



FACEBOOK ~ WEEKLY PLANNING CALENDAR

Use this worksheet to organize your weekly post types and content.

BUILD MY AUDIENCE

Actions to take regularly. Choose task and frequency.

MONDAY		Date:
Morning	Midday	Afternoon
TUESDAY		
Morning	Midday	Afternoon
WEDNESDAY		
Morning	Midday	Afternoon
THURSDAY		
Morning	Midday	Afternoon
FRIDAY		
Morning	Midday	Afternoon

Use Saturday and Sunday too – particularly if your business thrives on the weekends!

MY PAGE CONTENT PLANNING

Use this page to plan out key promotions for the week, from products to tips, fan thank yous and more:

DETAIL INFORMATION ON KEY STATUS UPDATES (Write in key references, text & links here.)

Product Promotion (e.g. info or discount promo? Text to post, photo req'd? Photo name/file) _____

Instructional/Fun Video (e.g. How to install video, fan using product video, product being manufactured video..., Video name/file) _____

Blog/Newsletter Highlight (e.g. "Our weekly newsletter is out. Topics are.... Click here to read more...") _____

Weekly Tip (Demonstrate your expertise. Provide "5 Easy Ways to..." or "Beware of...") _____

Fan of the Week/Thank You (Using Insights, determine Most Engaged or Most Raving Fan of the Week. Who is it? Write a bit about him/her/page, provide link to own page.) _____

Weekly Quiz/Poll (Use Question/Poll feature to ask Fans about product, service, history. Make it easy for them to engage!) _____

Current Major Promotion (Write in details of new or ongoing contest/promo. Are fans to submit photos to your page? Submit an entry via clicking a Tab button [taking them elsewhere]? Is it a mapping game? Is there a new prize for this week alone? A 'where's Waldo' game?) _____

Reference content on this page as you fill in the front with dates/times to post. Use Insights analytics to determine optimum times to post updates.