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| facebook reference bbc |
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WHAT TO POST:

First ask yourself: does it invoke emotion? is it relevant? is it useful? is it timely?

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|[ ]  Insider information: Team meeting? New equipment?  |
|[ ]  Celebrate BBC: company milestones, new locations, new classes |
|[ ]  Make it personal: What you had for lunch, book recommendations, did you get new shoes? |
|[ ]  Success stories: profiles, before and afters, selfies(of a class or an individual who excelled )(tag them!) |
|[ ]  Tag and shout out to other businesses that support your philosophy |
|[ ]  Nationaldaycalendar.com |

STYLE GUIDELINES:

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|  | When posting branch specific information on Classes/cancellations etc. Always start: Hey (name of branch) example: Hey Huntersville class tonight at 6pm is cancelled. |
|  | Specific posts should end with a hyphen, your name and in parentheses, the branch where you train. Example: “I ate this for lunch today.” –Daniel (Mooresville) “I bought a new pair of workout shoes” –Chris (Pineville)  |
|  | General posts do not have to include a signature |
|  | No more than two hashtags if used |

# When to post:

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|  | Targeted post times: 3am, 11am, 4pm, (if additional posts necessary 8pm) |
|  | Schedule: am/pmMonday: Mooresville/HuntersvilleTuesday: Denver/South CharlotteWednesday: Cornelius/ConcordThursday: Huntersville/PinevilleFriday: Denver/MooresvilleSaturday: South Charlotte/CorneliusSunday: South Boulevard/Concord |

# HOW TO SCHEDULE A POST

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|  | If you are not going to be able to post: pre-post |

1. Choose the type of post you want to create (ex: **Status**, **Photo/Video**) at the top of your Page's Timeline
2. Type in any details you want to include
3. Click in the bottom left
4. Choose the date and time you want the post to appear
5. Click **Schedule**

Please feel free to email me with ideas or questions allisonandrewsnc@gmail.com