



Meta Business Suite in 6 Parts




Part 1: Social Media Content Scheduling • Make social media work for **you**.

Social media management is a beast. Take advantage of Facebook and Instagram's native scheduling tool, Meta Business Suite, to schedule content, engage with your audience, monitor analytics and set goals for your business's performance.

For this Tech Talk, we're going to cover Meta Business Suite's scheduling tools and how to make social media work for you.

Meta Business Suite: business.facebook.com

First, let's link your Facebook & Instagram accounts to one location.

1. Open Instagram.
2. Tap  or your profile picture in the bottom right to go to your profile.
3. Tap  in the top right, then tap  Settings.
4. Tap Accounts center at the bottom, then tap Set up accounts center.
5. Tap Add Facebook account and log in to or select the account you want to connect.
6. Tap Yes, finish Setup.
7. Select whether you want to sync your profile photo, then tap Continue.
8. Once you link accounts, you'll have the option to share a post to Facebook from the same screen where you add a caption.

Social Media Content Scheduling

- Visit business.facebook.com
- Navigate to the upper left corner for the business page you want to schedule
- **EITHER...** Navigate to the right and select "Planner" **OR** Select "Posts & Stories"
 - Navigate to the upper right corner to select "Create"
 - Under the "Planner" view, you can toggle the drop-down arrow lets you choose what to create (a post, story or ad) **OR** You can simply click on the calendar date to start drafting your content
 - Select the Facebook and/or Instagram account(s) you want to post for
 - Write the text for the post
 - Choose the visual media you want to add (photo, video, video template)
 - Draft, Schedule or Publish your content here and choose specific dates and times for your content
- In the planner mode, you can see "Moments" for random holidays like National Donut Day that may be applicable to your business
- You can also draft content without publishing to mark ideas for future posts