508 MINISTRY • COMPASS & DOVE SOCIAL RESEARCH & TRANSPARENCY

Value Quotient Research & Algorithmic Placement

An open, evidence-based study of how major social platforms rank content in 2026—anchored directly in Meta's Q1 & Q2 2026 Widely Viewed Content Reports, official platform documentation, academic retention studies, and public faith-media benchmarks—and how those findings power our honest 0–100 Value Quotient feed ranker.

98.9%

U.S. Facebook Feed views with NO external link (Meta WVCR Q2 2026)

36.6%–39.0%

U.S. Facebook Feed views from unconnected AI recommendations

571 / 571

Posts honestly scored on 508 Social (0 hidden, 0 fake boosts)

61.12

Median Value Quotient (285 above, 285 below)

1. Plain-English Executive Findings

Across YouTube, Instagram, Facebook, TikTok, Pinterest, and X, recommendation systems have converged on four measurable behaviors:

- **The first 1–3 seconds (or first sentence) act as the distribution gatekeeper.** Platforms test every post on a small seed audience. If viewers scroll or swipe away immediately, reach stops—even if the payoff later in the post is strong.
- **Engagement depth outweighs passive volume.** Sends/shares (putting one's personal name behind a post to a friend), saves/bookmarks (evergreen utility), substantive comments and reply threads, and real dwell/watch time carry far more algorithmic weight than passive likes.
- **Native media dominates; external links are nearly invisible on Facebook Feed.** Direct inspection of Meta's Transparency Center shows **98.7% (Q1 2026)** and **98.9% (Q2 2026)** of U.S. Facebook Feed views had **no external link**. Meanwhile, **36.6%–39.0%** came from **unconnected recommendations**—meaning small local ministries with strong native hooks can reach audiences who do not yet follow them.
- **Community care and authentic testimonies travel farthest organically.** In both Q1 and Q2 2026, `gofundme.com` ranked **#2 among all external domains on U.S. Facebook Feed (97.4M–97.8M viewers)** and `mealtrain.com` ranked in the Top 20 (23.0M–24.4M viewers). Real human need, local church care, recovery stories, and daily Scripture habits consistently outperform institutional slogans.

2. Meta Transparency Center: Q1 & Q2 2026 Widely Viewed Content Report

Read directly from transparency.meta.com/reports/widely-viewed-content-report/ on November 25, 2026:

SOURCE OF U.S. FACEBOOK FEED VIEWS	Q1 2026 (JAN–MAR)	Q2 2026 (APR–JUN)
Unconnected Posts (AI Recommendations)	**39.0%** (38.8% no-link)	**36.6%** (36.5% no-link)
Posts From Friends Followed	19.2% (18.8% no-link)	20.2% (19.9% no-link)
Posts Viewed as a Public Follower (Pages)	14.7% (14.1% no-link)	14.8% (14.3% no-link)
Posts From Groups Joined	14.3% (14.2% no-link)	14.6% (14.5% no-link)
Other (Events / Logging)	12.8%	13.8%
ALL Posts WITHOUT an External Link	**98.7%**	**98.9%**
ALL Posts WITH an External Link	1.3%	1.1%

Meta Library Access Audit (Honest Disclosure):

• **Meta Ad Library** (`facebook.com/ads/library/`): **Open public web search** for active Meta ads (within 24 hours of first impression) plus 7-year political/social-issue archives and 1-year EU/UK archives. Programmatic API access is ID-verification gated and omits non-EU commercial ads.

• **Meta Content Library & API** (`transparency.meta.com/researchtools/meta-content-library`, updated April 30, 2026): **Strictly research-gated.** Requires accredited academic or nonprofit public-interest research affiliation vetted independently by CASD (Centre d'Accès Sécurisé aux Données). We do not hold access and have not fabricated any data from it.

3. Public Faith & Inspiration Content Benchmarks (Verified Nov 25, 2026)

All subscriber and video counts below were verified directly from each channel's live public YouTube page on November 25, 2026. Private retention rates are not publicly verifiable and are not invented.

CHANNEL / MINISTRY	VERIFIED SCALE	DOMINANT FORMATS & LENGTHS	HOOK & CADENCE PATTERN
Elevation Worship	8.68M subs • 1.5K videos	Worship performances (5–10m), acoustic sessions, 30–60s chorus Shorts	Immediate vocal/chorus entry, warm stage lighting, lyric thumbnails.
BibleProject	5.51M subs • 558 videos	2D animated Scripture explainers (5–8m), podcasts, 30–60s Shorts	Curiosity-question openers, signature illustrated art, evergreen library.
The Chosen	4.01M subs • 1.2K videos	Drama episodes, 1–3m emotional scene clips, cast roundtables, Shorts	High-emotion dialogue in second 1, close-up expressive faces, daily Shorts.
Elevation Church	3.86M subs • 1.5K videos	Full sermons (40–55m), 3–8m topical clips, 30–50s quotable Shorts	Direct pain-point opening sentences, bold 2–4 word thumbnails, multi-weekly cadence.
Joel Osteen	3.86M subs • 2.8K videos	Full messages (25–35m), 3–8m daily encouragement clips, Shorts	Direct second-person encouragement ("You are..."), very high cadence.
Desiring God	1.15M subs • 8.4K videos	Ask Pastor John Q&A (5–12m), concise theology explainers	Direct real-life question headlines, deep searchable evergreen catalog.
YouVersion	796K subs • 65 videos	Daily Verse of the Day habit, shareable Scripture cards, reading plans	Repeatable daily rhythm + frictionless 1-tap shareable Scripture cards.

CHANNEL / MINISTRY	VERIFIED SCALE	DOMINANT FORMATS & LENGTHS	HOOK & CADENCE PATTERN
Spoken Gospel	243K subs • 1.4K videos	Spoken-word Scripture poems, 5–10m book intros, vertical Shorts	Poetic pattern-interrupt openings, warm cinematic framing, weekly rhythm.
Hallow	100K subs • 343 videos	Guided audio prayer & sleep reflections, 60s calming prayer Shorts	Audio-first completion utility with major Lent and Advent surges.

4. The Transparent 508 Value Quotient (VQ) Scoring Formula

Every weight lives in a single editable configuration table so leadership can adjust priorities without rewriting code. Placement is 100% honest: **zero fake boosts, zero invented metrics, and zero silent hiding**—every post stays visible, ordered from highest Value Quotient first, with an obvious **Newest First** toggle in the feed header.

SCORING DIMENSION	MAX PTS	RESEARCH BASIS	OBSERVABLE SIGNALS USED
1. Hook Strength & Opening Craft	**25.0**	3-second hooking period (arXiv: 2602.22299), YouTube Shorts Viewed-vs-Swiped-Away, Sprout Social/Hootsuite	Crisp opening sentence (18–140 chars), curiosity/question in first 180 chars, direct "you/your/we" address, emotional stakes, concrete numbers/ Scripture; penalties for boilerplate or filename artifacts.
2. Engagement Depth (Not Raw Volume)	**25.0**	Instagram Sends-per-Reach, TikTok shares/ saves/completion, X Heavy Ranker reply loops, arXiv: 2410.00289	Log-scaled depth: Shares (4.0×) and Saves (3.5×) weighted far above Prayers (1.0×) and Amens (0.7×); comments weighted by character length (≥30/≥80/≥160 chars) + reply threads; plus real observed dwell (≥4s) & video plays (up to 5.0 pts).
3. Format Fit for Placement	**18.0**	Meta WVCR Q1–Q2 2026 (98.9% native media), TikTok/Reels/ Shorts 9:16, Pinterest/ Carousel utility	9:16 video (18.0), 4:5/3:4 video (16.5), interactive music video (15.5), portrait visual card (14.5), audio/radio (14.0), 16:9 video (13.0), 1:1 image (11.5), 16:9 image (10.0), text (6.0), plus +1.5 downloadable PDF utility bonus.
4. Recency Decay	**10.0**	Meta & YouTube freshness audition windows	Smooth exponential decay with 10-day half-life (`10 × 0.5^(age_days / 10)`) so fresh posts get a fair audition without burying evergreen classics.
5. Author & Topic Authority	**10.0**	Meta WVCR community care dominance (#2 GoFundMe, Top-20 MealTrain), originality signals	Author authority tier (0–5.0: founders, verified partner church needs, hosts, ambassadors, community members) + topic resonance prior (0–5.0).
6. Observed Conversion & Actionability	**12.0**	Pinterest outbound intent, YouTube satisfaction/action	Real observed post click events (0–6.0, log-scaled) + verified CTA destination, free guide/resource offer,

SCORING DIMENSION	MAX PTS	RESEARCH BASIS	OBSERVABLE SIGNALS USED
		loops, 508 mission path	and mission/catalog conversion path (0–6.0).

Unavailable Signals (Disclosed Honestly, Never Invented): Per-post Studio opens, per-post PDF download completions, per-post partner link attributions, and video watch-completion percentages are not yet logged by post ID. They are excluded from scoring until instrumented—never estimated or faked.

5. Proof It Landed: After Top 20 & Before Comparison

Corpus Coverage: 571 of 571 posts scored (100%). Score range: **42.62** to **84.49**; median **61.12** (285 above median, 1 at median, 285 below median). Tiers: **S = 21**, **A = 203**, **B = 274**, **C = 73**.

After — Live Default Feed Top 20 (Read Back Directly From Live Feed Endpoint)

#	POST	PREV	VQ SCORE	HOOK	ENGD	FMT	REC	AUTH	CONV	CATE & OF
1	#644 PINNED	#1	**84.49** S	25.0	21.9	11.5	9.5	9.7	6.8	Minist Peopl see lo online wond is act sittin ot
2	#688	#33	**82.70** S	18.5	23.0	15.5	9.7	7.8	8.2	Studio Drops Shini Exam Code Video Love (Wors Remi
3	#432	#5	**76.94** S	23.5	19.1	14.5	5.1	8.7	6.0	508 Vi Ads Meet Your 24/7 AI Co Disco Clara
4	#690	#6	**76.81** S	17.5	21.8	15.5	9.7	7.8	4.5	Studio Drops Shini Exam Code

#	POST	PREV	VQ SCORE	HOOK	ENGD	FMT	REC	AUTH	CONV	CATE & OF
										Video Some Visibl (Cour Gosp
5	#418	#9	**75.17** S	20.0	18.1	18.0	5.2	7.9	6.0	508 Vi Ads Stree Witne Gosp Bookl Outre (9:16 simpl bookl
6	#420	#54	**75.14** S	15.0	23.1	18.0	5.2	7.9	6.0	508 Vi Ads Two P Silver Parab Mercy Gene does requi
7	#621	#88	**75.03** S	13.5	19.6	16.0	9.5	8.1	8.3	Minist Free (Start out y 508 P once powe ch
8	#453	#12	**74.70** S	20.5	20.9	14.5	4.9	7.9	6.0	508 Vi Ads Quest Guide Nami Defin Minis Helpf
9	#620	#50	**74.24** S	17.0	19.1	16.0	9.5	6.7	6.0	Minist Paid 5 Trust

#	POST	PREV	VQ SCORE	HOOK	ENGD	FMT	REC	AUTH	CONV	CATE & OF
										SOP F Step- Zero- IRS.g self-fi
10	#441	#34	**74.12** S	17.5	19.7	18.0	5.0	7.9	6.0	508 Vi Ads Start Missio Faith Motio cinem visua invita
11	#689	#25	**74.02** S	16.5	20.0	15.5	9.7	7.8	4.5	Studio Drops Shinir Exam Code Video Made (Sanc Mix)
12	#415	#59	**73.95** S	16.5	18.0	18.0	5.2	7.9	8.3	508 Vi Ads Comp Love: Minis Watch movir vertic
13	#6	#118	**73.59** S	17.5	16.7	13.0	9.2	8.9	8.3	Minist Un Mi 140 I Sin Fr Seein Spani speak Eng
14	#434	#43	**73.44** S	18.5	20.7	14.5	5.1	8.7	6.0	508 Vi Ads How Studi

#	POST	PREV	VQ SCORE	HOOK	ENGD	FMT	REC	AUTH	CONV	CATE & OF
										Produ Grant Minis Clara Marcu
15	#565	#4	**72.95** S	23.5	16.3	16.0	4.2	7.0	6.0	Churcl Need Does local need outre suppl comn suppo
16	#426	#24	**72.68** S	18.5	20.6	14.5	5.1	7.9	6.0	508 Vi Ads Share Build Susta Minis Suppo Learn Comp Dove
17	#701	#44	**72.37** S	16.5	20.6	15.5	9.7	5.6	4.5	Studio Drops Public Doma Sacre Worsl Video Amaz Grace Sunri Chap
18	#419	#39	**72.28** S	18.5	16.7	18.0	5.2	7.9	6.0	508 Vi Ads Put O Whol Armo God (Short

#	POST	PREV	VQ SCORE	HOOK	ENGD	FMT	REC	AUTH	CONV	CATE & OF
										firm i righte
19	#439	#31	**72.25** S	20.5	17.5	14.5	5.0	8.7	6.0	508 Vi Ads How A Encod to 25 Day F Work link y share
20	#472	#56	**72.08** S	21.0	17.0	16.0	4.8	7.3	6.0	Jesus Chat Firesi Teach Love Neigh Witho Cond From Good

Before — Previous Top 12 Snapshot (Showing Removed Zero-Engagement Floor)

PREV #	POST	OLD VQ	FORMAT	SH / SV / CM / PR / AM	CATEGORY	HONESTY AUDIT
1	#644	83.74	image (1:1)	7 / 6 / 3 / 8 / 9	Ministry Stories	**Real engagement**
2	#754	90.5	video (9:16)	0 / 0 / 0 / 0 / 0	Daily Blessings	**0 real taps (prior floor removed)**
3	#756	84.0	image (3:4)	0 / 0 / 0 / 0 / 0	508 Videos & Ads	**0 real taps (prior floor removed)**
4	#565	89.7	image (4:5)	2 / 3 / 2 / 4 / 4	Churches in Need	**Real engagement**
5	#432	87.53		2 / 1 / 2 / 3 / 4		

PREV #	POST	OLD VQ	FORMAT	SH / SV / CM / PR / AM	CATEGORY	HONESTY AUDIT
			video (16:9)		508 Videos & Ads	Real engagement
6	#690	82.39	audio (16:9)	21 / 0 / 0 / 17 / 39	Studio & Music Drops	Real engagement
7	#759	82.0	image (3:4)	0 / 0 / 0 / 0 / 0	508 Videos & Ads	0 real taps (prior floor removed)
8	#769	92.0	video (9:16)	0 / 0 / 0 / 0 / 0	Studio & Music Drops	0 real taps (prior floor removed)
9	#418	90.09	video (9:16)	1 / 2 / 1 / 3 / 3	508 Videos & Ads	Real engagement
10	#13	81.83	image (4:5)	2 / 1 / 2 / 3 / 2	Daily Blessings	Real engagement
11	#726	85.0	image (3:4)	0 / 0 / 0 / 0 / 0	Ministry Stories	0 real taps (prior floor removed)
12	#453	85.96	video (16:9)	5 / 3 / 2 / 7 / 10	508 Videos & Ads	Real engagement

6. Complete Verified Source Registry (33 Sources)

#	SOURCE & VERIFIED URL	DATE READ	ACCESS STATUS
1	**Meta Transparency Center — Widely Viewed Content Report (Q1 & Q2 2026)** https://transparency.meta.com/reports/widely-viewed-content-report/	2026-11-25	accessible
2	**Meta Transparency Center — Our Approach to Explaining Ranking** https://transparency.meta.com/features/explaining-ranking/	2026-11-25	accessible
3	**Meta Ad Library (Public Web UI / ID-Gated Graph API)** https://www.facebook.com/ads/library/	2026-11-25	accessible (web) / gated (API)
4	**Meta Content Library & API (CASD Research-Vetted)** https://transparency.meta.com/researchtools/meta-content-library	2026-11-25	gated
5	**Instagram Official Blog — Instagram Ranking Explained (Adam Mosseri)** https://about.instagram.com/blog/announcements/instagram-ranking-explained	2026-11-25	accessible
6	**YouTube Official Blog — On YouTube's Recommendation System** https://blog.youtube/inside-youtube/on-youtubes-recommendation-system/	2026-11-25	accessible
7	**Google YouTube Help — Performance & Discovery FAQ** https://support.google.com/youtube/answer/141805	2026-11-25	accessible

#	SOURCE & VERIFIED URL	DATE READ	ACCESS STATUS
8	**TikTok Newsroom — How TikTok Recommends Videos #ForYou** https://newsroom.tiktok.com/en-us/how-tiktok-recommends-videos-for-you	2026-11-25	accessible
9	**Pinterest Business — Creative Best Practices** https://business.pinterest.com/creative-best-practices/	2026-11-25	accessible
10	**X (Twitter) Open-Source Recommendation Algorithm** https://github.com/twitter/the-algorithm	2026-11-25	accessible
11	**Pew Research Center — Social Media Fact Sheet** https://www.pewresearch.org/internet/fact-sheet/social-media/	2026-11-25	accessible
12	**Sprout Social — Social Media Marketing Statistics (2026)** https://sproutsocial.com/insights/social-media-statistics/	2026-11-25	accessible / paywalled SaaS
13	**Hootsuite — Instagram Algorithm Guide (2026)** https://blog.hootsuite.com/instagram-algorithm/	2026-11-25	accessible / paywalled SaaS
14	**Later — How the Instagram Algorithm Works (2026)** https://later.com/blog/how-instagram-algorithm-works/	2026-11-25	accessible
15	**Tubular Labs — Social Video Intelligence** https://tubularlabs.com/	2026-11-25	paywalled
16	**NewsWhip — Predictive Social Velocity** https://www.newswhip.com/	2026-11-25	paywalled
17	**Similarweb — Digital Audience Intelligence** https://www.similarweb.com/	2026-11-25	freemium / paywalled
18		2026-11-25	freemium / paywalled

#	SOURCE & VERIFIED URL	DATE READ	ACCESS STATUS
	Social Blade — Channel Growth Tracking https://socialblade.com/		
19	**arXiv:2602.22299 — Decoding the Hook (First 3 Seconds Framework)** https://arxiv.org/abs/2602.22299	2026-11-25	accessible
20	**arXiv:2410.00289 — Delving Deep into Engagement Prediction of Short Videos** https://arxiv.org/abs/2410.00289	2026-11-25	accessible
21	**arXiv:2509.02969 — VQualA 2025 Challenge on Short Video Engagement (ICCV)** https://arxiv.org/abs/2509.02969	2026-11-25	accessible
22	**arXiv:2302.01724 — Reinforcing User Retention in Billion-Scale Short Video** https://arxiv.org/abs/2302.01724	2026-11-25	accessible
23	**arXiv:2604.19995 — Multimodal Message Sensation Value in Short Videos** https://arxiv.org/abs/2604.19995	2026-11-25	accessible
24	**arXiv:2609.32839 — Latent User Preference Modeling for Short-Form Video** https://arxiv.org/abs/2609.32839	2026-11-25	accessible
25	**Elevation Worship (YouTube — 8.68M subscribers, 1.5K videos)** https://www.youtube.com/@elevationworship	2026-11-25	accessible
26	**BibleProject (YouTube — 5.51M subscribers, 558 videos)** https://www.youtube.com/@bibleproject	2026-11-25	accessible
27	**The Chosen (YouTube — 4.01M subscribers, 1.2K videos)** https://www.youtube.com/@TheChosenSeries	2026-11-25	accessible

#	SOURCE & VERIFIED URL	DATE READ	ACCESS STATUS
28	**Elevation Church (YouTube — 3.86M subscribers, 1.5K videos)** https://www.youtube.com/@elevationchurch	2026-11-25	accessible
29	**Joel Osteen (YouTube — 3.86M subscribers, 2.8K videos)** https://www.youtube.com/@JoelOsteen	2026-11-25	accessible
30	**Desiring God (YouTube — 1.15M subscribers, 8.4K videos)** https://www.youtube.com/@desiringGod	2026-11-25	accessible
31	**YouVersion (YouTube — 796K subscribers & Bible App)** https://www.youtube.com/@YouVersion	2026-11-25	accessible
32	**Spoken Gospel (YouTube — 243K subscribers, 1.4K videos)** https://www.youtube.com/@SpokenGospel	2026-11-25	accessible
33	**Hallow (YouTube — 100K subscribers, 343 videos)** https://www.youtube.com/@HallowApp	2026-11-25	accessible

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