

# How to Schedule Posts for Social Media





# Schedule Posts

When you're filling up your content calendar a week or a month ahead of time, you get a sense of what might be missing. When you encounter a hole in your schedule, you can plug in a variety of content, whether it's a blog post, an internal link to relevant content from the brand or company, an image with relevant text, or an embedded video.

1. Social Media Platforms with built-in publishing tool/s
  - a. Facebook Page and IG via FB Meta Business Suite
  - b. Facebook Group
  - c. Twitter
2. External third-party schedulers/publishing tools.
  - 💡 *Note that these are not the only available tools on the market, there are many more. It basically depends on which tool the client wants to use.*
    - a. Later
    - b. MeetEdgar
    - c. Buffer
    - d. Sprout Social
    - e. SmarterQueue
    - f. MetriCool

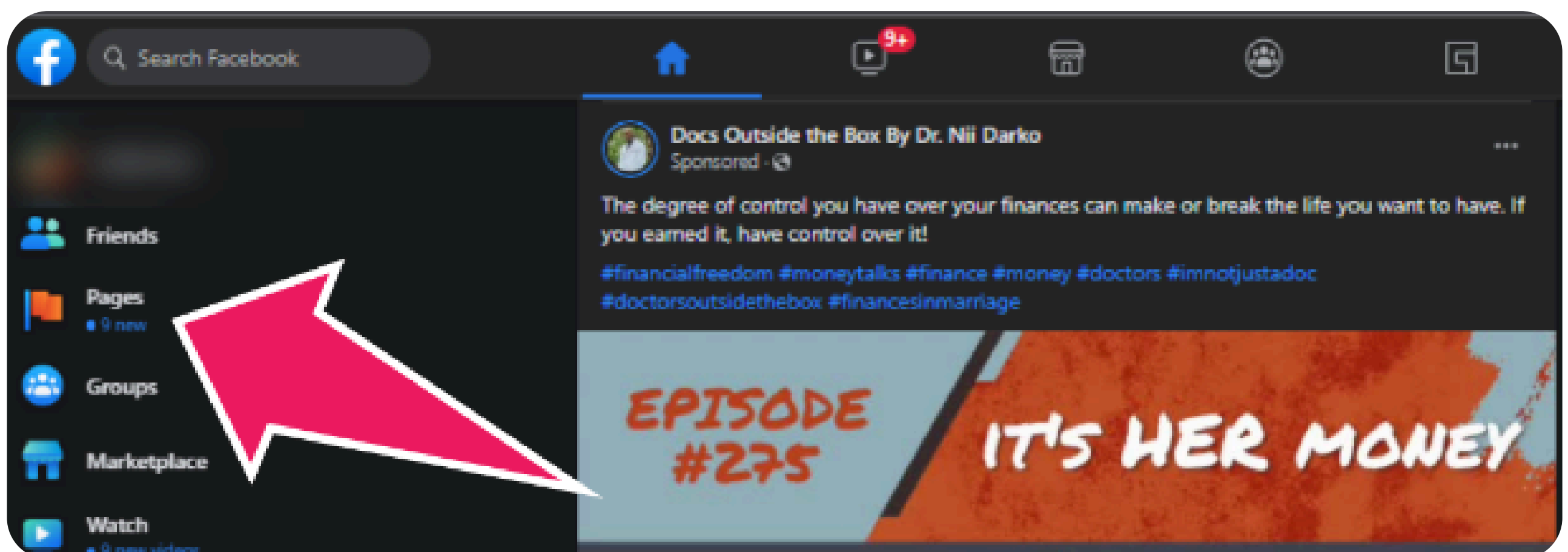
## Social Media Platforms with built-in publishing tool/s

### Facebook Page and IG via FB Meta Business Suite

- This can only be done when you've accepted the page's role given to you by the client
- You can also schedule posts on IG if the account is connected to FB Meta Business suite

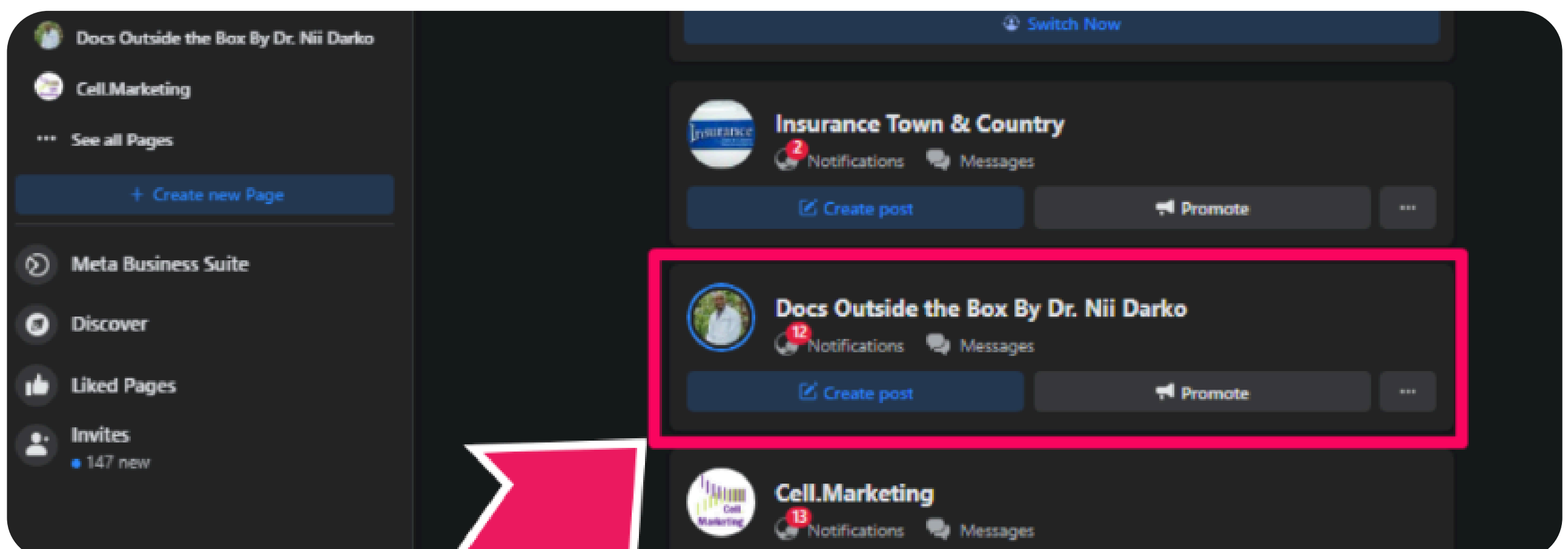
1

After logging onto your Facebook account, click Pages on the top left



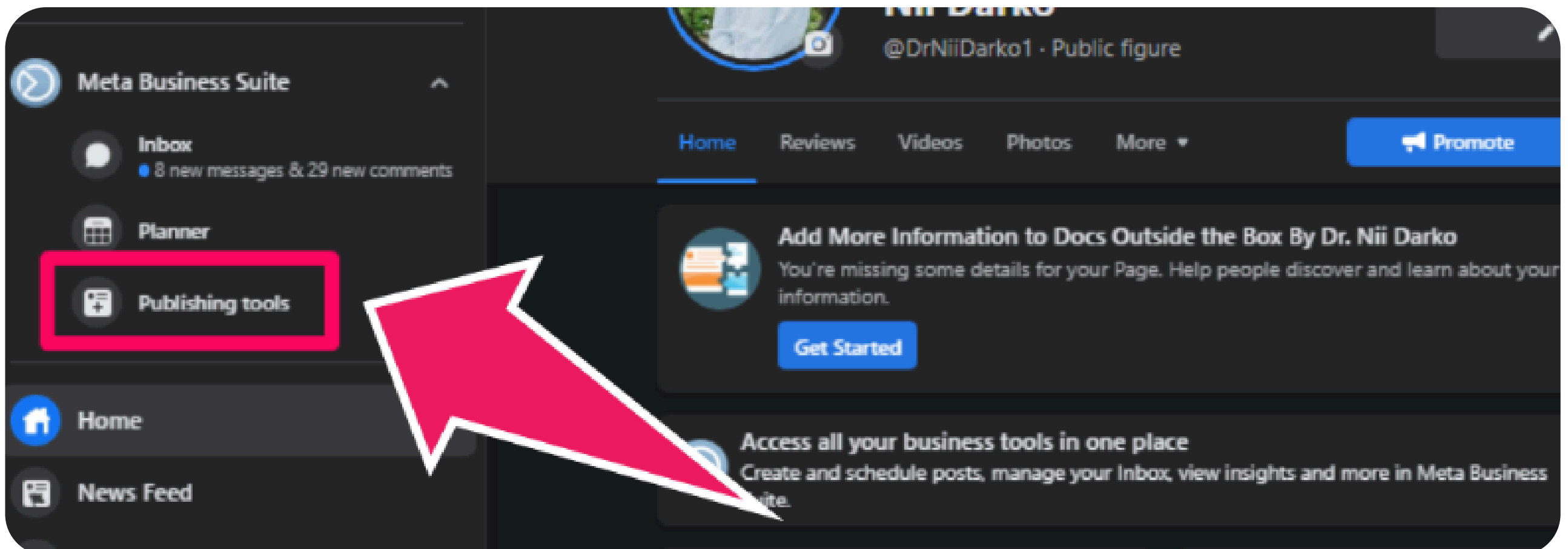
2

Select the Page you want to schedule the post



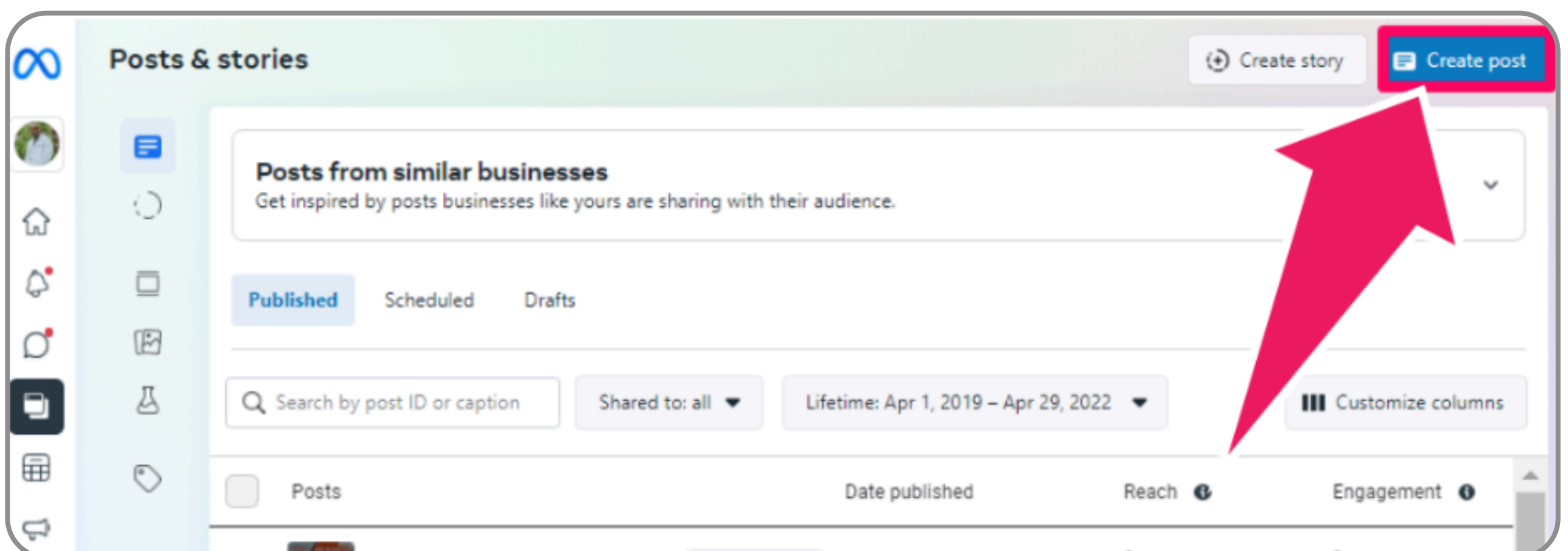
3

Find the option 'Publishing Tools' on the left pane of your screen then click on it



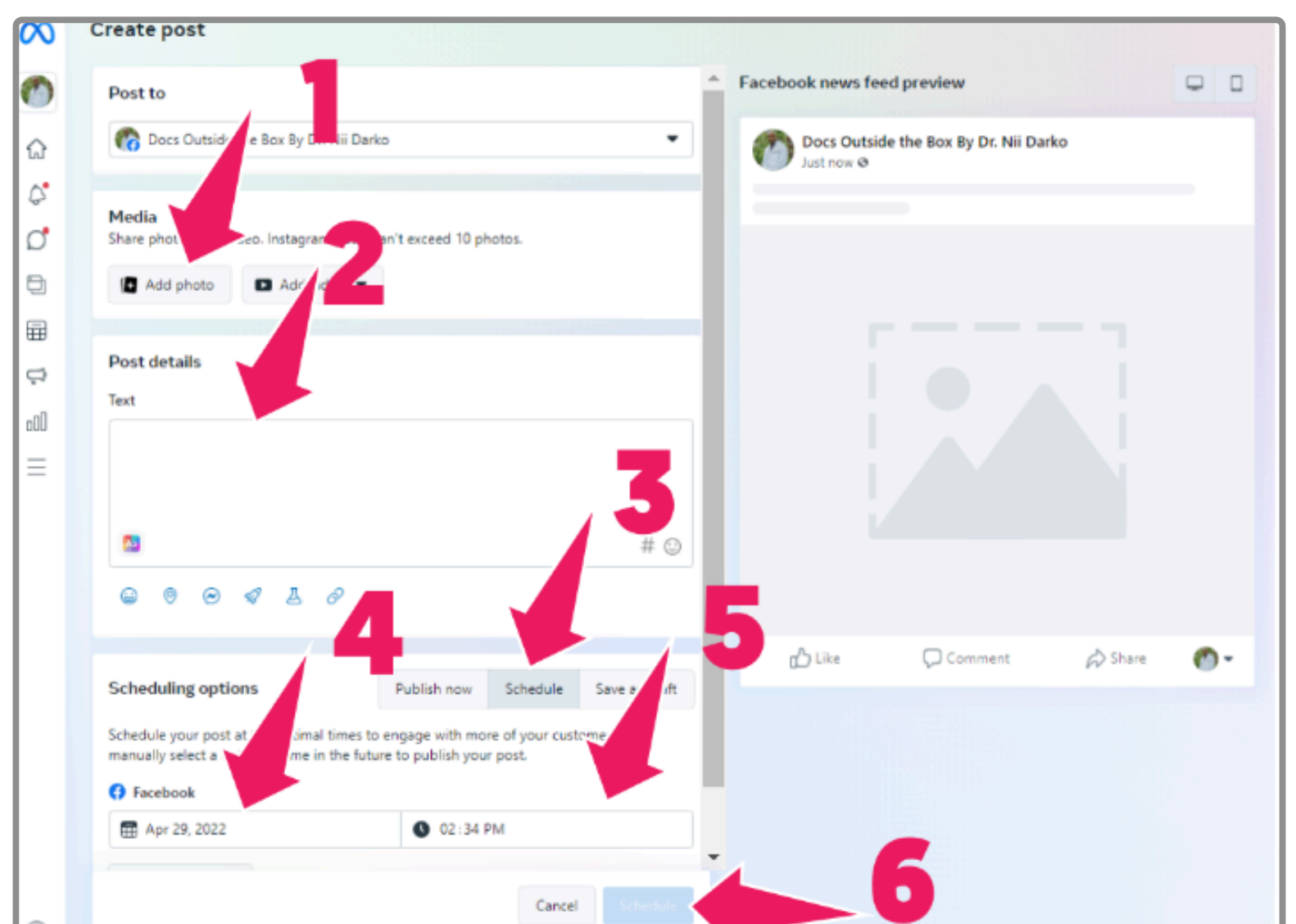
4

Select which type of FB Page post you want to schedule. In this case, a square image post with a simple caption/copy.

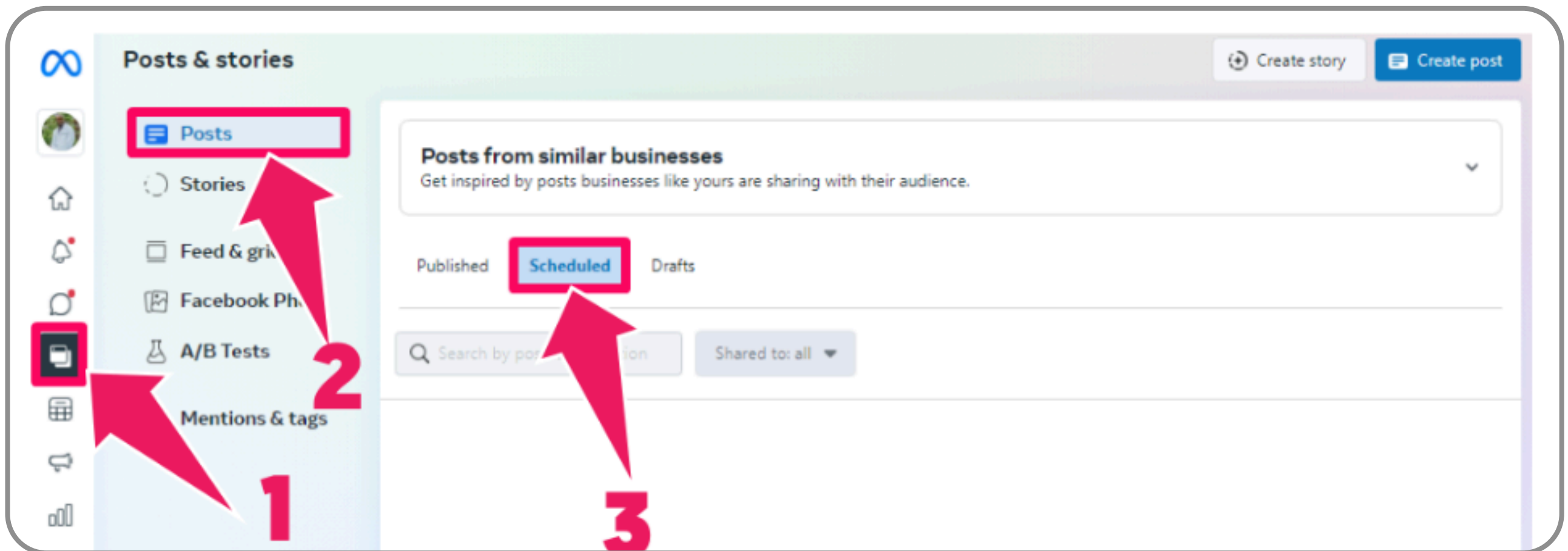


5

- 1 Add Photo
- 2 Type in the caption/copy
- 3 Select 'Schedule'
- 4 Set the Date
- 5 set the time
- 6 Then, select the 'Schedule' button



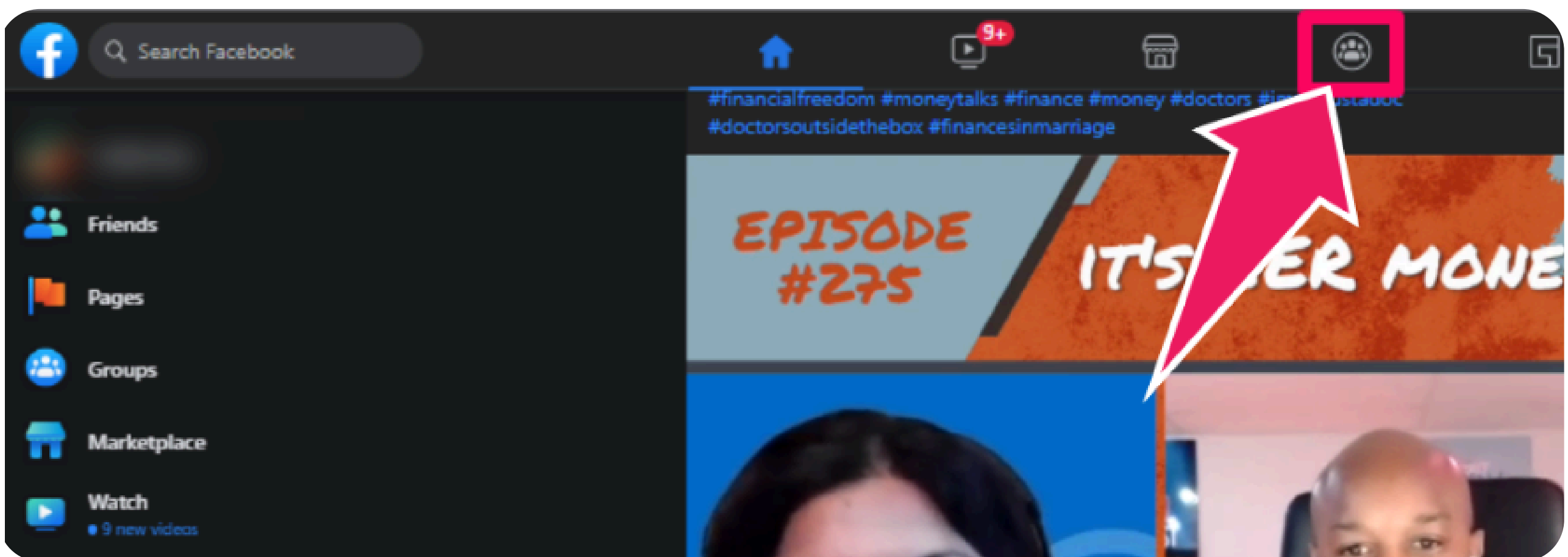
6 All of your scheduled posts will then be populated here.



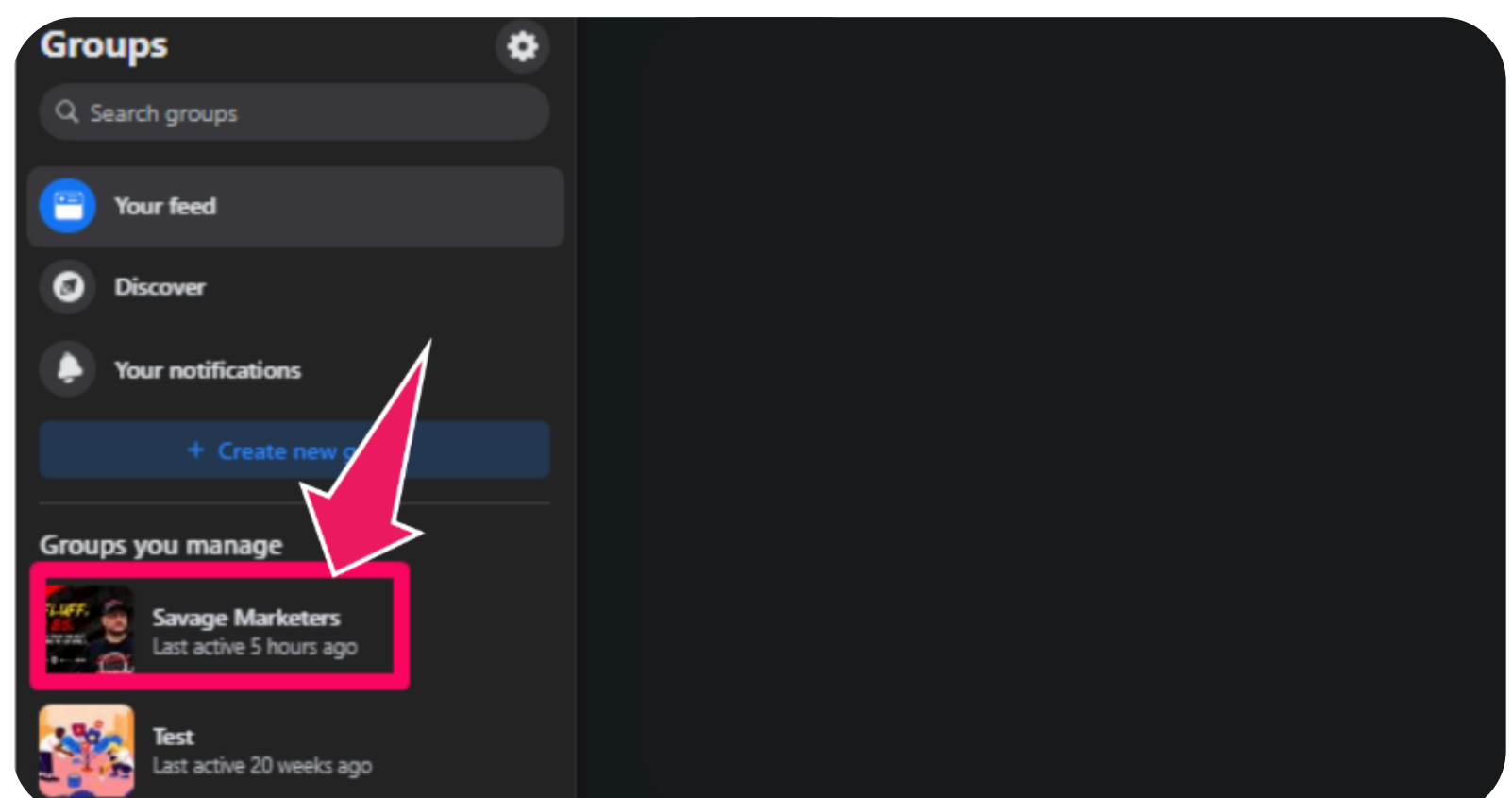
### Facebook Group

- This can only be done when you've accepted the group's role given to you by the client

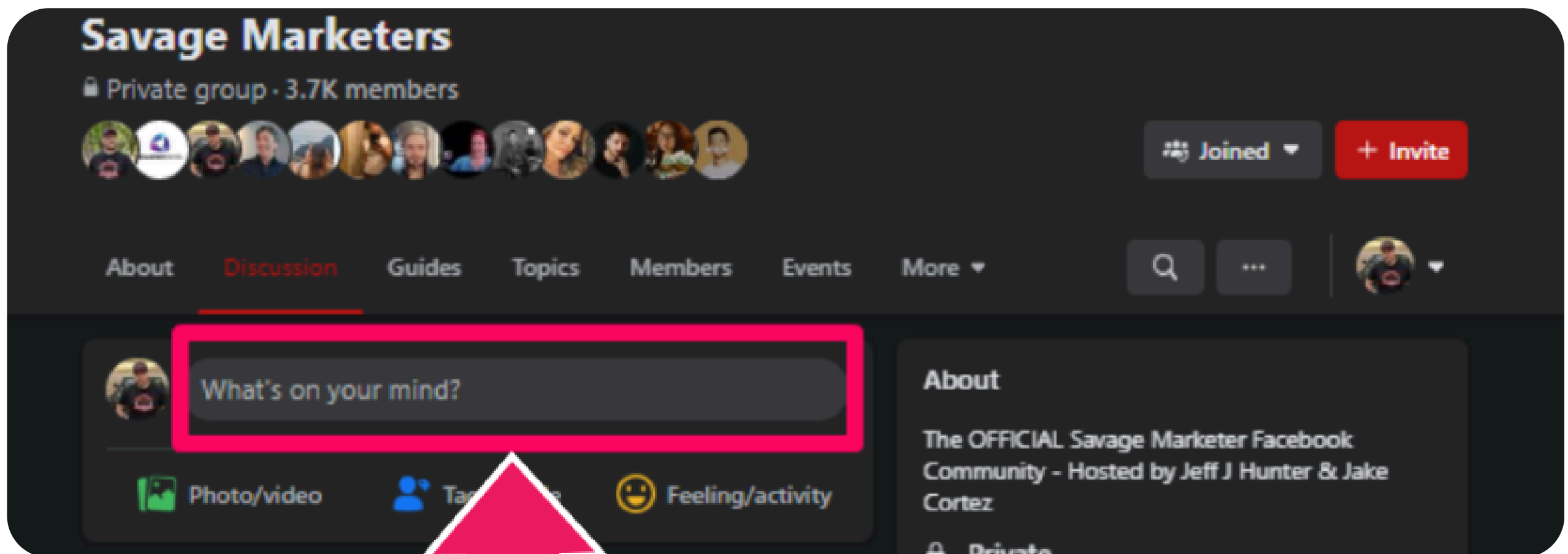
1 After logging onto your Facebook account, click the icon Group on the top of your dashboard to navigate to your business's Group.



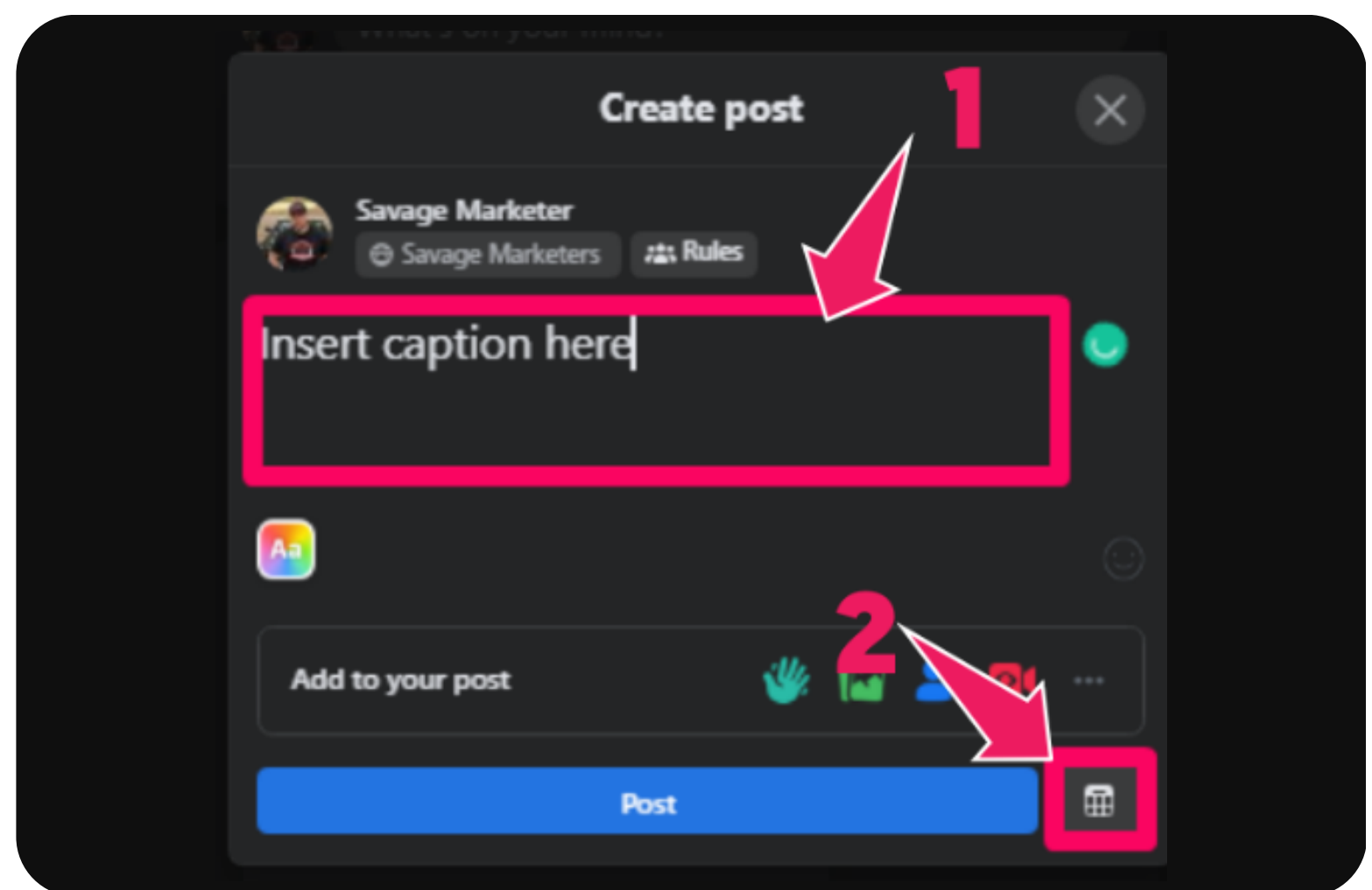
2 Select the group you want to schedule the post



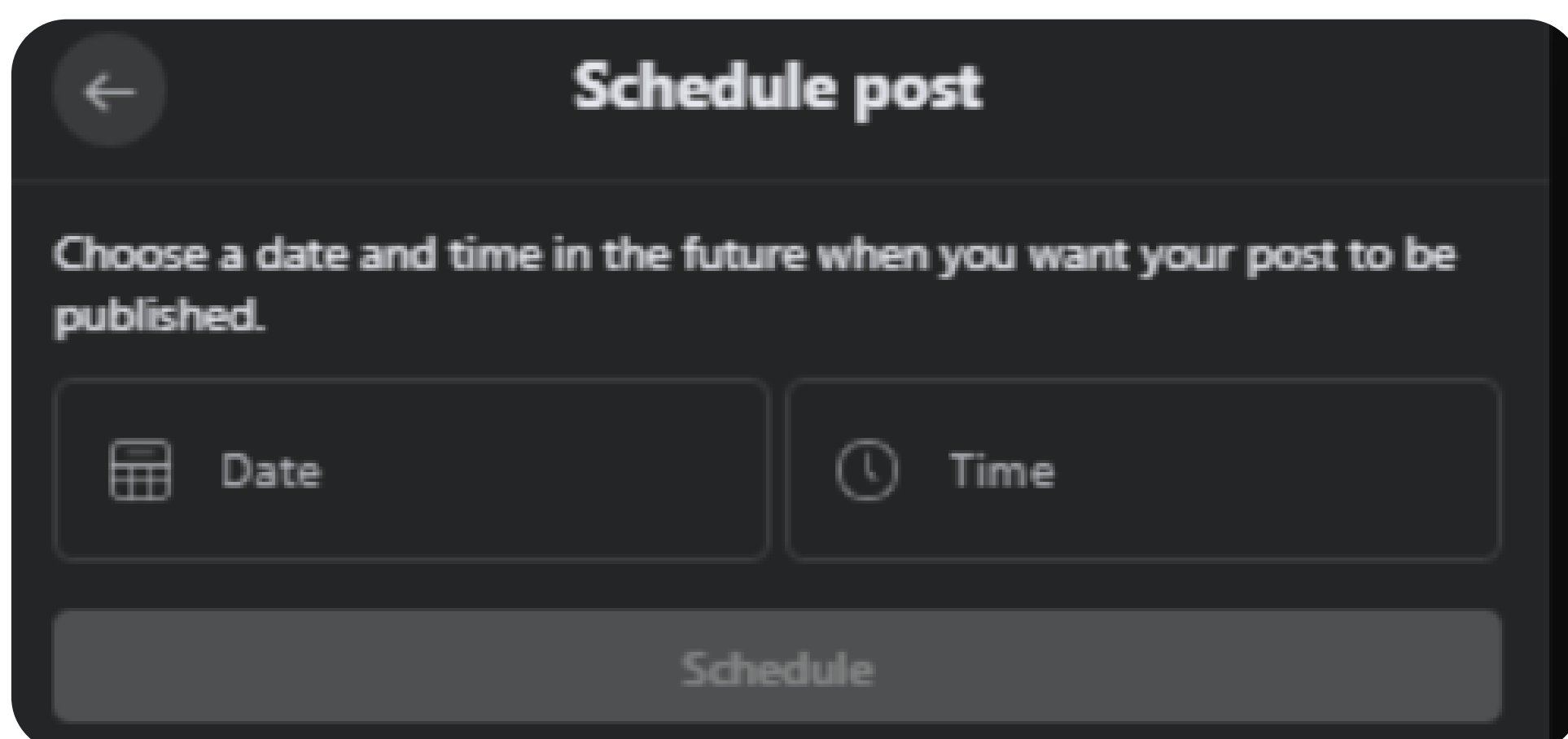
3 Select the text box



4 Type in the caption before selecting the 'Calendar' button.



5 Set the date and time before hitting the button 'Schedule'

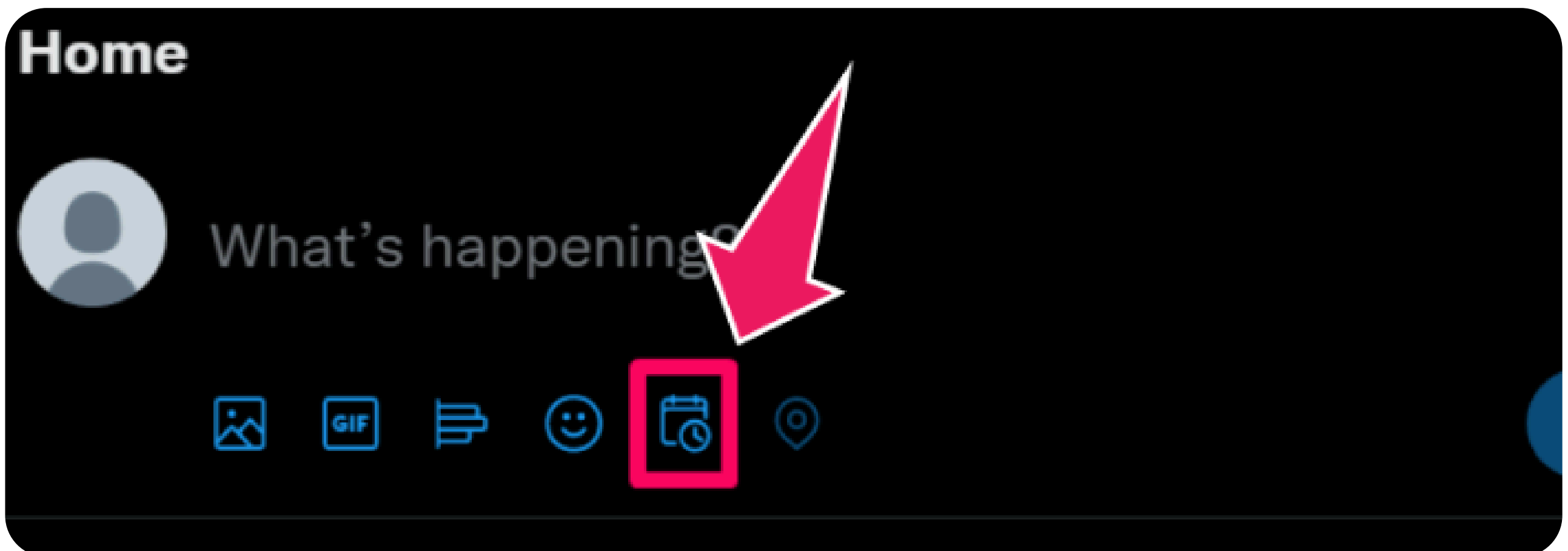




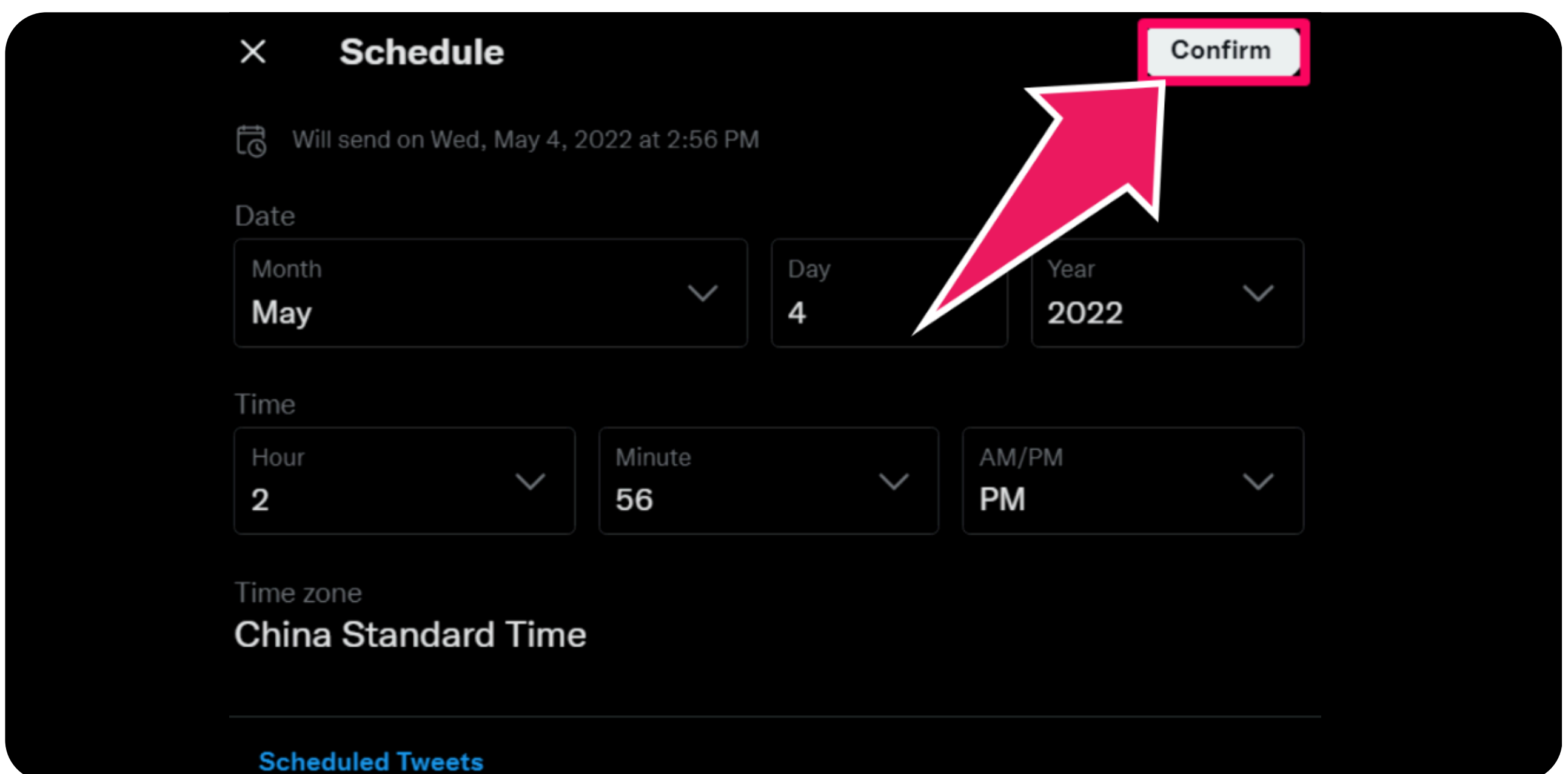
## Twitter

- This can only be done once you have the client's log-ins.

- 1 After logging onto your client's Twitter account, click on the 'Calendar' button.



- 2 Set the date and time and be sure to check the timezone before hitting the button 'Confirm'



- 3 Type in the caption before hitting the button 'Schedule'

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↑ SCAN CALENDAR ↑

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