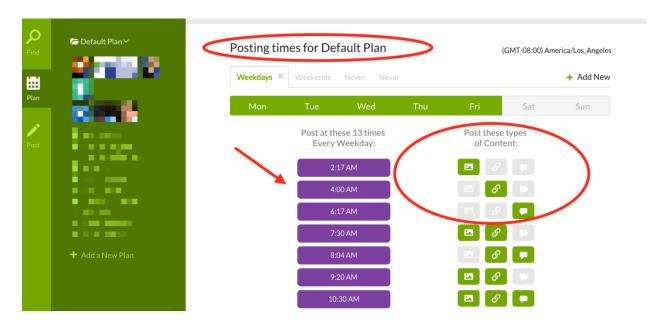# DAY 17 - HOW TO SETUP YOUR POSTING PLAN

Having a default Plan in Post Planner is key to staying organized, saving time, and making sure that you are publishing different types of content.

Fortunately, creating a Plan in Post Planner is super easy. You can start out with the default Plan or create one from scratch. Just choose what type of content should be published on what days and at what times.

The benefits to having a Plan are endless. First of all, it helps you organize your content so that you're posting the same type of content at the same time. It's also a great way to post a variety of content, so you're not posting a lot of the same type of content in a row.

This saves you a lot of trouble and a whole lot of time. You can add the content in any order you like, and it will still organize itself into your chosen posting order.

Make sure to keep an eye on what's working and what's not and adjust the schedule accordingly. See what time your audience is most active on social media as well as what type of content they like. Now use that info to create the perfect posting schedule for your brand.

If you are just getting started with Post Planner or simply want to see an example of an effective Plan, download our Calendar template.