

FACEBOOK PAGE DAILY ACTIVITY

Estimated time daily: 5-20 minutes.

Do these things either directly on Facebook itself, or through your preferred dashboard.

Priority Tasks - EST time: 5-10 mins.

- Check the Notifications Tab on Facebook (or through your 3rd party dashboard).
- Like and Reply to comments on posts
- Reply to comments on Timeline or remove spam
- Create or share relevant content to your page for the day
- Check Page Messages and respond if you have the Messages Button open.
- Check Facebook Ads if running an active advertising campaign.

Important Tasks - EST time: 5-30 minutes.

- Comment on other targeted Page Posts for added visibility. (Check the Pages Feed and see if there are any recent posts you can comment on to enhance your visibility with your target audience).
- Quick Review of posts that are getting more Reach and Engagement in Post Insights area and possibly adjust what you post if certain things are getting more engagement.
- Share any important posts to your personal profile
- Plan any video content (Live or uploaded pre-recorded video)

Weekly Tasks - EST time: 20-30 minutes

- Gather Analytics for the week for Reports
- Check any Facebook Ads analytics.

