



SOCIAL MEDIA CONTENT

CHAPTER 1D The perfect post and how to plan it

In this chapter you will learn...

1. How to connect to your audience with facebook posts.
2. How do you create a post from computer or mobile device.
3. How a well prepared post looks like and how to approach a "perfect post" with many interactions.
4. How do you schedule a post.
5. How a editorial plan could like.

1. CONNECT TO YOUR AUDIENCE WITH FACEBOOK POSTS

Posting on your business Page is a great way to let your customers and fans know what your business is doing. Here are some tips to help you get the most out of your updates:

- ✔ **Share meaningful updates:** Whether it's content related to your industry or updates on what your business is doing, stay in touch with your audience with Facebook posts. Use short, fun-to-read copy and eye-catching images to get attention. You can even schedule your posts to save time.
- ✔ **Get more attention for a special post:** When your post is published, you can bring more attention to it by pinning it to your Page or embedding it in your website. When you pin a post, it will remain at the top of your Page so it's the first thing people will see. Embedding a post means it will appear on your website.
- ✔ **Entice customers with news or special discounts:** Use posts to make special offers to your customers, invite them to events or share the moment with a live video
- ✔ **Create posts on the go:** Download the Facebook Pages Manager app to your mobile device to create posts for your business from anywhere. It's a great way to share up-to-the-minute updates and photos with your audience.



GUESS

Posting on your Facebook business Page lets you:

- Stay top of mind with people who are interested in your Page.
- Keep customers interested and engaged with industry information, product updates, event notifications and more.
- Reach a larger audience with boosted posts.

2. DIFFERENT TYPES OF POSTINGS

Posts that are short, visual and created for the right audience tend to get more likes, comments and shares. For example, if your target audience is mostly women of a certain age, you should to publish posts that will appeal specifically to them. You can create an offer or an event post, or just publish a quick update on your Page to stay connected with people..



2.1 VARIETY OF PHOTO-POST

1. **Upload Photos/Video**
Add photos or video to your status.
2. **Create Photo Album**
Build an album out of multiple photos.
3. **Create a Photo Carrusel**
Build a scrolling photo carousel with a link.
4. **Create Slideshow**
Add 3 to 10 photos to create a video.
5. **Create a Canvas**
You can now tell a more immersive story by combining images and videos.

3. HOW DOES THE PERFECT POST LOOK LIKE?

3

Be emotional.

Write briefly and with adjectives, if possible not more than five words. A casual tone of voice is possible but stay in a correct way of expression. You may also use some emojis but not too much.

1 2 3

RANKING

The 10 most engaging types of Facebook posts.

- 1 **VIDEOS**
- 2 **PHOTOS**
- 3 **QUESTIONS**
- 4 **FILL-IN-THE-BANKS**
- 5 **QUOTES**
- 6 **TIPS**
- 7 **QUESTIONS FROM READERS**
- 8 **TRIVIA**
- 9 **CALL TO ACTION**
- 10 **NOSTALGIC POST**

4. HOW TO SCHEDULE A POST

Our recommendation: Save it first as a draft, then have a look and check the layout. Then, schedule the post. **Never publish directly!**



EXPERT TIP

Posting in multiple languages

5. EDITORIAL PLAN

Use an excel file or Google table to keep an overview of your scheduled and published posts. You can also use the tab "publishing tools" in Facebook, thats up to you.



EXPERT TIP

What is the perfect time to publish?