Get Clients From Facebook with Alina Vincent. Copyright 2016

Content Calendar

Daily Challenge: Create a content calendar (post schedule) for Facebook

Monday	Tuesday	Wednesday	Thursday	Friday
	1. Tuesday Tip	2. Share Blog	3. Why Question	4. Monthly Contest
7. Quote	8. Tuesday Tip	9. Behind the scenes	10. Ask for Advice	11. Screenshot
14. Video	15. Tuesday Tip	16. Share Blog	17. Like if you …	18. Quote
21. Animation	22.Tuesday Tip	23. Quote	24. Testimonial	25. Before/After
28. Customer Showcase	29. Tuesday Tip	30. Share Blog		

What: Your content calendar is your day-by-day plan for your Facebook page. It's the schedule of content you need to create and post.

Why: The best way to insure that you are not spending hours on coming up with ideas for your Facebook posts, is to plan it out in advance. Being active and consistent on social media is much easier when you have your content planned out. Content calendar ensures that you are releasing content on a regular basis, so your users can begin to expect to hear from you. Keeping content calendar will help you stay organized, will keep your pages fresh and interesting for your fans. It also takes all of the guess work out, and it allows you to plan ahead and "batch" your design production to maximize your time and efforts. In addition it makes it easier to outsource the actual design creations to your VA or a designer.

How:

Step 1: Determine the right format for your content calendar. Do you prefer a large dry-erase board, a large paper calendar, a downloadable calendar template, table in a Word document or an Excel spreadsheet?

Step 2: Start by filling in content that is coming in from other sources. For example, if you publish a blog every Tuesday, record "share blog" on Tuesdays. If you hold Google hangouts every other Friday – mark that on the calendar. Don't be afraid to reuse old blog posts – there is nothing wrong with sharing great older content that is still relevant to your audience.

Step 3: List content types that you would like to do on a regular basis, and decide how often. Use our daily challenges to help you come up with the ideas. Your notes should look something like:

- Quotes - once a week
- Open ended questions – once a week
- Testimonials – once a month
- Contests – occasionally

Step 4: Identify weekly or monthly features for your Facebook page. Do you want to post a motivational quote every Monday? Then put it on your calendar as "Motivational Monday." Do you want to have a monthly contest? Then place it on the last Thursday of the month. Do you want to post a weekly tip? Call it a "Thursday Tip" and mark it on your calendar on every Thursday.

Step 5: Fill your content calendar with one post per day. You can choose to post only on the weekdays, or on the weekends as well - just don't forget that you would need to interact with your followers on any post you make. Use your list from Step 3 to come up with various types of posts.

Example Week 1:

Monday	Tuesday	Wednesday	Thursday	Friday
Inspirational Monday Quote	Tuesday Tip	Behind-the-scenes	Question of the Week	Fun Friday: Caption This
Blog post				

Example Week 2:

Monday	Tuesday	Wednesday	Thursday	Friday
Inspirational Monday Quote	Tuesday Tip	Showcase	Question of the Week	Fun Friday: Selfie

Step 6: This step is incredibly important and will dictate the content and the strategies for your posts. Determine the objective for the month. What's **one business goal** you want to focus on for the next month? Here are some ideas:

- Increase the number of LIKES on Facebook page
- Increase traffic to website
- Have people sign up for a free introductory session
- Have people sign up for newsletter
- Educate people on one of your products or services
- Prepare people for an upcoming product/program launch

As you are creating your content, please remember that the best way to increase the number of followers, generate engagement, and ultimately turn 'likes' into paying clients is to continuously provide VALUE to your audience.

Step 7: Create your posts weeks or even months in advance and preschedule them for your Facebook page. If you start with outlining your goals and building your content calendar – you can create an entire month worth of visual posts in one afternoon.

Time Saving Tips:

1. Create templates for all of your weekly and monthly features, so that the only thing you need to do is replace the text.
2. Check out services like Mashable (http://mashable.com/) that aggregate trending topics and industry news. It makes sharing current news a matter of seconds and makes you look like an expert who is always up to date on what's happening in your field.
3. Make all of your quotes, tips, questions, etc... in batches to create a consistent look and save production time.
4. Keep an eye for scenes that would make for great backgrounds – you want to have a large collection of "backgrounds" at your disposal to choose from when inspiration strikes.
5. Keep an eye on scenes that might serve as "What were they thinking?", "What do you think this is?", or "Caption this" posts. Take pictures of things that attract your attention – you never know when you will need to use them.
6. Take pictures of quotes, sayings, posters, or magazine layouts that catch your eye – they can serve as a great inspiration for your own designs.
7. As you go about your day, write down any thoughts, ideas, or questions that come up. Creating original content for your posts is much easier when you can sort through 10-15 ideas you jotted down over the week versus trying to come up with a great post on the spot.