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| |  | | --- | |  | | facebook reference bbc | |  | |

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:

|  |  |
| --- | --- |
|  | Targeted post times: 3am, 11am, 4pm, (if additional posts necessary 8pm) |
|  | Schedule: am/pm  Monday: Mooresville/Huntersville  Tuesday: Denver/South Charlotte  Wednesday: Cornelius/Concord  Thursday: Huntersville/Pineville  Friday: Denver/Mooresville  Saturday: South Charlotte/Cornelius  Sunday: 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: https://fbcdn-dragon-a.akamaihd.net/hphotos-ak-xap1/t39.2365-6/851576_688582311202973_1820003162_n.jpg**Status**, https://fbcdn-dragon-a.akamaihd.net/hphotos-ak-xpa1/t39.2365-6/851588_770476096303593_1893889487_n.jpg**Photo/Video**) at the top of your Page's Timeline
2. Type in any details you want to include
3. Click https://fbcdn-dragon-a.akamaihd.net/hphotos-ak-xpf1/t39.2365-6/10333106_263805610470047_1267246032_n.jpgin 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](mailto:allisonandrewsnc@gmail.com)