



Utilize Scheduling to Amp Up Your Social Media Strategy

It's a given that managing your business's social media platform is hard, especially when you have more important things to do (like run a business). But did you know that in 2019, at least 90% of U.S. businesses used social media for marketing purposes? That's why it's important to stay ahead of the curve and optimize your social media strategy to benefit you, your time at work, and your business.

What is scheduling on social media?

Scheduling your posts on social media is essentially just creating your posts at an earlier date and using a scheduling tool to post on a designated date and time. I recommend putting some time aside each week (or even each month) to create the posts that you'd like to schedule in the future. Making a social media calendar is so beneficial, and it will make your life easier. I promise! All you need to do is find a monthly calendar online, and start filling it in. Here is an example of the calendar overview I use as Stuller.

Stuller Social Continuous Monthly Calendar



Year:

Month:

Start Day: f:Sun, 2:Mon

MARCH

Wk	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9	1 MBM 2 MBM 3 MBM	4 HBD 5 HBD 6 UGC, HBD 7 INTERNSHIP	8 BOTB 9 BOTB 10 TT, BOTB	11 BLOG, BRIDAL 12 BRIDAL 13 WW, BLOG, BRIDAL 14 BLOG	15 BRIDAL 16 BRIDAL 17 INDART, BRIDAL	18 BLOG, STULLER DIA 19 STULLER DIA 20 WN, BLOG, STULLER DIA 21 BLOG	
10	8 WOMENS DAY 9 WOMENS DAY 10 WOMENS DAY 11 WOMENS DAY	12 BRIDGE 13 BRIDGE 14 UGC, BRIDGE 15 BRIDGE	16 BRIDAL 17 BRIDAL 18 TT, BRIDAL 19 JOB	20 BLOG, MOISSANITE 21 MOISSANITE 22 WW, BLOG, MOISSANITE 23 BLOG	24 REL 25 REL 26 INDART, REL 27 REL	28 BLOG, BRIDAL 29 BRIDAL 30 GF, BLOG, BRIDAL 31 BLOG	
11	15	16 MBM 17 MBM 18 UGC, MBM 19 MBM	20 BJ.COM 21 MBM 22 TT, BJ.COM 23 BJ.COM	24 BLOG, MBM 25 MBM 26 WW, BLOG 27 BLOG	28 BJ.COM 29 MBM 30 INDART, BJ.COM 31 BJ.COM	32 BLOG, MBM 33 MBM 34 WN, BLOG 35 BLOG	
12	22	23 REL 24 REL 25 UGC, REL 26 JOB	27 REL 28 REL 29 TT, REL 30 BJ.COM	31 BLOG, MOISSANITE 32 MOISSANITE 33 TT, BLOG, MOISSANITE 34 BLOG	35 BRIDAL 36 BRIDAL 37 INDART, BRIDAL 38 BRIDAL	39 BLOG, BJWS 40 BJWS 41 GF, BLOG, BJWS 42 BLOG	43 BJWS 44 BJWS 45 BJWS 46 BJWS
13	29	30 BJWS 31 BJWS 32 UGC, BJWS 33 BJWS	34 MBM 35 MBM 36 TT, MBM 37 MBM				

Why should I schedule my social media posts?

It is important to consistently post on your social channels. As far as frequency of posting, I don't think there is a magic number of posts per day or per week that you should be putting out. My advice is to just be consistent. If you can dedicate one post a day, that's great! If you want to post Mondays, Wednesdays, and Fridays—awesome! Just remember consistency is key.

How do I schedule?

At Stuller, we use the social media management platform [Later](#) to schedule posts on Instagram and Twitter. There is a free plan, but the paid subscriptions are as cheap as \$9/month. Later supports scheduling on Facebook, Instagram, Twitter, and Pinterest.

The screenshot displays the Facebook Creator Studio interface. On the left is a media library with a grid of 18 images, each with a checkmark and a number (1 or 2). The top right shows a calendar for 'May 17 - 23, 2020' in the 'America/Ch...' time zone, with 'Week' and 'Month' view options. The calendar grid shows scheduled posts as orange boxes with timestamps: 10:22 on Monday, 2:01 on Monday, 9:01 on Tuesday, and 2:01 on Tuesday. A blue horizontal line is drawn across the 3PM row on Tuesday.

Facebook has a tool called [Creator Studio](#) that allows you to schedule Facebook and Instagram posts. You can do things like schedule, post, backdate, or even save posts as drafts through Creator Studio. Facebook recently moved all of its scheduling abilities to Creator Studio, and it's fairly easy to use. So get used to it and have fun!

The screenshot shows the Facebook Creator Studio interface. At the top, there's a navigation bar with the Facebook logo, Instagram icon, and user profile. Below that, the 'Content Library > Posts' section is active. The interface includes a sidebar with navigation options like 'Home', 'Content Library', 'Posts', 'Videos You Can Crosspost', 'Playlists', 'Clips', 'Posts Timeline', 'Insights', 'Inbox+', 'Monetization', 'Rights Manager', and 'Creative Tools'. The main content area displays a list of posts with the following columns: Post, Post Status, Date, Details, and Distribution. The posts listed are:

Post	Post Status	Date	Details	Distrib
Basics of Photography Join digital m... Stuller, Inc.	Published	Today 11:59 AM Hannah Blaine		+29.9x Higher
"Our goal with the design process ... Stuller, Inc.	Scheduled	Today 6:00 PM Hannah Blaine		-
ever&ever® is a complete bridal pr... Stuller, Inc.	Published	Yesterday 6:00 PM Hannah Blaine		-
Join digital marketing photograph... Stuller, Inc.	Published	Yesterday 3:03 PM Hannah Blaine		-
Gifts for Graduates Despite ... Stuller, Inc.	Published	05/15/2020 6:00 PM Hannah Blaine		-

Watch my Facebook Live Learning Series webinar on the basics of social media [here](#) to learn more about scheduling as well as other tips for getting started on Facebook!

For more Social Media tips, check out the [Summer 2020 edition of From the Bench.](#)