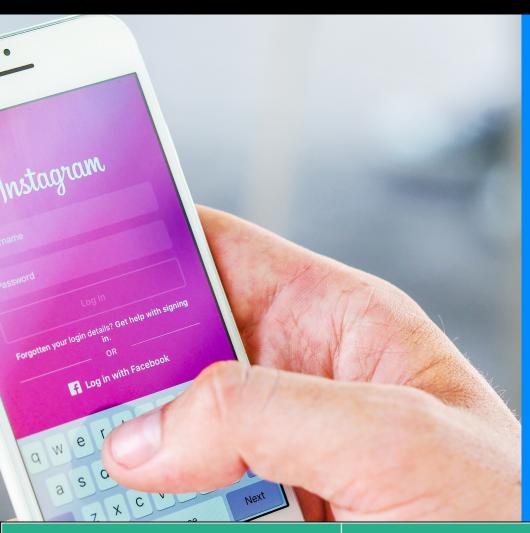


## STACK STRATEGIES BUSINESS SUITE How to Post



www.business.facebook.com

## To create a post:

- Click the blue button to create post
- Select Facebook and/or Instagram
- Add photos or one video
- Add link
- Add caption
- Add hashtags (custom middle box insta heavy; facebook light)
- Schedule

4-6 Posts	8-12 Posts	12-15 Posts
<ul> <li>1-2 posts - business product/service</li> <li>1 post - hashtag or holiday</li> <li>1 post - connection or conversation</li> <li>1 post - business about</li> <li>1 post - educational</li> </ul>	<ul> <li>2-3 posts – business product /services</li> <li>1-2 posts – specialty expertise</li> <li>1-2 posts – holiday or hashtag</li> <li>1-2 posts – connection or conversation focused</li> <li>1-2 posts – educational</li> <li>1 post – business about (optional)</li> <li>1 post – inspirational</li> </ul>	<ul> <li>3 posts – business product or services</li> <li>2-3 posts – educational</li> <li>2 posts – specialty expertise</li> <li>2 posts – connection or conversation</li> <li>1-2 posts – holiday or hashtag</li> <li>1-2 posts – website links</li> <li>1 post – business about</li> <li>1 post – inspirational</li> </ul>

