

Sample Facebook Social Media Strategy

	6-8 AM	9-11 AM	1-3 PM	5-6 PM	8-10 PM
MON	INSPIRATIONAL / QUOTE	PERSONAL / FAMILY	INSPIRATIONAL / QUOTE	INTERACTIVE / QUESTION	BUSINESS / LIFESTYLE
TUE	INSPIRATIONAL / QUOTE	BUSINESS / TEAM TOP TEN	PERSONAL / FAMILY	PERSONAL / FAMILY	INTERACTIVE / QUESTION
WED	INSPIRATIONAL / QUOTE	PERSONAL / FAMILY	PERSONAL / FAMILY	BUSINESS / PRODUCT	PERSONAL / FAMILY
THU	INSPIRATIONAL / QUOTE	INTERACTIVE / QUESTION	PERSONAL / FAMILY	PERSONAL / FAMILY	BUSINESS / PRODUCT
FRI	INSPIRATIONAL / QUOTE	BUSINESS / SIGN-UP KIT	PERSONAL / FAMILY	PERSONAL / FAMILY	INTERACTIVE / QUESTION
SAT	INSPIRATIONAL / QUOTE	PERSONAL / FAMILY	INTERACTIVE / QUESTION	PERSONAL/ FAMILY	BUSINESS / OPPORTUNITY
SUN	INSPIRATIONAL / QUOTE	PERSONAL / FAMILY	PERSONAL / FAMILY	PERSONAL / FAMILY	BUSINESS / SHARE A TIP

PERSONAL POST IDEAS:

- * Share a product you love that is unrelated to your company
- * Share a book your reading or a movie you saw
- * Share a selfie wherever you are
- * Share a good deal you find
- * Share a failure and what you've learned from it

INTERACTIVE POST IDEAS:

- * Ask for an opinion on an outfit, purchase, house decorating, appliance, etc . . .
- * Ask for parenting advice
- * Have people pick a favorite actor or singer or movie
- * Ask a question on something you're looking for (best online boutique or best place for jeans)

BUSINESS POST IDEAS:

- * Each week share a video tailored to a different reason people join (discount / fun / career / social life / extra fun money / trips / growth)
- * Screen shot of a testimonial
- * Thank customers for purchase
- * Tag teammates working on promotions with a positive quote
- * Before & after pictures
- * Show your office for the day
- * Go live and demo product
- * Teach a tip that relates to your product.
- * Share about things you've earned or are working toward
- * Share a success story from someone in your company.
- * Congratulate someone that just hit a milestone in your business

HOT TIPS:

- * Include a BODY PART in as many photos as you can. If you are talking about a book - share a pic of YOU holding the book. If you got something in the mail, take a pic of your hand HOLDING the product.
- * Use videos as MUCH as possible. If recorded, edit and speed up so it's shorter than 3 minutes.
- * Pick something you do the SAME each week - whether is a "Motivational Monday" or a "Tips Thursday" that your audience can rely on and look forward to.
- * Ask your customers to SHARE your fb lives to grow your network.