Facebook Group Content Calendar

A successful Facebook group is one that is active, engaged, and provides value to its members. But even the most active Facebook groups don't run themselves, so you as the owner of the group must create content that encourages engagement. In order to stay consistent and avoid overwhelm, it's important to create a content plan in advance. That's what this content calendar template is for!

Following are the top four guidelines I follow for creating content for Facebook groups:

Guideline #1: Use the "purpose" filter
Make sure you are completely clear on the purpose and goals for your group. As you're creating and posting content in your group make sure you always run the content through the "purpose" filter. Ask yourself if the content will enhance, educate, or empower action for your members' experience as it relates to the group's overall purpose. It's ok to create some content that's just for fun, too!

Guideline #2: Use compelling themes to shape the group experience
Creating themed posts on certain topics that fall on the same day each week will create a routine in your group. Think of themes that will encourage engagement in your post's comment section. Thanks to the Facebook algorithm, posts that are commented on creating more organic traffic to your free group and will expand the life and visibility of the post content in both free and paid groups. You know your audience best, so choose 2-3 themes that will compel action from your members and try them out.

TIP: Use similar graphics for each specific theme so that your community will recognize these posts when they pop up in their newsfeed.

A popular theme that I use in the majority of my groups, is " #WouldYouRather Wednesday and "Fast Friday Fun." I encourage people to answer the "Would you rather" question because it gets conversations going. The "Fast Friday Fun" post provides an opportunity for my members to share what they are looking forward to at the racetrack or whatever else they are doing. It also gives them a chance to promote themselves and where they will be racing.

TIP: Create an inspiration folder in Google Drive and save screenshots of posts, good questions, or conversation starters you come across on social media. Head over to that folder for a burst of inspiration when it's time to create your own content.

Guideline #3: Reverse engineer your content plan
Think strategically when planning your content so you can harness engagement effectively and leverage promotional opportunities in a timely manner. Schedule a planning session for your quarterly content so you can refer to that as you create your monthly content calendar. That might look like: making sure to post a call for Q&A

submission one week prior to any live Q&A in your group, reviewing poll results you posted previously to see what might be most compelling to your group for the following month(s), or plugging in relevant and timely posts for your pre-launch and launch content.

Guideline #4: Show up consistently and pay attention
Make sure to show up consistently, both by posting (I schedule most of my posts) your planned content on a regular basis and by commenting directly with your members and "liking" their comments and posts in real-time. Pay close attention to the mood, energy, topics, and questions that come up in your group. Use this important intel to create upcoming content and to create new post themes to try out. Don't think you have to do it all yourself either — hire a VA or Community Manager to get in there and help you.

TIP: Post a poll or question in your group asking your members what type of posts they would like to see in the community. You may get some great ideas that you wouldn't have even thought of.

How to Use the Facebook Group Content Calendar Template

1. Create a recurring task to create a monthly content calendar one month in advance.
2. Download a calendar template from the internet for each month of content and fill in the dates for that month.
3. Type in your post content description (the theme days, Live Q&As, announcements, etc).
4. If you post more than once a day, separate out AM and PM content.
5. Add any event-related content at the bottom of each calendar day. Make sure to include the time of the event.
6. Include direct links throughout the calendar where helpful or applicable (to content copy, resources, Q&A submission form, etc.).
7. Once you've created your first month's content calendar, you can copy and paste any recurring content descriptions in the following months' calendars.
8. Set a quarterly recurring task to reevaluate your content calendar strategy. See what's working, and what's not, and adjust as necessary.