Meta Platforms Inc / META

Equity | Generated Sep 22, 2026 11:32 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$742.66	**+1.41 +0.19%**	**$742.55/$742.73**	**$741.25**

Market	**NYSE**
Industry	**Media**
Market data as of	**Sep 22, 2026 11:32 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Sep 22, 2026 7:52 PM EDT

JW Rank	Rank label	Confidence	IV percentile
74.7 / 100	**Constructive**	**high**	**80 / 100**

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$720.00	**$780.00**	**$690.00**	**61 / 100**

Options stance	**bullish**
Tail-risk safety	**32 / 100**
JW Rank data coverage / as of	**100.0% | Sep 22, 2026 7:52 PM EDT**

Key insight

META Shows Signs of Strength Despite Near-Term Uncertainty

Market read

META's price action reflects a bullish sentiment driven by recent positive news surrounding its AI product, Muse. The stock surged following strong download figures and analyst upgrades, pushing it to near overbought territory. However, upcoming events like the Meta Connect keynote and earnings release present potential risks and opportunities. While technical indicators suggest caution due to overbought conditions, the underlying trend remains strongly bullish.

Strategy context

META's recent rally presents opportunities for traders seeking to capitalize on potential upside. However, caution is advised due to elevated volatility and near-term event risk.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bullish**
AI analysis updated	**Sep 22, 2026 2:29 PM EDT**

Short-term scenario

Cautious; prefer buy-the-dip over chasing. After an ~11% single-day surge and ~30% monthly gain, daily RSI is overbought and Meta Connect (Sept 23-24) introduces binary event risk across the 1-3 week window. A pullback toward support offers a better risk/reward than buying strength; positive Connect follow-through could still extend the move, but fade or consolidation risk is elevated.

Three-month outlook

Moderately bullish with substantial uncertainty. Continued ad growth plus evidence that Muse scales into subscriptions, commerce or higher ad yield could support a path toward $800 and the upper end of recent analyst targets if the Oct 28 earnings print shows acceptable margins. Counterweights are the $130-145B capex plan, free-cash-flow pressure, possible sell-the-news after Connect, privacy/regulatory headlines and already-stretched technicals that could produce a retracement toward the $650-700 area. Published consensus upside from ~741 is modest until estimates fully incorporate Muse, and actual outcomes hinge on adoption and cost data that are not yet observable. This is not financial advice.

Market sentiment

Mixed-to-cautiously constructive in recent posts. Longer-horizon commentary stays bullish on relative valuation versus growth, scale (multi-billion daily users) and Muse shifting the AI narrative, including explicit 90-120 day bullish views and top-holding mentions. Near-term tone is more reserved: notes of overbought RSI and resistance after the sharp rally, isolated quant sell signals, and arguments to own suppliers (AMD, memory, CPUs) rather than META itself. Muse download and commerce-spillover comments (e.g., Shopify) appear, but pure directional conviction is not uniformly euphoric and engagement on fresh calls is moderate. Uncertainty: the sampled posts are incomplete, noisy and not a proxy for institutional positioning.

Supporting evidence

META's price jumped 11% on September 21st following strong initial traction for its AI product, Muse. | Analyst upgrades and positive sentiment surrounding Muse contribute to the bullish outlook. | The stock is up roughly 30% over the past month, indicating strong investor confidence.

Risk watch

Meta Connect keynote on September 23rd could trigger volatility as market participants assess the product roadmap and future prospects. | Earnings release on October 28th will provide further insight into financial performance and guidance, potentially impacting investor sentiment.

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

JW RANK FACTOR PROFILE	COVERAGE	SCORE (0–100)
Liquidity	100.0%	99.2
Strategy Fit	100.0%	61.1
Technical Trend	100.0%	84.6
Market Tail Risk	100.0%	32.0
Fundamental Quality	100.0%	92.0
Volatility Pressure	100.0%	71.8

Decision summary

Primary model reads before the detailed indicator appendix

Momentum	Institutional flow	Structure	Volatility
bullish_recovery	**Above MVWAP**	**Above 200D trend**	**medium**

Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	**BULLISH RECOVERY | overbought | MACD accelerating**
Trend signal	**BULLISH RECOVERY**
RSI signal	**overbought**
RSI (7 / 14 / 21)	**81.63 / 76.05 / 70.49**
RSI velocity	**0.69**
MACD line / signal / histogram	**33.65 / - / 21.89**
MACD acceleration	**3.22**
Stochastic K / D	**88.12 / 89.78**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Above institutional MVWAP | Accumulation bias**
Institutional flow	**10.93**
20-day MVWAP	**$646.47**
Price vs 20-day MVWAP	**+14.88%**
Daily reference VWAP	**$741.29**
Price vs daily reference	**+0.18%**
Volume	**19.68M**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Positive macro velocity**
Macro velocity	**8.15**
20-day / 200-day SMA	**$633.06 / $625.11**
Bollinger range	**$526.17 - $739.94**
Bollinger position	**0.984**

Options and volatility intelligence

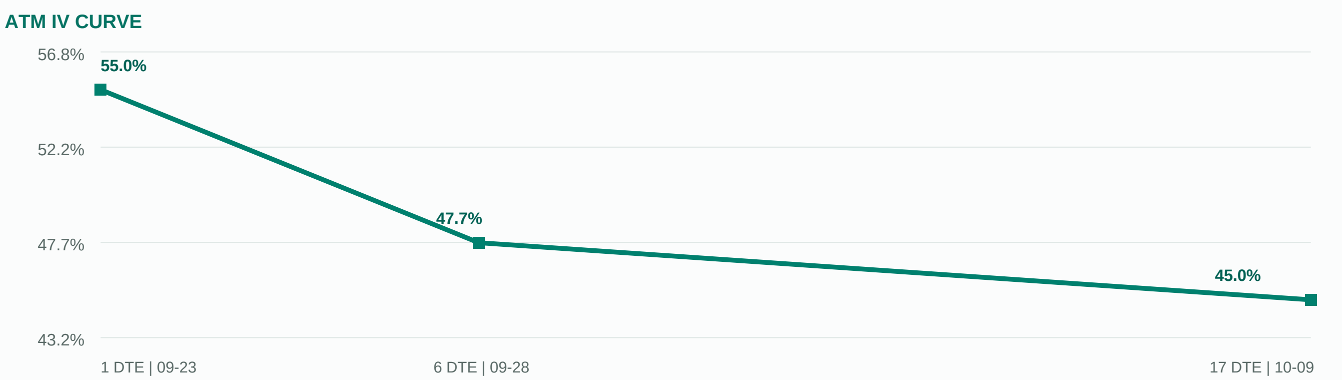
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
57 / 100	77 / 100	81.95	142.19

Market regime	**DANGER ZONE**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-10.01 pts**
Skew read	**CALL DEMAND ELEVATED**
Liquidity / quote coverage	**100.0%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 22, 2026 2:49 PM EDT**
Options data quality	**Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration



Downward-sloping ATM volatility term structure

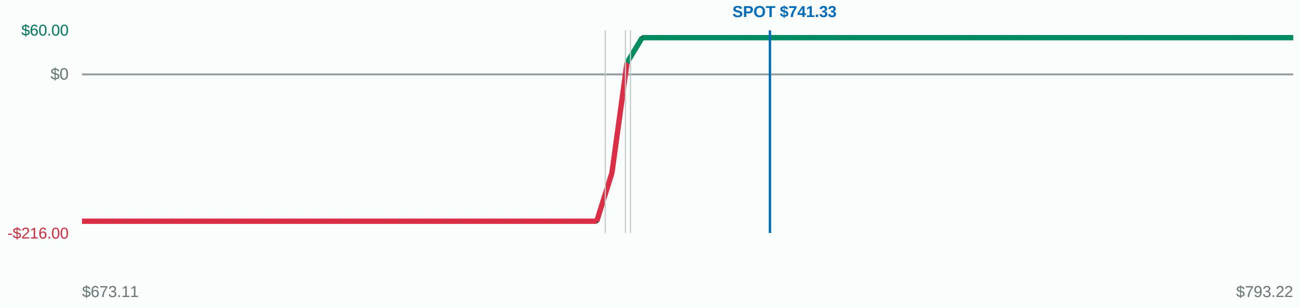
EXPIRATION	DTE	ATM IV	STATE
2026-09-23	1	55.0%	-
2026-09-28	6	47.7%	-
2026-10-09	17	45.0%	-

Reference spread payoff

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

Bull Put Spread reference

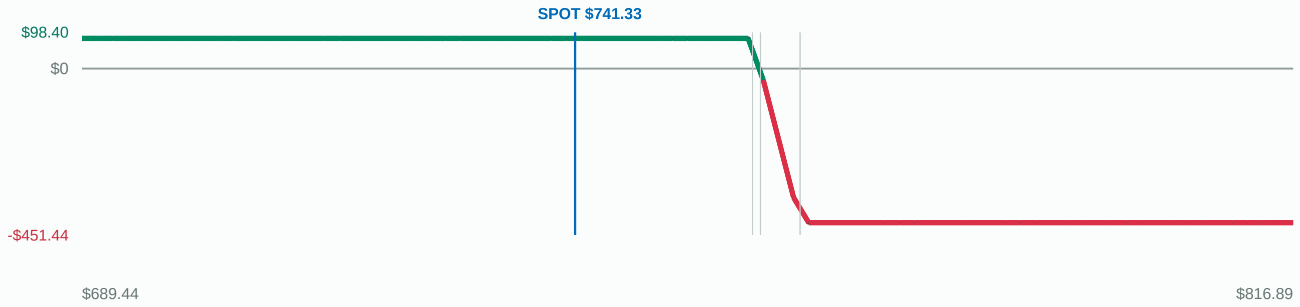
Short $727.50 | Long $725.00 | Width $2.50 | Net credit $0.50



Max profit $50.00 | Max loss -$200.00 | Break-even $727.00 | Per contract at expiry

Bear Call Spread reference

Short $760.00 | Long $765.00 | Width $5.00 | Net credit $0.82



Max profit $82.00 | Max loss -$418.00 | Break-even $760.82 | Per contract at expiry

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	**14.26**
VVIX	**81.95**
SKEW index	**142.19**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**114**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**114**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

META's price action reflects a bullish sentiment driven by recent positive news surrounding its AI product, Muse. The stock surged following strong download figures and analyst upgrades, pushing it to near overbought territory. However, upcoming events like the Meta Connect keynote and earnings release present potential risks and opportunities. While technical indicators suggest caution due to overbought conditions, the underlying trend remains strongly bullish.

Options context

META Shows Signs of Strength Despite Near-Term Uncertainty

Wheel context

META's recent rally presents opportunities for traders seeking to capitalize on potential upside. However, caution is advised due to elevated volatility and near-term event risk.

Observed evidence

META's price jumped 11% on September 21st following strong initial traction for its AI product, Muse. | Analyst upgrades and positive sentiment surrounding Muse contribute to the bullish outlook. | The stock is up roughly 30% over the past month, indicating strong investor confidence.

Principal risks to monitor

Meta Connect keynote on September 23rd could trigger volatility as market participants assess the product roadmap and future prospects. | Earnings release on October 28th will provide further insight into financial performance and guidance, potentially impacting investor sentiment.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$1.89T**	P/E (TTM) **24.89**
ROE **29.7%**	Revenue growth **19.9%**
EPS growth **39.9%**	Operating margin **38.1%**
Net profit margin **29.8%**	Gross margin **-**
Free cash flow CAGR **14.3%**	Debt / equity **0.28**
Dividend yield **-**	Beta **1.26**
52-week range **$520.26 - $790.80**	

Company or fund profile

Issuer identity and classification

Name **Meta Platforms Inc**	Market **NYSE**
Industry **Media**	Country **US**
Currency **USD**	IPO date **2012-05-18**
Shares outstanding **2.54B**	52-week return **-14.7%**
Book value per share **$102.52**	Revenue per share **$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 22, 2026 9:34 AM EDT

Covered Call | 2026-09-23

At signal $745.30 | Current $742.66

SHORT **Option $745.00 B $11.15 / A $11.55**

High turnover | CR $11.35

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$26.05**
ATR as % of price	**3.5%**
Volatility environment	**medium**
Current IV	**42.7%**
IV rank	**59 / 100**
IV percentile	**80 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Sep 22, 2026 3:52 PM EDT**

Technical health and risk radar

Derived indicator health and event context

Overall health	**65 / 100**
Trend health	**78 / 100**
Momentum health	**62 / 100**
Volatility health	**57 / 100**
Structure health	**52 / 100**
Earnings risk / date	**low | 2026-10-28**
Macro risk	**unknown**
Volatility risk	**medium**
Structure risk	**medium**

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	**$633.06 / $610.42 / $625.11**
EMA (9 / 21)	**$685.16 / $647.46**
Bollinger upper / middle / lower	**$739.94 / $633.06 / $526.17**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.984**
True high / low	**$757.27 / $730.00**
5-day true high / low	**$757.27 / $660.80**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	8.148	**-**
SMA50	1.241	**-**
MVWAP20	10.929	**-**
MACD	3.222	**-**
RSI	0.691	**-**
Volume	3484351.000	**-**
ATR	1.811	**-**
T1	-	**29.82 / 636.09 / 753.00 / 665.75**
T2	-	**24.03 / 619.61 / 690.15 / 660.80**
T3	-	**23.98 / 613.69 / 683.20 / 667.05**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$741.33**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 22, 2026 2:49 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FALLING**
Front expiration / DTE	**2026-09-23 | 1 DTE**
Front at-the-money IV	**55.0%**
25-delta skew	**-3.16**
Put / Call 25-delta	**$727.50 Delta -0.242 / $760.00 Delta 0.225**
Median option bid/ask spread	**5.8%**
Bid/ask spread	**-**
Contracts observed / quoted	**114 / 114**

Price context

Last Price: 741.33 | Bid: 741.15 | Ask: 741.45 | Previous Close: 741.25 | Change: 0.08 | Daily change: 0.01% | Update Time: 2026-09-22T14:49:30.894634-04:00 | Latest History Date: 2026-09-22 | Latest History Price: 740.01

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-29 | Latest Date: 2026-09-22 | Latest Price: 740.01 | Max Drawdown 60d Percent: -20.88%

Fundamental context

Current Iv Percent: 42.03% | Iv Rank: 56.69 | Iv Percentile: 76.89 | 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.

Performance and scenario limitations

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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.

Reference documents

Official product terms and standardized options disclosure

Jason Wheel	**jasonwheel.com**
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