

Creating an Effective Facebook Workflow

Time-Saving Tips

Plug these times into your calendar and keep them like an appointment. Set a timer. Do NOT respond to any activity on your personal profile. (Use the Pages app on your smart phone.) Get off when the timer ends.

Facebook Group

Think of your long term goals (ex: to personally connect with readers who will help promote my books) and the community values and tone you want to establish (ex: a sense of loyalty and mutual helpfulness with a dose of humor). Then create a schedule for when you will interact daily (ex: daily at 9am, 12pm, 8pm for 10 minutes each) and a workflow of what you will do in that time.

Long-term Goal:

Community Values & Tone:

Daily Activity

Schedule:

Workflow:

1. Post content.
2. Respond to comments/replies from recent posts.
3. Approve any new group members.
4. Check wall to moderate/respond to member posts.
5. Respond to any comments on content from step 1.

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Facebook Page

If you plan to have and grow an active page, you need to post frequently. Set up a weekly scheduling time as well as daily times to check in on notifications or post spontaneously.

Weekly Batch Posts

Schedule:

Workflow:

1. Check last 7 days' analytics to note effective posts
2. Schedule 2 shares/day of your content
3. Schedule 2 shares/day of other content
4. Schedule 2 questions/images/interactive posts

Daily Interactions

Schedule:

Workflow:

1. Check notifications
2. Respond to comments or like replies
3. Optional: add an in-the-moment posts