

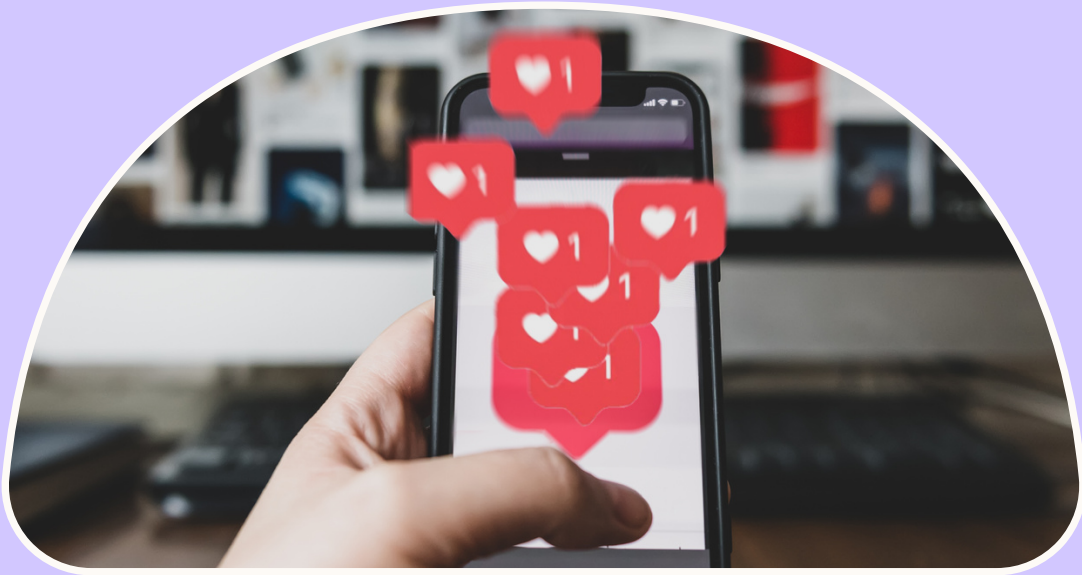
SOCIAL MEDIA GROWTH



WORKBOOK AND GUIDE

Written by Tanisha Shedden

visit www.tanishashedden.com/donate to read my story and make a donation



Welcome!

Whether you are well-established in social media or a social media newbie, I hope this guide can be helpful to you. This guide is created to help you understand how to build a social media platform that generates leads for you, gives you what you need, and can ultimately support your profitable business.

The steps in this guide are building blocks that you can practice over time. This is something you can reference and come back to when you feel stuck, or when you forget. This guide is comprehensive and large. So, go in chunks, don't get overwhelmed with feeling like you need to know everything all at once. This will always be available once you get it, so have fun and start learning step by step.

These are all methods I have used to grow my social media accounts over the years, and I am happy to pass them on to make your journey just a little bit easier.

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WORKBOOK SECTION
01



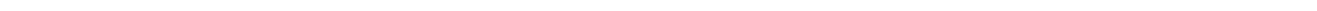
Review or Build your Ideal
Customer Avatar



Before We Begin

Even if you know your ideal customer avatar, make sure you know all the answers to these questions. In terms of social media, every piece of content should be speaking to that ideal customer and every piece of content should resonate directly with the type of person you want to serve.

For this exercise, you want to have one person in mind. Remember, we're talking about a REAL person who is ideal for what you offer. If this person discovered your offer today, they would immediately think "This is exactly what I need right now"





Now, let's get to know your ICA

What is their name?

Male or female or Other?

Where do they live?

How old are they?

Describe their religion

Describe their ethnicity



What is their relationship status?

Do they have a family? How many children?

What is their favorite color?

What is their favorite food?

Are they an introvert, extrovert or ambivert (both)?



What is their highest level of education?

What is their career, work or job title?

Is their income low, average or above average?

What are their typical work hours?

Where do they typically work?



What are some unhealthy habits they've adopted?

What are some of their fears and worries?

. What do they want to learn more about?



Who are their mentors they like to learn from?

Who are their favorite celebrities and/or leaders?

What kind of profiles/accounts do they follow on social media?



Do they prefer to learn as an individual or part of a group?

Are they a self-paced learner or prefer to be guided?

What's their level of knowledge in relation to what you offer?

Do they have any experience in relation to what you offer?

Do they actively seek advice in relation to what you teach/offer?



What's Next

Now that you have evaluated your ICA, your next step is to evaluate your INTENTIONAL use of social media. As all of us know, social media can be a huge distraction. The goal of this practice is to identify how we are currently using social media and create strategies to ensure that we are using it in the most productive and business-serving way possible.



WORKBOOK SECTION

02



Assess your intentional
social media use and skills

In this section, use the prompts to understand your social media use and assess whether or not you are using it to build your business effectively

Social Media Self Awareness

Which social media platforms do you use most and what is your screen time according to your insights from the apps?

What are things you enjoy or find positive about social media?

What aspects of social media affect you in a negative way?

How would you describe your online interactions with other people?



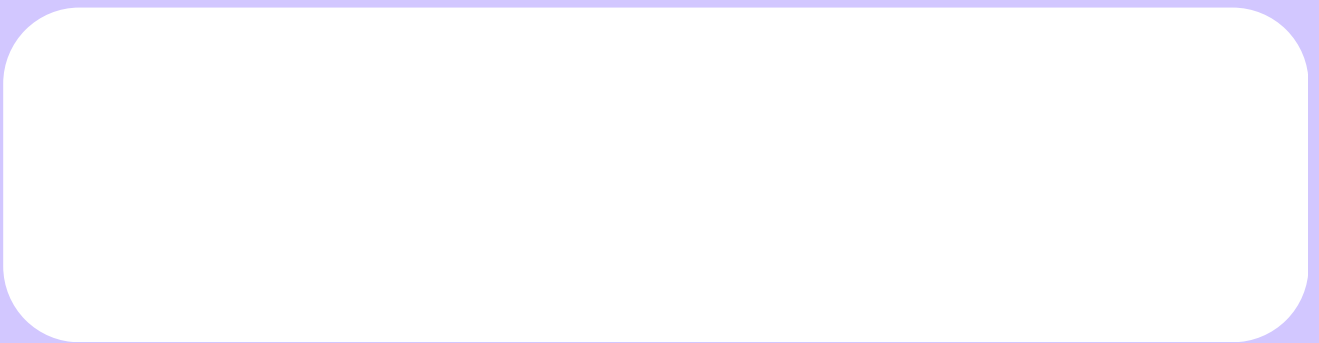
Do you think you present yourself authentically online?



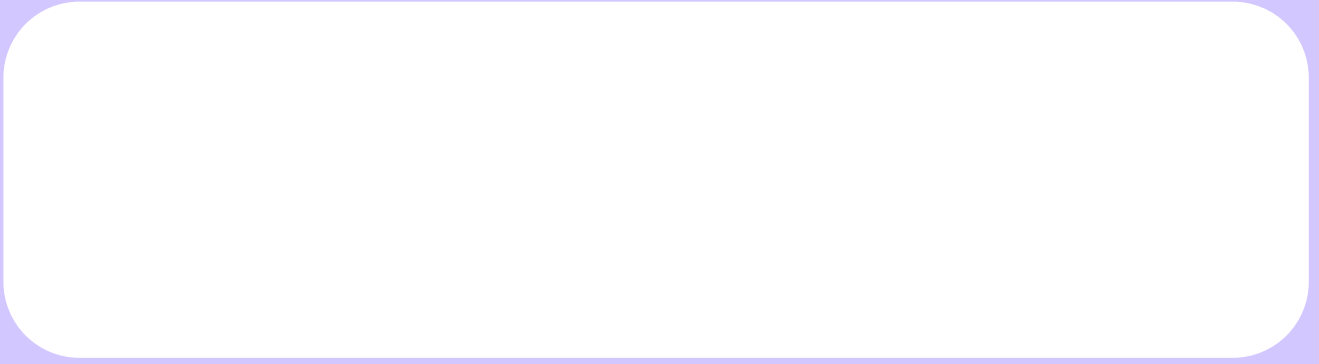
Describe how social media affects your behavior.



Are there any changes you would like to make in your use of social media?



How would you describe your online interactions with other people?



Do you think you present yourself authentically online?



Describe how social media affects your behavior.



Are there any changes you would like to make in your use of social media?



What's Next

Now that you have completed this section, consider what strategies you might use to get the most out of your time on social media. The following page has a list of ideas you can use to strategize your scroll time, focus on creating better content, use social media as a tool to learn, and manage stress associated with your likes and views.



15 Strategies to Manage Your Business Mindset on Social Media



1. Disable your like and view counts
2. Disable comments temporarily
3. Hide accounts that you follow purely for entertainment from your business accounts
4. Make sure business and personal accounts remain separate in purpose and use
5. Set an intention in scrolling and save posts that you want to remix, stitch, or recreate in some way
6. Learn how to use new features
7. Stay current with the CEO of the platform you are using and be aware of new releases, changes, and updates
8. Intentionally and thoughtfully interact with other creator's content in a positive way. Not just "Love this" add your thoughts, people want to know and will gravitate to you from this.
9. Unfollow accounts that cause you to compare yourself in a negative way or feed into negative mindsets.
10. Review your analytics and track your progress
11. Send dm's to potential customers and people you want to collaborate with
12. Set a screentime timer to know when to take breaks and recharge
13. Turn off notifications
14. Use focus mode
15. Spend time scrolling specifically through educational content in your niche

How To Guide

How to Turn Off Like Count, view counts, and disable comments on Social Media

Instagram:

1. Open the Instagram app on your mobile device.
2. Go to your profile and tap on the three horizontal lines in the top right corner.
3. Tap on "Settings."
4. Scroll down and tap on "Privacy."
5. Under "Interactions," tap on "Posts."
6. Toggle off the option labeled "Hide Like and View Counts."

Facebook:

1. Open the Facebook app on your mobile device.
2. Tap on the three horizontal lines in the top right corner to open the menu.
3. Scroll down and tap on "Settings & Privacy."
4. Tap on "Settings."
5. Scroll down and tap on "News Feed Preferences."
6. Tap on "Reaction Preferences."
7. Toggle off the option labeled "Show Likes, Reactions, and Shares."

How To Guide Continued

TikTok:

As of my last update, TikTok doesn't have a feature to turn off like counts for individual users. However, you can hide likes on your own videos by adjusting your privacy settings.

1. Open the TikTok app on your mobile device.
2. Go to your profile and tap on the three dots in the top right corner.
3. Tap on "Privacy."
4. Under "Safety," toggle on the option labeled "Hide Like and View Counts."

Notes:

- Settings and options may vary slightly depending on the version of the app and your device.
- Turning off like counts may affect how engagement is perceived on your posts, so consider the implications before making changes.
- Keep in mind that these steps may change in future updates, so it's a good idea to check for any updates or changes in the app settings.

WORKBOOK SECTION
03



Learn Who To Follow

Who Should I Follow

Who Should I Follow?

You have an account but you hate scrolling because you are following people that suck! OR you are just starting and you are not sure who you should follow. Here are some basic ideas on who you should be following, and how following these people can help YOU.

As you follow these people, send them a welcome DM (Direct Message)

Welcome DM Example:

Hi, I'm _____ It's nice to meet you! I am a _____ who specializes in _____ I'd love to (Get to know you) (Work with you) (learn from you) (uplift your business) (etc.) I love (What you do) (Helping people like you) (Name a specific thing about what they have posted that got you thinking) I'd love to chat more about (XYZ) with you.

Sending DMs can be scary but it can be so helpful when you are getting started or when you are learning to build a platform. Use the above message template for people who have similar niches or businesses. You can send these to your ideal customer, but it's better to have some engagement with your potential customers before sending DMs.

- At least 10 People you can learn social media help from
- At least 20 People who are in your niche who inspire you and interest you whom you can ask to collaborate with you and potentially share audiences with.
- At least 20 local businesses that you may be able to connect with, share referrals with, or get referrals from in the future.
- At least 30 people whom you have well researched who fit your ideal customer avatar and can reach out to and build positive engagement with.

Who Should I Follow Continued

Now that you have determined who to follow, use the spaces below to write down the accounts that you plan to follow. Go to social media do your research and remember who these people are so that you can stay in touch with them.

10 People I Can Learn Social Media Help From

20 People who are in my niche and who inspire me and interest me who I can ask to collaborate with me and potentially share audiences with

20 local businesses that I may be able to connect with, share referrals with, or get referrals from in the future.

30 people I have well researched who fit my ideal customer avatar and can reach out to and build positive engagement with.

WORKBOOK SECTION
04



The Go-Viral Formula

Keys to Going Viral

The Go Viral Formulas

You hear so many things about how to go viral from so many so-called gurus and you might roll your eyes at this title just at the thought of their clickbait. However, I have taken courses from viral geniuses including Jay Shetty, Brendon Burchard, and more, and going viral is simpler than you think.

Content-Based Strategy

Your content matters. You cannot expect to grow by just posting whatever you want. In your content, you should seek to post things that combine what you want with what works and what OTHER PEOPLE want to see.

Hook, Story, Call to Action

Every post should have a Hook, a story or the main meat of the post, and a call to action or whatever it is you want your audience to do after seeing the post.

5 Different Ways to Get a Good Hook:

There are 5 keys to a solid hook and those are your hook tells the audience what you are about to talk about or do, your hook is interesting or even controversial, your hook is eye-catching or text on screen, your hook involves a news story or celebrity gossip in your specific niche or area of expertise, your hook is a collaboration or stitch from another creator or video

Keys to Going Viral Continued

Getting the Story (Value) Right:

When you are creating your reel "story" you want it to be quick, clear, relatable, concise, entertaining, or emotional. You might be thinking about all those viral dance videos wondering what the story is there. And I am here to tell you that even those reels have stories. The story part of entertaining reels is the way they feel relatable, entertaining, or emotional and demonstrate a skill that the audience may not have, and that is how it adds value.

In talking head videos, the value or story is the specific insight that is shared through information, asking questions, or responding to comments. Regardless of your niche, there is always a story and your reel just has to give the audience one of these elements. When you give your audience something of value to consume, even for 7 seconds, you are on your way to creating viral content.

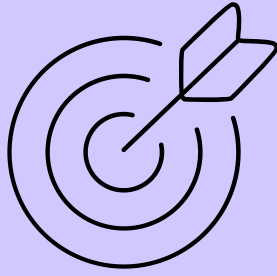
Call To Action (CTA):

Call to action can be hard to remember every time, but you can keep it simple. A call to action can be as simple as saying, "Follow for more tips about how to change your diet to beat chronic illness" or "Comment the word 'free' to get my free nutrition guide" or you can ask your audience to do anything with text on screen or even words in the caption. Regardless of what you ask them to do, just be sure to be very specific.

Example: <https://www.tiktok.com/t/ZT87oxmaL/>

This reel above got 363K views and was shared and commented on at a high rate. This reel had a hook that made people want to know more, the story part was informative, controversial, and entertaining, and the CTA was simple. Reels like this can do well in your niche and you can answer follow-up questions, which increases your engagement.

Keys to Going Viral: Timing



Timing Strategy

To look at your best times for posting click on "professional dashboard", click on "total followers" and then scroll down to "locations", "age range", "gender," and at the bottom you will find "Most active days and times" Note that on Instagram all times are PST BUT, you have to modulate for your dominant audience location. For me, that location is New York City. So, I need to convert the PST to EST and then back to my local time in Utah MDT. Then, once you know what times work in your time zone, pick the top 3 and post at those times.

- Timing is one of the most important metrics on social media because you are sending a piece of content into the ether and since it is short-form content, that means that it will be shown and actively pushed for about 24 to 48 hours and then the algorithm will forget and move on to your next content piece UNLESS it picks up traction.
- Posting at the peak times ensures that the people who want to see your content are actively scrolling social media when you post and you are getting the most out of all that time and energy you have spent making your content.

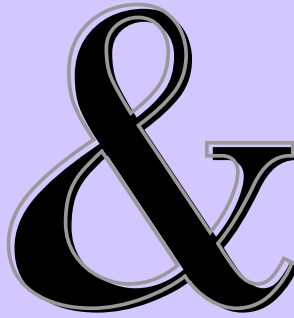
Algorithm Strategy

The Algorithm Strategy involves 3 simple Steps

Make sure you have Instagram for business enabled on your accounts.

1. Look at your engagement and look at your insights
2. Based on those insights, make more of what works. Make more content that is similar to the content that is already doing well, or make content with similar topics
3. Post and review what your insights are telling you

The Winning Combo



The Winning combination

The Winning combo is when you hit each of these marks on your posts. No, you won't go viral every single time at first. BUT, the more often you hit these metrics over time, the better you will do.

Viral Posting Dos and Don'ts

- **Don't** just post anything you think will go viral. This will gain you an audience of disloyal followers who want to be entertained and will not grow your business in the long run
- **Do** mix it up! Post a variety of different types of content to keep people interested and give yourself a break from time to time, especially if you don't like to be on camera all the time
- **Don't** obsess over going viral! It will happen naturally. Just focus on increasing the quality of your content until you build your platform
- **Do** add value every time!
- **Do** be a friend to your audience! Your audience is following you and scrolling through your feed when there are SO MANY other accounts. Talk to them, respond to comments and messages, answer questions, and tell them about yourself.

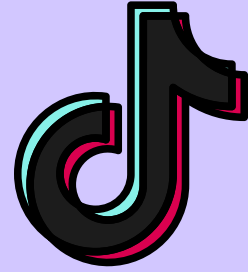
WORKBOOK SECTION
05



Instagram Vs Tik Tok

Instagram

VS Tik Tok



Instagram

- Growth is based on shares and other forms of engagement
- Will incentivise you when you post more
- Will Categorize content to the viewer
- Has Reels, Stories, Carousels, Photos, Messages, and threads
- Links directly to facebook
- Gives you more growth when you engage with other accounts
- You can grow with ads
- Has shop and ecommerce
- Has multiple feed options (regular, friends only, favorites ect)
- Has location tagging

Tik Tok

- Growth is based on watch time metrics (How long people watch your video before scrolling)
- Will incentivize you when you post more
- Will Categorize content to the viewer
- Has shortform and longform video posts, stories, photos in stories, and messages
- You can grow with ads
- Has shop and ecommerce
- Has multiple feed options(FYP, friends)
- Has location tagging

What's Next

Knowing the slight differences and similarities between Instagram and TikTok can help you remember to treat the two platforms differently when you post. Now, here are 20 things to consider when your posts are not doing well.

Why Your Posts Might Not Be Reaching

IF your posts are not getting reached here are 20 things to consider/questions to ask

1. Have I been posting consistently?
2. Are my posts adding value?
3. Do I post relatable content?
4. Have I asked my audience what they want to learn or see?
5. Do I have a hook, story, or CTA in every post?
6. Have I had my account long enough and been consistent long enough to build the following I want?
7. Am I posting at the peak time for my main follower location or desired location?
8. Have I ever been live on social media to show people I am here and real?
9. Is my content good quality?
10. How does my content compete with other people in my niche?
11. Am I enjoying what I am doing?
12. Am I leveraging collaboration or stitch/reaction content?
13. Am I following too many trends?
14. Am I using music or text to make content more interesting?
15. Does my audience know what they can do next to work with me?
16. Do I have my profile links available?
17. Does my audience know who I am and what I do?
18. Do I have a full bio on my account?
19. Am I still posting too broadly and need to niche down more?
20. Do my audience metrics and insights match my customer's ideal avatar?

WORKBOOK SECTION
06



Secrets to Improving
Engagement

Engagement Metrics

Engagement

Engagement is the metric that measures how many people are interacting with your content or are interested in what you share. These metrics include: likes, shares, comments, and saves.

Likes: Likes are very basic and are unimportant in the long run. They just show who has double-tapped.

Shares:

Engagement on Instagram comes down to shares. If you create something relatable, helpful, and creative enough, people want to share it with their friends, and that is the biggest metric that Instagram is currently utilizing in the new year. So, unlock your creativity and make it fun. Sharable content wins every time.

Saves:

Usually, this metric helps you understand how valuable your content is because people went out of their way to hang onto it. This is good to know so that you can continue making helpful content.

Comments:

Comments are your bread and butter. Comments are the single most important metric and you would do well to respond to every single person (except for the trolls of course!) because this will keep your audience coming back to you and will help you build authority. And if that is not a good enough reason for you, Instagram, TikTok, and Facebook all use comments to determine whether your content is good enough to keep showing to people.

Engagement Strategies

15 strategies to increase engagement on Instagram and TikTok:

1. **Post Consistently:** Maintain a regular posting schedule to keep your audience engaged and active.
2. **Use Relevant Hashtags:** Incorporate popular and niche-specific hashtags to increase discoverability and reach. (You can see popularity when you type them in and it tells you how many people have used it. I.E 60K or 1M)
3. **Create Engaging Content:** Produce visually appealing and compelling content that resonates with your audience.
4. **Interact with Followers:** Respond to comments, messages, and mentions to foster meaningful connections and conversations.
5. **Collaborate with Influencers:** Partner with influencers or creators in your niche to expand your reach and attract new followers.
6. **Utilize Trending Challenges:** Participate in trending challenges and hashtags to increase visibility and engagement.
7. **Share User-Generated Content:** Showcase content created by your followers to foster community engagement and loyalty.
8. **Host Giveaways**
9. **Optimize Captions and Descriptions:** Write compelling captions and descriptions that encourage interaction and storytelling.
10. **Utilize Instagram Stories and TikTok Trends:** Leverage ephemeral content and trending formats to capture attention and engage your audience.
11. **Use Polls and Q&A Features:** Encourage audience participation by using interactive features like polls and question stickers.
12. **Cross-Promote on Other Platforms:** Share your Instagram and TikTok content on other social media platforms to drive traffic and engagement.
13. **Incorporate Call-to-Action (CTA):** Prompt your audience to take action, such as liking, commenting, sharing, or tagging friends.
14. **Analyze and Optimize Performance:** Regularly review insights and analytics to identify top-performing content and refine your strategy accordingly.
15. **Engage with Trending Topics:** Stay up-to-date with current events and trending topics to create timely and relevant content that resonates with your audience.

Engagement Strategies Continued



More on Doing your Q & A:

- Answer questions every chance you get. The more people see that you are there to answer and support them, the more you will create a loyal, buying audience.
- If you don't have any questions yet, or have posted in stories asking people what they want to know and have only gotten crickets in response, have your friends and family ask you until you get real questions.
- Be consistent. This is the hardest part about social media, but consistency is key because your audience is waiting for you and we have all taken a break and killed our engagement and we can always rebuild, but even if you can only commit to 3x per week, that consistency pays off long term.

Boosting Engagement

How To Track Engagement

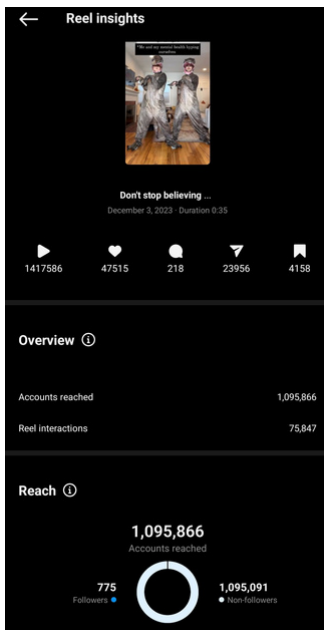
You can view your engagement in the insight sections of your social media account. To track engagement click on "professional dashboard," and then on "Accounts engaged."

Example:

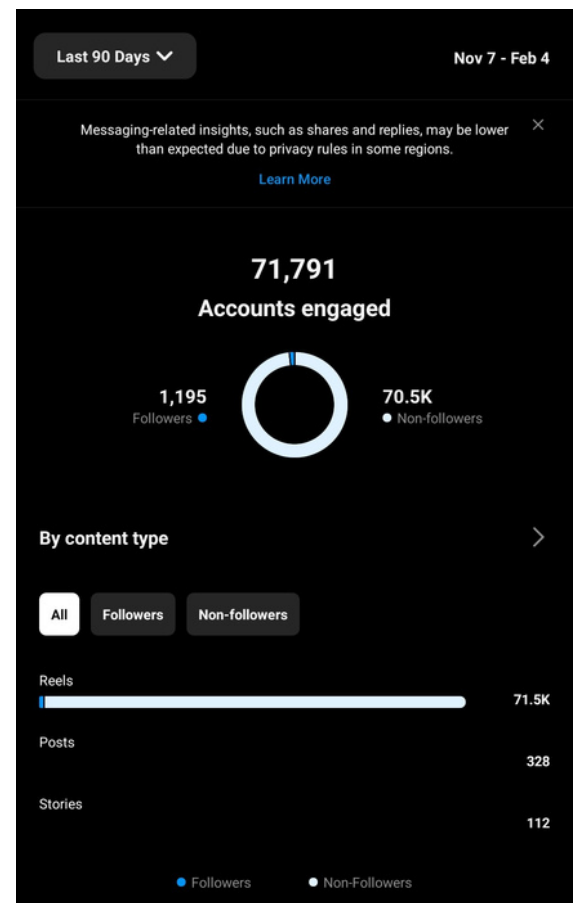
https://www.instagram.com/reel/C0aH5KJu_ik/?igsh=MW0wYXV2b3YxZml4Nw==

This example got over 1 Million views and it was not even original content. It was just something funny and relatable that increased the amount of profile visitors and followers I got.

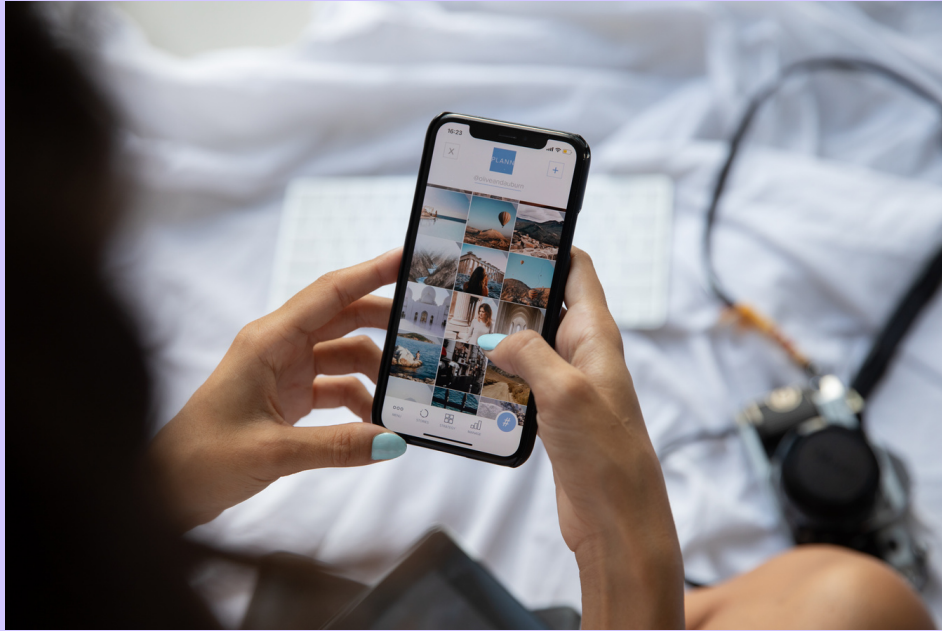
Here is a screenshot of the insights from this reel: (Zoom in!)



Here is a screenshot of the insights from the last 90 days:



Boosting Engagement



How To Give Your Account An Extra Boost with Ads:

Ads can be a great way to get more leads and get more eyes on your profile in the beginning. If you are retaining followers but not growing, this may be a good option for you. Remember not to overdo it with ads, organic traffic is always a better growth strategy because it means you are growing based on the authentic quality of your work. Choose your BEST performing reel or one of the best preferably with at least 1k views where possible Boost your selected reel and run it as an ad with the pre-selected audience metric (Instagram will use your existing audience as a baseline to determine whom to target the ad to. Only do this if you want more of the same type of followers) Select "send more messages" or "more profile visits" as your ad option Budget \$10 to \$30 to test this and then based on results run it again with a larger budget.

Note: This is NOT the same as buying followers, these are simply ads. Do not ever buy followers, Instagram can tell that you have bots giving you fake engagement. If you see accounts with 100K+ followers but have 4K views on average and then you notice they have more likes than views, you'll know they bought followers and it's just embarrassing and useless.

What's Next

Now That you have learned the secrets to boosting engagement, here is a bonus list of ideas for social media post hooks and ideas that you can use on your next social media ad.

On the following pages you will find this list and the next section!





Post Content Cheat Sheet

Go to the next page for 30
content ideas to use with your
next ad or boosted post

30 Irresistible Social Media Post Ideas Your Audience Will Actually Love

1. Behind-the-Scenes Sneak Peek: Offer a glimpse into your daily operations or creative process.
2. Contest or Giveaway Announcement: Everyone loves free stuff!
3. Quick Tips or Hacks: Share bite-sized pieces of valuable information related to your niche.
4. User-Generated Content Showcase: Highlight content created by your followers or customers.
5. Exclusive Discounts or Deals: Offer special promotions to your social media followers.
6. Poll or Survey: Engage your audience by asking for their opinions or preferences.
7. Q&A Session: Host a live or pre-recorded question-and-answer session.
8. Teaser for Upcoming Product/Service Launch: Build anticipation for something new.
9. Inspirational Quote: Motivate your audience with uplifting words.
10. Interactive Quiz or Trivia: Encourage participation with a fun quiz related to your niche.
11. Tutorial or How-To Video: Teach your audience something useful.
12. Throwback Thursday Post: Share a nostalgic moment or milestone.
13. Share a Success Story/Testimonial: Highlight the positive experiences of your customers or clients.
14. Caption Contest: Invite followers to come up with creative captions for a photo or image.
15. Live Demonstration or Product Showcase: Show off your product or service in action.
16. Seasonal Promotion: Tailor your content to match current holidays or seasons.
17. Challenge or Dare: Challenge your audience to participate in a fun activity related to your niche.
18. Fan of the Week/Month Feature: Recognize and celebrate your most engaged followers.
19. Interactive Polls or Quizzes: Make your posts interactive by allowing your audience to vote or answer questions.
20. Exclusive Interview: Interview an expert or influencer in your niche.
21. "Caption This" Image: Post an image and ask your audience to come up with creative captions.
22. Flash Sale Announcement: Create a sense of urgency with a limited-time offer.
23. Product Comparison: Compare your product/service with competitors or different versions.
24. Challenge Announcement: Introduce a challenge for your followers to participate in.
25. Share a Fun Fact: Educate and entertain your audience with an interesting fact related to your niche.
26. Ask for Recommendations: Seek input from your audience on new products, services, or content ideas.
27. Interactive Storytelling: Share a story and invite your audience to contribute to the narrative.
28. Milestone Celebration: Celebrate reaching a specific number of followers, sales, or achievements.
29. Interactive Infographic: Share an infographic and encourage your audience to engage with it.
30. 'Did You Know?' Facts: Share surprising or lesser-known facts about your niche to intrigue your audience.

Feel free to customize these hooks to suit your brand's tone and audience preferences!

WORKBOOK SECTION
07



Scheduling and Creation
Tips and How To Guides

Batch Creating, Scheduling, and Planning Social Media Posts

Welcome to the Batch Creating, Scheduling, and Planning section of your Social Media Growth Starter Kit! In this section, we'll guide you through the process of efficiently managing your social media posts on Instagram, TikTok, and Facebook using tools like Meta, Instagram, Canva, and Metricool.

Batch Creating Content

Batch creating is when you block out time to create content in chunks. This helps you stay ahead of your content schedule and helps you feel less overwhelmed by the idea of having to create new content every day. Eventually, you find your creation flow and stay ahead and on track with your goals.

Creating Videos: For the videos you create yourself, plan an hour to record the topics of your choice, do some dances, remix content, stitch, or just do words on the screen. Use this time for your original face on content or remixed content.

Canva Creation:

1. - Open Canva and choose the platform template (Instagram, TikTok, or Facebook).
2. - Use Canva's user-friendly interface to design engaging posts.
3. - Incorporate the hook, story, and call-to-action elements mentioned earlier.

Use these processes to create content and time block your creation based on the topics you are highlighting. Then, create 2 weeks' worth of content every week according to your posting schedule whether that be 3x a week or 3x a day.

How To Schedule Posts Instagram

Instagram:

Step 1: Schedule a Post

1. Once your account is set up as a Business Account and connected to a Facebook Page, tap the '+' icon at the bottom to create a new post.
2. Select the photo or video you want to post.
3. Edit your photo or video using Instagram's editing tools and add captions, location, and other details.
4. Instead of tapping on "Share Now," tap on the arrow next to it to reveal the "Schedule" option.
5. Choose the date and time you want the post to be published.
6. Tap on "Schedule" or "Confirm" (depending on the app version).
7. You will receive a notification at the scheduled time to complete the posting process.

Step 2: Completing the Posting Process at the Scheduled Time

1. At the scheduled time, you will receive a notification from Instagram.
2. Tap on the notification to open Instagram.
3. Instagram will automatically populate the post details, and all you need to do is tap on "Share Now" to publish the post.

Congratulations! You've successfully scheduled a post on Instagram using the app. This feature is part of Instagram's Creator Studio, allowing you to plan and schedule your content conveniently.

Please note that Instagram's scheduling feature might not be available to all users, and the availability may vary based on your location and account status. If the scheduling option is not visible, you can consider using third-party tools like Metricool or Creator Studio on a desktop for scheduling.

How To Schedule Posts Facebook/Meta

2.. Facebook(Meta for Business):

As of my last knowledge update in January 2022, Meta (formerly Facebook) does not offer a native in-app scheduling feature for regular posts on Facebook or Instagram. However, you can use Creator Studio, a platform developed by Facebook, to schedule posts for your Facebook and Instagram business pages. Please note that the platform may have undergone changes, so be sure to check for any updates in the app or on the official Facebook website.

Step-by-Step Guide: Scheduling a Post with Creator Studio

Step 1: Access Creator Studio

1. Open a web browser on your computer and go to <https://business.facebook.com/creatorstudio>
2. Log in using the Facebook account connected to the Facebook Page or Instagram account you want to schedule posts for.

Step 2: Connect Your Accounts

3. If prompted, connect your Instagram account to Creator Studio. Follow the on-screen instructions to link your Instagram business account.

Step 3: Navigate to the Content Library

4. On the Creator Studio dashboard, click on "Content Library" in the left-hand menu.

Step 4: Create a New Post

5. Click on the "Create Post" button in the top left corner.
6. Choose the Facebook Page or Instagram account where you want to schedule the post.
7. Compose your post by adding text, images, videos, or any other content elements.

Step 5: Schedule Your Post

8. Instead of clicking "Publish," click on the drop-down arrow next to it, and select "Schedule."

How To Schedule Posts Facebook/Meta Continued

9. Choose the date and time you want your post to be published.

10. Click on the "Schedule" button to confirm your scheduling.

Step 6: Review and Edit (If Needed)

11. To review your scheduled posts, go back to the "Content Library."

12. You can edit or delete posts from the Content Library if necessary.

Notes:

- Make sure your Facebook Page or Instagram account is set up as a business account to access scheduling features.
- Creator Studio allows you to schedule posts for both Facebook and Instagram from one centralized platform.
- Scheduling features may vary based on your location and account status.

Always stay informed about any updates or changes in Facebook's features by checking the official [Facebook Help Center](<https://www.facebook.com/help/>). If the steps or features have changed, you may find the latest information there.

How To Schedule Posts Metricool (3rd Party tool)

Metricool:

Tik tok and some other platforms do not have in-app scheduling yet, so if you want it all in one place, or want to use a different app to schedule, Metricool is a great option.

Step 1: Create a Metricool Account

1. Visit the Metricool website <https://metricool.com> and sign up for an account if you haven't already.

Step 2: Connect Your Social Media Accounts

2. After creating an account, log in and connect your Instagram, TikTok, or Facebook accounts to Metricool.

- Click on your profile icon in the top right corner.

- Select "Add a new profile" and follow the prompts to connect your social media account.

Step 3: Access the Content Calendar

3. Once your account is connected, find the "Content Calendar" feature on the Metricool dashboard. It is usually in the main navigation menu.

Step 4: Choose the Platform and Date

4. In the Content Calendar, choose the social media platform for which you want to schedule a post (e.g., Instagram, TikTok).

- Click on the date you want to schedule the post.

Step 5: Create a New Post

5. On the selected date, you'll see a slot for creating a new post. Click on it to open the scheduling window.

Step 6: Compose Your Post

6. In the scheduling window, compose your post by adding the caption, hashtags, and any media files (images or videos). You can also choose to publish on multiple platforms simultaneously.

Step 7: Set the Publishing Date and Time

7. Set the date and time you want your post to be published. Metricool provides a time optimization feature to help you choose the best posting time based on your audience's activity.

How To Schedule Posts Metricool Continued

Step 8: Schedule Your Post

8. Once you've filled in all the details, click on the "Schedule" button to confirm and schedule your post.

Step 9: Review and Edit (If Needed)

9. After scheduling, you can review your posts in the Content Calendar. If necessary, you can edit or delete posts directly from the calendar.

Step 10: Monitor Post Performance

10. After the post is published, use Metricool's analytics tools to monitor its performance. Track engagement, reach, and other metrics to refine your future content strategy.

That's it! You've successfully scheduled a post using Metricool. Feel free to explore other features Metricool offers to enhance your social media strategy. If you have any questions or need assistance, Metricool's support is just a click away. Happy scheduling!

What's Next

Now That you have learned how to schedule posts in advanced on various platforms, use the next section to plan content based on what you have learned. Generate ideas for content and when you would like to post them in the content calendar template below!



WORKBOOK SECTION
08



Start Planning



Content Planner

DATE:

MAIN THEME:

OBJECTIVE:

CONTENT TOPIC IDEAS:

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FREEBIE:

PAID OFFER:

EXTRA NOTES





Content Planner

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FREEBIE:

PAID OFFER:

EXTRA NOTES



WEEKLY POSTING PLANNER

social media content

FOR THE WEEK OF: _____

	GRID	STORIES	REELS	LIVE EVENT
MONDAY				
TUESDAY				
WEDNESDAY				
THURSDAY				
FRIDAY				
WEEKEND				

NOTES FOR NEXT WEEK

WEEKLY POSTING PLANNER

social media content

FOR THE WEEK OF: _____

	GRID	STORIES	REELS	LIVE EVENT
MONDAY				
TUESDAY				
WEDNESDAY				
THURSDAY				
FRIDAY				
WEEKEND				

NOTES FOR NEXT WEEK

WEEKLY POSTING PLANNER

social media content

FOR THE WEEK OF: _____

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NOTES FOR NEXT WEEK

WEEKLY POSTING PLANNER

social media content

FOR THE WEEK OF: _____

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FRIDAY				
WEEKEND				

NOTES FOR NEXT WEEK

THANK YOU

THANK YOU FOR DONATING TO
MY FERTILITY JOURNEY AND
GETTING THIS GUIDE



Your donation means more than you know! After a Uterus surgery, 7+ years of hormone issues, holistic treatment, medications, and more we are still trying. My husband and I are both adoptees and are hoping for our own child. We have started with IUI's and potentially progress to more, and anything helps.

Thank you for your support!