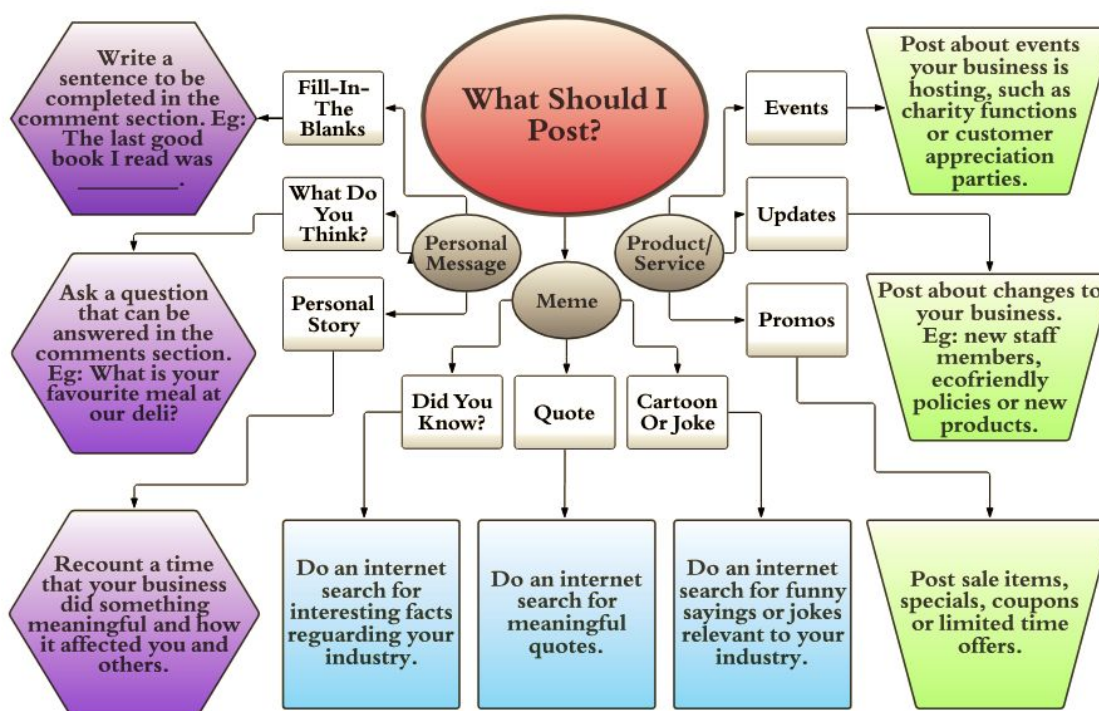


Facebook Posting

Use this Flowchart and the Planning and Posting Schedule (the last page of this document) to map out ideas for posts.



★ Keep holidays and special events in mind while you plan

Daily posting is a suggestion, not an obligation. Have fun with your designs and interacting with viewers. Start with what works for you.

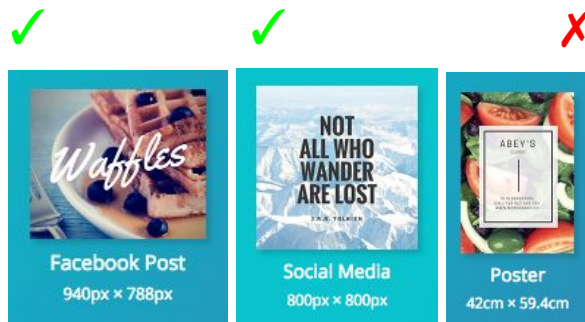
It is best to create all your posts first and have them downloaded into one file or onto your desktop before you begin posting to your Facebook page.

Canva

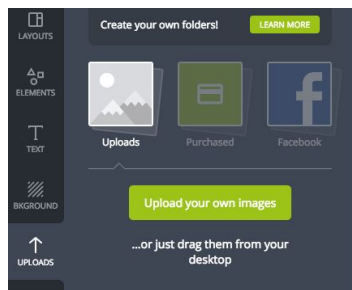
Use Canva to design your posts for free. Follow the tutorial if you need more help.



Make sure you use the appropriate option: either the default Facebook post layout or the layout for other social media.



Upload your logo and any photos you own that you would like to use.



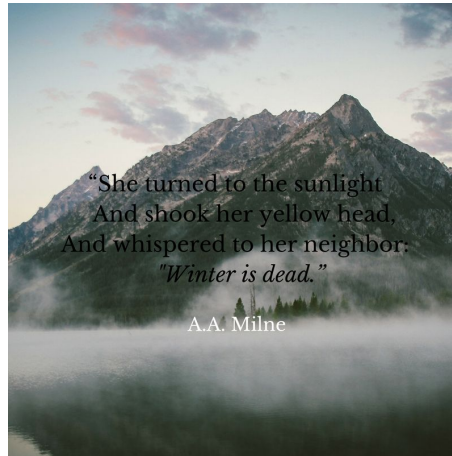
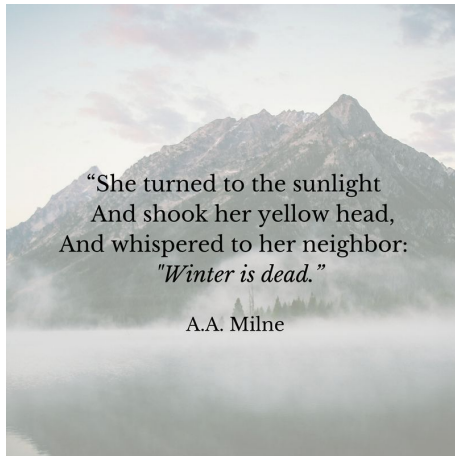
Always make sure your posts are professional, that they have no watermarks or branding from other companies, and that the importance of the post is easily identified.

Add at least one of the following to each post as often as you can:

- your logo and/or business name
- website domain (URL)
- your @businessname Facebook address

You can use a combination of the above, but make sure your posts are not cluttered.

Make sure there is proper contrast between the text and the background. You don't want people to have a hard time reading or viewing your post.

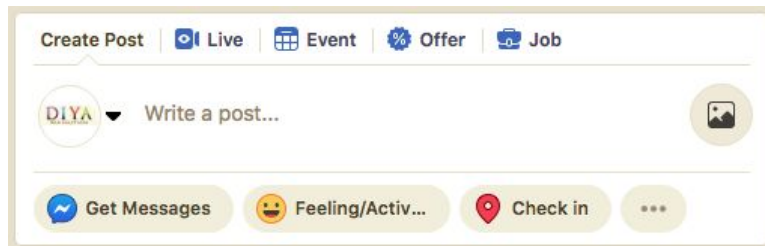


Try not to repeat yourself by only asking people to visit your site or pushing a single sale or product repeatedly. It can have a negative effect on your viewers.

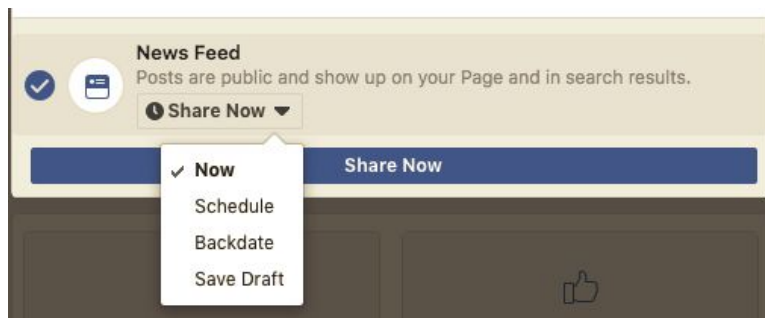
Once you have downloaded your post, you can use it on any or all of your social media platforms. We are going to show how to post on Facebook.

Posting on Facebook

Click and drag your post into the “Create Post” section on your page or choose the upload option and find the file on your computer.



Select the “Share Now” button or select the arrow to schedule your post for later.



Enter the time and date when you would like your post to be published, then select “Schedule”.

Schedule Post

Publishing Schedule

☒ Publication

Select a date and time in the future for when you want your post to publish.

4/25/2019

5:11 PM

UTC-06

Distribution Schedule

☐ Stop News Feed Distribution

Select a date and time in the future for when you want your post to stop showing in News Feed. The post will still be visible, but News Feed distribution will end.

Cancel

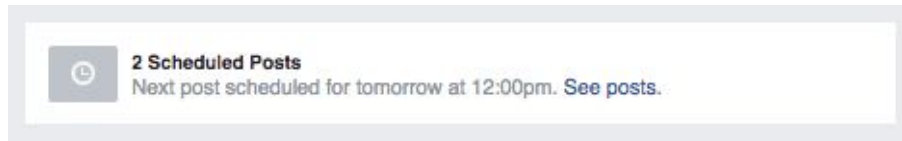
Schedule

Your post is now scheduled for your selected date and time!

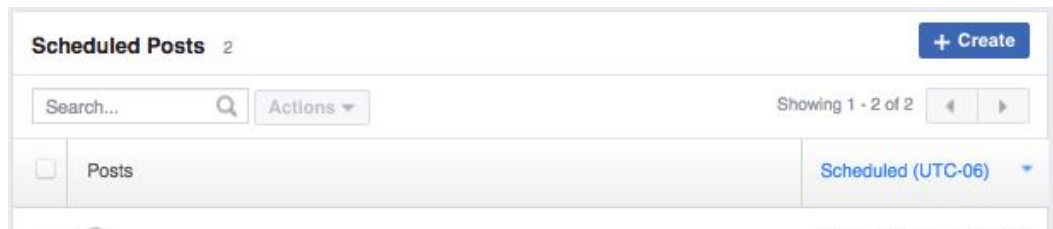
The Planning and Posting Schedule on the following page is for you to keep track of the time and dates of your scheduled posts. Make sure to check off the boxes when each step is completed.

Editing Scheduled Posts

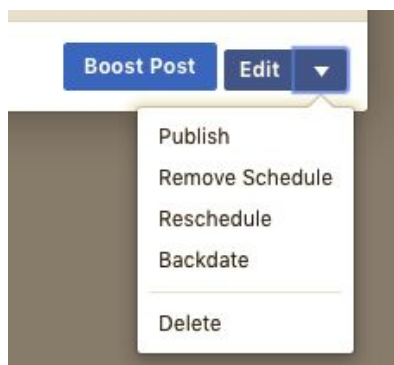
To review the post you have scheduled, select the “See posts” link in the Scheduled Post section.



You will be able to see the time and date of the post.



To edit a scheduled post, simply click on the post and select “Edit” at the bottom of the window.



Planning and Posting Schedule

Month of _____

Check off the day
as you schedule a
post to keep track.

If you already have
an active Facebook
page, look at your
insights for the best
times to schedule
based on when
your viewers are
most active.

<i>Sunday</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>

Write your ideas down, check them off as you create the post and check them off again once they are posted.

<input type="checkbox"/> Created <input type="checkbox"/> Posted	<input type="checkbox"/> Created <input type="checkbox"/> Posted	<input type="checkbox"/> Created <input type="checkbox"/> Posted	<input type="checkbox"/> Created <input type="checkbox"/> Posted
<input type="checkbox"/> Created <input type="checkbox"/> Posted	<input type="checkbox"/> Created <input type="checkbox"/> Posted	<input type="checkbox"/> Created <input type="checkbox"/> Posted	<input type="checkbox"/> Created <input type="checkbox"/> Posted
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