

## DAY 6 - Share Relevant Content

Congrats! You made it to day 6 -- and now things are about to get super fun. It's time to start planning your content!

Anyone can sit down and plan a bunch of content to post on Facebook, but don't get ahead of yourself. It's important to be strategic about how you plan your content.

The Facebook content you build into your calendar will be the foundation of your page.

Click over to [How to Plan Your Social Media Posts to Get More Engagement](#) to learn some tips and tricks about planning and sharing your content.

For the best results, think about what kind of content would be most valuable to your Facebook fans. In other words, what is their intent? Why did they like your page? What kind of info are they hoping to see from you?

The best way to answer these questions is to really know your audience (your customers and potential customers). What are the struggles they face? What problems do they need solved?

Once you can figure out how to answer these questions better than anyone else in your niche, your fan base and engagement will go up up up (and fast)!!

Always remember that quality is more important than quantity. And in order to keep your audience glued on your content -- you should also keep it relevant!

By posting a variety of different content, you'll be able to keep your fans interested and engaged.

There are many different types of content you can post to keep your fans from getting bored.

Types of Content:

Photos

- Viral Photos
- Branded Quote Images
- Funny Memes
- Quote Images
- Behind-the-Scenes at Your Business
- Contests / Giveaways / Sweepstakes
- Promotions / Coupons

## 30 DAY FACEBOOK CHALLENGE

Fan-Generated Photos  
Caption This!  
Instagram Photos cross-promoted on Facebook

### Links

Blog Posts in Your Niche  
Blog Posts on Trending Topics  
Top News  
Your New Blog Posts  
Your Evergreen Content

### Text Updates

Questions  
How-To's / Tips & Tricks  
Trivia  
Fill-in-the-Blank  
Customer Testimonials  
Fan Love  
Deep Thoughts  
Music, Culture, Food & Spirits  
Facebook & Tech

### Video

Live  
YouTube  
Periscope  
Blab