Facebook Page Monetization (Kenya)

Grow a Page, earn from Reels and videos, and avoid the mistakes that get Pages banned.

Honest note: nobody can promise how much you will earn. Results depend on your effort, skills, time and luck. Never pay anyone who "guarantees" income.

How Facebook pays creators in Kenya

Since 2024 Kenyan creators can earn from In-Stream Ads (ads inside longer videos) and Ads on Reels. Meta keeps changing its programs, so check Professional Dashboard → Monetization for what your Page qualifies for. Reported requirements for ads in Kenya have included:

Requirement	Typical level (check your dashboard)
Age	18 or older
Followers	About 30,000+ on the Page or profile in professional mode
Watch time	About 1 million minutes viewed in the last 60 days
Content	At least 5 active videos
Rules	Follow Partner Monetization Policies and Community Standards

Meta has also run limited invite-only programs for Kenyan creators. Any genuine invite appears inside your Professional Dashboard — not in a WhatsApp message asking you to pay a fee.

1. Set up properly

- Turn on Professional mode on your profile, or create a Page with a clear name.
- Profile photo, cover, bio that says what you post, contact button.
- Post in one niche: comedy, cooking, farming, motivation, local news explained, football, relationships advice.

2. Content that gets watched

- Reels of 15 to 60 seconds with a strong hook and on-screen captions.
- Longer videos (3+ minutes) unlock In-Stream Ads later — make series ("Part 1, Part 2").
- Post when your audience is online (check Insights); 1 to 2 posts a day is enough.
- Reply to comments; ask a question at the end of each video.

3. What gets Pages demonetized or banned

Problem	Why
Reposting other people's videos	Unoriginal content is not monetized
Engagement bait ("Type YES if...")	Reduced reach and lost monetization
Fake news, shocking clickbait	Breaks Community Standards
Buying followers or likes	Fake engagement is detected

Problem	Why
Copyrighted music or movie clips	Copyright claims and restrictions

4. Get paid

- Set up a payout account in Professional Dashboard (bank details and tax info).
- Payouts are sent once you reach the payout threshold shown in your dashboard.

5. Earn before you qualify

- Sell products or services through your Page and WhatsApp Business.
- Local brand promotions (always disclose paid posts).
- Affiliate links in posts and comments.

Weekly plan

1. 5 Reels (Mon to Fri) on your niche.
2. 1 longer video (Saturday).
3. 1 post asking your audience a question (Sunday).
4. Every Sunday: check Insights, keep what worked, drop what did not.