

# A Guide to Facebook's Post Scheduler

One of the best aspects of a Facebook business page is its user-friendly post scheduler built right into the platform. You have the ability to plan posts based on the time you think they will perform the best, and won't need to remember to log in to your account in order to publish the post—Facebook will do the work for you.

*\*This feature is only available to users with a business page.*

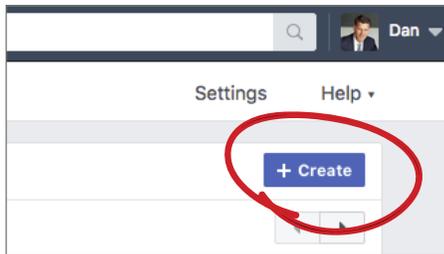
Learning how to utilize the post scheduler is actually quite simple, and scheduling a post can be accomplished in just a few quick steps.

## Here's how to do it:

1. After you've logged in to your account, at the top of the page there should be a tab that says **"Publishing Tools."** Select the tab, and you will be redirected to a page with everything you have previously posted. (You can also do this from your business profile page by typing directly into the **New Post** box.

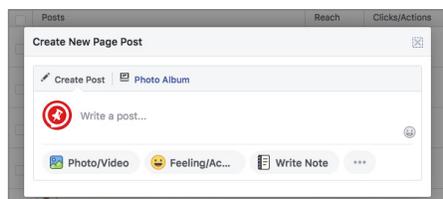


2. From this tab, you can select **"Create"** in the top right corner, bringing you into the **"Create New Page Post"** window.

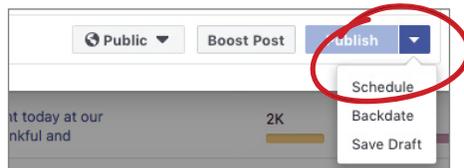


3. This window, like a regular post, allows you to choose between a basic text post, photo/video, an advertisement, offer/discount, and more. No matter which post type you select, you will be able to schedule

the post to appear on your page at whatever time you select.

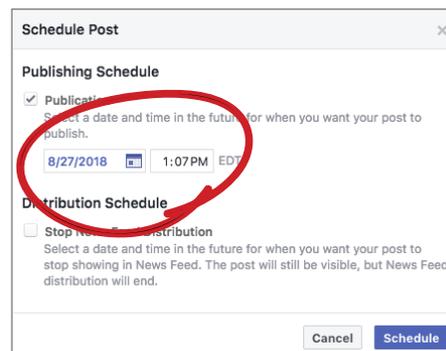


4. Choose your desired post type, and create your post—whether it includes text, imagery, an ad, etc. When you are ready to schedule, select the right drop down arrow next to the **"Publish"** button at the bottom of the window.



5. The drop down will give you a **"Schedule"** option to click. Once you've selected schedule, you will be directed to a new window called **"Schedule Post,"** which provides a calendar to select the date, as well as a clock to select the specific time. Make sure you select A.M. or P.M.

*TIP: It's also important to keep in mind your key audience, and the time difference between where the majority of your audience lives and where you live.*



6. Once you've selected your date and time, hit the **"Schedule"** button. The window should then close, and you will be redirected to the **Published Posts** page.

7. In order to check whether or not your post is scheduled correctly, you can select the **"Scheduled Posts"** option in the left sidebar, under **"Published Posts."** Here you will find any posts you have previously scheduled, as well as the post you just scheduled.

*(The post may not appear immediately at the top of the list, depending on the date of other scheduled posts around it).*

