



Meta Business Suite in 6 Parts

Part 6: Getting the most out of Meta Business Suite. • Make social media work for **you**.

Use this **Meta Business Suite Checklist** heading into the holiday season.

- 1. Connect your Facebook & Instagram** pages for your business(es)
- 2. Draft basic concepts for posts** to write and schedule on social media (Work at least a week ahead and include content to reach your sales goals, push product, drive website traffic and add evergreen imagery of your business(es))
- 3. Put visual elements together for each written caption** including, but not limited to, photos, videos, reels, blogs, website links, news articles, etc.
- 4. Schedule each day's post(s) through Meta Business Suite's Planner Tool** and take advantage of the suggested times to schedule to increase reach on your content
- 5. Double check that your notifications preferences are set** to meet your social media management goals (responding to messages and comments, reacting to comments, engaging when someone shares your post)
- 6. Set away notifications and auto-responders** when you're taking a much-needed social media break (prioritize mental health this holiday season!)
- 7. Check your content's Insights** to get a pulse on what your audience wants to see most of this holiday season
- 8. Make note of your Insights' results and findings for the next week's content** and adapt your content around what your audience wants to see from you
- 9. Set measurable goals** against your own social media accounts to keep your content engaging and your audience engaged (Do this about 2 weeks into your marketing campaign so you get a feel of what your audience likes to see the most of)
- 10. Run a paid ad campaign*** to complement your organic social media content for that all-encompassing experience for your audience (Not required to run each week, but can be run the whole holiday season to bring more traffic to your page, meet sales goals, drive website traffic and much more)
- 11. Review your Insights, Content Plan and Ad Performance** after each week of maintaining your social media presence

* Running a paid ad campaign every week is not required, but certainly helps

****REPEAT STEPS 2-4 AND 7-11 EACH WEEK****