



# FACEBOOK PLANNING CALENDAR



# PLANNING IS YOUR KEY TO SUCCESS

Facebook page managers spend A LOT of time trying to figure out what and WHEN to post on their page!

The image shows the Facebook Publishing Tools interface for a page named 'Coursenvy'. The top navigation bar includes 'Page', 'Messages', 'Notifications 1', 'Insights', 'Publishing Tools' (highlighted with a green arrow), 'Settings', and 'Help'. Below this, there are sections for 'Published Posts', 'Scheduled Posts', and a '+ Create' button (highlighted with a green arrow). A 'Create New Page Post' dialog box is open, showing options for 'Status' and 'Photo / Video'. The text input field contains 'What have you been up to?'. Below the input field are icons for adding photos, emojis, and locations. A 'Publish' button is visible, with a dropdown menu showing options: 'Schedule', 'Backdate', and 'Save Draft'.

Does your target market get on Facebook at 3pm everyday?

Is your target market 12 hours ahead in another country?

**COURSENVY**

Coursenvy Website

Always Learning

Create Call to Action Liked Message

Timeline About Photos Likes More

2,341 likes +1 this week

248 post reach this week

Invite friends to like this Page

Promote Your Page

Status Photo / Video Offer, Event +

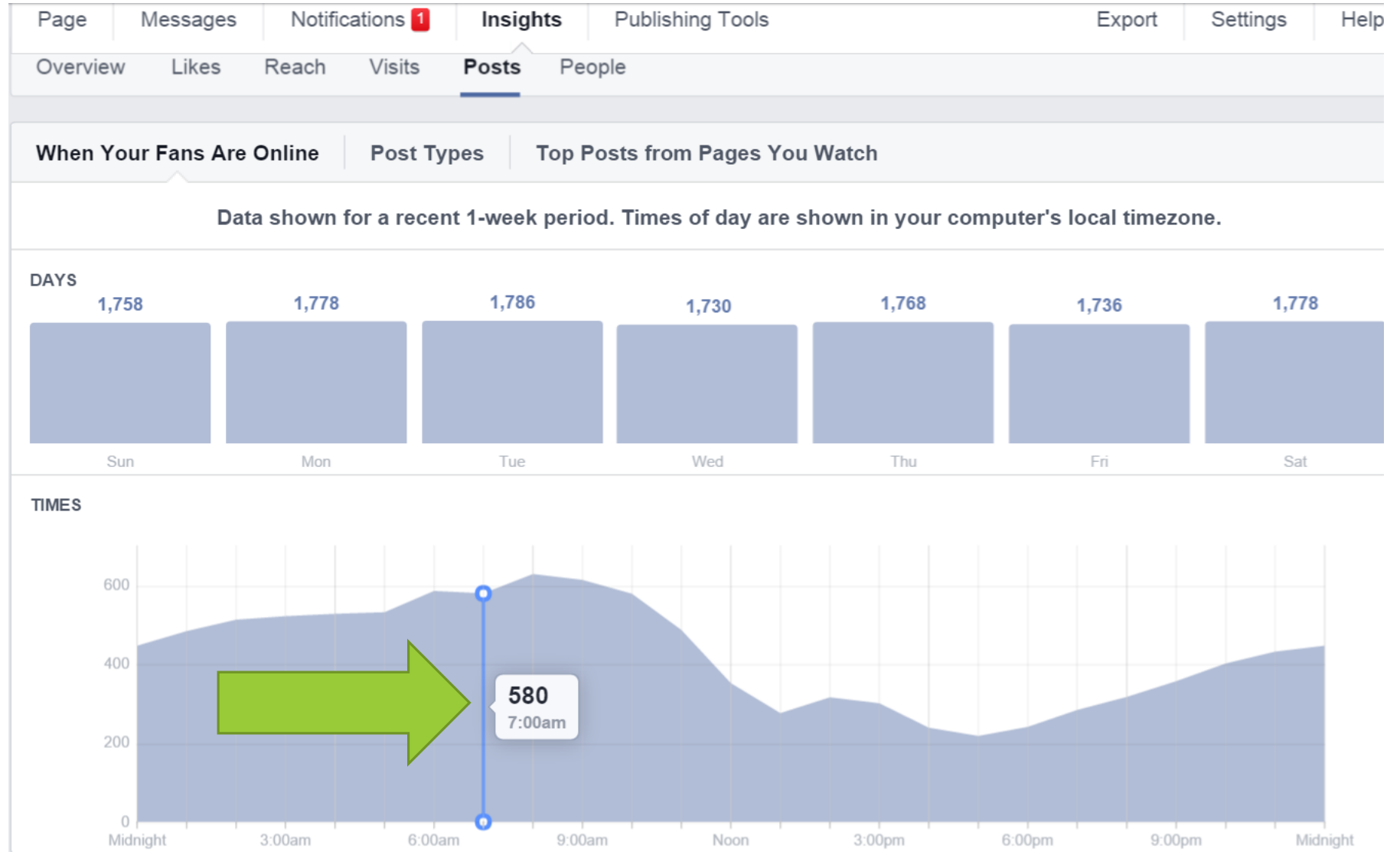
Use schedule posts! Plan them weeks ahead of time!

Boost Post Publish Schedule

Schedule Facebook posts for weeks in advance!

# FACEBOOK INSIGHTS

Using Facebook Insights test to see what time of day and what type of posts get the most engagements on your Facebook page!



# BEST TIMES TO POST TO SOCIAL MEDIA

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5AM							
6AM							
7AM							
8AM							
9AM			<b>MOST FACEBOOK SHARES</b>				
10AM							
11AM							
12PM							
1PM							
2PM							
3PM							
4PM		<b>MOST RETWEETS</b>					
5PM							
6PM							
7PM							
8PM		<b>POPULAR TIME FOR FACEBOOK</b>					
9PM							
10PM							

