

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 posts across photos, carousels and Reels. Record their dates on page 2.
- ☐ 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: $(O + T) / \text{total reviewed} \times 100 = \underline{\hspace{2cm}} \%$

The article cites a reported figure of roughly 10 unoriginal reposts in 30 days and treats above one-third as a warning zone. This is not a confirmed cutoff or a prediction of reach. Your last 30 posts may span more or less than 30 days; count posts dated within 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 non-follower impressions and Explore reach before and after April 30, 2026, if those Insights are 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. Threshold language follows the article and is explicitly qualified; this worksheet does not establish Instagram policy.
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				
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16				
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25				
26				
27				
28				
29				
30				

Format: photo, carousel or Reel. For a repost, note what should be replaced or substantially transformed. Use the next-action column to make the review actionable.

Plan, publish and review

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

4. Plan your next 30 days

Prioritize unoriginal posts and repeat formats your team can sustain: original commentary carousels, behind-the-scenes photos, staff explainers and native Collab posts. Preserve useful curation by adding substantial original value.

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

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

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

5. Monitor recommendation health

Use comparable time windows and consistent metric definitions. Track non-follower impressions and Explore reach separately from follower reach. Saves and shares provide context; they do not prove recommendation eligibility.

Check	Date	Non-follower impressions	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?
