

# CALENDAR

## WHAT SHOULD I POST ON FACEBOOK TODAY?

How to Come up with Engaging Posts  
that Get Shared!

## Week 1

### Monday

#### A.M.

1. Log into Insights for your Facebook Page. Study your posts.
  - **Check your engagement:** Increasing or decreasing?
  - Press “see all posts” link to show your data in easy graph form and **instantly see when your fans are online**
  - In the left-hand column, click “**Reach**”. Check out the “Hide, Report as Spam and Unlikes” section. (Scroll down.)
  - **Check “Page Views”** in the left-hand column; then slide down to “External Referrers”. You will instantly see where most of your external traffic comes from.
2. Decide what strategies you need to change. Particularly pay attention to when your fans are online and your referred traffic
3. Analyze your post history. Which ones will be the best ones to boost?
4. **Set a daily and monthly or annual budget** for Facebook advertising. If you are not familiar with it, go to [Social Media Examiner](#) and run a search for “Facebook ad 2016 2015”.
5. Check out the links and articles you’ll find in Social Media Examiner
6. **Boost your best-performing, relevant post.** Choose a **custom audience**.

#### P.M.

Coach client(s) or implement actions steps decided on this morning.

## How to Come up with Engaging Posts that Get Shared!

### Tuesday

#### A.M.

1. Look over your business calendar to see when you are planning product updates and release dates.
2. Prewrite posts for these updates and releases.

Focus on:

- Biggest major benefit of your product, service change, news or release
- What it promises
- How it works
- Why your fans should care

(Make sure *you* know why they should care!)

#### P.M.

Coach client(s) or implement actions steps decided on this morning.

## Wednesday

### A.M.

1. Sign up for one of the infographics-creation online apps, and learn to make an infographic. (Study the tutorials).
2. Make an original infographic to share on Facebook.

Make a commitment to create at least two infographics per month.

**TIP:** Go through your recent blog posts and see what will easily adapt and repurpose to infographic format.

### P.M.

Coach client(s) or implement actions steps decided on this morning.

## Thursday

### A.M.

1. Brainstorm post topics for the month—as many as you can.
2. Find an editorial calendar you can work with:
  - A physical calendar
  - CoSchedule
  - PostPlanner
  - Editorial Calendar WordPress plugin
  - Other \_\_\_\_\_
3. Plan posts for your blog.
4. Pre-write Facebook short Facebook posts to introduce these post links
5. Decide where else you will repurpose them via social media

### P.M.

Coach client(s) or implement actions steps decided on this morning.

## Friday

### A.M.

1. Plan your post creation for the month.  
**Decide on the ratio** for various post types (e.g. 1 video post a week, 5 photographs):
  - Video posts
  - Photographs
  - Text posts (with or without photographs)
  - Infographic
  - Polls
  - Quizzes
  - Contests
  - Other \_\_\_\_\_
2. Create a schedule for writing these posts.  
Decide:
  - How much time per day, week or month you wish to dedicate to post creation?
  - For maximum efficiency, assign different content types to separate days. (E.g. video creation every third Monday; infographic creating every second Monday; Product posts third Tuesday of the month)
  - Begin writing or creating one specific post type for the month

### P.M.

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## Week 2

### Monday

#### A.M

1. Write Facebook posts for the week or month on topics not on your blog, but relevant to your signature area of interest.
2. Start posting them. **Be sure to check daily for comments.**

TIP: Some would recommend you post three times a day. Tailor that to your best response rate with your fans—you may find that is too often for some fans. Your results will show you the way.

#### P.M.

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## How to Come up with Engaging Posts that Get Shared!

### Tuesday

#### A.M.

1. Set up a Graphics folder for social posts
2. If desired, sign up with a reputable stock photo site like Depositphotos, and select photos for topics you have already planned to cover this month
3. Download them to your folder
4. Resize them to Facebook's ideal specs for each photo type

**CHECK FACEBOOK FOR COMMENTS.  
RESPOND.**

#### P.M.

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## Wednesday

### A.M.

1. Sign up for a news aggregator or content creation site or search via a service such as FAQ fox.
2. Jot down ideas for future posts.
3. Choose highly relevant content to share. Write highly engaging post hooks, CTAs, titles for your posts/re-shares.  
  
Look for hot topics and currently trending ones.
4. Visit a headline analyzing app such as CoSchedule Analyzer and start brainstorming post headlines and titles.

**TIP:** Use headline analysis sites like CoScheduler and Aminstitute to also write and analyze short posts (90 characters or less).

### P.M.

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RESPOND.**

## Thursday

### A.M.

1. Repurpose your blog posts into Facebook posts, and your Facebook posts into posts tweaked for your other top social networks.

Examples:

- LinkedIn
- Twitter
- SlideShare
- Pinterest
- YouTube
- Other \_\_\_\_\_

### P.M.

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RESPOND.**

## How to Come up with Engaging Posts that Get Shared!

### Friday

#### A.M.

1. Revisit your Facebook Insights. Check to see where your post results have improved.

Boost a post, choosing a custom audience.

Make sure that post feels conversational—and also make sure you know your goal for that post. (E.G.: Generate “Likes” for your Page? Lead people to a landing page?)

**CHECK FACEBOOK FOR COMMENTS.  
RESPOND.**

#### P.M.

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## Week 3

### Monday

#### A.M.

1. Visit Hashtags.org and find trending and popular hashtags relevant to your business/your ideal clients biggest interests
2. Create your own hashtag, using a strong keyword. Register it at Hashtags.org
3. Search Facebook for the popular or trending hashtags you have noted. See how your ideal audiences uses them and responds to them.
4. Search your top competitors or current clients/fans feeds to see what hashtags they are using. Make a note of these
5. Write a series of posts, using the same hashtag

**CHECK FACEBOOK FOR COMMENTS.  
RESPOND.**

#### P.M.

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## Tuesday

### A.M.

1. Go through your planned posts. Check them for tone, voice, relevancy and effect.
  - Are any of interest only to you; not your audience?
  - Are personal stories ones your audience can relate to or genuinely cheer you on for?
  - Are any posts venting? Complaining? Being self-indulgent in any way? (Remember people love drama—but not self-pitying or downer drama. They like to read you have a solution to what you are venting about.)
  - Have you included any post types that don't fit your branding?
  - Do you have small batches of photos (four or less) only? Single photos that give a strong or uplifting message?
  - Are your posts entertaining? Educational? Helpful? Lively? Engaging? Fascinating? Fun? Eye-opening?

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RESPOND.**

### P.M.

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## Wednesday

### A.M.

1. Verify your Facebook Page, if desired (especially if you wish to make use of Facebook Live when it becomes available).

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RESPOND.**

### P.M.

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## Thursday

### A.M.

1. Decide on an app like Woobox or Facebook Opinion Polls to administer
  - Polls
  - Quizzes
  - Contests
  - Coupons
  - Special deals
2. Create and share a simple Poll, using:
  - A powerful, irresistible and/or fun question
  - Closed multiple choice answers
  - An option and invitation to provide further explanation, comment or feedback
3. Decide how often you are going to create these types of Facebook post content. Enter your choice into your Facebook posts plan or editorial calendar.

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RESPOND.**

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## How to Come up with Engaging Posts that Get Shared!

### Friday

#### A.M.

1. Visit your Facebook Insights and see how your posts are performing. Make a note of any tweaks you need to make.
2. Plan any boosted posts or ads for today/next week.

**CHECK FACEBOOK FOR COMMENTS.  
RESPOND.**

#### P.M.

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## Week 4

### Monday

#### A.M.

1. Write posts. Focus on making people curious enough to click, as well as relevancy.
2. Edit already-written posts. Remove weak words and make sure you have a strong hook (first sentence that makes people want to read more).
3. Focus on writing short posts, but don't get hung up on it. Write just enough to get your message across—then stop.

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RESPOND.**

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## How to Come up with Engaging Posts that Get Shared!

### Tuesday

#### A.M.

1. Find content to curate. Write introductions that grab people's interest.
2. Make sure your links are worth clicking through to—actually read the posts you are sending your fans toward.

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RESPOND.**

#### P.M.

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## Wednesday

### A.M.

1. Consider taking care of customer service on your Facebook page, including:
  - Questions
  - Complaints
  - Feedback
  - FAQs
2. Create a template of commonly-asked questions (FAQs) and have it ready for when people ask—or else let them know where they can find your FAQ section or download.
3. Take care of one-step questions, complaints or issues immediately, via your Facebook Page. Keep your tone POSITIVE but direct. If you need to apologize, provide a high value solution, coupon or gift—and let the world see how you take care of your fans/clients/customers.

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RESPOND.**

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## Thursday

### A.M.

1. Sign up to authority sites and blogs in your area of expertise. Get into the habit of checking them daily for breaking news, changes and other exciting developments.  
Be the first to let your people know these!
2. Create a closed or secret Facebook Group for better connection with your community.  
Create:
  - Guidelines
  - A pinned post
  - A cover photo for your Group
3. Invite selected people.
4. Build interacting with your Facebook Group into your daily routine.

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RESPOND.**

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## How to Come up with Engaging Posts that Get Shared!

### Friday

#### A.M.

1. Check posts you have written and scheduled, but not yet released. Make sure you have:
  - Paired them with the right photos
  - Included full length URL links
  - Optimized them for mobile
2. Check your Facebook Insights. See how well your posts are performing. Make notes for next month.
3. Plan your next month's posts.

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RESPOND.**

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