

# Advanced Week (6 hours and 25 minutes)

*(Facebook personal profiles, business pages, ads, live, Instagram, LinkedIn, video, blogging, Twitter, Pinterest, Snapchat)*

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>Facebook personal profiles</b>	<ul style="list-style-type: none"> <li>Engage w/ client and potential lists on FB (5 min.)</li> <li>Post once to your FB personal profile (5 min.)</li> </ul>	<ul style="list-style-type: none"> <li>Engage w/ client and potential lists on FB (5 min.)</li> <li>Leave 3-5 FB voice messages (birthdays) (5 min.)</li> </ul>	<ul style="list-style-type: none"> <li>Engage w/ client and potential lists on FB (5 min.)</li> <li>Post once to your FB personal profile (5 min.)</li> </ul>	<ul style="list-style-type: none"> <li>Engage w/ client and potential lists on FB (5 min.)</li> <li>Leave 3-5 FB voice messages (birthdays) (5 min.)</li> </ul>	<ul style="list-style-type: none"> <li>Engage w/ client and potential lists on FB (5 min.)</li> <li>Post once to your FB personal profile (5 min.)</li> </ul>	<ul style="list-style-type: none"> <li>Engage w/ client and potential lists on FB (5 min.)</li> <li>Leave 3-5 FB voice messages (birthdays) (5 min.)</li> </ul>
<b>Facebook business page</b>	<ul style="list-style-type: none"> <li>Boost 1-2 posts (\$5-10 each) (5 min.)</li> </ul>	<ul style="list-style-type: none"> <li>Schedule the next 5-7 days of posts for your FB business page (30 minutes)</li> </ul>	<ul style="list-style-type: none"> <li>Boost 1-2 posts (\$5-10 each) (5 min.)</li> </ul>	<ul style="list-style-type: none"> <li>Monitor and create FB ads as needed (30 minutes)</li> </ul>	<ul style="list-style-type: none"> <li>Create 1 FB Live (5 min.)</li> </ul>	<ul style="list-style-type: none"> <li>Boost 1-2 posts (\$5-10 each) (5 min.)</li> </ul>
<b>Instagram and Pinterest</b>	<ul style="list-style-type: none"> <li>Post one photo to Instagram – engage w/ 5 people (5 min)</li> <li>Pin 5 new things to Pinterest (5 min.)</li> </ul>	<ul style="list-style-type: none"> <li>Create one Instagram Story (5 min)</li> </ul>	<ul style="list-style-type: none"> <li>Post one photo to Instagram – engage w/ 5 people (5 min)</li> <li>Pin 5 new things to Pinterest (5 min.)</li> </ul>	<ul style="list-style-type: none"> <li>Create one Instagram Story (5 min)</li> </ul>	<ul style="list-style-type: none"> <li>Post one photo to Instagram – engage w/ 5 people (5 min)</li> <li>Pin 5 new things to Pinterest (5 min.)</li> </ul>	<ul style="list-style-type: none"> <li>Create one Instagram Story (5 min)</li> </ul>
<b>Follow up, content creation and Snapchat</b>	<ul style="list-style-type: none"> <li>Respond to any comments (5 min.)</li> <li>Create one Snapchat story (5 min)</li> </ul>	<ul style="list-style-type: none"> <li>Respond to any comments (5 min.)</li> <li>Create graphics needed for the week (10 min.)</li> </ul>	<ul style="list-style-type: none"> <li>Respond to any comments (5 min.)</li> <li>Create one Snapchat story (5 min)</li> </ul>	<ul style="list-style-type: none"> <li>Respond to any comments (5 min.)</li> <li>Create graphics needed for the week (10 min.)</li> </ul>	<ul style="list-style-type: none"> <li>Respond to any comments (5 min.)</li> <li>Create one Snapchat story (5 min)</li> </ul>	<ul style="list-style-type: none"> <li>Respond to any comments (5 min.)</li> </ul>
<b>Twitter, blogging, LinkedIn, video</b>	<ul style="list-style-type: none"> <li>Schedule 12 tweets (next 3 days) (15 minutes)</li> </ul>	<ul style="list-style-type: none"> <li>Draft blog post (your site or LinkedIn) – 30 minutes</li> </ul>	<ul style="list-style-type: none"> <li>Publish and promote blog post (see next page) – 30 minutes</li> </ul>	<ul style="list-style-type: none"> <li>Create and post a 2-3 minute video (30 minutes)</li> </ul>	<ul style="list-style-type: none"> <li>Schedule 12 tweets (next 3 days) (15 minutes)</li> </ul>	<ul style="list-style-type: none"> <li>Schedule 3 LinkedIn posts (next 7 days) (15 minutes)</li> </ul>
	Total time: 50 min.	Total time: 90 min.	Total time: 65 min.	Total time: 90 min.	Total time: 50 min.	Total time: 40 min.