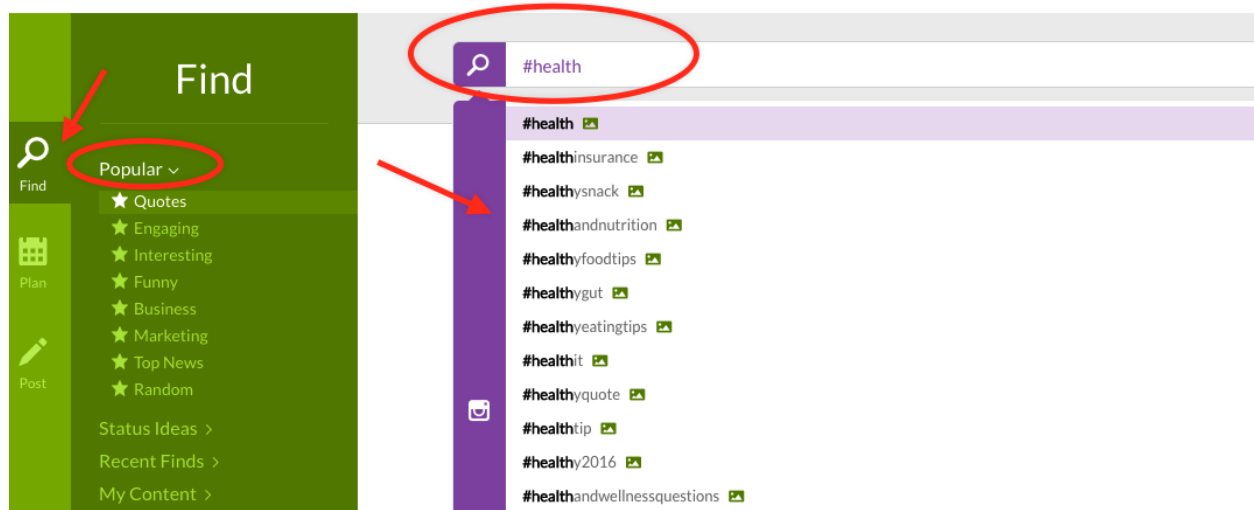


## DAY 22 - HOW TO FIND AND ADD CONTENT

Signing up for Post Planner is easy – all you need is your Facebook account's login details.

Once you have everything set up, it's time to find fun, engaging, and proven content. Of course, you can always pull content from Post Planner's popular section, but if you want a wider selection of quality content that's specific to your industry, you will want to run a search.



Your job is to find 3rd-party content (images, articles, and videos) that you can share. Remember that it must be the type of content that provides value and entertainment, garners engagement, increases affinity with your page, and increases the reach of all your posts.

Next, you'll want to add your own content. Sources can come from Facebook, Instagram, Twitter, or blogs. A great place to start is by doing a simple Facebook search for your industry-specific keywords.

You can also find good sources through Facebook lists, a Google search, or by searching inside Post Planner itself.

As soon as you've found your sources, copy their URLs and paste them into Post Planner. You can then organize all of your sources by putting them in one or more folders. Once you have that done you can simply click on the folder and you will see the top content from your chosen sources.