



A Guide to Social Media Content Planning & Distribution

Brian V. Matson
TwoSix Digital



Who the heck is this guy?

Tourism Industry since 2003

Former Marketing Director for the Fargo CVB

Speaker at National, Regional & State Conferences

Director of Education & Strategy at TwoSix Digital

Tweet me: @BVMATSON



WHO WE ARE



➡ 100% Digital Agency Focused on the Travel, Tourism & Hospitality Industry

40+ Years of combined tourism industry experience ➡



➡ Headquartered in Brighton, Michigan

WHO WE WORK WITH






~~Social Media~~



It's actually just
a really good
marketing tool.



proc·ess¹

/ˈprä,ses,ˈprō,ses/ 

noun

1. a series of actions or steps taken in order to achieve a particular end.

"military operations could jeopardize the peace process"

synonyms: procedure, operation, action, activity, exercise, affair, business, job, task, undertaking, proceeding

"faxing a seventy page document is an expensive process"



CONTENT PLANNING BASICS





TIME TO SHARE



Recommended Organic Frequency

- X1 Per Day Facebook
- X1 Per Day Instagram
- 3-10 Tweets Per Day on Twitter
- Weekly Activity on Pinterest
- Weekly Activity on Review Sites
- Weekly Activity on YouTube
- X1 Blog Per Week

Up to 26 Posts per week!





BUILD
AN ACTUAL
CALENDAR

Where do I start?



HAVE A MONTHLY MEETING



Get a Calendar

Step One

www.nationaldaycalendar.com



January 10, 2023 - National Houseplant Appreciation Day | National Shop For Travel Day
National Day Podcast



TODAY TOMORROW YEAR-AT-A-GLANCE CLASSROOM CELEBRATE EVERY DAY RECIPES STORE

**NATIONAL HOUSEPLANT
APPRECIATION DAY – January 10**



**SAVE THE EAGLES DAY – January
10**

**NATIONAL SHOP FOR TRAVEL
DAY – Second Tuesday in January**



**NATIONAL CUT YOUR ENERGY
COSTS DAY – January 10**

**NATIONAL OYSTERS
ROCKEFELLER DAY – January 10**



**NATIONAL BITTERSWEET
CHOCOLATE DAY – January 10**





**Find out what
National Days are
on your Birthday
by [clicking here!](#)**

What's Your
Birthday?

• • • •

March 7

- National Dadgum That's Good Day
- National Peanut Butter Lover's Day
- National Fruit Compote Day
- National Horse Protection Day
- National Pig Day
- National Minnesota Day
- Self-Injury Awareness Day
- National Read Across America Day (Dr. Seuss Day) – If on Weekend, Moves to Closest School Day
- National Employee Appreciation Day – First Friday in March
- National Dress in Blue Day – First Friday in March
- National Speech and Debate Education Day – First Friday in March
- National Day of Unplugging – First Friday in March

The K.I.S.S. Content Calendar

The first step in creating your monthly content calendar is the identification of relevant national days. Look for days that “jump off the page” or ones that you can knock out of the park. National Days are typically home run posts and are a great way to seed your content calendar with some early wins!

STEP 1						
TwoSix Digital						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	NATIONAL DAY #1	9	10	11
12	13	NATIONAL DAY #2	15	16	17	18
NATIONAL DAY #3	20	21	22	23	24	25
26	27	28				

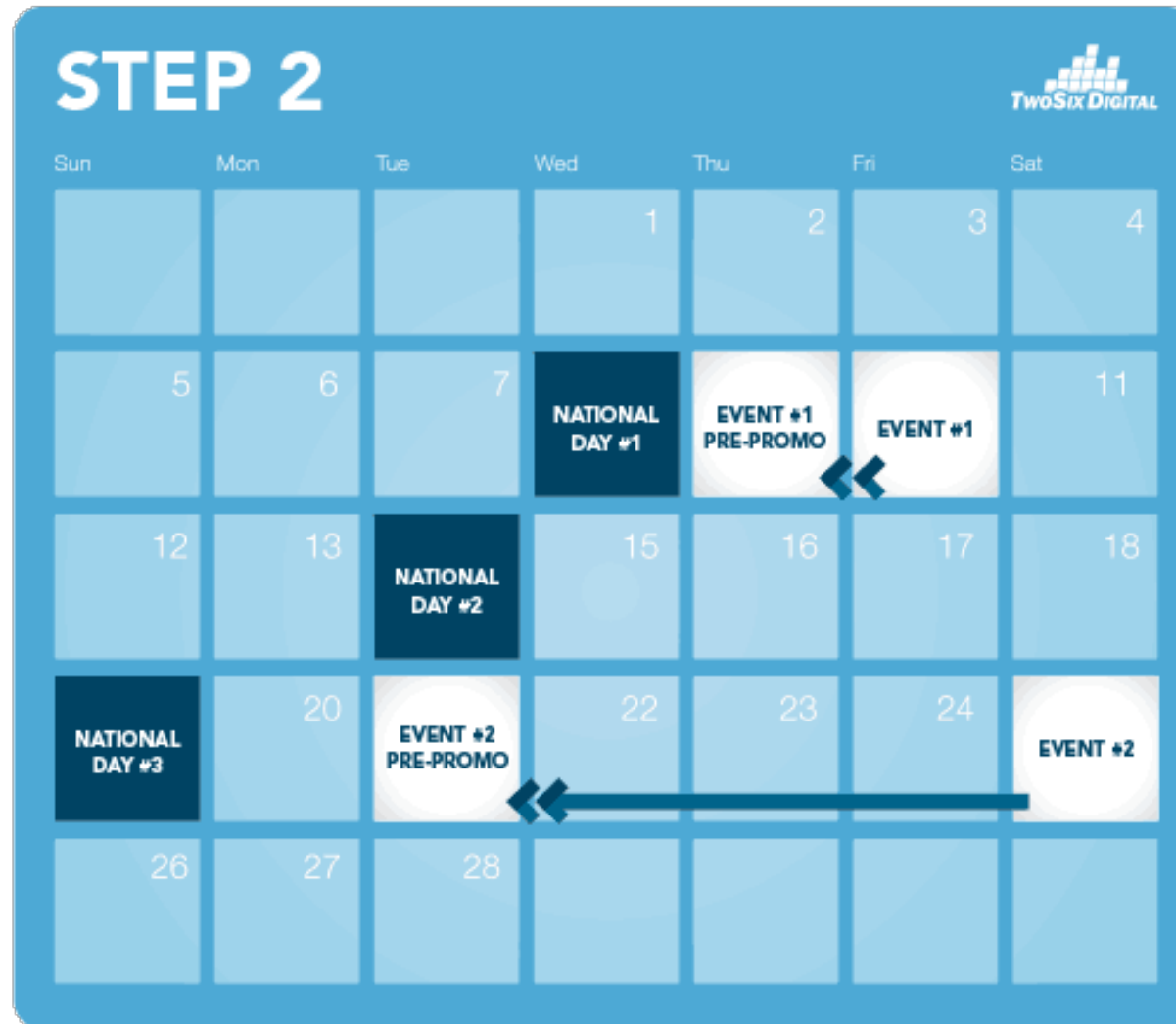
Step Two

ADD EVENTS



The K.I.S.S. Content Calendar

The second step is to place leisure events into the calendar. Be sure to look for events that are most likely to convert overnight stays. Be very selective with your choices. You want to promote the area as a destination for travelers, not give off the perception that you are a local community calendar. Pick solid events and you'll pique the attention of potential travelers!



Step Three

DAILY THEMES

Focused
Decision-Making

Well-Rounded
Storytelling

Built-In Engagement



Differentiators



HASH TAG DAY



#inHendricks

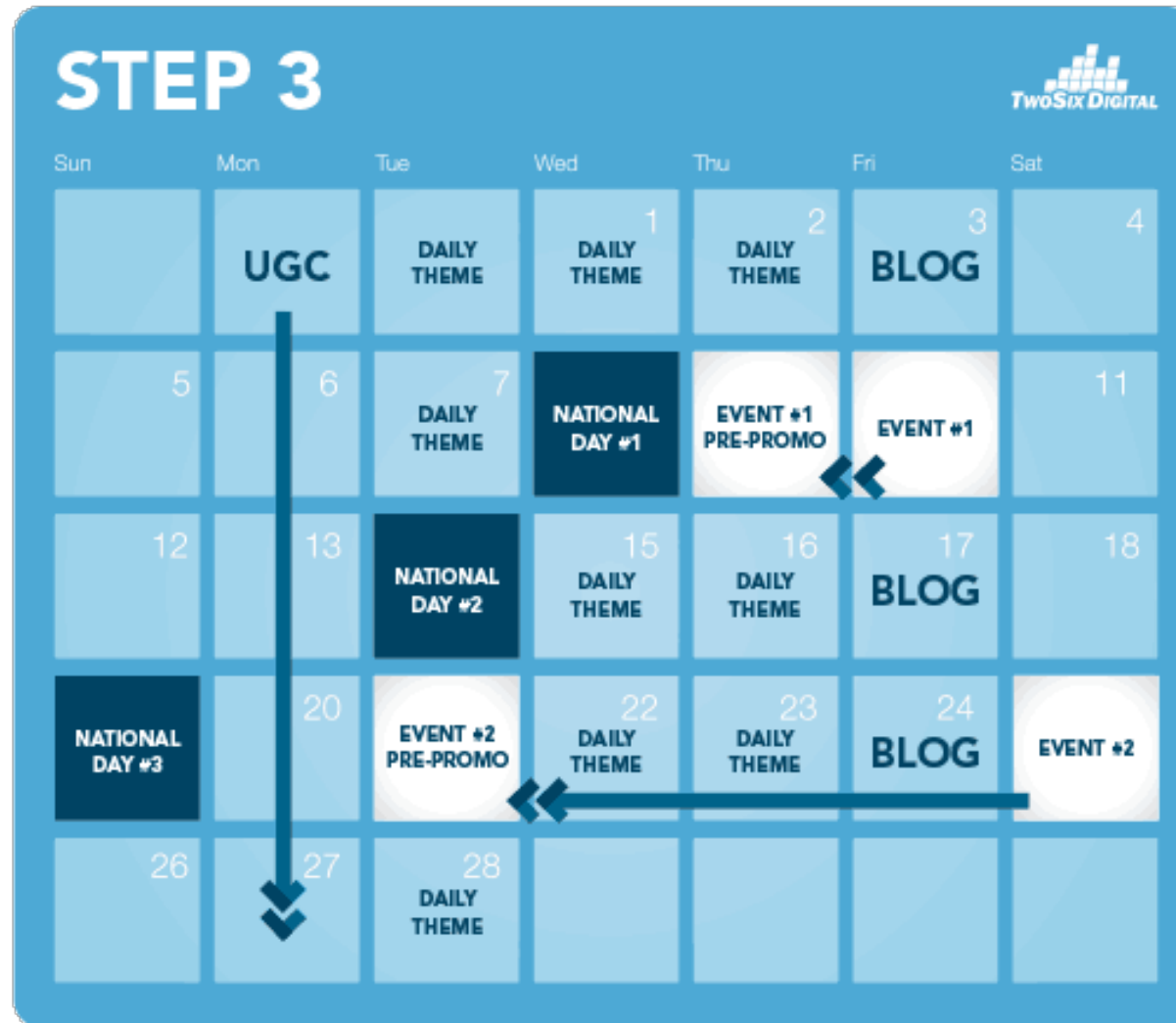
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
UGC +HASHTAG DAY	OFFER	PRODUCT	HISTORY	LANDING PAGE	CTA

GIVE EACH DAY A THEME AND STICK TO IT

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
UGC +HASHTAG DAY	TEAM	SALES	TIP	LANDING PAGE	CTA

The K.I.S.S. Content Calendar

Step three is where you literally “fill in the blanks” with the established daily themes. Keep in mind that the daily themes should represent the overall topic for your posts for an entire day, across all of your channels. Establishing these daily themes will help give you clear direction to support your key niches throughout the month.



Step Four

GET REGULAR WITH YOUR WEBSITE



reg·u·lar·i·ty

/ˌregyəˈlərədē/

noun

the state or quality of being regular.

"he came to see her with increasing regularity"

AT LEAST ONCE PER WEEK

FRESHNESS FACTOR





52

12



Ubersuggest

Want more traffic? Ubersuggest shows you how to win the game of SEO.

Just type in a domain or a keyword to get started.

 English / United States

SEARCH

KEYWORDS

avocado ⓘ

Questions 1285

Actions ▾

Filters

Keywords

Volume / SERP

Custom SERP Score

Get all SERPs

Export to CSV

<input type="checkbox"/> Keyword    search	Avg ▾	High ▾	Low ▾	SERP ▾
<input type="checkbox"/> can dogs eat avocado	49500	60500	40500	
<input type="checkbox"/> is avocado a fruit	40500	60500	33100	
<input type="checkbox"/> what are the benefits of avocado	33100	40500	27100	
<input type="checkbox"/> is avocado a fruit or vegetable	33100	49500	22200	
<input type="checkbox"/> can dogs have avocado	27100	33100	18100	
<input type="checkbox"/> are avocados good for you	14800	22200	9900	
<input type="checkbox"/> how avocados are grown	12100	14800	8100	
<input type="checkbox"/> can you freeze avocado	9900	14800	8100	
<input type="checkbox"/> do avocados have protein	8100	9900	5400	
<input type="checkbox"/> is avocado good for you	8100	9900	5400	

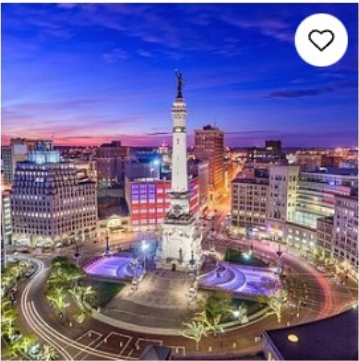


tripadvisor

Things to Do in Danville

Tours near Danville

Book these experiences to see what the area has to offer.

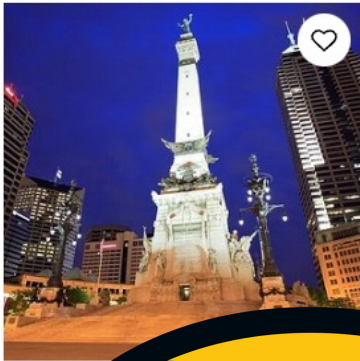


Smartphone-Guided Walking Tour of Downtown Indianapolis Sights & Stories

10

Historical Tours

from \$27.50 per group (up to 15)



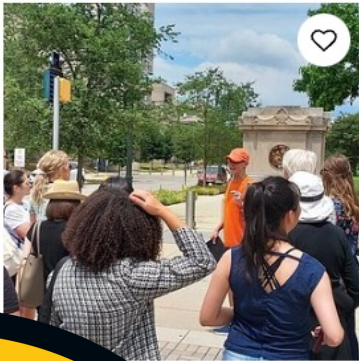
SP

Indi

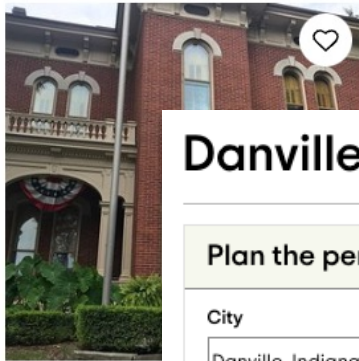
10

C

fr



price varies



Massachusetts

10

Food & Drink

from \$73.00 per



tripadvisor

Danville Travel Forum

Plan the perfect trip to Danville

City

Danville, Indiana

mm/dd/yyyy



mm/dd/yyyy



Shop hotels



Danville forums

Search

Browse forums [All](#) | [United States forums](#) | [Indiana forums](#)

1 topic from our community

Ask a question

1-1 of 1 topics

1

Topic	Replies	Last post
where to stay by movingon30	3	Apr 25, 2015 by Rhonda S

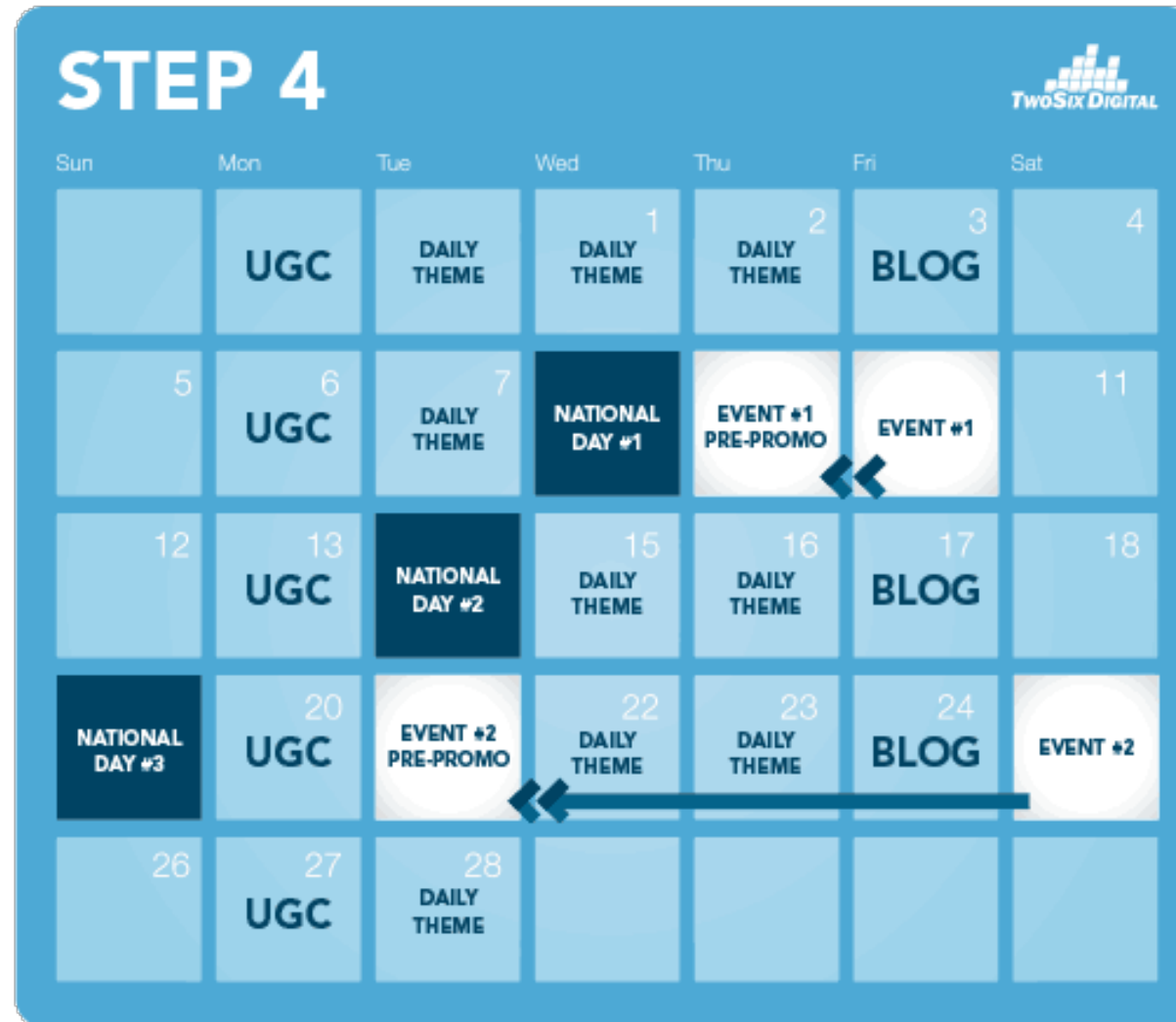
~~One and Done~~

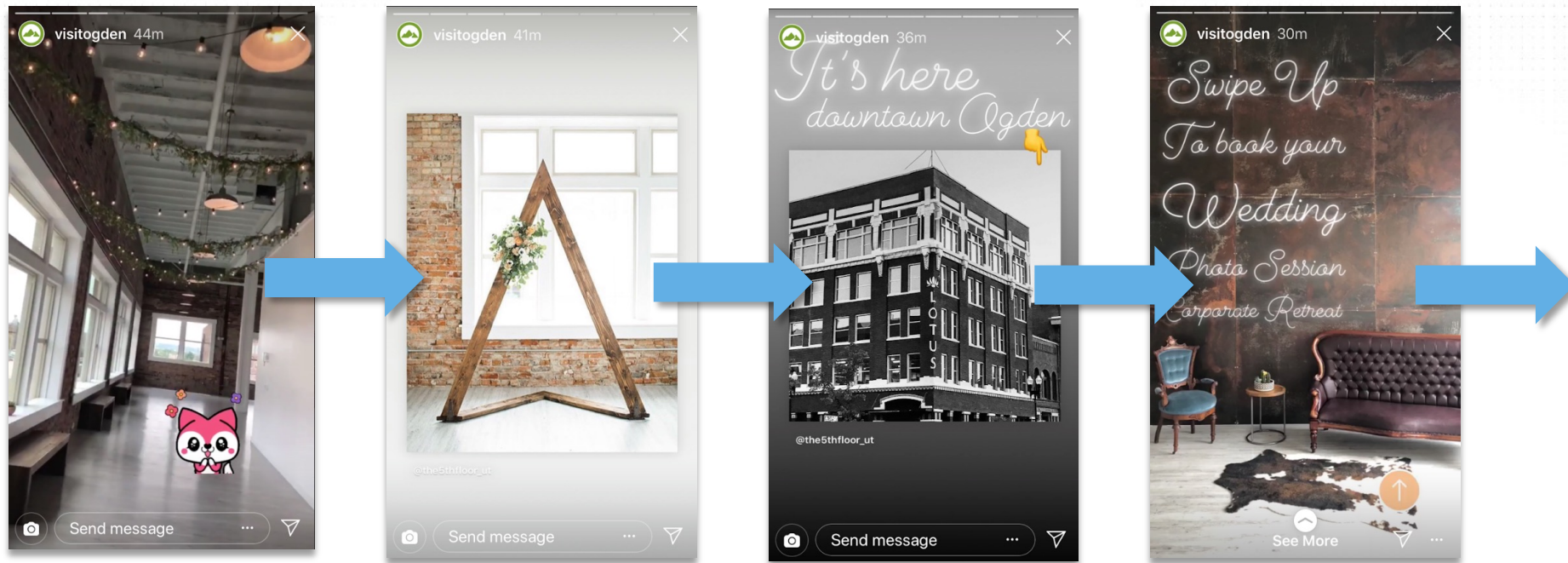




The K.I.S.S. Content Calendar

The final step is to establish blog topics for the month. Let's secure Friday as your blog day. The blogs should focus on your evergreen blogs and a recycling strategy.





SUPPORT BLOGS AND KEY LANDING PAGES
WITH REELS, SHORTS, AND TIKTOKS!

It's the Final Calendar!

After completing the four steps you've got a content calendar to guide you throughout the next month. Just be sure to extend the story around each theme on each of your social media channels.

It's best to have a recurring event in your calendar to remind you to work through this process each month. Having a plan will make a huge difference.

FINAL CALENDAR						
TwoSix Digital						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	UGC	DAILY THEME	DAILY THEME 1	DAILY THEME 2	BLOG 3	4
5	UGC 6	DAILY THEME 7	NATIONAL DAY #1	EVENT #1	BLOG 10	11
12	UGC 13	NATIONAL DAY #2	DAILY THEME 15	DAILY THEME 16	BLOG 17	18
NATIONAL DAY #3	UGC 20	EVENT #2	DAILY THEME 22	DAILY THEME 23	BLOG 24	25
26	UGC 27	DAILY THEME 28				



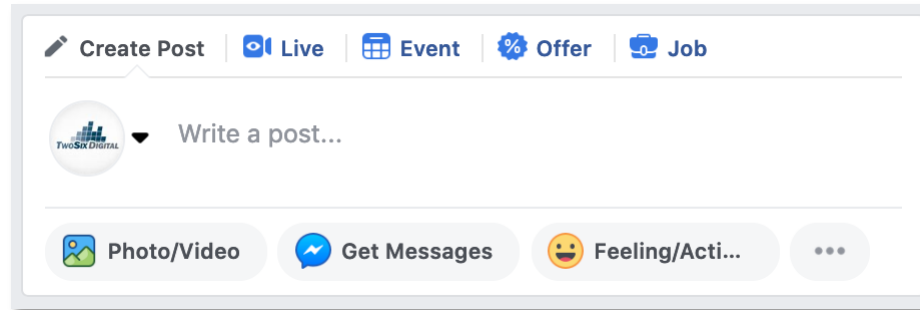
It's done.

USE SCHEDULING TOOLS

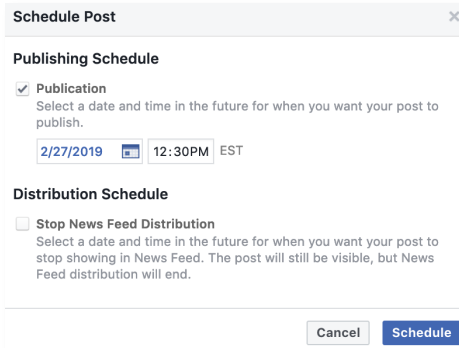
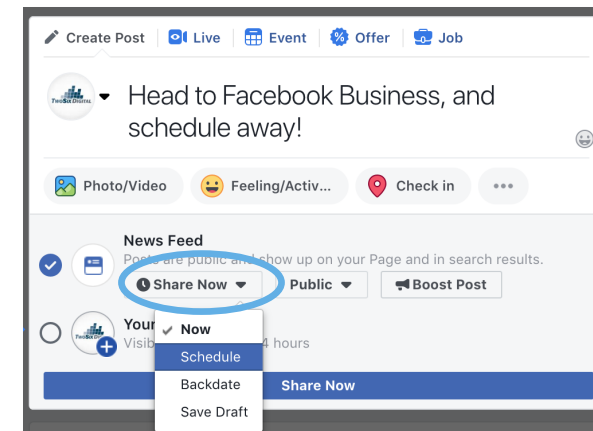
FACEBOOK SCHEDULING



1) Head to your page and start typing a post.

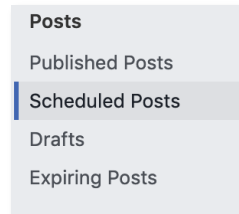
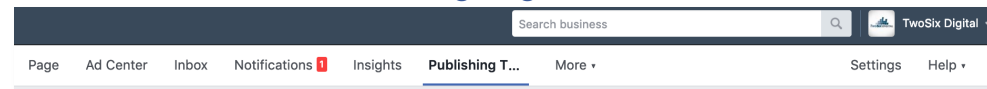


2) Instead of pressing "Share Now", click that dropdown and hit "Schedule". Scheduling natively allows you to easily tag locations/users and feelings/activities.



3) Select the date and time and click "Schedule".

4) You can see all your scheduled posts, and alter them, by heading to your "Publishing Tools" and going to "Scheduled Posts".



Get Organized



PRO TIP



3

**SIMPLE
CHECKLISTS**

- Daily
- Weekly
- Monthly



DAILY CHECKLIST

FACEBOOK CHECKLIST

Accomplish these tasks every day on Facebook

<input type="checkbox"/>	Check notifications
<input type="checkbox"/>	Engage with comments and reviews
<input type="checkbox"/>	Check Facebook Pages feed for 5 mins
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

INSTAGRAM CHECKLIST

Accomplish these tasks every day on Instagram

<input type="checkbox"/>	Check notifications
<input type="checkbox"/>	Engage with comments and reviews
<input type="checkbox"/>	Check #DiscoverLancaster and Lancaster location tag for 5 mins
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

TWITTER CHECKLIST

Accomplish these tasks every day on Twitter

<input type="checkbox"/>	Check notifications
<input type="checkbox"/>	Engage with feed for 5 minutes
<input type="checkbox"/>	Engage with hashtag and/or location for 5 mins
<input type="checkbox"/>	Tweet a photo of Lancaster
<input type="checkbox"/>	Tweet a discoverlancaster.com link
<input type="checkbox"/>	Tweet other (video, gif, Pinterest board, etc.)

<input type="checkbox"/>	Use #DiscoverLancaster
<input type="checkbox"/>	Share a relevant tweet
<input type="checkbox"/>	@reply and retweet
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

WEEKLY CHECKLIST

FACEBOOK WEEKLY CHECKLIST

Accomplish these tasks every week on Facebook

<input type="checkbox"/>	Share #DiscoverLancaster UGC post	<input type="checkbox"/>	Support a traffic driving post with paid promotion
<input type="checkbox"/>	Share Amish Culture & Experience post	<input type="checkbox"/>	Upload a video directly to Facebook
<input type="checkbox"/>	Share Food/Beer/Distillery post	<input type="checkbox"/>	Add partner events to your Facebook
<input type="checkbox"/>	Share Family & Outdoor post	<input type="checkbox"/>	
<input type="checkbox"/>	Share blog	<input type="checkbox"/>	

INSTAGRAM WEEKLY CHECKLIST

Accomplish these tasks every week on Instagram

<input type="checkbox"/>	Share #DiscoverLancaster UGC post	<input type="checkbox"/>	Create an Instagram Story
<input type="checkbox"/>	Share Amish Culture & Experience post	<input type="checkbox"/>	
<input type="checkbox"/>	Share Food/Beer/Distillery post	<input type="checkbox"/>	
<input type="checkbox"/>	Share Family & Outdoor post	<input type="checkbox"/>	
<input type="checkbox"/>	Share image related blog	<input type="checkbox"/>	

TWITTER WEEKLY CHECKLIST

Accomplish these tasks every week on Twitter

<input type="checkbox"/>	Use #VisitPA	<input type="checkbox"/>	Tweet about new blog three times
<input type="checkbox"/>	Promote 2018 Lancaster Getaway Guide	<input type="checkbox"/>	Tweet evergreen link from website
<input type="checkbox"/>	Share a sign up link for E-Newsletter	<input type="checkbox"/>	

PINTEREST WEEKLY CHECKLIST

Accomplish these tasks every week on Pinterest

<input type="checkbox"/>	Pin blog images
<input type="checkbox"/>	Pin Instagram images
<input type="checkbox"/>	Include Pinterest board in blog post
<input type="checkbox"/>	Engage with related pins for 5 mins
<input type="checkbox"/>	

YOUTUBE WEEKLY CHECKLIST

Accomplish these tasks every week on YouTube

<input type="checkbox"/>	Respond to comments (if applicable)
<input type="checkbox"/>	Engage with relevant content
<input type="checkbox"/>	Schedule videos into weekly content
<input type="checkbox"/>	
<input type="checkbox"/>	

MONTHLY CHECKLIST

FACEBOOK MONTHLY CHECKLIST

Accomplish these tasks every month on Facebook

<input type="checkbox"/>	Cross promote another channel/resource	<input type="checkbox"/>	Create a poll on Facebook
<input type="checkbox"/>	Encourage someone to leave a review	<input type="checkbox"/>	
<input type="checkbox"/>	Go live	<input type="checkbox"/>	
<input type="checkbox"/>	Share a Facebook Story	<input type="checkbox"/>	

INSTAGRAM MONTHLY CHECKLIST

Accomplish these tasks every month on Instagram

<input type="checkbox"/>	Upload a video to Instagram
<input type="checkbox"/>	Use Boomerang, Hyperlapse, or Layout
<input type="checkbox"/>	
<input type="checkbox"/>	

TWITTER MONTHLY CHECKLIST

Accomplish these tasks every month on Twitter

<input type="checkbox"/>	Cross promote your Instagram account	<input type="checkbox"/>	Tweet link to Discover Lancaster YouTube vid
<input type="checkbox"/>	Tweet a link to a Pinterest board	<input type="checkbox"/>	Tweet a Discover Lancaster gif
<input type="checkbox"/>	Participate in at least two National Days	<input type="checkbox"/>	Create a Twitter Moment
<input type="checkbox"/>	Upload a video directly to Twitter	<input type="checkbox"/>	

PINTEREST MONTHLY CHECKLIST

Accomplish tasks every month on Pinterest

<input type="checkbox"/>	Contribute to a shared board
<input type="checkbox"/>	Optimize old boards/pins for 30 mins
<input type="checkbox"/>	
<input type="checkbox"/>	

YOUTUBE MONTHLY CHECKLIST

Accomplish tasks every month on YouTube

<input type="checkbox"/>	Share a high quality video
<input type="checkbox"/>	Complete video distribution checklist
<input type="checkbox"/>	
<input type="checkbox"/>	

THE 3 RULE

“For every piece of content you create look for THREE ways that you can either extend the story, share the story or integrate the story into other channels.”

-The Three Rule

STANDARD BLOG



CHOOSE TWO
INTEGRATE CONTENT

INTEGRATED BLOG



SCHEDULED
TWEET
2 DAYS LATER



4 HOURS
LATER



CHANGE
PROFILE
LINK



Use all of your social channels to promote
your blog. The frequency of sharing
varies from network to network

STEP ONE FACEBOOK POST



STEP TWO



EXTEND THE STORY



With the daily story in mind post to Instagram to extend the story. This can make for a great reminder to be active on the channel.



To help gain more consistency on Pinterest it'd be a great idea to post a few pins relating to topics from the week's posts. This doesn't have to happen daily but a week's worth of content can make for some quick activity.



The story on Facebook can help give direction to 1/3 of your tweets for the day. Stick to the theme and cross promote relevant content.



You may not always have a YouTube video that relates but when you do be sure to tweet and pin the videos. This can breathe some extra reach into your evergreen content.





PAID



The New Normal

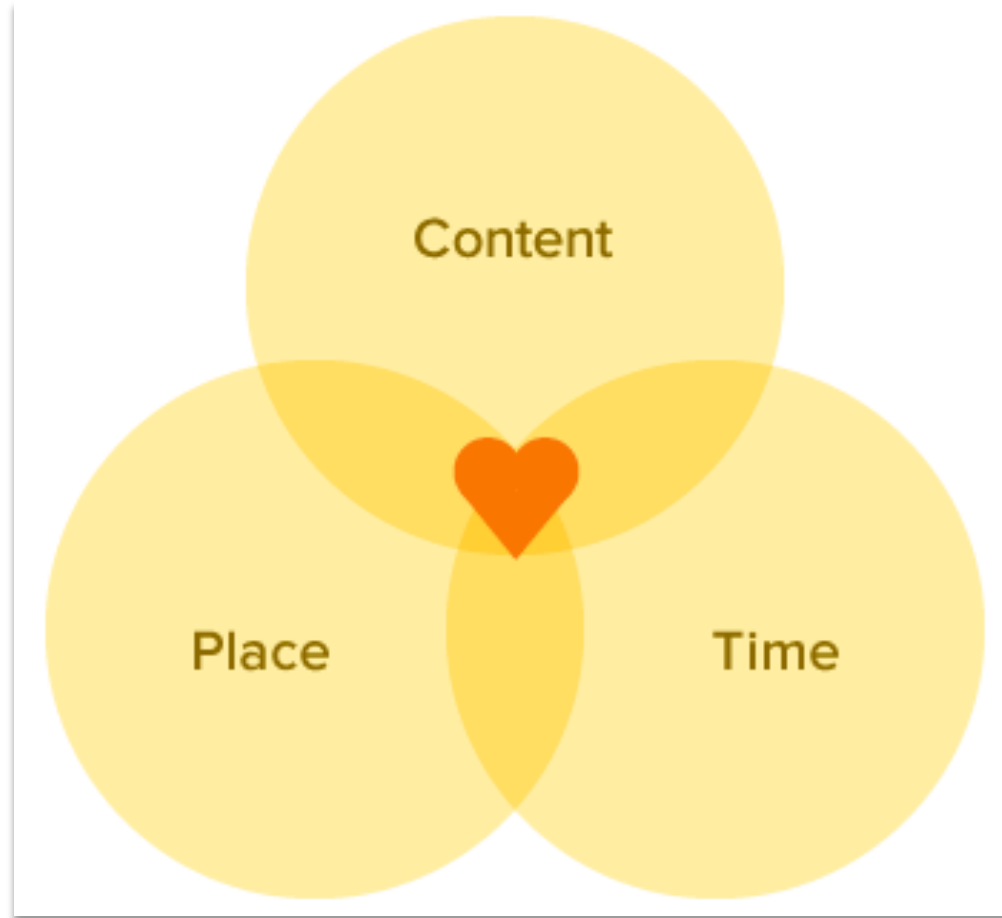
- 1-3 Per Week Facebook
- X3 Per Week Instagram
- Weekly Activity on Pinterest
- Daily Tweets (using FAQ)

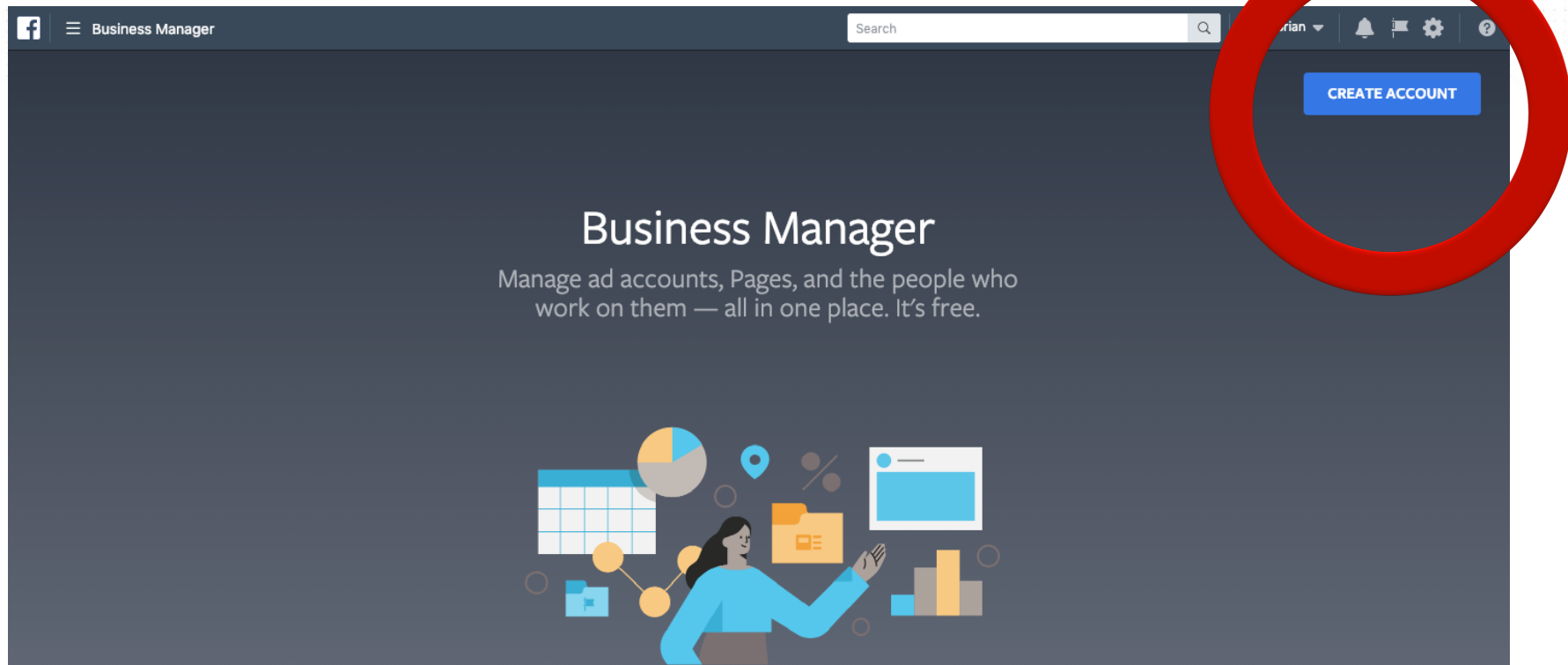
That's a 73% Reduction in Posts!



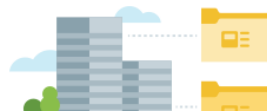
TAKE
CONTROL

Never before has it been easier to reach the right people at the right time with your brand message.





Why choose Business Manager?

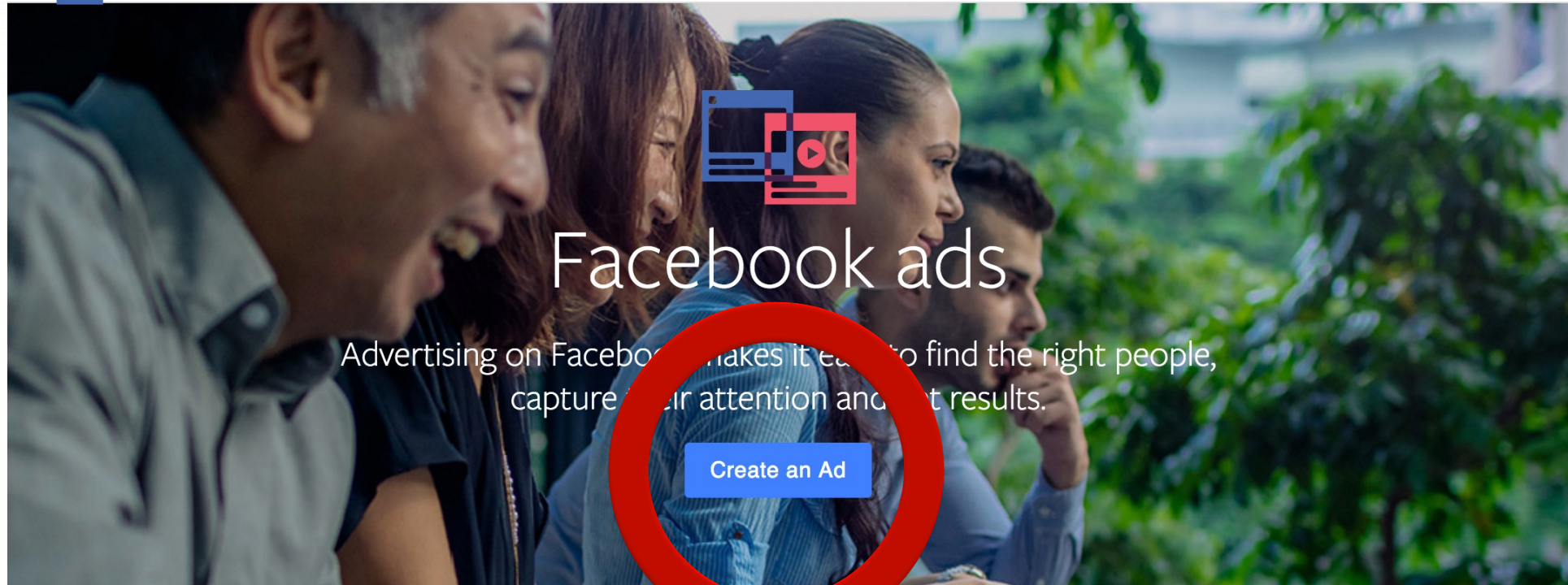


You need more than one ad account.

Create separate ad accounts for every client or business you serve, pay for ads with different payment methods, and organize by objective for reporting.

business.facebook.com





Your people are here

CREATE A FACEBOOK ADS ACCOUNT





facebook Pixel





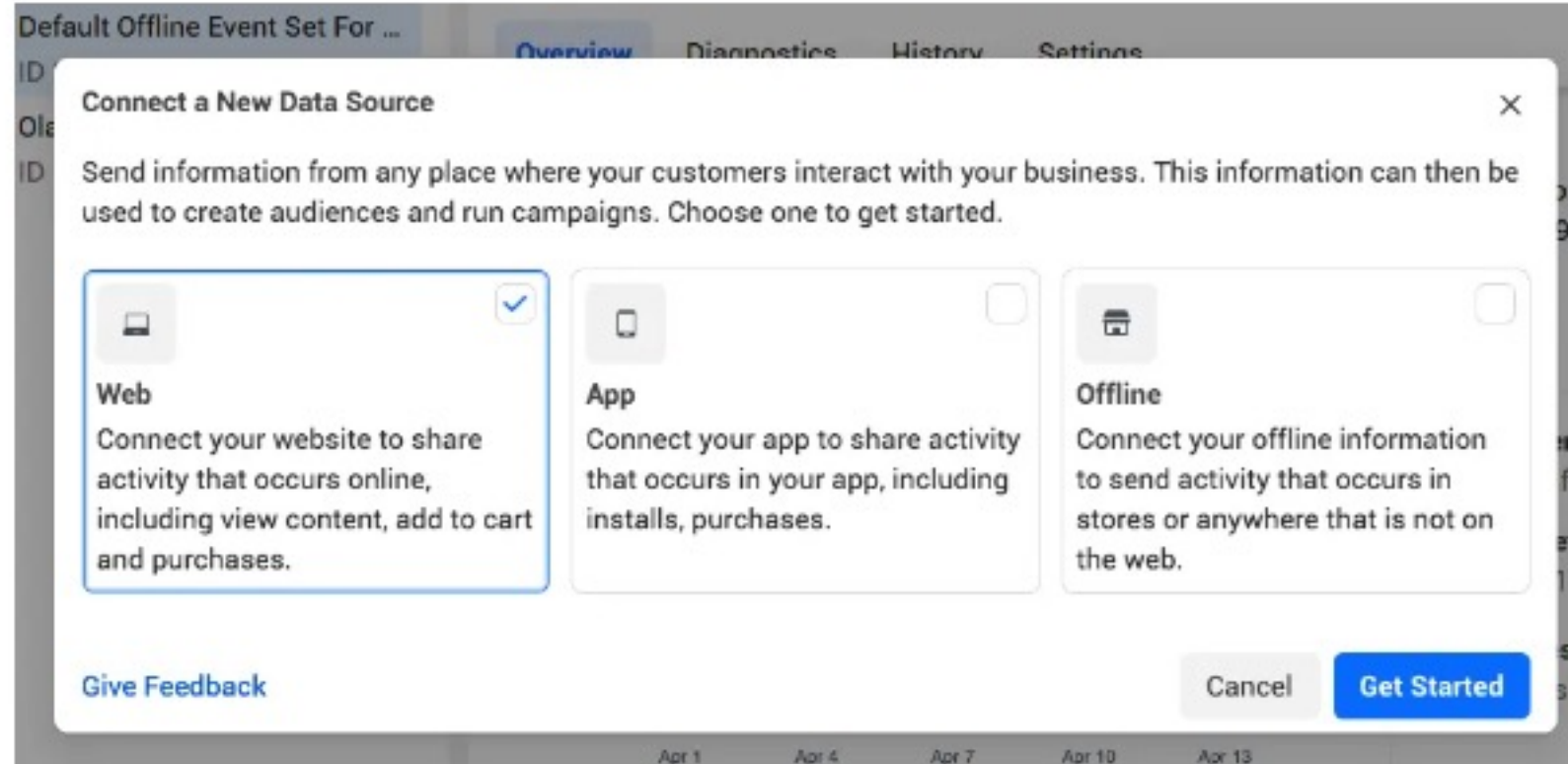
**People on
Your Website**

**Facebook Custom
Audience**

**People on
Facebook**

Step 1: Create a Facebook pixel

1. From your [Facebook Events Manager](#), click **Connect to Data Sources** in the left-hand menu, then select **Web**. Click **Get Started** to continue.



HOW?

Custom Audiences



Home

Menu

Facebook

Calendar

Grid

Settings

Notifications

Search

Help

More

Campaigns

Updated just now

Discard Drafts

Review and Publish (30)

Search and filter

Last 7 days: Jun 24, 2021 – Jun 30, 2021

Note: Does not include today's data

Campaigns

Ad Sets

Ads

View Setup

Columns: Performance

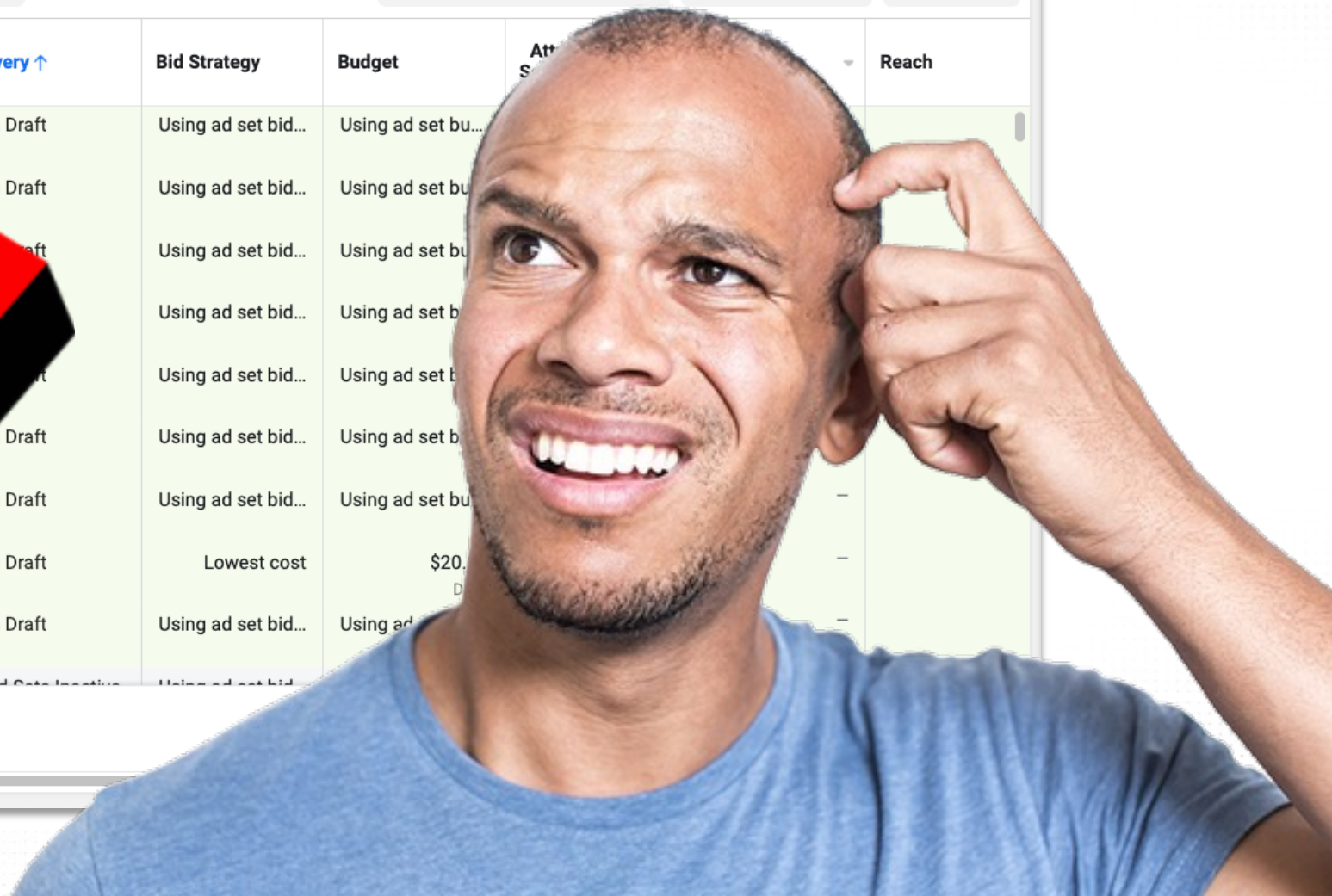
Breakdown

Reports

	Delivery ↑	Bid Strategy	Budget	Att S	Reach
<input type="checkbox"/>	In Draft	Using ad set bid...	Using ad set bu...		
<input type="checkbox"/>	In Draft	Using ad set bid...	Using ad set bu...		
<input type="checkbox"/>	New Cam...	Using ad set bid...	Using ad set bu...		
<input type="checkbox"/>	New Campaign	Using ad set bid...	Using ad set b...		
<input type="checkbox"/>	New Campaign	Using ad set bid...	Using ad set b...		
<input type="checkbox"/>	New Campaign	Using ad set bid...	Using ad set b...		
<input type="checkbox"/>	New Campaign	Using ad set bid...	Using ad set b...		
<input type="checkbox"/>	test	Lowest cost	\$20.00		
<input type="checkbox"/>	March Posts	Using ad set bid...	Using ad...		

>

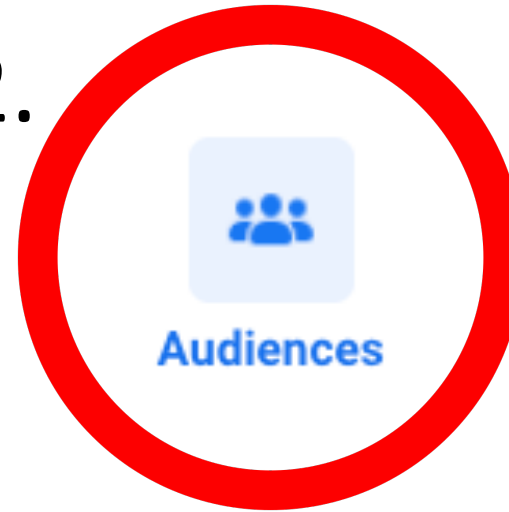
Results from 172 campaigns



1.




2.



HIT THE BIG BLUE BUTTON

SELECT THE OPTION:
"CUSTOM AUDIENCE"



The image shows a woman pointing at a software interface for creating an audience. The interface has a sidebar on the left with icons for home, menu, and a plus sign. The main area is titled 'Audience' and features a 'Create Audience' button. Below this is a search bar labeled 'Search by name or audience ID'. There are two checkboxes: 'All Audiences' (checked) and 'Expiring Audiences'. A 'Filter' section on the left lists 'Status', 'Type', 'Availability', and 'Source', each with a dropdown arrow. On the right, there is a list of audience options, each with a checkbox and a name followed by a count in brackets. The options are: 'test' (1), 'TwoSix Digital - Summit Page Views' (180), 'TwoSix Digital - Website Visitors' (180), 'Lookalike (US, 1%) - Outdoor Rec 2/5', 'Outdoor Rec 2/5', 'TwoSix Digital - FB Engagement - 12/19/19' (180), 'TwoSix Digital Website Visitors - 12/19/19' (180), 'test' (1), 'packer visitors', 'Facebook Engagement', and 'test' (1).

Audience

Create Audience

Search by name or audience ID

☒ All Audiences

☐ Expiring Audiences

Filter

Status ▾

Type ▾

Availability ▾

Source ▾

☐ Name

☐ test
test

☐ TwoSix Digital - Summit Page Views [180]

☐ TwoSix Digital - Website Visitors [180]

☐ Lookalike (US, 1%) - Outdoor Rec 2/5

☐ Outdoor Rec 2/5

☐ TwoSix Digital - FB Engagement - 12/19/19 [180]

☐ TwoSix Digital Website Visitors - 12/19/19 [180]

☐ test

☐ packer visitors

☐ Facebook Engagement

☐ test

Create a website Custom Audience



Include **people** who meet Any ▼ Of the following criteria:

Source

● TwoSix Digital's Pixel ▼

Events

People who visited specific web pages ▼

Retention ⓘ

180 days

URL ▼ contains ▼ X

🔍 At least one of these values

Further refine by ▼

Don't forget to create those lookalikes!

Facebook Audience Manager interface showing a list of audiences and a context menu for creating lookalikes.

Buttons: Create Audience, Edit, Share, Delete, ...

Search: Search by name or audience ID

Filters:

- ☒ All Audiences
- ☐ Expiring Audiences ⓘ

Filter

Status ▾

Type ▾

Availability ▾

<input type="checkbox"/>	Name	Type
<input type="checkbox"/>	Lookalike (US, 1%)	Lookalike Audience LGBTQ+
<input type="checkbox"/>	LGBTQ+	Custom Audience Website
<input type="checkbox"/>	Lookalike (US, 1%) - Arts & Culture	Lookalike Audience Arts & Culture
<input checked="" type="checkbox"/>	Arts & Culture	Custom Audience Website

Context Menu (for 'Arts & Culture' row):

- Create Lookalike
- View Pixel
- Show Audience Overlap
- Create Ad

SUCCESS!



Create Audience ▼

Filters ▼

Customize Columns ▼

Create Ad

<input type="checkbox"/>	Name	Type
<input type="checkbox"/>	Lookalike (US, 1%) - Test	Lookalike Custom Audience:Test
<input type="checkbox"/>	Test	Custom Audience Engagement - Video

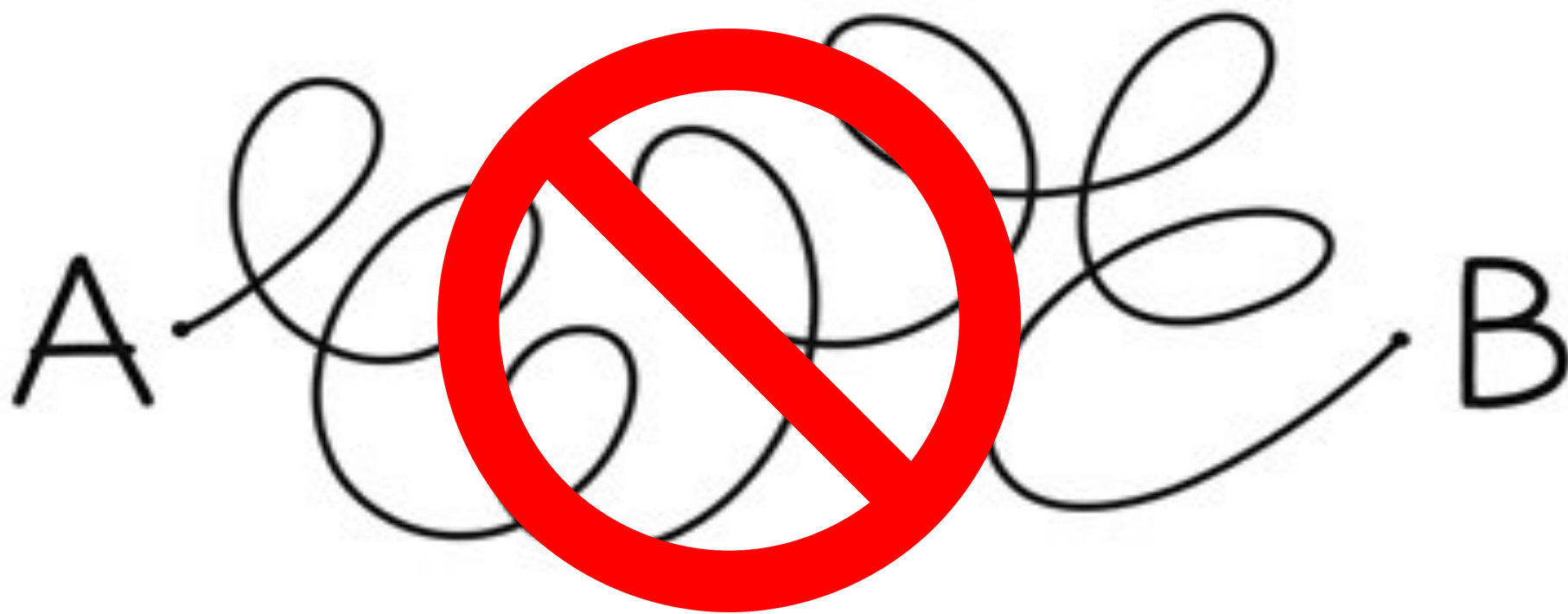
To Do List

- 1) Get on Business Manager
- 2) Link your Facebook Page to Business Manager
- 3) Create/Add a Facebook Ads Account
- 4) Install the Meta Pixel
- 5) Create Audiences





*USE
THE
TOOLS*



USE PAID SOCIAL TO SIMPLIFY



4 KEY COMPONENTS

- EVENTS
- NATIONAL DAYS
- WEEKLY NICHEs
- BLOGS



Major Events

National
Days

Weekly
Niches

CTA / Landing
Page

Non-Major
Events

ORGANIC POSTS

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
3	4	5 CROSSTOWN SHOWDOWN 	6	7 CAPITOL CITY FILM FESTIVAL 	8	9
10	11	12	13	14	15	16
17	18	19 MAPLE SYRUP FEST 	20	21	22	23
24	25	26 BEERFEST AT THE BALL PARK 	27	28	29	30
1	2	Notes				

STEP 1

- PLACE YOUR MAJOR EVENT PRE PROMOS ONTO YOUR CALENDAR.
- PRIORITIZE MAJOR BUSINESS DRIVERS
- DON'T OVERLOOK EVENTS THAT ARE IMPORTANT TO LOCALS
- QUALITY CONTROL IS KEY


ORGANIC POSTS

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
3	4	5 CROSSTOWN SHOWDOWN 	6	7 CAPITOL CITY FILM FESTIVAL 	8	9
10	11 NATIONAL PET DAY 	12	13	14	15	16
17	18	19 MAPLE SYRUP FEST 	20	21	22	23
24	25	26 BEERFEST AT THE BALL PARK 	27	28	29	30
1	2	Notes				

STEP 2

- GO CHECK FOR SOME RELEVANT NATIONAL DAYS TO INSERT INTO YOUR CALENDAR
- THESE HAVE TO BE REALLY STRONG THEMES
- NO MORE THAN 3-4 PRE MONTH

WWW.NATIONALDAYCALENDAR.COM

A man in a grey t-shirt and black shorts is dribbling a basketball in a gym. He is moving from left to right. The gym has a wooden floor and a purple padded wall on the left. A white door with an exit sign is on the right wall. A watermark is in the bottom left corner.

BallerBootCamp.com



NOW IS TIME FOR
THE FUN STUFF

STEP 3: ESTABLISH WEEKLY NICHE CONTENT (NOT DAILY)

ESTABLISH YOUR DESTINATION NICHES



NICHE 1



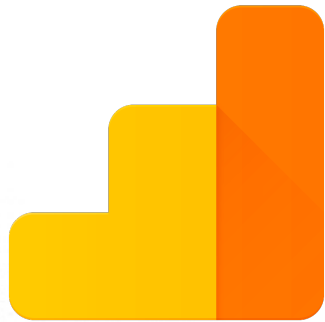
NICHE 2



NICHE 3



YOU MIGHT ONLY HAVE ONE!



Google Analytics

DON'T MAKE ASSUMPTIONS. DON'T TRY TO DO TOO MUCH. BE HONEST. FOCUS ON YOUR BEST DRIVERS.



STEP 3

- FIND SPECIFIC TOPICS FOR YOUR WEEKLY NICHE FEATURE.
- IDENTIFY LANDING PAGES FOR EACH TOPIC THAT YOU DECIDE ON.
- COLLECT PHOTO/VIDEO ASSETS TO SUPPORT TOPICS.
- 3-6 IMAGES WOULD BE IDEAL.

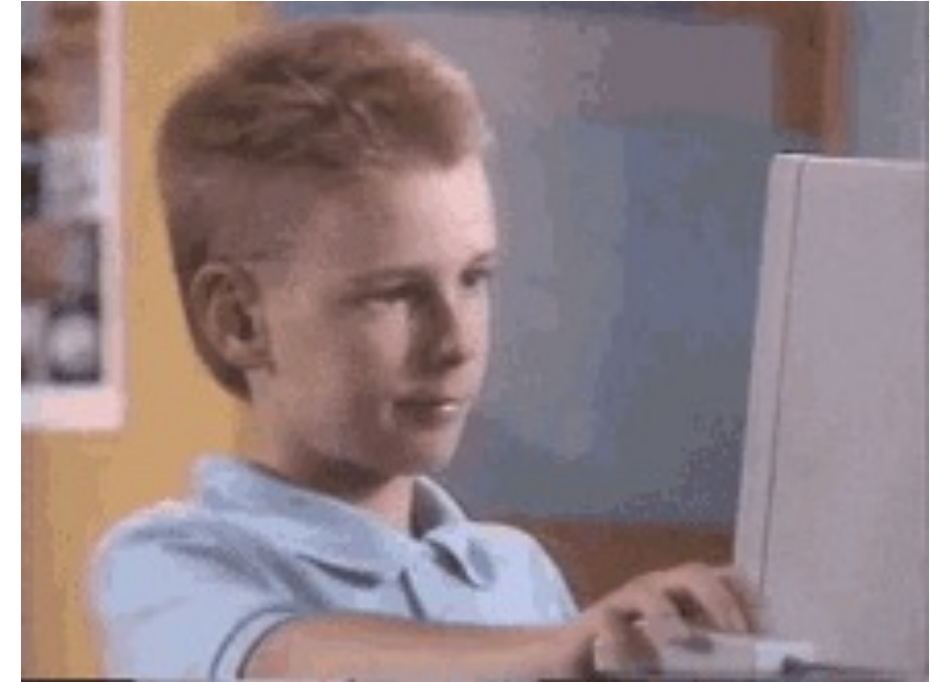
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
NICHE 1	27*	28 NICHE 1	29	30	31	1	2
NICHE 2	3	4 NICHE 2	5	6	7	8	9
NICHE 3	10	11 NICHE 3	12	13	14	15	16
NICHE 1	17	18 NICHE 1	19	20	21	22	23
NICHE 2	24	25 NICHE 2	26	27	28	29	30
NICHE 3	1	2 NICHE 3	Notes				

October 2023

Year	2023
Month	10

September '23							November '23						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2				1	2	3	4
3	4	5	6	7	8	9	5	6	7	8	9	10	11
10	11	12	13	14	15	16	12	13	14	15	16	17	18
17	18	19	20	21	22	23	19	20	21	22	23	24	25
24	25	26	27	28	29	30	26	27	28	29	30		

	ENGAGE	FACEBOOK	CAROUSEL	AD PUBLISH	CAROUSEL	BLOG DAY	ENGAGE
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
RECREATION	1	2	3	4	5	6	7
SCENERY (UGC)	8	9	10	11	12	13	14



CREATE ADS EACH WEEK

 Meta Blueprint

 Jon Loomer

For Advanced Facebook Marketers

An illustration of a hand holding a megaphone. A blue rectangular banner with rounded corners is positioned in front of the megaphone's mouth, containing the text "Boost Post" in white. The megaphone is light blue, and the hand is a light skin tone with a grey sleeve cuff. Several short, grey lines radiate from the megaphone's mouth, suggesting sound or air being blown out.

Boost Post

NASA



All tools

Shortcuts



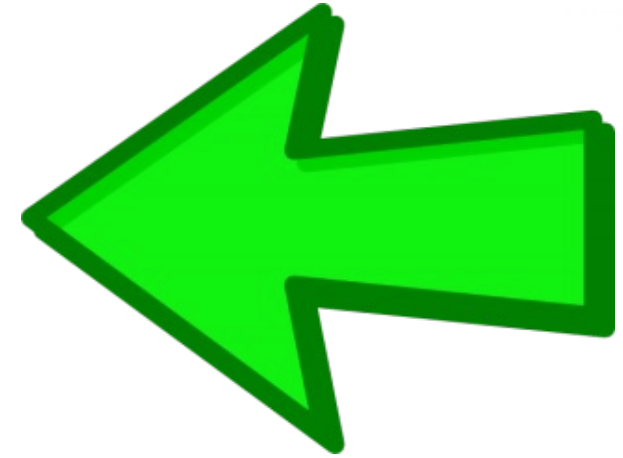
Ads Manager



Audiences



Page posts



Business
settings



Ad account
settings



Audience
Insights

Ads Posts

**Actions** ▼

Publish

Schedule

Delete

Create Ad...



Posts

Privacy

Reach

This Sunday is
our last day!...

29

Public

0

This Sunday is
our last day!...11330683201624
03

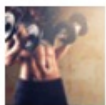
Public

0

This Sunday is
our last day!...11330682601624
09

Public

0

This Sunday is
our last day!...11330680401624
31

Public

1

This Sunday is
our last day!...11330677434957
94

Public

0

ALWAYS ON



HOW MUCH SHOULD I SPEND?



EVERYONE
STARTS
SOMEWHERE.

FINAL NOTES

Always Remember...

EXTEND THE STORY!





FEED YOURSELF FIRST





IT'S ALL ABOUT GETTING QUALITY REPS



YOU'LL
BE THE
ROCKSTAR



*HOPE
IS NOT A
STRATEGY*

IF YOU
NEVER
TRY

YOU'LL
NEVER
KNOW





LEARN MORE! KEEP GROWING

facebook blueprint



Best Practices



Facebook
Pages



Purchasing Ads



Advertising
Objectives



Targeting



Managing Your
Ads



Reporting and
Measurement



Insights



Instagram



SMB



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RANT OVER





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