

UNIVERSAL FACEBOOK GROUP OPERATING SYSTEM™

30-Day Content Planner, Engagement Director & Facilitator Template

Use This Template For:

- Coaching Communities
- Membership Groups
- Nonprofit Communities
- Church Groups
- Educational Programs
- Internship Cohorts
- Leadership Development
- Business Communities
- Accountability Groups
- Sponsor Communities
- Donor Communities
- Ambassador Programs
- Virtual Learning Communities
- Customer Success Groups

GROUP INFORMATION

Group Name

Group Purpose

Group Theme

Primary Audience

General Community

- Students
 - Professionals
 - Entrepreneurs
 - Volunteers
 - Donors
 - Sponsors
 - Leaders
 - Parents
 - Faith-Based Community
 - Other
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MAIN LINKS

Primary Community Link

[INSERT GROUP LINK]

Website

[INSERT WEBSITE]

Discovery Call

[INSERT LINK]

Registration Page

[INSERT LINK]

Event Calendar

[INSERT LINK]

Resource Library

[INSERT LINK]

Partner Page

[INSERT LINK]

Sponsor Page

[INSERT LINK]

Donation Page

[INSERT LINK]

COMMUNITY PURPOSE STATEMENT

This community exists to help members:

FROM ___

TO ___

FROM ___

TO ___

FROM ___

TO ___

COMMUNITY JOURNEY

Stage 1: Awareness

Members discover the community.

Goal:

Stage 2: Engagement

Members begin interacting.

Goal:

Stage 3: Participation

Members contribute consistently.

Goal:

Stage 4: Growth

Members apply what they learn.

Goal:

Stage 5: Advocacy

Members invite others.

Goal:

MONTHLY CONTENT THEME

Month:

Theme:

Scripture, Quote, Principle, or Guiding Idea:

MONTHLY COMMUNITY GOALS

- Increase Engagement
- Increase Membership
- Increase Attendance
- Increase Program Enrollment
- Increase Donations
- Increase Sponsorships
- Increase Volunteer Participation
- Increase Course Completion
- Increase Partnerships
- Strengthen Community

Other:

WEEKLY CONTENT FRAMEWORK

MONDAY

Theme:

Examples:

- Vision
- Purpose

Goal Setting

Motivation

Community Focus

Leadership

Post Prompt:

Call to Action:

TUESDAY

Theme:

Examples:

Training

Tools

Resources

Teaching

Frameworks

Tutorials

Post Prompt:

Call to Action:

WEDNESDAY

Theme:

Examples:

- Reflection
- Journaling
- Questions
- Discussion
- Mindset
- Spiritual Growth

Post Prompt:

Call to Action:

THURSDAY

Theme:

Examples:

- Polls
- Discussions
- Community Input
- Q&A
- Feedback

Post Prompt:

Call to Action:

FRIDAY

Theme:

Examples:

- Wins
- Testimonials
- Success Stories
- Celebrations
- Progress Updates

Post Prompt:

Call to Action:

SATURDAY

Theme:

Examples:

- Challenges
- Assignments

- Practice
- Application
- Community Service

Post Prompt:

Call to Action:

SUNDAY

Theme:

Examples:

- Rest
- Prayer
- Reflection
- Weekly Review
- Preparation

Post Prompt:

Call to Action:

DAILY POST TEMPLATE

Post Title

Teaching / Message

Discussion Question

Action Step

Resource Link

Call-To-Action

DAILY FACILITATOR CHECKLIST

Before Posting:

- Review day's objective
- Verify links work
- Prepare graphics
- Prepare responses
- Review previous engagement

After Posting:

- Respond to comments
 - Ask follow-up questions
 - Welcome new members
 - Encourage discussion
 - Track participation
 - Save testimonials
 - Identify opportunities
-

MEMBER ONBOARDING PROCESS

Step 1

Approve Member

- Completed
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Step 2

Send Welcome Message

- Completed

Message Template:

Welcome to [GROUP NAME].

We are excited to have you here.

Start by:

1. Introducing yourself
2. Reviewing group guidelines

3. Participating in today's discussion

4. Exploring available resources

Main Link:

[INSERT LINK]

Step 3

Tag New Member in Welcome Post

Completed

Step 4

Invite First Engagement

Question:

WEEKLY LIVE SESSION TEMPLATE

Title:

Date:

Time:

Topic:

Agenda:

Welcome

Announcements

Teaching

Discussion

Questions

Next Steps

Closing

Main Call-To-Action:

COMMUNITY ENGAGEMENT SCORECARD

Weekly Metrics

New Members:

Posts Published:

Comments:

Reactions:

Shares:

Live Attendance:

Resource Downloads:

Discovery Calls:

Registrations:

Partnership Inquiries:

Sponsor Inquiries:

Donations:

Volunteer Sign-Ups:

ENGAGEMENT DIRECTOR RESPONSIBILITIES

Daily

- Review notifications
 - Approve members
 - Welcome members
 - Publish content
 - Respond to comments
 - Start conversations
 - Track engagement
 - Connect members
 - Direct people to resources
 - Escalate issues
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Weekly

- Review analytics

- Identify top contributors
 - Highlight member success
 - Evaluate content performance
 - Identify community needs
 - Recommend improvements
 - Update announcements
 - Prepare next week's content
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Monthly

- Review KPIs
 - Gather testimonials
 - Create impact report
 - Plan upcoming theme
 - Archive outdated content
 - Refresh onboarding materials
 - Update links
 - Review community goals
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COMMUNITY RULES TEMPLATE

1. Respect all members.
2. Stay aligned with the purpose of the group.
3. No spam.
4. No unauthorized promotions.

5. Protect confidentiality.
 6. Add value to conversations.
 7. Encourage growth and learning.
 8. Address disagreements respectfully.
 9. Follow community standards.
 10. Help create a positive environment.
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30-DAY CONTENT PLANNING SHEET

Day 1 Topic:

Day 2 Topic:

Day 3 Topic:

Day 4 Topic:

Day 5 Topic:

Day 6 Topic:

Day 7 Topic:

Day 8 Topic:

Day 9 Topic:

Day 10 Topic:

Day 11 Topic:

Day 12 Topic:

Day 13 Topic:

Day 14 Topic:

Day 15 Topic:

Day 16 Topic:

Day 17 Topic:

Day 18 Topic:

Day 19 Topic:

Day 20 Topic:

Day 21 Topic:

Day 22 Topic:

Day 23 Topic:

Day 24 Topic:

Day 25 Topic:

Day 26 Topic:

Day 27 Topic:

Day 28 Topic:

Day 29 Topic:

Day 30 Topic:

MONTH-END REVIEW

What worked best?

Most engaged topic:

Most engaged members:

Biggest community win:

Biggest lesson learned:

What should improve next month?

Next Month Theme:

Next Month Goal:

COMMUNITY SUCCESS FORMULA

Attract → Welcome → Engage → Teach → Connect → Activate → Celebrate → Retain → Multiply

Every post, comment, event, resource, and conversation should help move members one step further along this journey.