

Scheduling Facebook Posts for Lions Clubs

This campaign page was modified from my campaign page for a real estate listing, but the process is the same regardless of it's being for your business or for your club. I plan to replace the business graphics for Lions Club graphics over the next month or so.

If you have an event coming up, take some time to set up a Facebook Campaign for your event. By a campaign I mean a series of posts that will come out over a period of time, weeks or days, before your event.

To get started, open your Facebook account, then open your Club's business page.

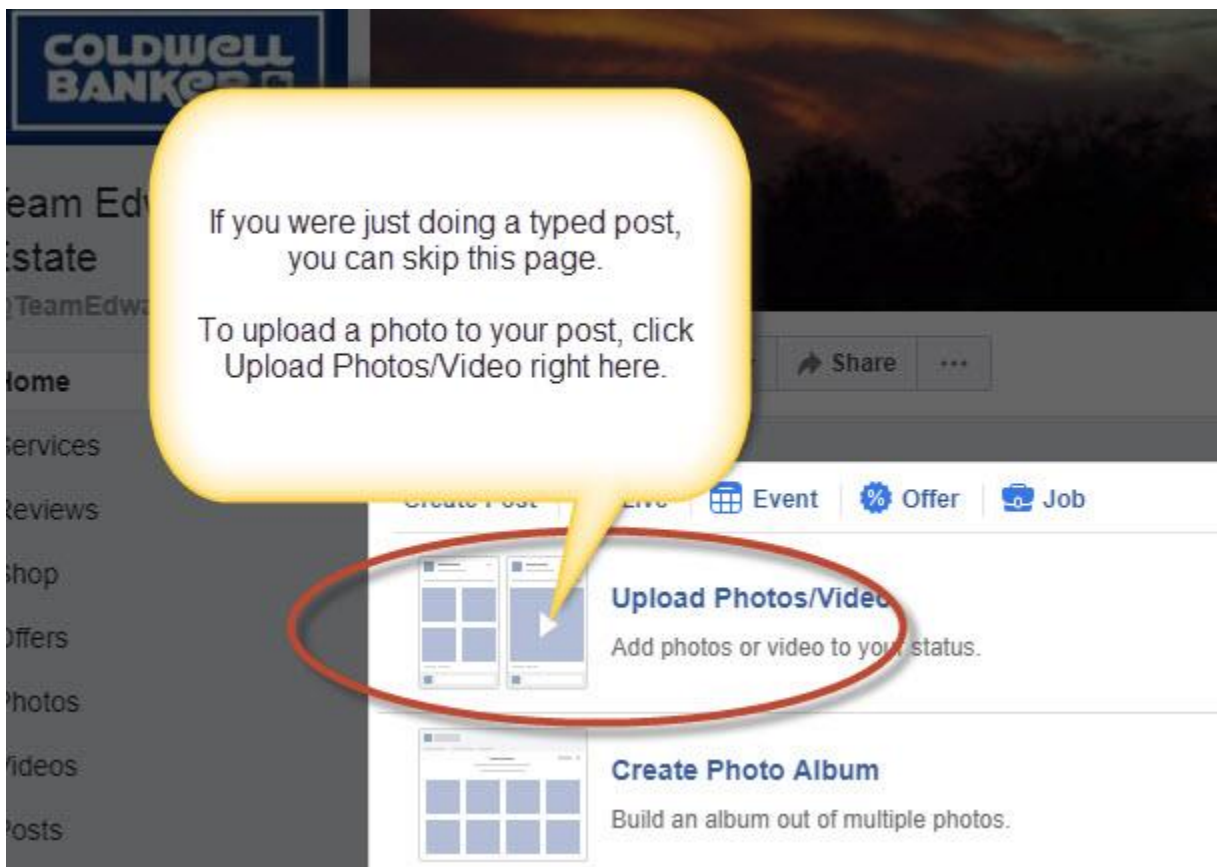
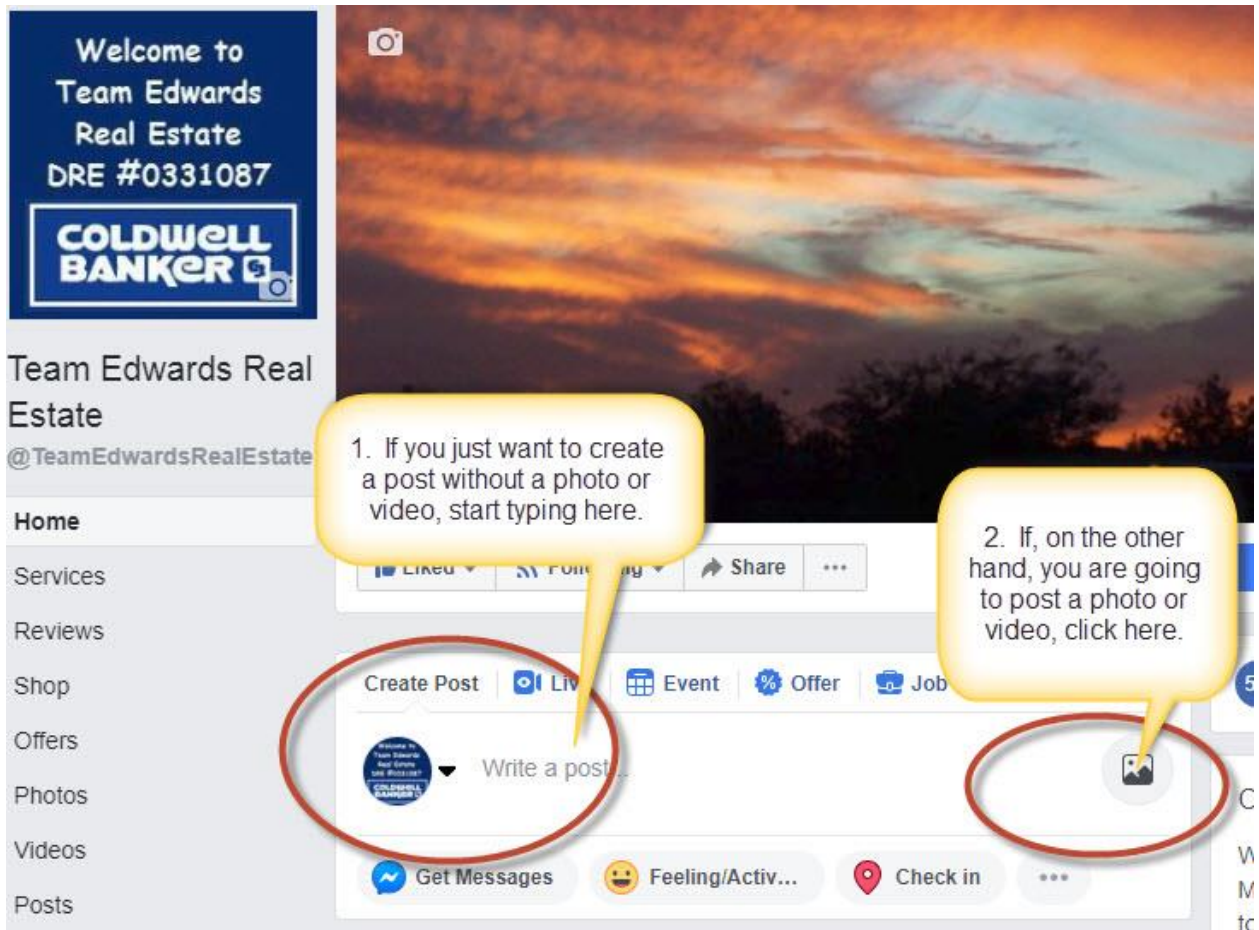
Click on Publishing Tools near the top of the page, Click the Create button at the top right, click the down arrow next to Share Now in the popup, on the next pop up click schedule and enter the time and date when you want this post scheduled. In the time box, set the hour, then tab to set the minutes then tab to set AM or PM.

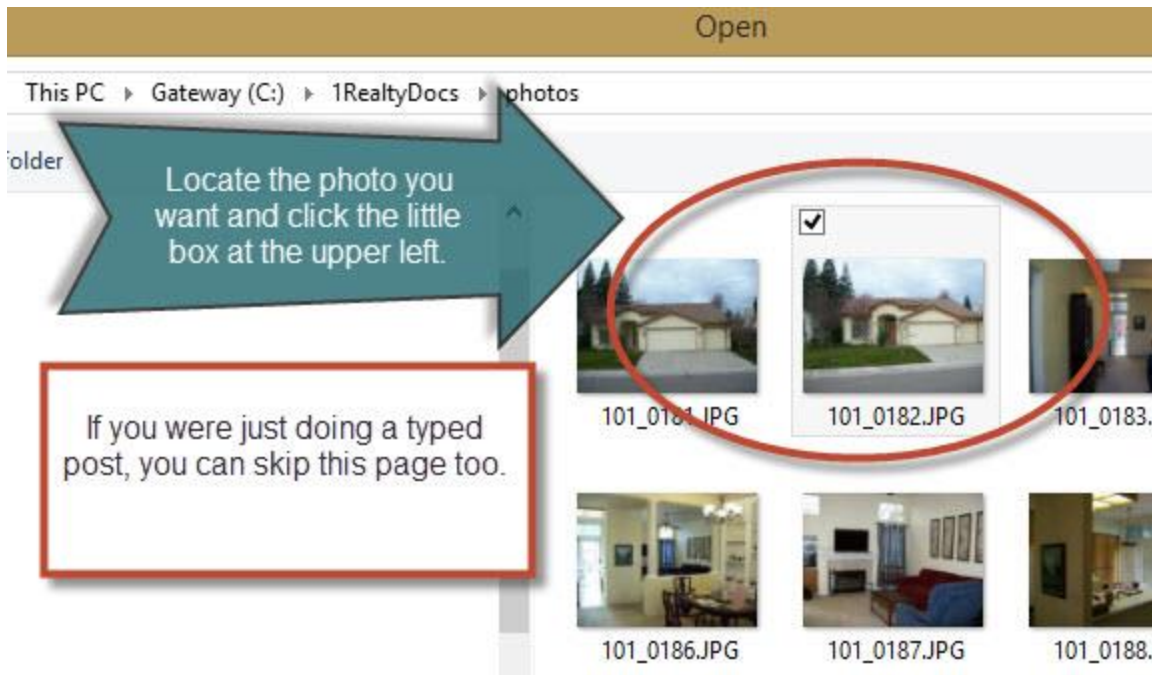
Once you have this post scheduled, you can follow the instructions below for creating the post.

The image shows a screenshot of a Facebook page for 'Team Edwards Real Estate' with a 'Schedule Post' dialog box open. The dialog box has three sections: 'Publishing Schedule' with a checked 'Publication' checkbox and a date/time selector set to '4/1/2019 9:53 AM PDT'; and 'Distribution Schedule' with an unchecked 'Stop News Feed Distribution' checkbox. Two yellow callout boxes provide instructions: the first points to the date/time selector, and the second points to the 'Schedule' button.

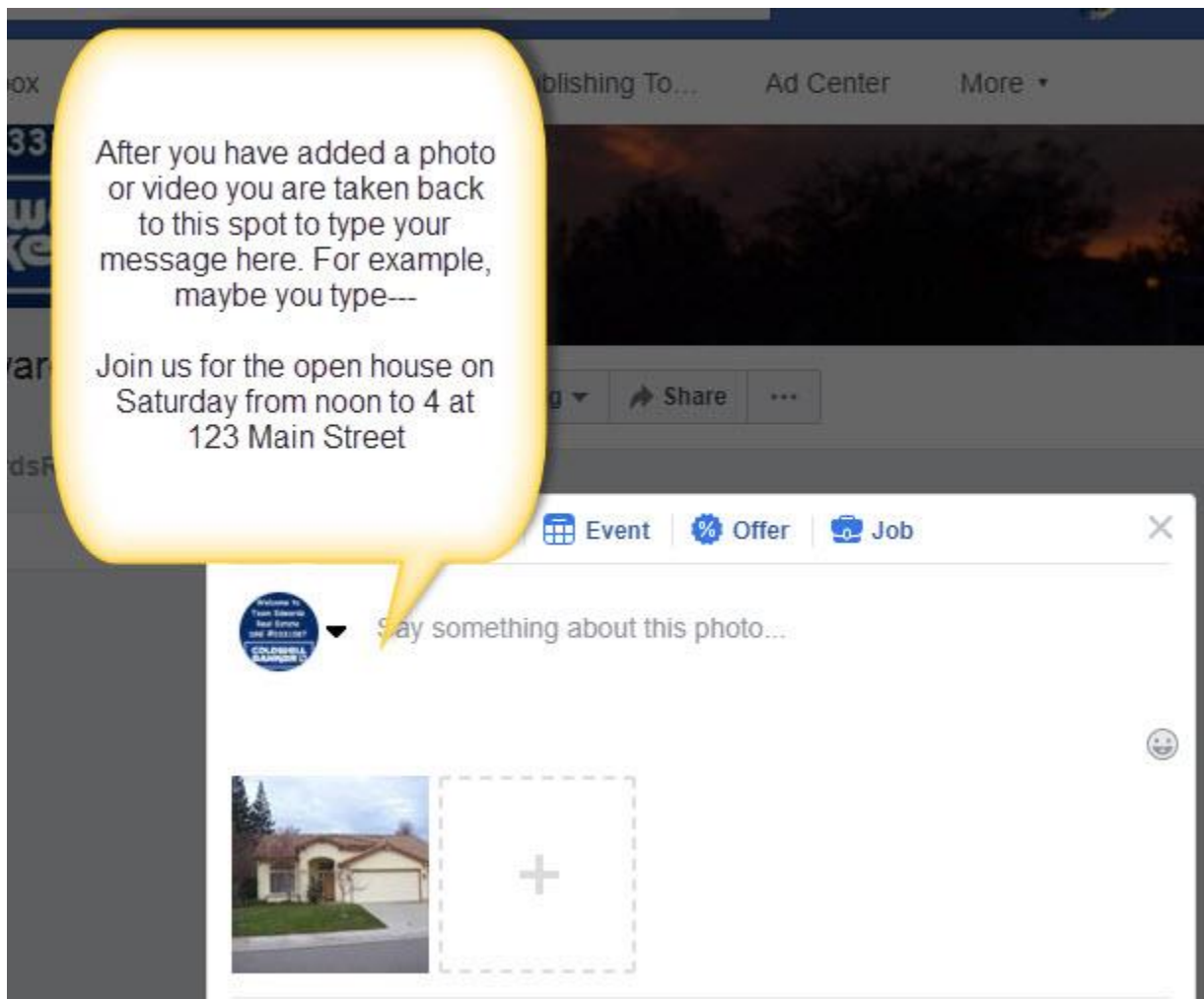
1. This new window pops up. Put in the date and time you want to send out your post. You may want to do two or three of the same post. One to go out today, another the day before the open house and another that day saying that it is not too late to come to the open house.

2. After you have entered the time and date, click the Schedule button. You will be taken back to your main page where you can see your scheduled posts.





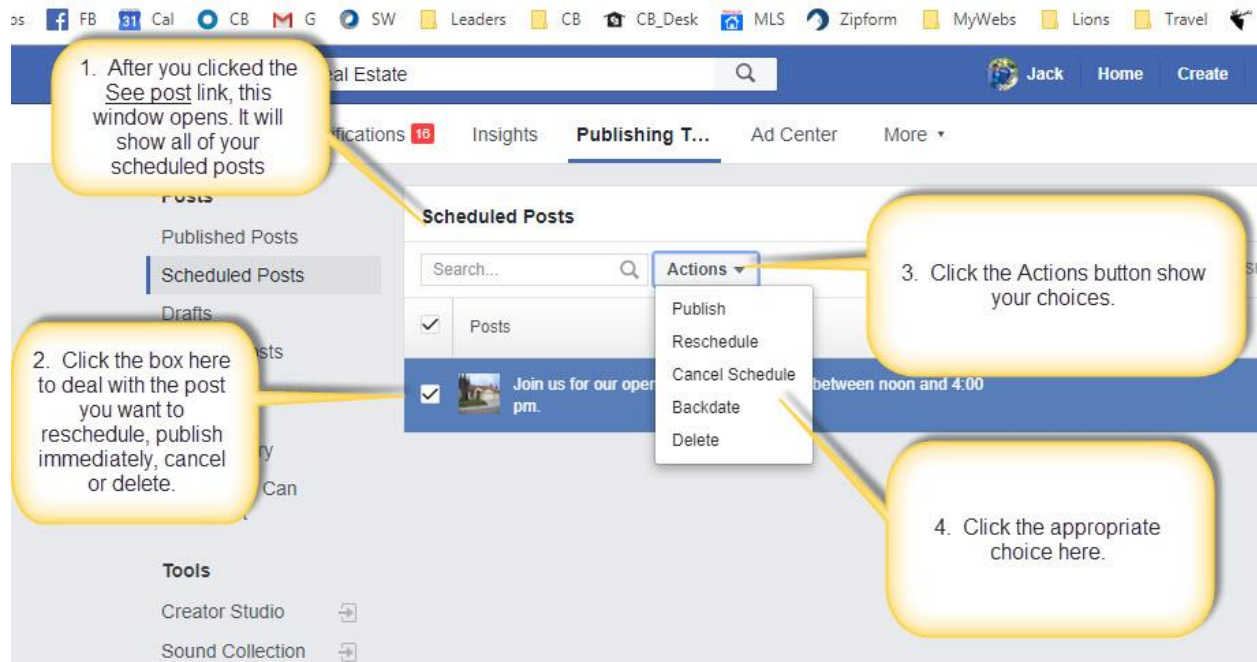
As we move to the next step, you do need to consider when you want to post your message to your Facebook page. I suggest you do it at lunch time since many people are checking their Facebook messages. After you have added your photos, you are ready to add text to tell your story.



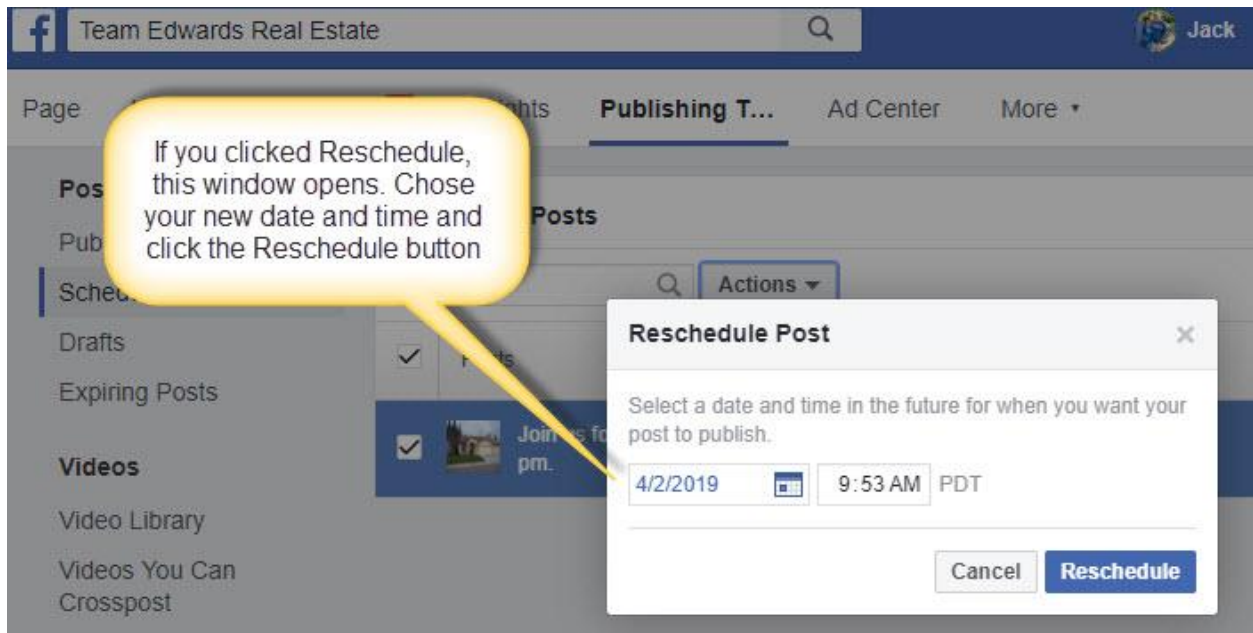
When you are finished editing/creating your post, just click the Schedule button. Of course, you probably want to check your existing post schedules, so to do that, click on Publishing Tools at the top of the page then click on Scheduled Posts on the left side of the page. You will see all of your scheduled posts.

If you look at your list and click on any one of them, it will bring up the post to give you the option to publish now, remove the schedule, reschedule, backdate it or delete it. You can also edit the post.

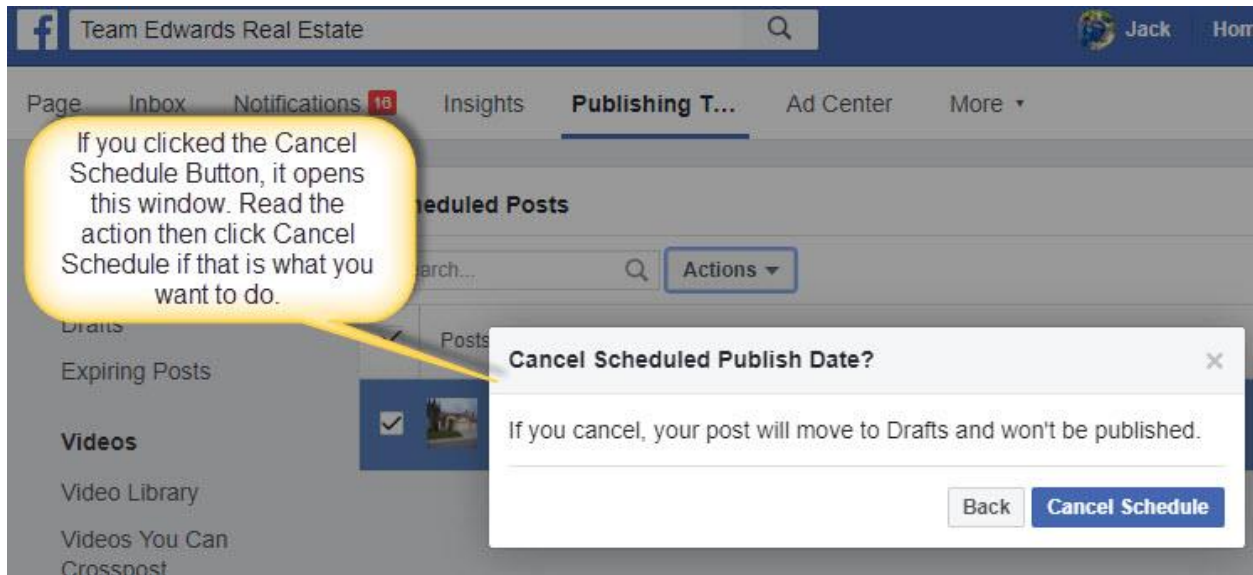
Changing your mind about your scheduled post.



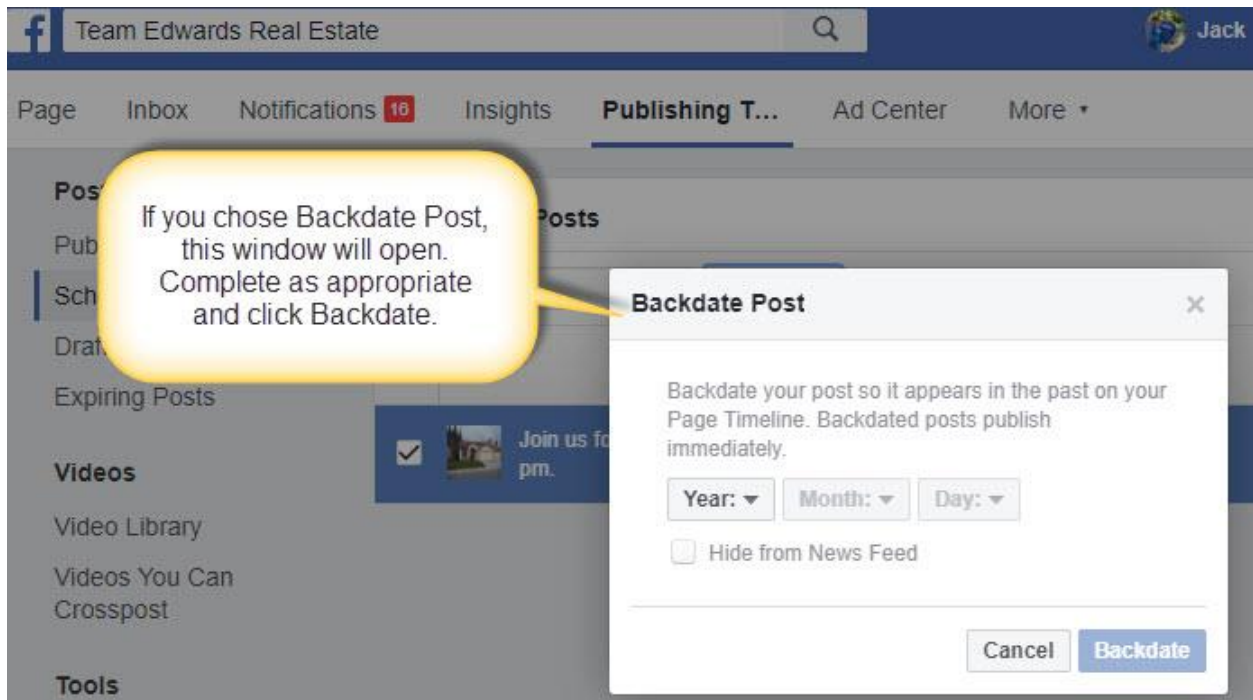
Rescheduling



Canceling the Schedule



Backdating the post



Deleting the Scheduled Post

