

Mastering Facebook Posting: A Practical Guide

Facebook remains a powerful tool for marketing when used strategically. This handout offers practical tips and a weekly content calendar to help you boost engagement, drive visibility, and grow your online presence.

Top Tips for Effective Facebook Posts

- Know Your Audience: Define your target and use Facebook Insights to understand when they're most active.
- Craft Engaging Content: Keep it concise, include a hook, and add a clear call-to-action.
- Use Visuals: High-quality images or videos increase engagement. Optimize for mobile by using square or vertical formats.
- Post Consistently: Plan ahead with a content calendar. Aim for 3–5 posts per week.
- Post at Optimal Times: Try 11 AM–1 PM or 7–9 PM. Use tools to schedule posts.
- Encourage Interaction: Ask questions, run polls, and respond to comments.
- Track and Analyze: Use Facebook Insights to monitor performance and experiment with different formats.
- Boost High-Performing Posts: Use ads to expand reach and retarget engaged users.

Sample Weekly Content Calendar

Day	Post Type	Suggested Time	Caption Idea
Monday	Motivational Quote	12:00 PM	Start the week strong! 💪 #MondayMotivation
Tuesday	Educational Tip	3:00 PM	Did you know...? 💡 #TipsTuesday
Wednesday	Local Resource Spotlights	7:00 PM	Check out this week's spotlight community resource! 🌟
Thursday	User-Generated Content	12:00 PM	We love seeing your images of your children playing at our center! 📷
Friday	Behind the Scenes	3:00 PM	Here's a peek behind the scenes! 🎬
Saturday	Spotlight on Services	7:00 PM	Highlight a particular program or service you offer! 🎯
Sunday	Engagement Post (Poll/Question)	12:00 PM	What's your go to go-to after school snack? 🗣️

