

# Facebook Page & Group Schedule Planner

This schedule planner is designed to assist you to manage scheduling posts on your Facebook Page and/or Group. It has 3 sections to encourage you to post at least 3 times per day as this is the minimum you need to help build up a rapport with your audience. It will also assist you to identify the best times and best type of posts for your audience.

If you are posting more frequently than that already you can choose to continue doing so, however if you are getting no response to your posts I would cut it back to just 3 per day.

## How to Use This Planner

Firstly I suggest you look at your page insights for at least 1 month, or check your group wall. Look for any posts that got likes, comments and shares. Is there any pattern to this? For example are they text, photos or videos? What were you talking about? If something worked before then make use of that knowledge for this planner.

Next decide on at least 3 general types of posts you will add to your page - one suitable for morning, one for afternoon and one for evening.

An example might be:

Morning: good morning post with photo and positive saying

Afternoon: product photo with question

Evening: How has your day been text only question

Insert this information into the relevant boxes on the planner under post details. Now decide on a time you are going to schedule the posts for and write that under posting time. Use this information to schedule your posts for the whole month. It is important you use the times and post details identified as you will be monitoring the response to them.

Under each box is a 31 day section. When you have actually scheduled the post for that day tick the relevant box or boxes.

## **DO NOT POST THE EXACT SAME THING EACH DAY, UNLESS THAT IS PART OF AN OVERALL PLAN!**

After you have used the planner to schedule your posts for a month you need to monitor what happens. Do you get any likes, comments or shares? Do you get any requests for more info or any sales etc from that particular post? Also note if you get no response at all. At the end of the month write a little review about what happened in the post reviews box. Include the numbers of likes, comments and shares if you can.

For the following month try a different posting time or type of post for any part of the plan that got few responses and keep any that got good responses. Monitor each month and adjust your plan gradually until you find times and post types that your audience responds to.

*Morning Posts*

*Month:*

<i>Posting Time</i>	<i>Post Details</i>	<i>Post Reviews</i>

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Afternoon Posts*

*Month:*

<i>Posting Time</i>	<i>Post Details</i>	<i>Post Reviews</i>

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Evening Posts

Month:

<i>Posting Time</i>	<i>Post Details</i>	<i>Post Reviews</i>

<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>	<i>8</i>	<i>9</i>	<i>10</i>	<i>11</i>	<i>12</i>	<i>13</i>	<i>14</i>	<i>15</i>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<i>16</i>	<i>17</i>	<i>18</i>	<i>19</i>	<i>20</i>	<i>21</i>	<i>22</i>	<i>23</i>	<i>24</i>	<i>25</i>	<i>26</i>	<i>27</i>	<i>28</i>	<i>29</i>	<i>30</i>	<i>31</i>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Notes:

(Such as what worked well or not, what you want to try next month, use of specific words you want to monitor etc)