

How to Plan and Schedule Facebook Page and Group Content

Step 1. Get out your best oils for patience and concentration.

Step 2. Apply oils to your head/neck and the base of your spine.

Step 3. Take a deep breath and allow your mind to become calm.

Ahhhh. Now that we're calm, cool and collected, let's work together to solve a challenge many YL distributors face.

Crash Course in Planning and Scheduling Content for Your Facebook Page/Group

If you're like most Young Living distributors, you have a Facebook page and perhaps are an admin in a Facebook group or two. But, you may have read somewhere that you need to post in these places several times a day in order to keep your audience engaged (and keep Facebook's newsfeed algorithms happy).

Really, who has time for that? And what the heck do you post? Do you really have that much to say? Oh nooooooooooooo.....

Deep breath, my friends. If you've felt blocked about what to post, how often to post, what time of day to post, where you'll get the content, and how you'll find the time to do all this... Just take a deep breath. We're in this together.

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Overview of This EBook

In this ebook, I'll give you some general ideas to get your creative mind brainstorming (which you've probably read before).

Then, I'll give you specific plans on what to say and how often to say it. Pick the plan that works for your life and your business, and use Hootsuite to schedule posts in advance.

Finally, I'll give you some solid examples that you can apply to your real life and your real business, whether you feel you have a “business” or are simply sharing the oils.

What's Hootsuite? I'll get to that in a moment. Basically, it's a lifesaver for anyone who uses social media for marketing, and I'm not exaggerating.

Please stop reading advice from marketing teachers who don't understand the nature of a Young Living social media presence. Their advice isn't bad, but it's not specific to you and your needs.

Here's what you actually need to know.

General Brainstorming Advice

Here's a bullet-point list of content suggestions for your Facebook page or group. Each one of these is a good idea that might spark your creativity.

- 🕒 Photos with a comment
- 🕒 Photos with links to blog posts (usually when you paste a link, a preview comes up)
- 🕒 Product/company updates
- 🕒 Product photos with a comment
- 🕒 Photo plus a quote
- 🕒 Photo memes
- 🕒 Motivational or feel-good quote
- 🕒 Links to guides, ebooks, white papers, videos (always comment WHY this is interesting)
- 🕒 “Fill in the blank” type questions
- 🕒 “Multiple choice” questions (no more than two or three choices)
- 🕒 “True/False questions

- 🕒 Opinion questions or declarations
- 🕒 Infographics
- 🕒 Brief announcements
- 🕒 Personal posts (not always about the products or company)
- 🕒 Recognition posts (so-and-so did something awesome, and @tag that person)
- 🕒 Celebrations and gratitude

OK, now what do you do with a list like that? Not real helpful as it stands. I highly recommend you take an hour a month (or an hour a week, if you can find the time), go into a quiet room or busy coffee shop, and just brainstorm.

Look at each one of the points above and ask yourself, “Why would my community respond to a post like that? What would be interesting or engaging about that? How do I write the words?”

If you get stumped brainstorming by yourself, ask a team member or a creative-writing-type friend to brainstorm with you. Not everything needs to be about the oils and products; in fact, as you'll see in the next section, you should mix up your product posts with other types of posts to increase engagement.

Write everything down and don't worry about polishing or perfecting, or when you'll post it or anything else. If you need to do research to complete a post, make a note and move on with the brainstorming.

I'll teach you how to organize and schedule these brainstormed posts in a minute, so just read on for right now.

“Rules” For Posting Content to Facebook

Marketing teachers come up with a lot of rules and tips and tricks when it comes to social media. Here are some of the “rules” that are taught out there by more generalized marketing teachers:

- 🕒 80-20 rule: 80 percent information; 20 percent promotion
- 🕒 70/20/10 rule: 70 percent informative, reusing your own content if possible; 20 percent sharing other people's stuff; 10 percent promotional
- 🕒 CTA: Always include a call-to-action on every post (like if you agree, please leave your comments, please share your own story, share if you know someone who should see this)
- 🕒 The same post can be shared again after a 6-month time

lapse, depending on how often you post

- 🕒 It's more important to post consistently than dump a bunch and walk away for a while
- 🕒 Encourage/allow others to post relevant information
- 🕒 If people comment, comment back; if people share, like the shares
- 🕒 Short posts get engagement (20-40 words); long posts get engagement (180 words plus)

Do you need to pay hyper-attention to these rules? Nope. You can incorporate them if they make sense for your purposes (as in, why do you have a Facebook page in the first place? What does your audience want to know about, and how do they like to be given information?).

Instead, follow one of the plans outlined in the next sections and stop worrying about general marketing advice. It's all good, and don't let "rules" pressure you up and make you think you're doing things wrong.

3X Per Day Plan to Ramp Up Engagement

If you plan to grow your social media presence aggressively, and you think there's value in really establishing yourself on Facebook, and you believe you can grow a business and add new members to your team through Facebook, consider this plan.

Schedule one of three kinds of posts 3X per day:

- 🕒 Text-only status: questions, quotes, your own comments about life, comments about products
- 🕒 Photo or meme
- 🕒 Link (to your own content or others' content)

Keep a file of things to share at a later date. Anytime you run across a meme, article, research, video, or audio from groups, pages, or your own newsfeed, copy the link into your notes file. Always credit the original source to share the social media love.

Following this plan will cost you plenty of time at the beginning if you're starting a page from scratch, but it starts to show return-on-investment in a few months if you keep at it without slacking off.

This plan also asks for creativity investment on a big scale, so you'll need to dedicate an hour per week to brainstorm all your

ideas and shape them into useful posts.

Please let me know if this is something you'd like to commit to because I'll support you in following through and coming up with a steady stream of ideas!

1X Per Day Plan to Maintain Engagement

If you're a business-builder who wants to use Facebook to keep your team or community “in the know” but you're not using Facebook as a dedicated way to grow your business, this plan is for you. It's easy, gentle, and shows how you are a person who cares and wants to serve.

To make the brainstorming easier, plan one topic for each day of the week. You can skip posting on weekends if you like, but do schedule posts for the other five days. For example:

- 🕒 Monday: Report on your own personal weekend/week prior
- 🕒 Tuesday: Share a link to an interesting resource (from your own blog is nice, or YL company stuff)
- 🕒 Wednesday: quote, song, meme; something fun
- 🕒 Thursday: Essential Oil Fact (keep it short and general)
- 🕒 Friday: Question
- 🕒 Saturday: Recipe or protocol
- 🕒 Sunday: Personal testimonial or testimonial from someone you know

Remember, schedule posts when your audience is looking at Facebook. If they're typically quiet on the weekends, in the evenings, etc., don't post then.

In your marketing, focus on what people are already interested in, or what you want them to become interested in. Keep it simple!

2X-3X Days Per Week Plan to Maintain Engagement

Use this plan if you don't consider Young Living a “business” so much as you want to share the oils and products. Sharing is the first step, and most people actually don't want to build a business... but they do want to talk about how the oils and products have changed their lives.

This is also a good plan if you're just starting your YL business and don't have time to dedicate to social media right now, but you will in the future. This sets a good foundation for when you increase your efforts at a later time.

Pick two to three days of the week to schedule posts and create 2-3 posts on one topic; post morning, mid-day and evening.

Some good topics might include:

- 🕒 One oil or blend, or one product you have personally used
- 🕒 One area of interest/challenge for you personally or for your community (sleep, low mood, motivation, hormones, keeping kids healthy, green housecleaning, etc.)
- 🕒 The Seed to Seal process
- 🕒 Young Living personalities (Gary or Mary, or a crown diamond, or your own upline person)
- 🕒 A video you watched, a teaching audio you listened to, an article you read
- 🕒 Personal testimonials, or the testimonials of others
- 🕒 If you blog, talk about the topic generally and then post the link to your blog

***** The important part here is that you break a longer post up into three or even four shorter posts, and then schedule them to appear on your page/in your group all in the same day. *****

This spreads your influence a lot without causing you extra work. Nice, huh!

Momentum Method to Brainstorm Facebook Content

No matter which plan you choose, you're always left with the question of, "What the heck do I say when I'm posting?" Here's a brief overview of the Momentum Method to generate content for your Facebook page or group.

The method is simply four steps, and it can help you organize your thoughts and quickly know what to say. I have a whole training on using the Momentum Method in a vast number of ways in your marketing, but here's a condensed version that's just about Facebook.

Pick an interesting topic, or answer a question someone has asked/you have asked. Then, write the following posts:

- 🕒 Post 1: WHY is this interesting? (use emotions and emotional words)
- 🕒 Post 2: WHAT is interesting? (use thinking, logic, rationale or body words)
- 🕒 Post 3: HOW can the challenge be solved/can you learn more? (resources, citations, facts)
- 🕒 Post 4: CTA (call to action) OR report: What advice would you give? Do you know of other resources? What do you think? Buy this product. Here's what happened to me/my loved one.

Example:

Post 1: My kid has trouble concentrating after a busy day at school, but we have to get homework done before supper. This frustrates both of us, and we end up arguing! Have any of you had this challenge? [Even better if you can include a meme related to the topic.]

Post 2: I just know my kid could get better grades and get the work done faster if he could only focus during homework time. I read that diffusing rosemary for 20 minutes can help with concentration, but I also read that peppermint might be good.

Post 3: I found this article/video <insert link> while looking into oils that can help concentration and focus. What do you think?

Post 4: Just an update on our “homework challenge” with my kid having trouble concentrating during homework time. [Report on what you tried and how you did it, and acknowledge anyone whose suggestions you used by saying thank you with an @tag.] If you're interested in talking more about this, send me a private message!

And repeat: WHY, WHAT, HOW, CTA

How often would you schedule these posts? Depends on your topic and your audience. If your topic is straightforward (as in the above example) and your audience is highly engaged, put all four posts on one day. If your topic is more complex and your audience is less responsive, spread the posts out to multiple days to allow time for conversation and replies.

If your topic involves asking people to purchase products, double the number of why-what-how posts before asking them to buy, and

spread over more days. So, for instance, if you're promoting the monthly YL specials, make up and then schedule these posts:

Post 1: It's August and time to talk about the promotions! This month YL is offering white fir, eucalyptus blue, peppermint and BLM along with \$15 product credit as a 300 PV reward. My husband uses BLM and feels that it's helped with his joints. Have you used BLM? [Include the promotional flyer found in the back office.]

Post 2: The bottle of peppermint YL is offering as a reward this month will be put to use at my house! I'm grateful for peppermint when I have a headache or need a quick pick-me-up in the afternoon, and I even put a drop in my water sometimes.

Post 3: I've been reading up on the white fir that's included in the monthly promotions for August. Did you know that people use it for sore muscles? It's also good to help tame anxiety. I think I might mix it with coconut oil and rub it on my sore feet right before going to sleep.

Post 4: What's so interesting about the monthly promotions is that YL has been including "product credit" vouchers in the different reward levels. That's an awesome thing when a company gives you vouchers you can use on any product! Don't you love that?

Post 5: So, here's how to get the white fir, eucalyptus blue, peppermint, BLM and the \$15 product voucher that's the August promotion: Reach 300 PV on any single order during the month and you earn the rewards, which are worth \$128. To reach that goal, I'm personally ordering <insert products here> because <insert reasons here>. [Include the promotional flyer found in the back office.]

Post 6: How can I help you get the August rewards? I'd love to talk with you on the phone or in private message. Please contact me with questions and concerns!

Post 7: Here's a little explanation of ER points and why they matter: <insert explanation in your own words>. So, if you reach 300 PV on a single order this month, you rack up ER points in addition to getting free products. It's worth it, and I can help you design your wellness program to reach all your goals. Let me know what you need.

Post 8: Just hit the button to complete my order for this month! Can't wait to get my hands on the white fir and the peppermint, and

my husband is excited to get an extra bottle of BLM to add to his collection in the pantry. How about you? Which rewards will you get this month?

Obviously you'll use your own words and your own experiences, wants and needs, and reflect the wants and needs of your community. This is just an example.

Do you see how that can play out, and how following this method makes brainstorming more straightforward? You can apply the process to any social media you might use, or with an email newsletter, etc.

You tell the complete story of the topic and your readers are happy, happy, happy!

OK, What Is This “Scheduling” Thing?

Scheduling can save your sanity. I don't really exaggerate when I say that, because you may start with the best intentions (of course I'll post three times a day forever and ever!!), but life gets in the way. You find other things to do, like take a shower and attend your kids' recitals, and your commitment to social media takes a rightful back seat.

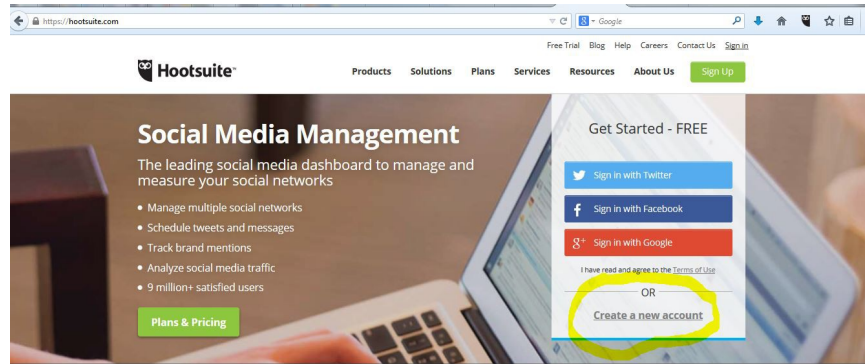
Hootsuite is my answer to this problem. There are other schedulers, but Hootsuite is the one I know about and recommend. The free plan will probably be all you'll ever need, and if you need more you can always pay a nominal fee and get amazing features.

Personally, I have Facebook posts scheduled out six months in advance. When I get the urge to brainstorm, I do it for an hour or two and then forget about it for a few weeks. Love that.

These are incredibly incomplete instructions on how to sign up for and use Hootsuite. If enough folks ask for complete instructions, I'll put together a training on the subject. Or, you can simply ask questions if you encounter challenges using Hootsuite, because I'm always willing to help!

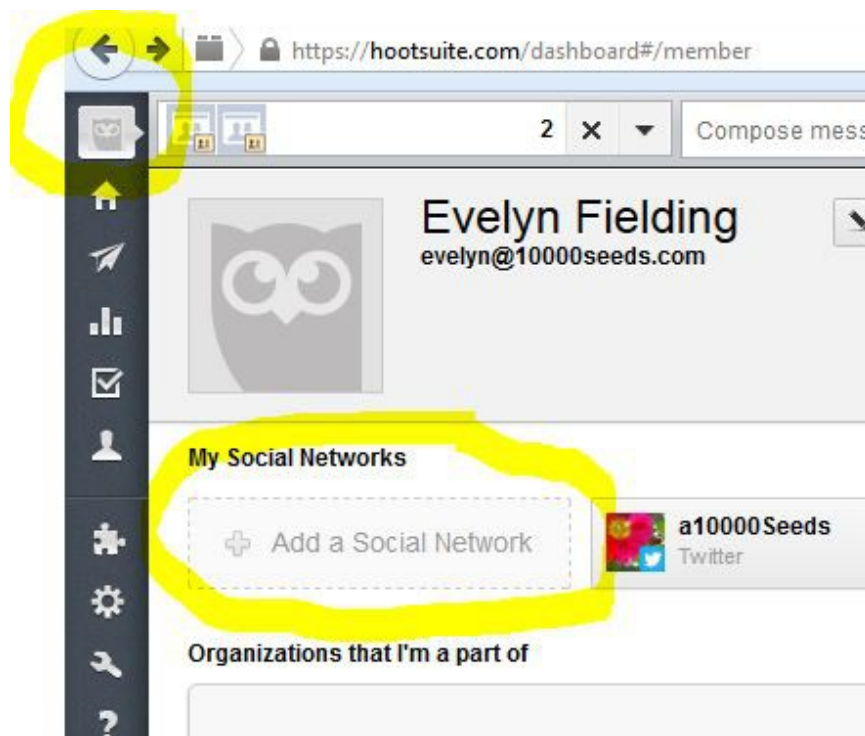
OK, here's how to do this thing:

Go to hootsuite.com and hit the Create a new account link. Fill in the information and click Create account.



Finish the sign-in wizard by following the prompts, and you should be taken directly to your dashboard.

If needed, hit the owl in the top left corner and then click + Add a Social Network.

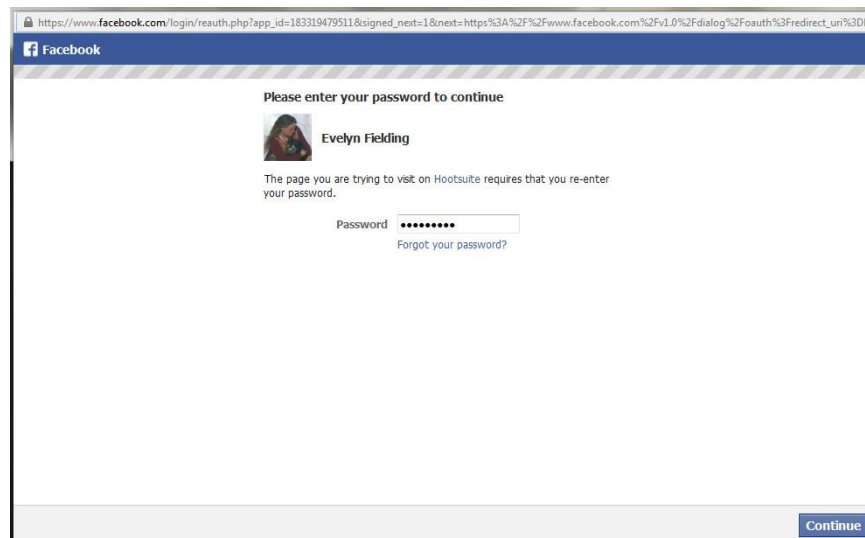


Use the wizard to connect with your Facebook page. You may also connect with any Facebook groups you admin as separate connections, so you can manage your posts properly.

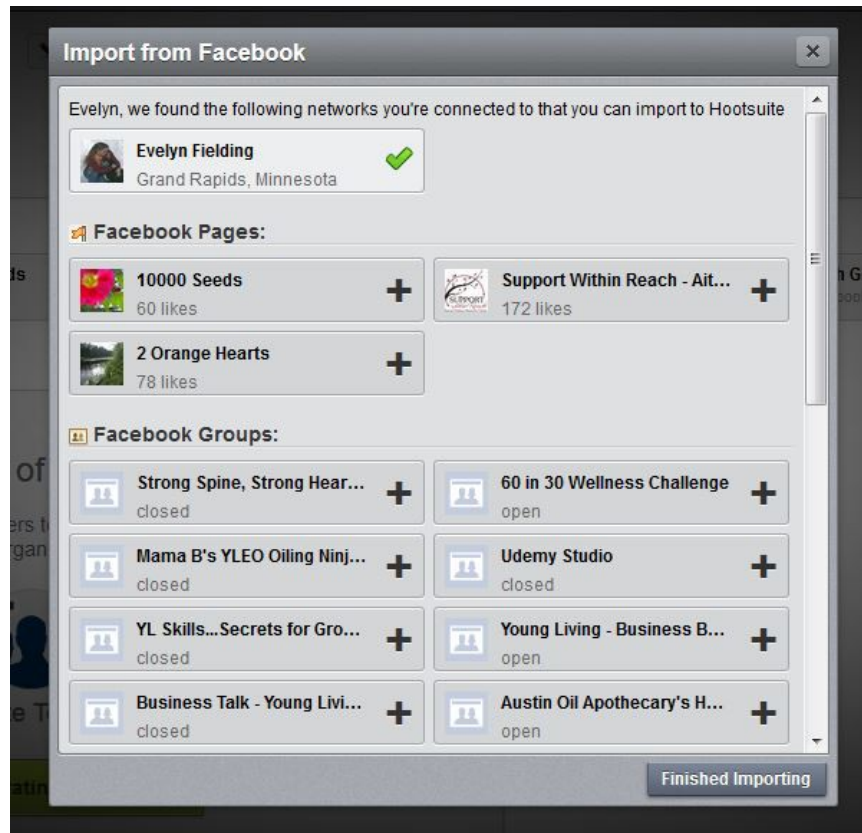
Click Facebook, then click Connect With Facebook.



You'll be prompted for your password, so enter it and click Continue. "Skip" managing ads when prompted.

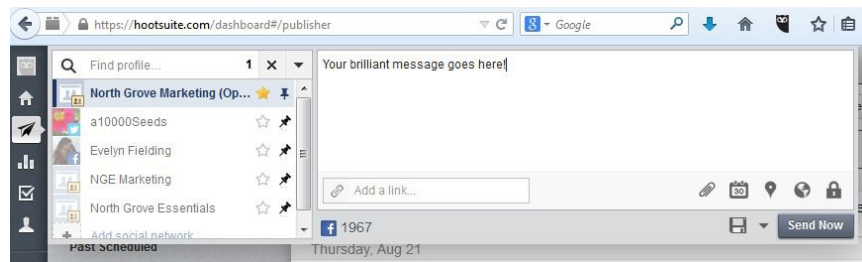


Your screen will obviously look different from mine, but choose the pages/groups you'd like to connect to and click Finished Importing. On the free plan, you can import up to five networks.



Your networks should be on your dashboard now! Yay!

Now, hover your mouse pointer over the little paper airplane and click Publisher. When the publisher loads, click inside the Compose message... box.



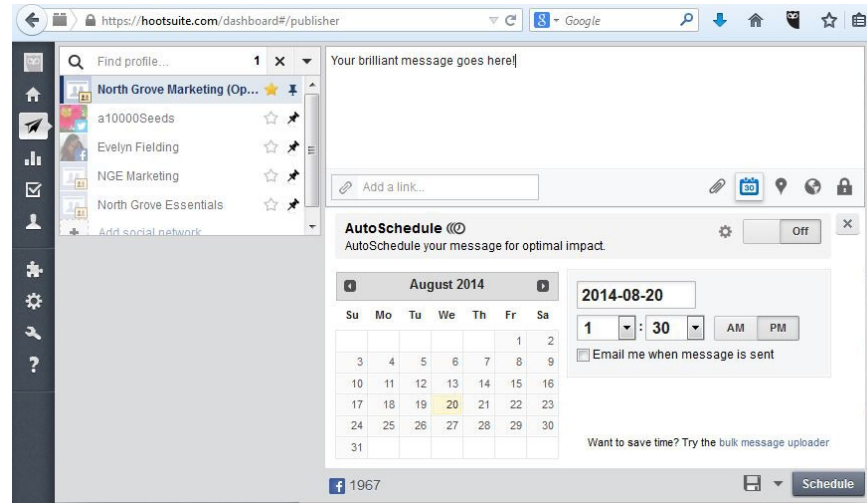
Things you can do here:

- 🕒 Choose a profile and pin it on the left. Just click once on the profile where you want to schedule the post, then click the little pin if you want posts to always go to that profile.
- 🕒 Type in your message, obviously. The little number next to the Facebook symbol in the center of the box tells you how many characters you have left for the post.
- 🕒 Add a link. Simply copy and paste a link into the Add a link

box and Hootsuite automatically generates a preview, which you can choose to show or not show if you like.

- 🕒 Send now. When you're finished composing the post and adding the link, you may post it immediately to your chosen profile.

However, we're using Hootsuite to schedule posts, so instead click the little box with the 30 in it to pop out the scheduler.



What you can do here:

- 🕒 Use the right arrow next to the month to advance the calendar into the future, or choose a date in the date box.
- 🕒 Choose a time using the dropdown arrows, and don't forget to change the AM/PM if needed.
- 🕒 Then click Schedule.

Done. Your post will appear when you want it to. On that day, make sure you check your Facebook in case anyone comments, likes or shares the post.

There are lots and lots of other things Hootsuite does, especially with their paid plans. You probably don't need to know all that right now, but if you have questions please ask me.

So, What Does All This Mean To You?

Here's the basic summary:

1. Choose a content creation/posting plan you can commit to for a long time.

2. Brainstorm for an hour a week/month, either by yourself or with your team, rather than stressing yourself every day.
3. Schedule the posts to appear when you want them to.
4. Take a deep breath and let it out, because you've just solved your content creation problem.

I guess Step 5 might be ask me for help if you need it anywhere in the process. I'm happy to offer expertise or a shoulder to lean on, and I love love love creating content, so I might be a good resource for you if you feel challenged.

Congratulations to you! You've worked extremely hard creating content. You might feel overwhelmed right now, which is why I suggest you wrap up this learning session by making notes to yourself—stuff to do later, when you're fresh. Give yourself reasonable deadlines and everything will get done.

Thank you for doing this important work! Your team and community will also thank you over and over for providing them with the “good stuff” on Facebook.

As a member of the North Grove Marketing community, you received this Crash Course free. If you know of someone who could benefit from this lesson, please direct them to <http://10000seeds.com/northgrovemarketing/crash-courses/crash-course-in-planning-and-scheduling-content-for-your-facebook-pagegroup/> where they can purchase their very own copy for a mere \$11.

Many blessings to you and all who belong to you!

Evelyn Fielding
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