How to Schedule Posts Using Facebook's Meta Business Suite

Purpose

This SOP provides detailed steps for scheduling Facebook and Instagram posts using Meta Business Suite. It ensures all social media managers or team members follow a consistent approach for scheduling and managing posts.

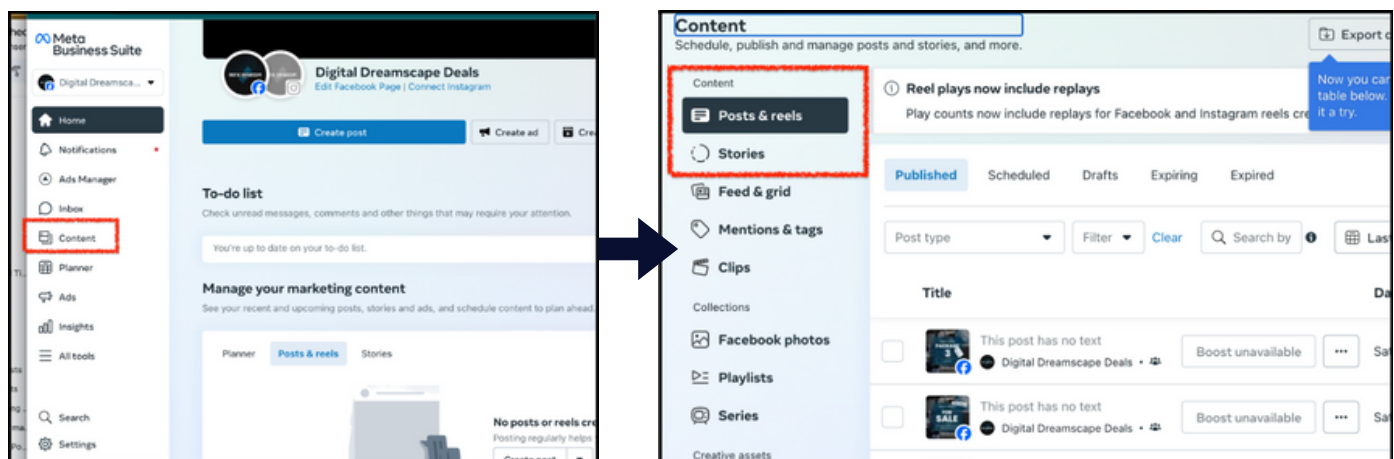## 01 Accessing Meta Business Suite

1.1 Logging In

1. Log in using your Facebook credentials linked to the business page.
2. Click on Meta Business Suite on the lower left corner of your screen.
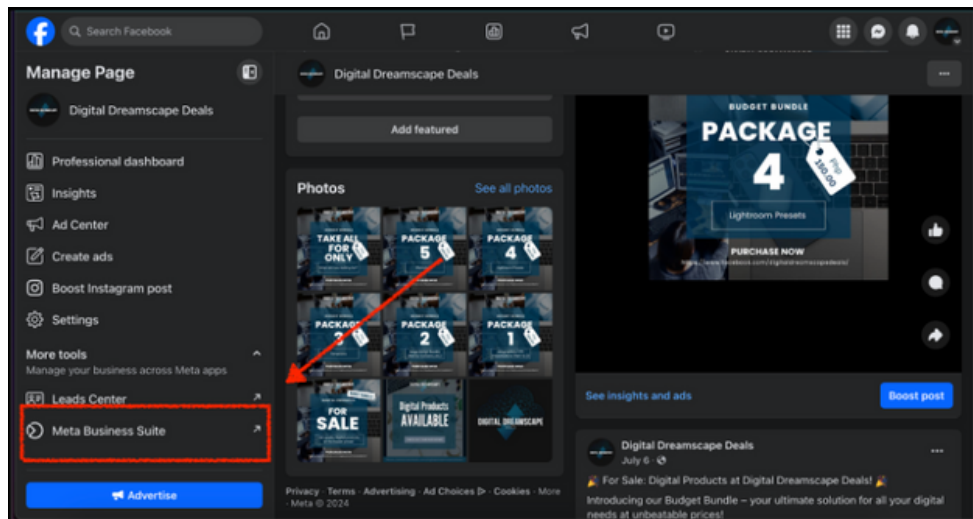
1.2 Navigating to the Content Dashboard

1. Once logged in, from the left-side menu, click "Posts & Stories" under the "Content" section.

2. You will be directed to a dashboard showing your scheduled, published, and draft posts.

02 Creating a New Post

2.1 Selecting the Page(s)

1. At the top of the Posts & Stories page, select whether you want to post to Facebook, Instagram, or both. Make sure the appropriate toggles are on for each platform.
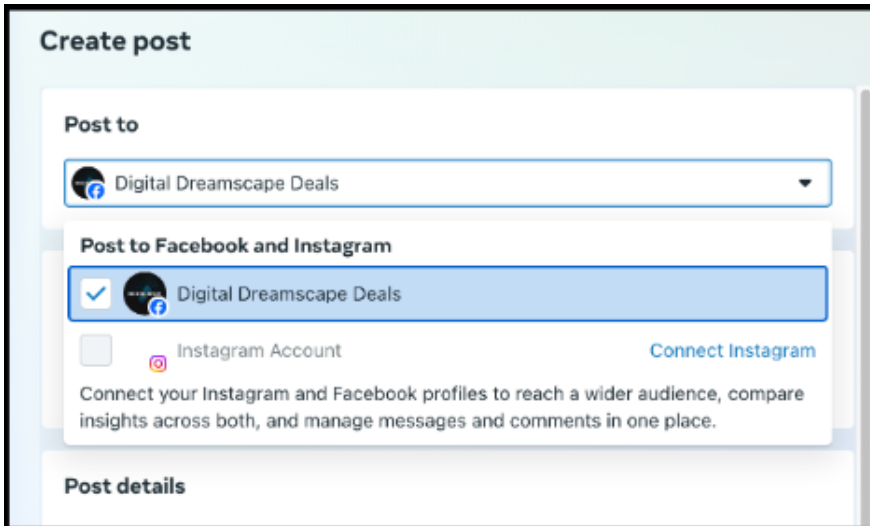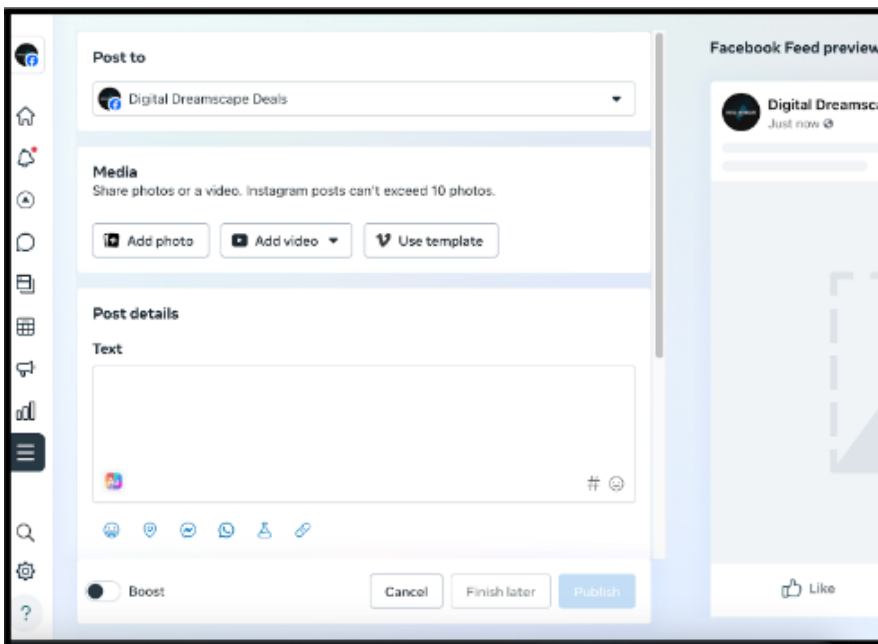

2.2 Composing the Post

1. Click "Create Post" at the top right corner.
2. In the Create Post window:
   - Text: Type your post content in the text box.
   - Media: Click "Add Photo/Video" to upload images or videos for the post.
   - Links: Add any URL links you want to share in the post.
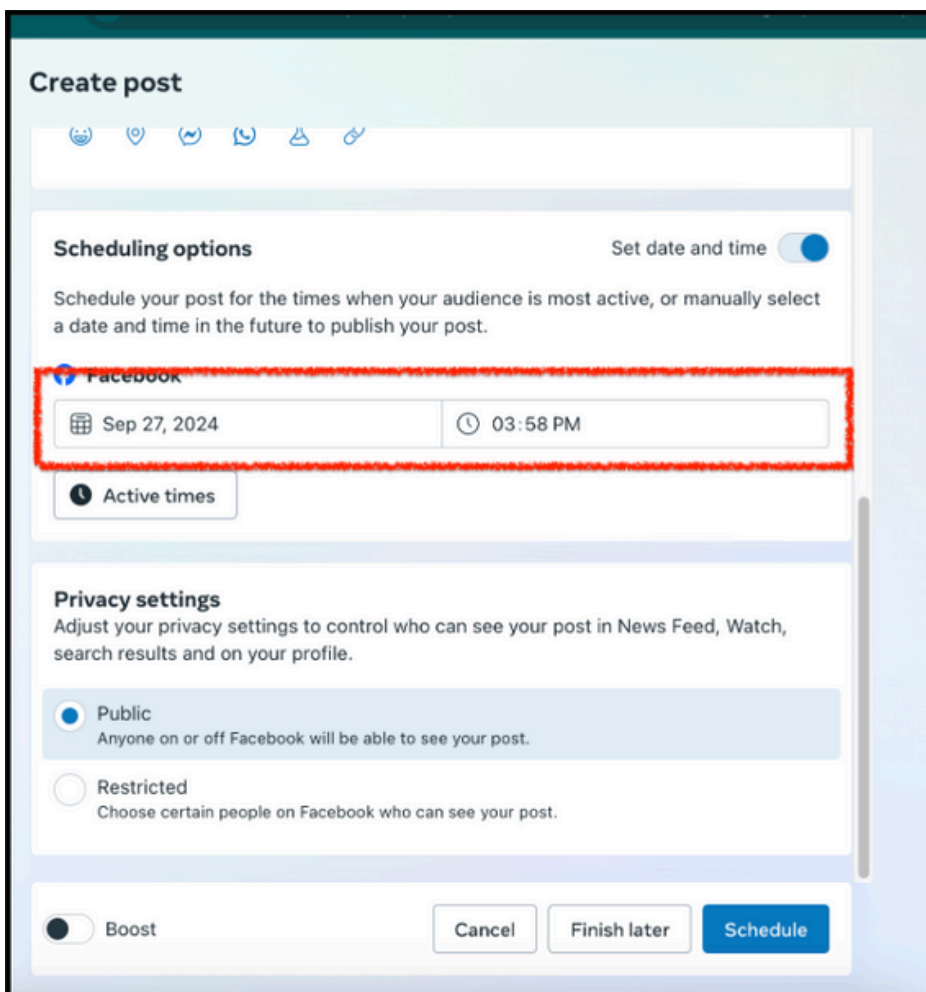   - Hashtags: Use relevant hashtags for better reach.

03 Scheduling the Post

3.1 Setting the Schedule

1. After creating the post, click the dropdown arrow next to the "Publish" button.
2. Select "Schedule" from the options.

3.2 Choosing the Date and Time

1. A scheduling calendar will appear. Select the date and time for when you want the post to go live.

2. Confirm the time zone is correct, especially if scheduling for different regions.

3.3 Reviewing the Post

1. Before finalizing the schedule, double-check the post for:

- Spelling and grammar.
- Correct image or video.
- Proper tagging (e.g., @mentions of other pages or businesses).
- Correct URLs or links.

04 Scheduling Stories

4.1 Creating a Story

1. To schedule a Facebook or Instagram Story, click on "Create Story" at the top of the Posts & Stories section.
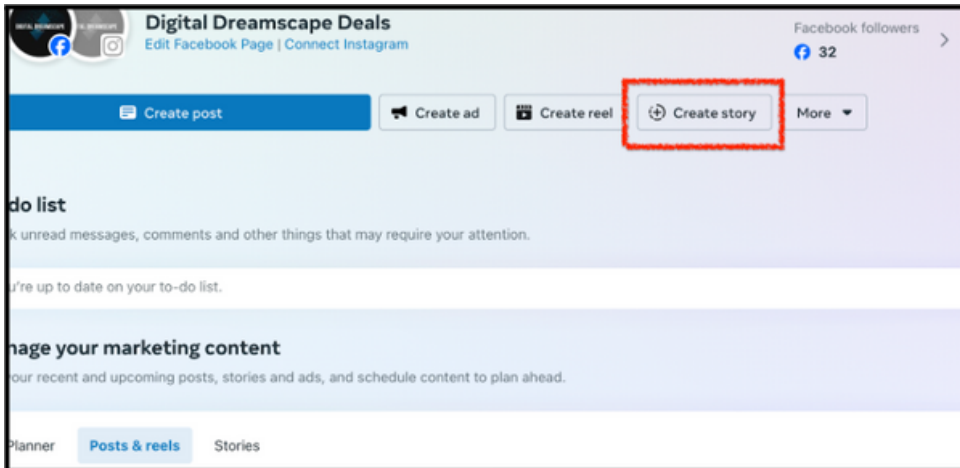
2. Upload your image or video for the story and use any available editing tools (text, stickers, etc.).
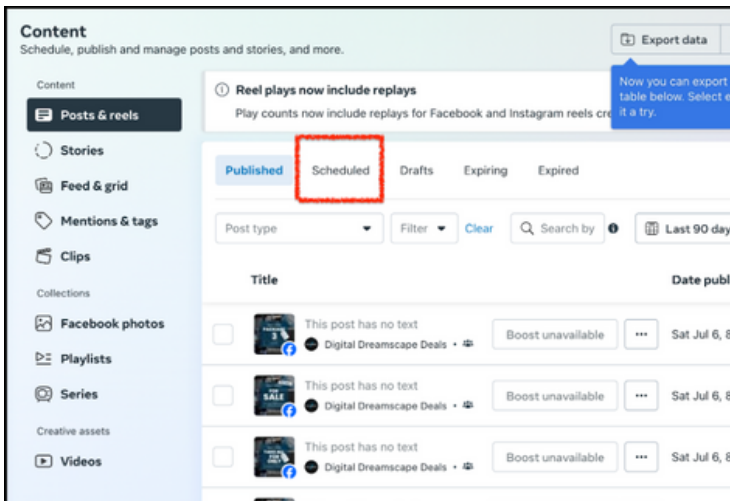
4.2 Scheduling the Story

1. Similar to scheduling a post, click on the dropdown arrow next to "Publish" and select "Schedule".
2. Choose the date and time you want the story to be posted, and click "Save".

05 Managing Scheduled Posts

5.1 Viewing Scheduled Posts

1. In the Posts & Stories section, click the "Scheduled" tab at the top to view all your upcoming posts.

2. You can see all scheduled posts for Facebook, Instagram, or both by using the filter options.

5.2 Editing Scheduled Posts

1. To edit a scheduled post, click on the post from the Scheduled tab.
2. Click "Edit Post" in the dropdown menu.
3. Make necessary changes and either re-save or update the post's schedule.

5.3 Rescheduling or Deleting Posts

1. To reschedule, click on the scheduled post and select "Edit", then adjust the date and time.
2. To delete a scheduled post:

   - Click on the post.
   - Select the three dots (...) at the top right corner.
   - Click "Delete Post".

06 Analytics and Post Performance

6.1 Monitoring Scheduled Post Performance

1. Once posts go live, their performance can be tracked in Meta Business Suite.
2. To view analytics, navigate to "Insights" from the left-side menu.
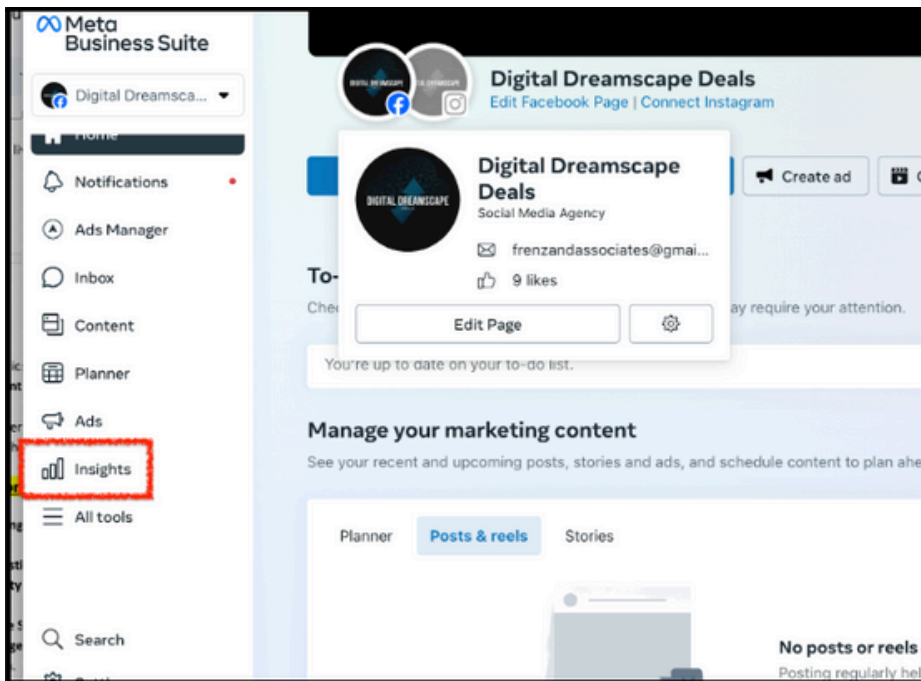
3.Under "Content", you can see detailed performance metrics for each post, including:

- Reach
- Engagement (likes, comments, shares)
- Click-through rates (if applicable)
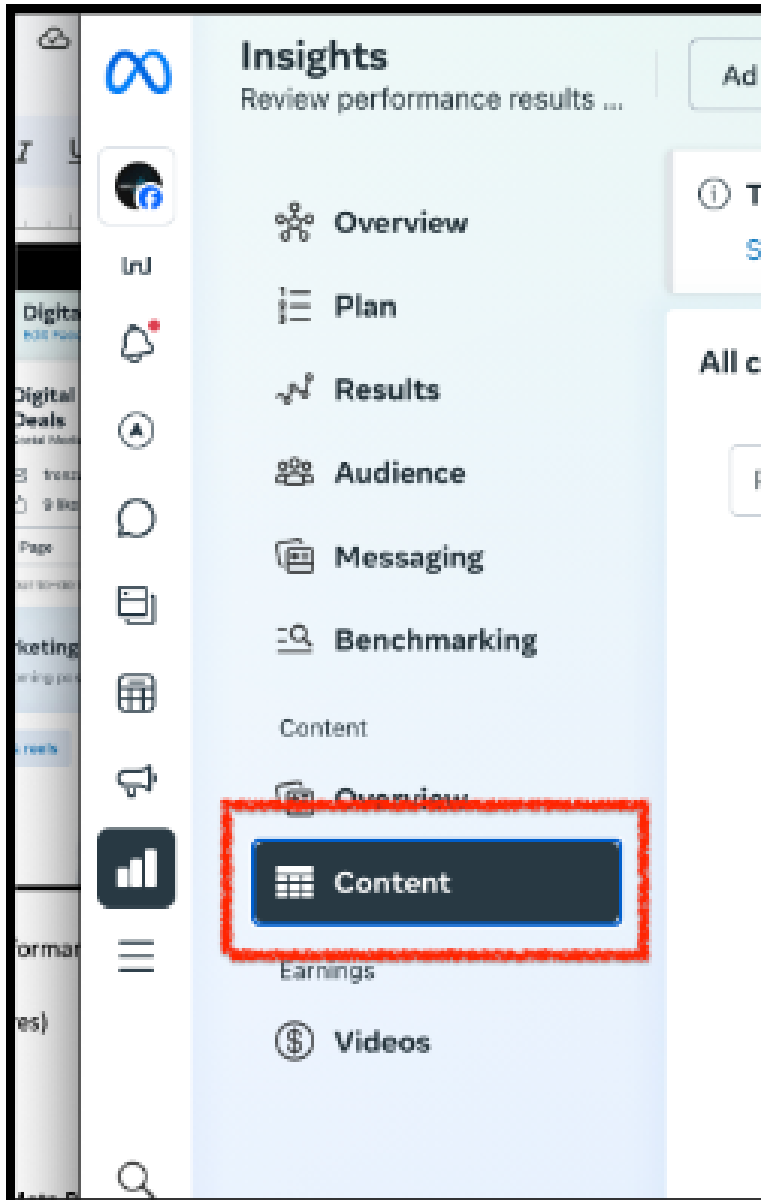
07 Best Practices for Scheduling Posts

6.1 Monitoring Scheduled Post Performance

1. Optimal Posting Times: Use insights from Meta Business Suite to identify when your audience is most active.
2. Consistent Posting: Schedule posts regularly to maintain engagement.
3. Content Variety: Alternate between text, image, and video posts to keep your content fresh and engaging.
4. Review Before Scheduling: Always preview your post and ensure all details are correct.
5. Monitor Engagement: Engage with comments and interactions soon after the post is published to boost reach.

08 Troubleshooting

8.1 Scheduled Post Not Appearing

1. Confirm the post is in the "Scheduled" tab.
2. Check if the post was scheduled for the correct page(s) and platform.
3. Ensure your account has the correct permissions to post on the business pages.

8.2 Errors with Scheduling

1. If you encounter an error while scheduling, try refreshing the page.
2. Double-check if the media file (images or videos) meets Meta's size and format requirements.
3. If issues persist, contact Meta Business Support or check the Meta Help Center.

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BOOK A STRATEGY CALL

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