



Facebook Post Scheduling Template

Project Name: [Name of the Project]

Team Members: [List of Team Members and Their Roles]

Project Duration: [Start Date] - [End Date]

1. Content Calendar Overview

Month: [Month/Year]

Date	Time	Content Type	Post Caption	Media Type	Target Audience	Status	Additional Notes
2024-08-01	10:00 AM	Product Teaser	"Exciting news! Stay tuned for our latest launch!"	Image	General Audience	Scheduled	Use relevant hashtags
2024-08-05	2:00 PM	Behind-the-Scenes	"Behind the scenes of our latest project."	Video	Followers	Draft	Tag team members

LaAphills

2024-08-10	6:00 PM	User Testimonial	"Hear what our customers have to say!"	Video	Potential Clients	Scheduled	Include call-to-action
------------	---------	------------------	--	-------	-------------------	-----------	------------------------

2. Detailed Post Information

Date: [Date of Post]

Time: [Time of Post]

Content Type: [e.g., Product Teaser, Behind-the-Scenes, User Testimonial]

Post Caption: [Write the caption for the post]

Media Type: [e.g., Image, Video, Link]

Media File: [Attach or link to the media file]

Target Audience: [e.g., General Audience, Followers, Potential Clients]

Hashtags: [List relevant hashtags]

Tags: [Tag relevant pages or people]

Call-to-Action: [e.g., "Click the link in our bio", "Share your thoughts in the comments"]

Additional Notes: [Any other relevant information]

3. Weekly Overview

LaAphills

Week	Date Range	Total Posts Scheduled	Special Campaigns	Notes
Week 1	2024-08-01 to 2024-08-07	5	Summer Sale	Focus on product launches and testimonials
Week 2	2024-08-08 to 2024-08-14	4	Behind-the-Scenes	Highlight team efforts and culture
Week 3	2024-08-15 to 2024-08-21	6	Customer Stories	Share customer success stories
Week 4	2024-08-22 to 2024-08-31	5	Monthly Wrap-Up	Recap highlights and achievements

4. Performance Tracking

Date	Post Caption	Engagement Metrics	Click-Through Rate	Comments	Shares	Additional Insights
2024-08-01	"Exciting news! Stay	200 likes, 50 comments	10%	50	20	High engagement

LaAphills

tuned for our latest launch!"

due to teaser nature

2024-08-05	"Behind the scenes of our latest project."	150 likes, 30 comments	8%	30	15	Great feedback on team insights
2024-08-10	"Hear what our customers have to say!"	250 likes, 60 comments	12%	60	25	Positive testimonials boosted credibility

5. Monthly Analysis and Adjustments

Total Posts: [Number of posts scheduled and published]

Average Engagement Rate: [Average engagement rate for the month]

Top Performing Post: [Post that received the highest engagement]

Lessons Learned:

- [Insight from top-performing post]
- [Adjustment needed for future posts]
- [General observation and action item]

Action Items for Next Month:

- [Action item 1]
- [Action item 2]

3. [Action item 3]