Postponed Facebook posting for free: how to make it quick and easy

Benefits of Postponed Facebook Posting

Many owners of large business accounts on Facebook believe that postponed posting does not entail any advantages and which means its use is a waste of money. Another argument against the use of postponed posting is a shadow ban on Facebook for using third-party programs. Both arguments are erroneous.

Social media planning provides many benefits for your small business, agency or organization. Saving time and energy can guarantee the success of marketing campaigns on social networks. Below you will find the benefits of using Facebook postponed posting.

1. Maintains stability and quality

The biggest advantage of postponed posting on Facebook is the maintaining quality of the content, because you compose the content much earlier than the actual publication. Also, postponed posting allows you to adhere to the time intervals between posts.

For example, on Monday you plan all five posts for the week. Since the content is published automatically, all posts will be necessarily published, even if you are busy automatic posting will do everything for you. And since you take the time to create content in advance (and not every time you think about a topic before publishing), the quality of published content is growing.

2. Allows you to reach maximum audience coverage.

Self-publishing content on Facebook is a good thing to do until you need to publish content after some hours, for example, at night. This is especially true for accounts of international companies, when it is necessary to cover the audience of all time zones.

Regardless of whether you plan to enter the market or upgrade the company, planning relieves stress from the social sphere and allows you to focus on other things. Some business sales start at midnight, so why you should not sleep and wait when you can plan?

Using postponed publications in Facebook the content is being published automatically at the chosen time. Whether it’s 7 a.m. or 2 a.m. the content will still appear in the news feed of your subscribers. To sum up, you can reach the maximum number of people using the minimum amount of time.

3. Allows you to increase efficiency

Finally, planning content on Facebook can improve social media performance. According to the American Psychological Association numerous studies have shown that multitasks reduce productivity. While switching between creating content on Facebook and completing other tasks may not seem so complicated, but studies have shown that “even the short-term mental blocks created by switching between tasks are amount of almost 40% of the productive time.”

One of the main reasons people are not interested in business accounts is the excessive amount of advertising content. Stick to the 80/20 rule (80% creative and 20% promotional content) can help entertaining and getting new customers at the same time. Using auto-posting will make sticking to this strategy easier.

Along with the timeliness of published content, you can work ahead of schedule with planning tools. Plan your main content on social networks and set the publication time on the same day. Content planning allows you to work according to the chosen promotion strategy, better navigate and post more content.

Does Facebook punish for using auto-posting?

It is often considered that Facebook punishes the use of third-party tools by showing content to fewer people.

Is that true?

POSTOPLAN experimented to see if this is true or not. We found that there was no significant difference between automatically published content and manual content. Some planned content has reached even greater performance than self-published.

How to create effective posts on Facebook?

Before posting publications on Facebook decide on your style of reporting. Your special style will help your audience get the best content, as well as help your business avoid embarrassing situations on social networks.

1. Publish only things what match the theme of your page

Think about how your Facebook posts will appear in the news feed. Will they be relevant to your page? For example, your post may be banned and may not appear in the feed if you publish content that is not relevant to the topic of the group.

2. Do not overload the audience

Do not create large amounts of content for your Facebook audience. The same for duplicate messages. Do not overload your readers with information by sending out the same messages over and over. This will only make your statistics worse.

3. Post your publications at the right time for maximum engagement.

The more people see your posts on Facebook, the more opportunities appear to increase activity, rise traffic and get new subscribers or customers.

Our experts found out that the best time to post on Facebook is between 12 and 3 p.m. on Monday, Wednesday, Thursday and Friday. On weekends it changes and the best time is from 1 to 4 p.m.

4. Follow analytics

Knowing your target audience and your customers is the first step towards creating effective content that will appeal to your audience and make the right impression on it.

POSTOPLAN facilitates content planning on social networks. Manage content on all platforms and interact with your audience in one place.

5. Experiment with the length of publications

It is very important to know how many words your audience is ready to read. Sometimes a short description of an event or topic is enough, but sometimes it is necessary to publish a whole «long read» to maximize the interest of the audience.

The topic of publication length has always been very relevant, so you can experiment. Publish posts of various sizes and analyze which content your audience likes the most.

6. Encourage subscribers to leave comments

Leave questions at the end of publications, make the audience interested in communicating. People love talking and also like to argue. Active commenting on your content will not only increase engagement of subscribers, but also audience coverage. Therefore, be sure to come up with questions for subscribers that they definitely cannot ignore.

7. Use the Call to Action (CTA)

The call to action plays an important role in posting any content. People do what they are asked. Therefore, a post with the words "Be sure to leave likes and comments" will be more successful than a post without them. You can experiment and make sure by yourself.

7 daily engaging content options

1. Photos and infographics

Visual information is perceived much better than just text and this is proved by scientists. The perception of the text requires more times than the perception of the photo. It is very convenient to replace long «long reads» with infographics. Infographic is suitable as it conveys meaning compactly, it is easily perceived and catchy. Moreover, infographics is more likely to become viral content.

Publish photos of employees, satisfied customers, be sure to use photos that are hard to ignore. The success of a post often depends on a catchy photo.

2. Tips "What to do if ..."

People appreciate practical advices, especially those that are hard to find an answer on the Internet. Publish a already-made solution to the problem or an algorithm of actions when it occurs. Such post will significantly increase the statistics of your account.

3. Video

Now video content is at the peak of its popularity. It has a huge reach, often goes to the top of the search and brings new subscribers. Therefore, neglecting the use of video you lose new customers.

Be sure to add captions to the video to interest the audience as much as possible. Since videos in the Facebook are played without sound, subtitles will help to get the attention of the subscriber and make him watch the video till the end.

4. Show the backstage of your business

People appreciate when they are shared with exclusive information. Take vlogs, publish working photos, share your impressions and achievements. This will not only improve account statistics, but also increase trust in you and your services. People value it when they are shared with the business backstage.

5. Post interesting quotes

This is probably the most “eternal” type of content that lives on from the very beginning of the Internet. Quotes often become viral content, they quickly fly through the pages of Facebook users and quickly gain likes. However, do not get carried away with the publication of quotes, because too many of them can negatively affect the statistics.

6. Customer reviews

Reviews are the best way to increase brand confidence. To get them just contact the buyer and ask about his impressions of the product or service. Be sure to leave a link to the person’s profile, otherwise such a review may seem fake. Video reviews are very effective, although getting them is quite difficult.

7. Holiday greetings

Probably this is the most versatile type of content. There are many holidays during the year, but do not overdo it and congratulate everyone all the time. Congratulate only on those holidays that have at least refers to your business.

The most common greetings are «Happy New Year», «March 8» and «Easter». Everyone is congratulating on these holidays. However, if you go further you can find many professional holidays. Publish interesting articles on the topic of holidays, do promotions and make discounts.

Congratulations on holidays will allow you to create friendly relations between your business and audience, increase trust and help to get new customers.

Facebook Page Optimization Tips

1. Fill in the page profile

Add a cover to you page. Why is it so important? The cover is the first thing a visitor of your page sees. It should be catchy and interesting. Cover makes you credible to the person who first came to your page. A professionally made cover is one of the cornerstones of effective Facebook promotion.

Fill in all the fields with personal information. This will help attract new subscribers from the Facebook search. An equally important role is played by the Facebook page address. It should be simple and easy to remember. If you have several social networks, use the same address everywhere. This will increase the recognition of your business.

2. Optimize Page

Surprised? Facebook same as Google has SEO rules. To optimize your Facebook page collect a list of keywords that are relevant to your business. Be sure to use them in the first 75 characters of the page description. No less important will be their use in posts and descriptions of videos (photos) that you upload.

3. Pin important posts

Pinned content is the first thing anyone sees on your page. A pinned post should contain only important information that is required to be read. You can pin:

* Announcement of an event with time limits, such as sales.
* Effective «long read» or any other article that has good conversion rates (brings customers).
* Content created in conjunction with partners which increases trust in you.

What is a content plan and you need it?

A content plan is a marketing strategy for promoting your business (brand) on social networks. A well-written content plan includes:

* A clear list of goals and objectives
* Audit of existing accounts in social networks
* Competitive analysis
* Sketch of the basics of social media content strategy
* Publication plan
* Methods for measuring and analyzing effectiveness

Developing an effective social media strategy takes time. An effective content plan is necessary to ensure the successful presence of the company on social networks.

POSTOPLAN is the best system for managing social networks (Facebook, Twitter, Telegram, Linkedin, Instagram), which has no analogues on the Internet. It is universal, easy to use and as efficient as possible. Automatic posting on social networks POSTOPLAN has the best quality / price ratio.