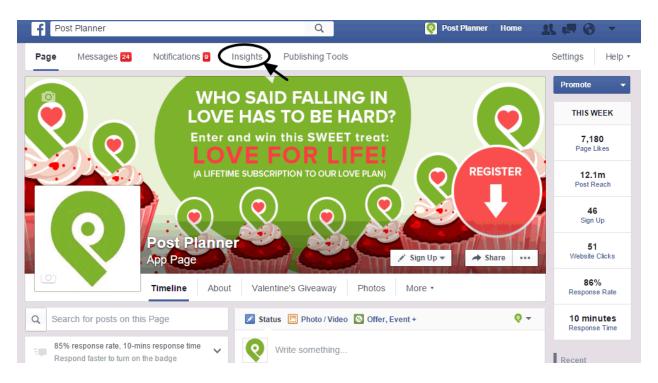
30 DAY FACEBOOK CHALLENGE

DAY 8 - WHEN TO POST

Before you can get your posting queue just right, you need to know the best times to post for your business (aka when the most people are engaging) - and there should be NO guessing in that.

So we're here to give you a step-by-step guide to determining these times in Facebook Analytics. Then you can put them to use in Post Planner!

Step 1: Go to your Facebook page and click on "insights."

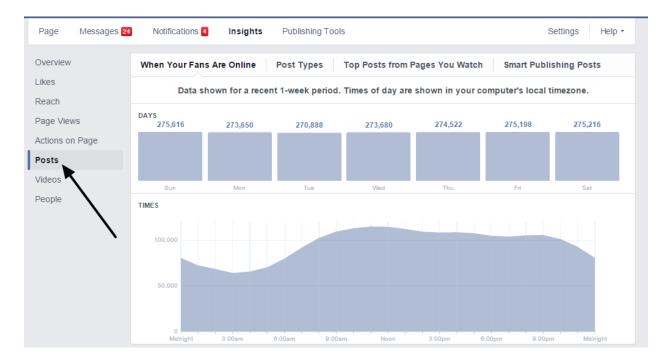


Step 2: Click "posts" in the left navigation and you'll see a week view of your most trafficked times on your page.

You'll see the reach for each day and then a graphic of when people are online. We have a 24-hour audience since we are an international company, therefore we schedule posts around the clock.

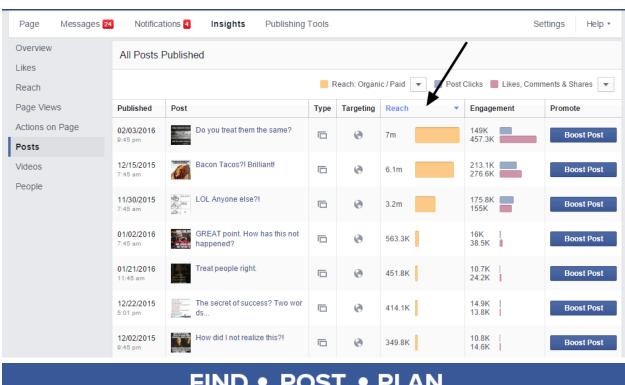
You'll see our engagement is pretty much the same every day.

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Step 3: If you scroll down the page, you'll see a more detailed view of all the posts from the last week. I recommend sorting by reach - which I've pointed to in the image below.

Then you can dig a little deeper to see when your best posts were published.



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Now that you know your most popular times with you fans, login to Post Planner and click the "PLAN" button on your far left.

<u>Click here</u> to check out this video (only a minute and a half!) from our Customer Support Superhero Scott Ayres on how to make a kickass plan.

Pro tip: You're able to select what types of content can go at specific times. Definitely take advantage of this to make sure there's a good mix of images, links, status ideas, etc. going out all day.