

30-Post Originality Audit

A practical checklist for reviewing your content mix and recommendation health.

Account: _____ Audit date: _____

Review period: _____ Reviewer: _____

1. Gather and classify

- ☐ Pull your latest 30 photos, carousels and Reels. Record dates on page 2. Exclude native reposts and Story shares from this sample.
- ☐ Tag each post: **O** = original; **T** = materially transformed third-party content; **U** = unoriginal repost or minor edit. Count every post once.
- ☐ For T, note the substantial commentary, analysis or original graphics you added. Credit alone or a watermark does not establish transformation.

2. Count your content mix

Format	O	T	U	Total
Photos				
Carousels				
Reels				
All formats				

Unoriginal repost share: $U / \text{total reviewed} \times 100 = \underline{\hspace{2cm}} \%$

Fully original share: $O / \text{total reviewed} \times 100 = \underline{\hspace{2cm}} \%$

Original + transformed share: $(O + T) / \text{total reviewed} \times 100 = \underline{\hspace{2cm}} \%$

Instagram does not publish a universal safe repost ratio. The calculator uses one-third only as an editorial review prompt, not an eligibility cutoff or reach forecast. A 30-post sample can span more or less than 30 days; review posts from the last 30 days separately.

3. Check status and reach

- ☐ Open Instagram Account Status and record any recommendation restriction and its explanation. Date checked: _____ Status: _____
- ☐ Compare equal periods before and after your content change using non-follower reach or views and Explore reach, where available. Record a current baseline for the weekly tracker on page 3.

A content ratio or a change in reach does not prove the cause. Interpret the mix alongside Account Status and your other performance signals.

Companion to Sociallyin's Instagram repost update article. This worksheet describes your sample; Account Status provides Instagram's recommendation decision. Policy wording reviewed October 23, 2026.

sociallyin.com/blog/instagram-algorithm-update-repost/

Your 30-post log

Use O = original, T = materially transformed, U = unoriginal. One row per post.

Account: _____ Review period: _____

#	Post date	Format	O / T / U	Post reference / evidence / next action
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
21				
22				
23				
24				
25				
26				
27				
28				
29				
30				

Format: photo, carousel or Reel. Record creative ownership, sharing method and evidence. Flag uncertain labels for review. Keep necessary permissions when adapting third-party material.

Plan, publish and review

Build a practical replacement plan, then track the same signals each week.

4. Plan your next 30 days

Plan future original work your team can sustain: commentary carousels, behind-the-scenes photos, staff explainers and co-created Collab posts. When sharing others' work, use native reposts or Stories. When adapting it, add meaningful creative input and keep necessary permissions.

Week	Replacement / original format	Owner	Publish date
1			
2			
3			
4			

☐ Assign the highest-priority production task first and confirm capacity.

☐ Review the rolling 30-day mix each week and recheck Account Status.

5. Monitor recommendation health

Use equal time windows and consistent metrics. Track non-follower reach or views and Explore reach, where available, separately from follower reach. Saves and shares add context; they do not prove eligibility.

Check	Date	Non-follower reach / views	Explore reach	Saves / shares
Baseline				
Week 1				
Week 2				
Week 3				
Week 4				

Account Status changes / context (post volume, campaigns, formats):

Review decision: What improved, what remains uncertain, and what will you change next?
