

DAY 14 - Stay Involved on a Daily Basis

One of the cornerstones of Facebook success is consistency. If you're not consistent, it's tough to gain traction and build a thriving page.

It's not hard to be consistent if you know what to do each day! Go down this daily list and be sure you're completing everything.

Even if you aren't seeing immediate results from your efforts, keep following through each day.

Remember, you are building momentum.

Before you know it, you'll start seeing an increase in fans and engagement. The goal is to create a buzz around your brand!

Daily Facebook Checklist

1. Post 3 times (or whatever number of times you've found works for you -- if you don't know the optimal number of times, we recommend you start with 3 and do some testing).

Remember to mix up the variety of posts -- text updates, viral photos, questions, video tips, links, branded graphics, etc. You can learn more about this [here](#).

2. Share other people's content at least 1 time.

Don't get caught up in the mindset that you should only post your own content. Sharing other people's content will add variety to your page and keep it interesting. It will also help you make those new connections which are important.

3. Post or leave a comment in a Facebook group you belong to.

Don't go into those groups and start promoting yourself. This will drive people away. Instead, focus on being a resource to others -- this will position you as a leader in your niche.

4. Reply to all comments (or if you don't have time to reply, at least "like" them).

5. Check your news feed and like or comment on at least 5 posts.

6. Go to 5 pages in your niche and leave a comment that mentions something specific.

This shows that you're paying attention, and it's a great way to build rapport!

30 DAY FACEBOOK CHALLENGE

7. Take 15 minutes to find and plan content for later in the week or month.

You can do this easily with a tool like [Post Planner](#). Keep your content bucket filled so you don't feel the stress of rushing to find content to post at the last minute.

8. Review your Facebook ads (adjust your ads for better performance).

9. Review your Facebook Insights (check your metrics and look for any emerging trends).

10. Monitor what others are saying about your brand on Facebook (this is easy with a tool like [Mention](#)).

11. Reach out to 1 influencer per day and introduce yourself (start building those relationships -- it's all about engagement and community).

Keep this checklist handy and refer to it each day. Once you get in the habit of doing these things daily, it will start to feel like second nature.

Building a thriving Facebook page doesn't happen overnight, but by doing these things consistently, you'll start to see steady growth in your page and in the relationships you're building!