



Cornucopia

CREATIONS

FACEBOOK CONTENT ~ CURATE AND CREATE TO ENGAGE FANS (excerpt from [blog post 4/18/12](#))

I've worked up a 'sample week of posts' for you to take the confusion out of the equation! Don't get overwhelmed by having too many options to choose from. Remember:

1. You can **Conquer Social Media with Discipline and Order.**
2. I've got **50+ Topics to Keep Your Facebook Timeline Bursting with News.**
3. You can **Control the Facebook Runaway Train** by mapping out a set schedule of times and topics to post.
4. But don't forget to **Put Your Best (Business) Face on Facebook** with an updated Timeline look to present a professional image.
5. Crucial to your success is to **Save Massive Time with the Secret Tools at Your Fingertips** in Facebook and other social media.



A SAMPLE WEEK OF ACTIVITY

Content Curation and Creation to Engage Your Fans



MORNING

MIDDAY



AFTERNOON

MONDAY

Post/Share Your Industry News with a Link

Post Facebook only Special Offer or % Discount

Post Business Inspiration Photo or Quote

Post your business comments, responses and replies to fans.

TUESDAY

Link to Product or Service page on your Website



Promote Fan Contest

Comment or Share on Discussion Group

Post your business comments, responses and replies to fans.


Share your Business page on your Timeline
Ask Friends to Share with their Friends, say THANK YOU!

(Perform only 1 time per month)

WEDNESDAY

 **Post a Personal Favorite Quote**
(Humor or Inspiration)

 **Post a Video of Products, Tutorials, or Instructions**

 **Ask/Quiz or Poll your fans about their interests!**

Post your business comments, responses and replies to fans.

THURSDAY

 **Post/Share about your Business Neighbors**

 **Post a TIP of your Business or Product Expertise**


 **Post/Share on Causes (Pets, Environment...)**

Post your business comments, responses and replies to fans.

Share your opinion on Discussion Groups
Gather material for next week's posts from groups

FRIDAY

 **Post on Inspiration and/or Family**

 **Post Fan of the Week (app) Winner**

 **Post or Share Favorite Recipe or Pinned Photo**

Post your business comments, responses and replies to fans.

SATURDAY



Fans are very active on the weekend. Share a weekend festivity, a trip for great BBQ grilling. Be Human! Post pics from business or family trip.

Post your business comments, responses and replies to fans.

Photos and Videos get twice as much fan engagement as text updates.* Use high quality images.

Track success and virality in **Insights** to determine future adjustments to your posting strategy.

The end of the infographic doesn't fit here. But here's the text from the bottom:

Recommended posting schedule and topics shown above are merely a starting point to craft your own strategy.

Mix 'n' match as best suits your schedule and fan engagement!

**According Facebook's own statistics, July 2011.*

There is quite a bit of explanation along with other tips after the infographic. You can check out the details [here](#).