



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 style="list-style-type: none"> • 1-2 posts - business product/service • 1 post – hashtag or holiday • 1 post – connection or conversation • 1 post – business about • 1 post – educational 	<ul style="list-style-type: none"> • 2-3 posts – business product /services • 1-2 posts – specialty expertise • 1-2 posts – holiday or hashtag • 1-2 posts – connection or conversation focused • 1-2 posts – educational • 1 post – business about (optional) • 1 post – inspirational 	<ul style="list-style-type: none"> • 3 posts – business product or services • 2-3 posts – educational • 2 posts – specialty expertise • 2 posts – connection or conversation • 1-2 posts – holiday or hashtag • 1-2 posts – website links • 1 post – business about • 1 post – inspirational

CONTENT

