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Establishing a Posting Schedule

Why is Social Media Important?



- 1.929 billion Daily Active Users
- 80% of small business owners use Facebook



- 1.393 billion Daily Active Users
- 71% of US businesses use Instagram

It's important to use a content calendar for your platforms. Plan, plan, and plan some more. Consistency is key, but remembering to post isn't always easy. Pre-planning and scheduling your posts ahead of time means you won't be scrambling to think of what to post so you can focus on revenue-driving tasks.

Sources:

Cummings, J. (2022, March 16). Facebook Marketing for Small Business: How to Grow in 2022 and Beyond. Buffer Library. <https://buffer.com/library/facebook-marketing-for-small-business/>
The Latest Facebook Statistics: Everything You Need to Know. (2022). DataReportal – Global Digital Insights. <https://datareportal.com/essential-facebook-stats>

Improve Your Social Media in 32 Days

Use 32 post ideas below to build your content calendar:

DISCUSS CURRENT ART TRENDS	PROMOTE THE SERVICES YOU OFFER	PERSONAL IMAGE <small>YOU/YOUR PRODUCTS</small>	INSPIRATIONAL QUOTE	SHARE A RECENT COMMERCIAL JOB	SHARE A VALUABLE TIP	ASK A QUESTION - TAKE A POLL	SHARE GALLERY WALL IDEAS
PROMOTE YOUR WEBSITE	SHOW OFF YOUR LATEST FRAME DESIGN	THANK YOUR CUSTOMERS	SHARE A LARON-JUHL POST	LONG POST <small>STORY/BLOG ARTICLE</small>	ANSWER A FAQ ABOUT FRAMING	SHARE HOW YOU GOT INTO THE BUSINESS	SHARE YOUR COMMUNITY INVOLVEMENT
CROSS PROMOTE ANOTHER PROFILE	PROMOTE A CURRENT HOME DECOR TREND	FUN FACT ABOUT FRAMING	TESTIMONIAL FROM A CUSTOMER	SHORT VIDEO	BEHIND THE SCENES PHOTOS	LIST BUILDING <small>OPT IN OFFER OR NEWSLETTER</small>	INDUSTRY ARTICLE

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