers; top post 32,833 views (written card). Video made up 93% of posts.
  Meta Graph API reads, Aug 22 to Nov 18, 2026
- Instagram: median reach 525 per post (1.1% of followers); no carousels in the period.
  Meta Graph API reads, Aug 20 to Nov 17, 2026
- Afternoon posts (1 to 4 PM ET) had the highest median reach in this period; the sample is small, so treat it as a test, not a rule.
  Meta Graph API reads, Aug 20 to Nov 17, 2026

> **Not part of the five projects.** Shown for discussion only.

What we would do about it

FINDING	WHAT WE WOULD DO	COVERED BY
1. Boost targeting	Saved South Florida audience, placements without Audience Network, age range, written one-page procedure	Meta Business setup, step 4
2. No spending limit or measurement	Spend limit and alerts; Pixel, tagged links, Conversions API	Meta Business setup, steps 3 and 5
3. Portfolio setup unfinished	Complete Page ownership, add Instagram, add team members with the right access	Meta Business setup, steps 1 and 2
4. Instagram audience mix	Written audience-quality report by country, state and age	Meta Business setup, step 7
5. Profile details	Complete both profiles, Linktree page, Instagram verification request	Meta Business setup, step 6
6. Audience Network	Placement defaults set for every boosted post	Meta Business setup, step 4
7. Content choice	Discussion only	Not part of the five projects

What this report could not read

These items could not be read with the access we had, so this report makes no statement about them:

- Business Settings screens: block lists, partner access, Security Center and brand-safety filters.
- Who holds roles on the Facebook Page (Meta did not return the list).
- Follower languages, and the English and Spanish split.
- Instagram follows and unfollows over time.
- Link clicks by destination website (no tracking tags exist yet).
- Peer benchmarks: Meta's comparison tool was unavailable for this account, so no benchmark is cited.

The two spend figures in Meta's own tools differ slightly because of billing delay; we used the insights report for performance. Percentages of spend by location use only the part of spend Meta attributes to a state.

How the numbers were read

All numbers come from read-only reads of Community Newspapers' own Facebook Page, Instagram account, Business portfolio and ad account. Nothing was changed, posted or paused. Each figure carries its source and date range in small grey text.

SOURCE LABEL	RANGE
Meta Graph API reads, Oct 16 to Nov 17, 2026	Ad account activity
Meta Graph API reads, Aug 22 to Nov 18, 2026	Facebook Page
Meta Graph API reads, Aug 20 to Nov 17, 2026	Instagram
Meta Graph API reads, Nov 18, 2026	Account settings as of the report date

Next step. These findings are addressed by the Meta Business setup project in your five-project proposal.