

[How to Schedule Facebook Posts + Best Times to Post](#)

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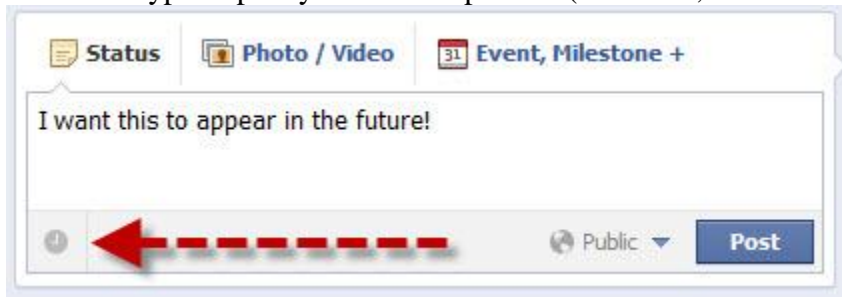


Facebook is a great tool to keep your golfers and potential customers updated about and engaged with your facility. But when you're busy teaching lessons or operating the pro shop, it's not always easy to find the time to get to a computer and post content on Facebook.

Luckily, Facebook offers you the ability to schedule posts. This means you can set aside some time at the beginning of the week to plan ahead and get all of your social media work done. Below you will find information on how to schedule a post on your Facebook Page and the best recommended times for posting.

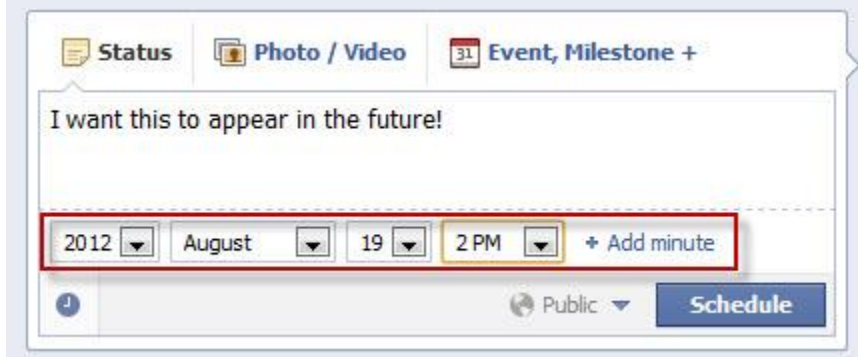
How to Schedule a Post:

1. Select the type of post you'd like to publish (ie: Status, Photo/Video, Event)



2. Click on the clock that appears on the bottom left of your post

3. Choose the year, month, day, hour and a minute that you'd like to your post to appear. **You can schedule a post up to 6 months in advance in 15-minute intervals**



4. Click the "Schedule" button

Best time to post to Facebook:

As with all statistics and best practices, it is important to note that **every business is unique** and that such studies may not apply to each individual business. The best way to engage your audience is to understand them! That being said, a recent study conducted by URL Shortener *Bit.ly* reported the following statistics that could help you decide on times to schedule your posts:

- Links posted between 1PM to 4PM result in the highest average click throughs
- The peak time of the week for click throughs is Wednesday at 3PM
- Links posted after 8PM or before 8AM generally receive less attention, the same applies to posts after 3PM on Friday and during the weekend

Combine these statistics with your personal knowledge of your audience to devise a posting strategy. Play around with different times to see what works and what doesn't ... Soon enough you'll have a better understanding of your audience and will be able to create a posting schedule that will generate more click throughs.