

FB ENGAGEMENT STRATEGY

Weekly Organizer & Interaction Tracker

Week Of: _____

STRATEGY PHASE	ACTION ITEMS	TARGET GOAL / KPI	COMPLETED
Pre-Post Warm Up (15m)	Reply to old comments Engagement on Feed React to 5 Stories High-value DMing	Boost algorithm visibility before publishing new content.	[] [] [] []
The Anchor Core Post	Content Type: Educational Personal Offer	Primary objective: (Shares / Comments / Clicks)	[]
Active Window First 60m	Reply to every comment Ask follow-up questions Share to Group/Story Tag relevant partners	Maintain velocity to hit "Top Post" status.	[] [] [] []
Outbound Community	Comment in 3 Niche Groups Welcome new members Answer a technical query Support a peer's post	Build authority outside of personal timeline.	[] [] [] []

QUALITATIVE NOTES & RETENTION INSIGHTS

Facebook Engagement Organizer – For Internal Planning Only