



Meta Platforms Inc / META

Equity | Generated Sep 18, 2026 11:32 PM EDT

Current price	Daily move	Bid / Ask	Previous close
\$668.51	-13.80 -2.02%	-/-	\$682.31

Market	NYSE
Industry	Media
Market data as of	Sep 18, 2026 11:32 PM EDT

JW Intelligence Report

Complete | 3 of 3 sections | Sep 18, 2026 6:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
81.4 / 100	Strong setup	high	60 / 100
Model reference	Upside scenario	Risk reference	Wheel strategy fit
\$668.00	\$710.00	\$650.00	82 / 100

Options stance	bullish
Tail-risk safety	56 / 100
JW Rank data coverage / as of	100.0% Sep 18, 2026 6:50 PM EDT

Key insight

META Shows Bullish Sentiment Despite Recent Pullback

Market read

The market appears bullish on META despite a recent pullback in price. The stock is trading above both its 50-day and 200-day moving averages, indicating an uptrend. Additionally, the RSI is overbought, suggesting potential for short-term consolidation or a pullback. However, positive sentiment surrounding the company's AI product momentum, particularly with the recent success of Muse, outweighs these concerns.

Strategy context

Recent news and earnings reports have fueled optimism around META's AI strategy. The market is pricing in future growth potential despite near-term volatility.



JW AI conclusions

Short- and medium-term model interpretation

AI context bias	Mixed
AI analysis updated	Sep 18, 2026 2:18 PM EDT

Short-term scenario

Cautious dip-buy or hold for 1-3 weeks given AI product momentum but overbought RSI, upcoming Connect event, and high uncertainty on CapEx/regulation; confirmation above \$682 preferred.

Three-month outlook

Moderately bullish bias toward \$750+ if Muse/AI agents and ad growth (impressions +14%, pricing +12% recently) sustain, aligning with Strong Buy ratings, but substantial uncertainty from \$130-145B CapEx pressuring free cash flow, regulatory/legal risks, AI competition, and earnings volatility (next report late October). Stock has shown multiple 20%+ swings this year; outcomes highly dependent on execution and macro/tech sentiment.

Market sentiment

Recent posts lean cautiously bullish after Muse #1 App Store ranking, with some buying the dip and optimistic \$1000 calls, though others note it is attention not yet revenue and warn of overbought technicals. Sentiment shifted positively vs. earlier bearish views on AI spend and prior drawdowns, but remains mixed with execution and spending concerns.

Supporting evidence

META's stock price is trading above both its 50-day and 200-day moving averages. | The RSI is overbought, suggesting potential for short-term consolidation or a pullback. | Positive sentiment surrounding the company's AI product momentum, particularly with the recent success of Muse.

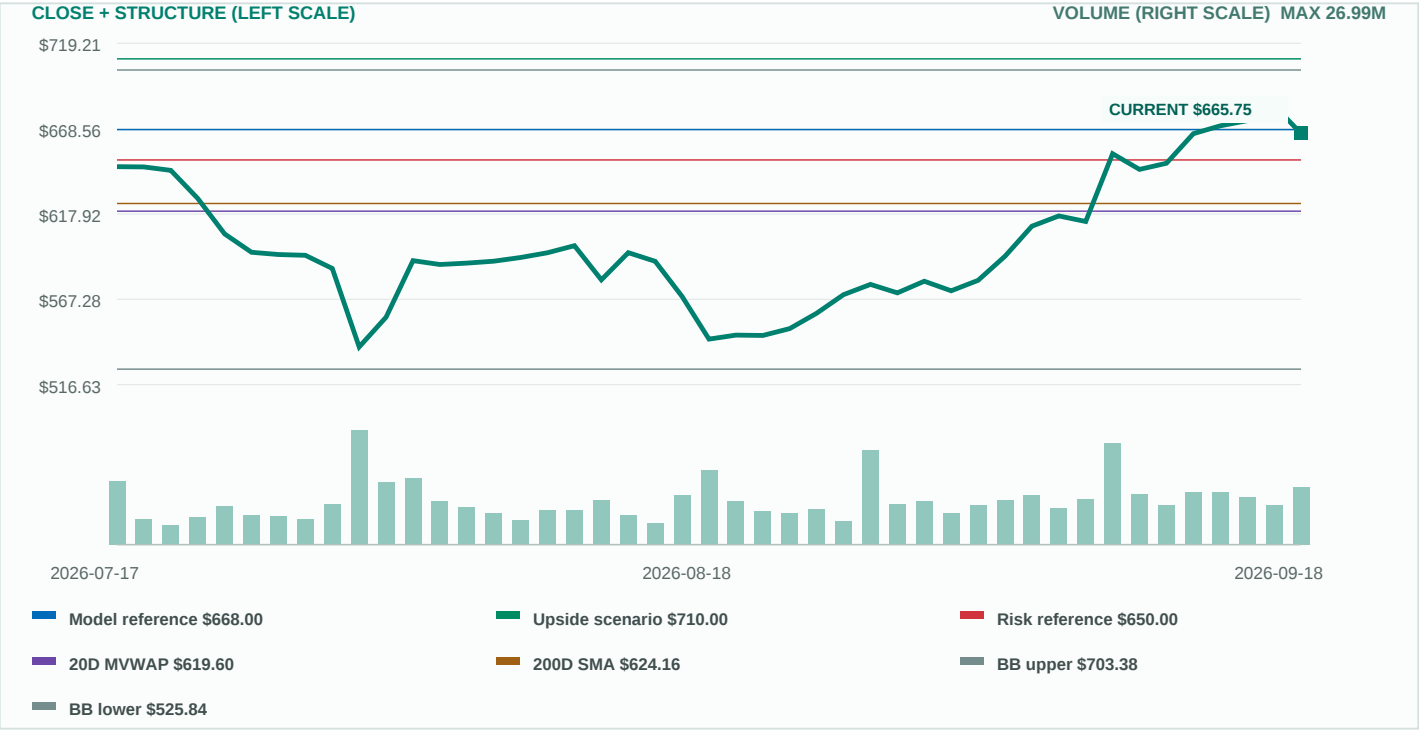
Risk watch

Overbought RSI suggests potential for short-term consolidation or pullback. | High uncertainty from spending levels and legal/regulatory outcomes.



Enhanced price structure

45 trading days with volume, model levels and current technical reference bands

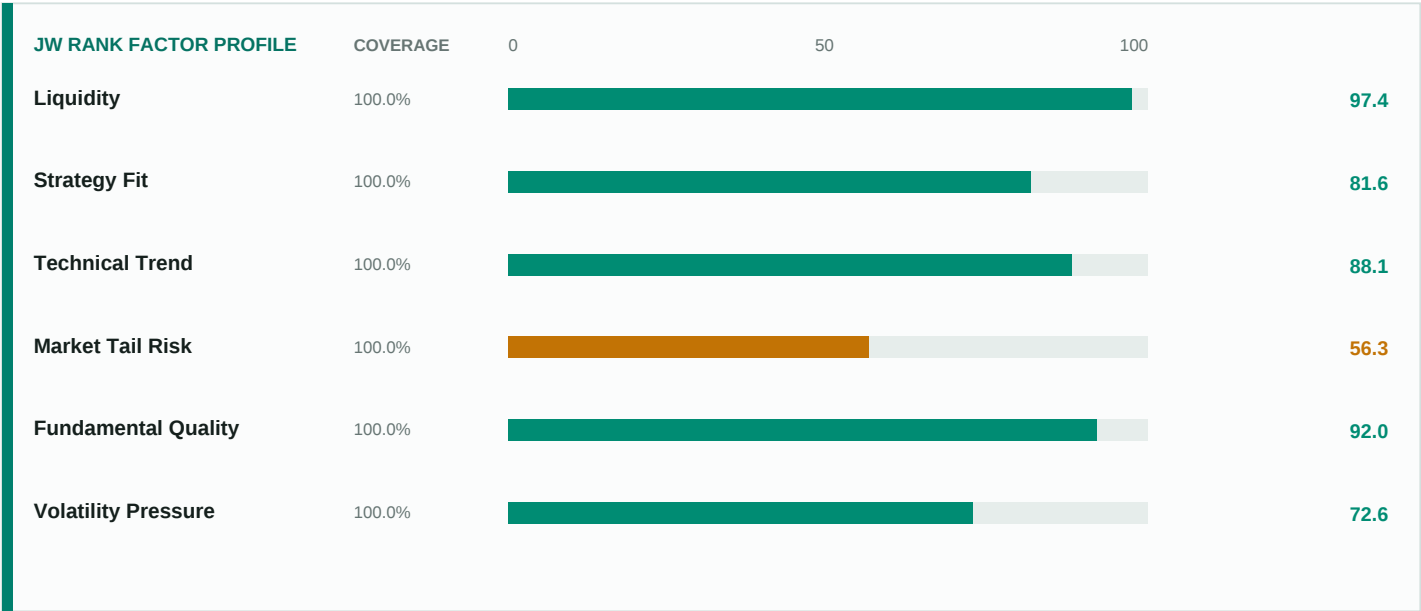


45 complete trading-session observations



JW Rank factors

Score, source coverage and interpretation for each decision factor



Decision summary

Primary model reads before the detailed indicator appendix

Momentum

bullish_recovery

Institutional flow

Above MVWAP

Structure

Above 200D trend

Volatility

medium



Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	BULLISH RECOVERY neutral MACD accelerating
Trend signal	BULLISH RECOVERY
RSI signal	neutral
RSI (7 / 14 / 21)	67.02 / 65.85 / 61.94
RSI velocity	-1.93
MACD line / signal / histogram	24.03 / - / 16.23
MACD acceleration	1.41
Stochastic K / D	90.06 / 92.51

Institutional footprints

Volume-weighted cost, price location and flow

Current read	Above institutional MVWAP Accumulation bias
Institutional flow	6.56
20-day MVWAP	\$619.60
Price vs 20-day MVWAP	+7.89%
Daily reference VWAP	\$672.23
Price vs daily reference	-0.55%
Volume	13.56M

Structural context

Long-term trend and volatility boundaries

Current read	Above 200-day trend Positive macro velocity
Macro velocity	6.43
20-day / 200-day SMA	\$614.61 / \$624.16
Bollinger range	\$525.84 - \$703.38
Bollinger position	0.788



Options and volatility intelligence

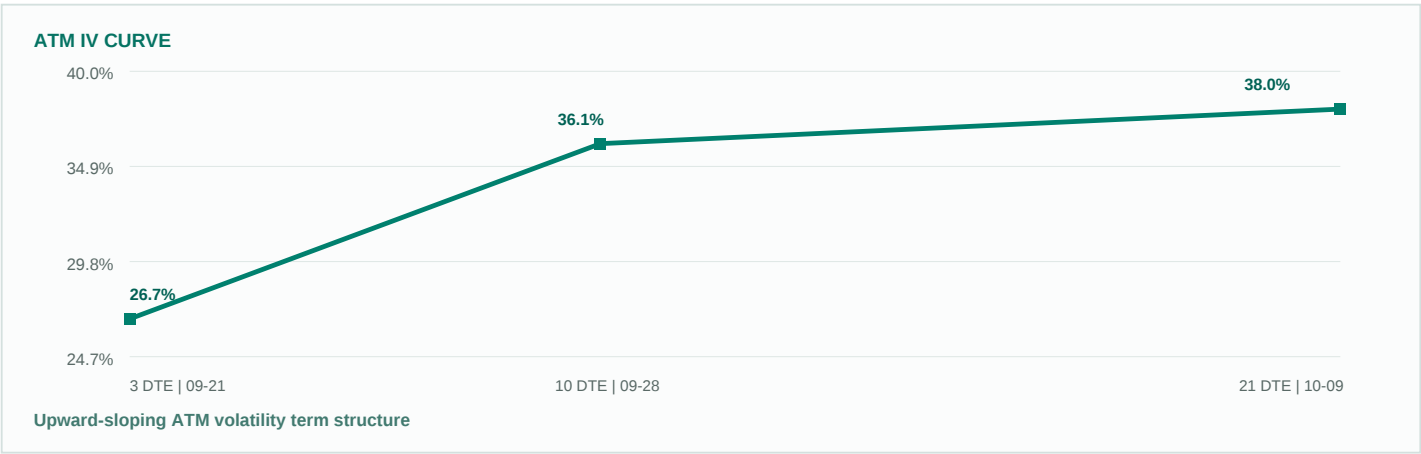
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
41 / 100	60 / 100	87.93	145.70

Market regime	Calm
Tail-risk regime	NORMAL TAIL RISK
Term structure	contango
Term slope	+11.23 pts
Skew read	balanced
Liquidity / quote coverage	100.0%
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Sep 18, 2026 2:47 PM EDT
Options data quality	Coverage 88.9%

Option term structure

ATM implied-volatility curve by days to expiration



EXPIRATION	DTE	ATM IV	STATE
2026-09-21	3	26.7%	-
2026-09-28	10	36.1%	-
2026-10-09	21	38.0%	-



Reference spread payoff

Illustrative expiry profit/loss per one-lot structure, including quoted net credit



Event and tail-risk context

Known event windows and broad volatility conditions

Next earnings date	2026-10-28
Earnings IV-crush risk	NOT MEASURED
VIX	15.13
VVIX	87.93
SKEW index	145.70
Observation confidence	high
Option quote quality	reliable
Contracts observed	102



Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	102

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The market appears bullish on META despite a recent pullback in price. The stock is trading above both its 50-day and 200-day moving averages, indicating an uptrend. Additionally, the RSI is overbought, suggesting potential for short-term consolidation or a pullback. However, positive sentiment surrounding the company's AI product momentum, particularly with the recent success of Muse, outweighs these concerns.

Options context

META Shows Bullish Sentiment Despite Recent Pullback

Wheel context

Recent news and earnings reports have fueled optimism around META's AI strategy. The market is pricing in future growth potential despite near-term volatility.

Observed evidence

META's stock price is trading above both its 50-day and 200-day moving averages. | The RSI is overbought, suggesting potential for short-term consolidation or a pullback. | Positive sentiment surrounding the company's AI product momentum, particularly with the recent success of Muse.

Principal risks to monitor

Overbought RSI suggests potential for short-term consolidation or pullback. | High uncertainty from pending levels and legal/regulatory outcomes.



Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
\$1.74T	25.30
ROE	Revenue growth
29.7%	19.9%
EPS growth	Operating margin
39.9%	38.1%
Net profit margin	Gross margin
29.8%	-
Free cash flow CAGR	Debt / equity
14.3%	0.28
Dividend yield	Beta
-	1.25
52-week range	
\$520.26 - \$790.80	

Company or fund profile

Issuer identity and classification

Name	Market
Meta Platforms Inc	NYSE
Industry	Country
Media	US
Currency	IPO date
USD	2012-05-18
Shares outstanding	52-week return
2.54B	-13.6%
Book value per share	Revenue per share
\$102.52	\$88.95
Website	meta.com



Latest strategy observation

Most recent shared general market signal available when this report was generated

META Covered Call signal	Sep 18, 2026 9:37 AM EDT
Covered Call 2026-09-21	
At signal \$678.49 Current \$668.51	
SHORT Option \$677.50 B \$8.00 / A \$8.55	
High turnover CR \$8.28	



Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	\$21.24
ATR as % of price	3.2%
Volatility environment	medium
Current IV	36.5%
IV rank	40 / 100
IV percentile	60 / 100
Technical Snapshot IV source	Private fundamentals snapshot
Technical Snapshot IV observed at	Sep 18, 2026 7:32 PM EDT

Technical health and risk radar

Derived indicator health and event context

Overall health	74 / 100
Trend health	78 / 100
Momentum health	80 / 100
Volatility health	62 / 100
Structure health	71 / 100
Earnings risk / date	low 2026-10-28
Macro risk	unknown
Volatility risk	medium
Structure risk	low

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	\$614.61 / \$607.38 / \$624.16
EMA (9 / 21)	\$655.06 / \$628.27
Bollinger upper / middle / lower	\$703.38 / \$614.61 / \$525.84



Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	0.788
True high / low	\$690.15 / \$660.80
5-day true high / low	\$690.15 / \$648.03

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	6.431	-
SMA50	1.141	-
MVWAP20	6.563	-
MACD	1.412	-
RSI	-1.933	-
Volume	402779.670	-
ATR	-0.057	-
T1	-	23.98 / 613.69 / 683.20 / 667.05
T2	-	21.88 / 607.85 / 685.31 / 670.24
T3	-	19.79 / 599.92 / 678.87 / 656.20



Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	\$673.52
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Sep 18, 2026 2:47 PM EDT
Options data coverage	88.9%
SKEW regime	HIGH TAIL RISK SKEW
VVIX regime	VVIX FLAT
Front expiration / DTE	2026-09-21 3 DTE
Front at-the-money IV	26.7%
25-delta skew	-1.84
Put / Call 25-delta	\$662.50 Delta -0.259 / \$685.00 Delta 0.252
Median option bid/ask spread	7.0%
Bid/ask spread	-
Contracts observed / quoted	102 / 102

Price context

Last Price: 673.52 | Bid: 673.35 | Ask: 673.53 | Previous Close: 682.31 | Change: -8.79 | Daily change: -1.29% | Update Time: 2026-09-18T14:47:52.249450-04:00 | Latest History Date: 2026-09-18 | Latest History Price: 673.43

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-25 | Latest Date: 2026-09-18 | Latest Price: 673.43 | Max Drawdown 60d Percent: -20.88%

Fundamental context

Current Iv Percent: 36.81% | Iv Rank: 40.97 | Iv Percentile: 59.76 | Next Earnings Date: 2026-10-28 | Ex Dividend Date: 2026-09-20



Important disclosures

Scope, limitations, risk and permitted interpretation

General market information only

This report is general quantitative research and market commentary. It is not investment, legal, tax or accounting advice; it is not an offer, solicitation, order, recommendation or promise of performance. It does not consider any reader's holdings, objectives, financial circumstances, risk tolerance or suitability.

Model observations - not instructions

JW Rank, strategy fit, model reference, upside scenario and risk reference levels are model observations. They are not entries, price targets, stops, position sizes or instructions to buy, sell, open, close or hold a security or option. A higher score does not imply lower risk or a guaranteed favorable outcome.

Data, AI and model limitations

Prices, volumes, fundamentals, options data, news-derived context and model outputs reflect the timestamps shown and may be delayed, incomplete, revised or inaccurate. AI-generated explanations can omit context or produce errors. Models can fail when volatility, liquidity, correlations or market regimes change.

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Options risk

Options are complex and are not suitable for all investors. They may involve total or substantial loss, assignment, early exercise, margin calls, liquidity and spread risk, volatility and Greek exposure, event risk, regime shifts and expiration risk. Multi-leg positions may not execute or close at modeled prices.

Investor responsibility and ODD

Use current market information, assess suitability independently and consult qualified professionals when appropriate. Before trading listed options, read Characteristics and Risks of Standardized Options (ODD) available from the Options Clearing Corporation at theocc.com.

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Reference documents

Official product terms and standardized options disclosure

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