

FREE TEMPLATE

The 90-Day Facebook Posting Calendar

Print it, pin it, and plan your next three months of posts — built on the best Facebook posting times for 2026.

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- ✓ A one-page best-times cheat sheet to keep by your desk

 - ✓ A fill-in 90-day calendar with times & formats pre-planned

 - ✓ Reels, video, photos & a weekly Group post — already mapped in

 - ✓ A simple monthly review loop so you keep improving

Best-times cheat sheet

Times are US Eastern (ET). Shift them to wherever most of your audience actually is — then keep the relative pattern.

BEST WINDOWS BY FORMAT

Format	Best windows (ET)	Why
Reels	Weekdays 5–7 PM · plus 9 AM	Evening scroll; Reels reach far beyond your followers and views climb +45%
Video (longer)	Weekdays 1–4 PM	Native video gets ~135% more reach than photos; all video is ranked as Reels now
Photos & Carousels	Weekdays 9 AM–12 PM	Morning catch-up; earns saves & shares from your core audience
Text & Link posts	Weekdays 9–11 AM	Commute/coffee skim — lowest organic reach, so use sparingly
Stories	8–9 AM · 12 PM · 7 PM	Top-of-app strip; reaches the audience you already have
Live	Weekday evenings 7–9 PM	Notifies followers and earns the longest watch time
Group post	Tue–Thu 9 AM–12 PM	Groups reach 40–50% of members; discussion peaks late morning

STRONGEST DAYS



TIMES TO AVOID

- Late night **10 PM – 5 AM** — feeds are quiet, reach stalls
- **Sunday** is the weakest day — keep it light or just engage
- Don't lean on plain **text & link** posts — native video almost always out-reaches them

Every industry shifts a little. See the full interactive heatmap, the Page-vs-Groups toggle, and per-industry times at leadmore.ai/best-time-to-post-on-facebook.

Month 1 — Build the base

Lock a sustainable rhythm. Make Reels your default format and post in one active Group every week.

THIS MONTH'S THEME

FOLLOWER / MEMBER GOAL

REACH GOAL

WEEK	MON	TUE	WED	THU	FRI	SAT	SUN
Wk 1	<i>Rest / reply in Groups</i> Topic: _____	9:00 AM ET Group post Topic: _____	1:00 PM ET Reel Topic: _____	9:00 AM ET Photo / Carousel Topic: _____	5:00 PM ET Reel Topic: _____	11:00 AM ET Video Topic: _____	<i>Rest / reply in Groups</i> Topic: _____
Wk 2	<i>Rest / reply in Groups</i> Topic: _____	9:00 AM ET Group post Topic: _____	1:00 PM ET Reel Topic: _____	9:00 AM ET Photo / Carousel Topic: _____	5:00 PM ET Reel Topic: _____	11:00 AM ET Video Topic: _____	<i>Rest / reply in Groups</i> Topic: _____
Wk 3	<i>Rest / reply in Groups</i> Topic: _____	9:00 AM ET Group post Topic: _____	1:00 PM ET Reel Topic: _____	9:00 AM ET Photo / Carousel Topic: _____	5:00 PM ET Reel Topic: _____	11:00 AM ET Video Topic: _____	<i>Rest / reply in Groups</i> Topic: _____
Wk 4	<i>Rest / reply in Groups</i> Topic: _____	9:00 AM ET Group post Topic: _____	1:00 PM ET Reel Topic: _____	9:00 AM ET Photo / Carousel Topic: _____	5:00 PM ET Reel Topic: _____	11:00 AM ET Video Topic: _____	<i>Rest / reply in Groups</i> Topic: _____

Month-end review — what worked, what to change next month:

Month 2 — Raise output

Add a second Group and a longer video. Double down on the Reels that travelled beyond your followers.

THIS MONTH'S THEME

FOLLOWER / MEMBER GOAL

REACH GOAL

WEEK	MON	TUE	WED	THU	FRI	SAT	SUN
Wk 1	Rest / reply in Groups Topic: _____	9:00 AM ET Group post Topic: _____	1:00 PM ET Reel Topic: _____	9:00 AM ET Photo / Carousel Topic: _____	5:00 PM ET Reel Topic: _____	11:00 AM ET Video Topic: _____	Rest / reply in Groups Topic: _____
Wk 2	Rest / reply in Groups Topic: _____	9:00 AM ET Group post Topic: _____	1:00 PM ET Reel Topic: _____	9:00 AM ET Photo / Carousel Topic: _____	5:00 PM ET Reel Topic: _____	11:00 AM ET Video Topic: _____	Rest / reply in Groups Topic: _____
Wk 3	Rest / reply in Groups Topic: _____	9:00 AM ET Group post Topic: _____	1:00 PM ET Reel Topic: _____	9:00 AM ET Photo / Carousel Topic: _____	5:00 PM ET Reel Topic: _____	11:00 AM ET Video Topic: _____	Rest / reply in Groups Topic: _____
Wk 4	Rest / reply in Groups Topic: _____	9:00 AM ET Group post Topic: _____	1:00 PM ET Reel Topic: _____	9:00 AM ET Photo / Carousel Topic: _____	5:00 PM ET Reel Topic: _____	11:00 AM ET Video Topic: _____	Rest / reply in Groups Topic: _____

Month-end review — what worked, what to change next month:

Month 3 — Bet on winners

Re-cut your best videos into new Reels. Drop formats that under-performed; lean into Groups that drive real discussion.

THIS MONTH'S THEME

FOLLOWER / MEMBER GOAL

REACH GOAL

WEEK	MON	TUE	WED	THU	FRI	SAT	SUN
Wk 1	Rest / reply in Groups Topic: _____	9:00 AM ET Group post Topic: _____	1:00 PM ET Reel Topic: _____	9:00 AM ET Photo / Carousel Topic: _____	5:00 PM ET Reel Topic: _____	11:00 AM ET Video Topic: _____	Rest / reply in Groups Topic: _____
Wk 2	Rest / reply in Groups Topic: _____	9:00 AM ET Group post Topic: _____	1:00 PM ET Reel Topic: _____	9:00 AM ET Photo / Carousel Topic: _____	5:00 PM ET Reel Topic: _____	11:00 AM ET Video Topic: _____	Rest / reply in Groups Topic: _____
Wk 3	Rest / reply in Groups Topic: _____	9:00 AM ET Group post Topic: _____	1:00 PM ET Reel Topic: _____	9:00 AM ET Photo / Carousel Topic: _____	5:00 PM ET Reel Topic: _____	11:00 AM ET Video Topic: _____	Rest / reply in Groups Topic: _____
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Month-end review — what worked, what to change next month:

How to use this calendar

- 1 Set your rhythm.** The template pre-plans five posts a week — Reels twice (your reach driver), a Group post, a photo/carousel, and a longer video. Keep it, or trim to what you can sustain — consistency beats volume.
- 2 Fill the topic lines.** Each slot already has the best time and format. You just decide *what* to post — write a one-line topic in each cell.
- 3 Post on time, in your timezone.** The times are ET; move them to your audience's timezone and hold the pattern.
- 4 Work your Groups.** The Tuesday Group slot is where 2026 reach lives — post a genuine discussion starter, not a link drop, and reply to every comment.
- 5 Review monthly.** Use the bottom row each month to note what worked, then let Month 2 and Month 3 lean into your winners.

Plan, post, and grow — without the spreadsheet

Leadmore AI helps you plan, schedule, and grow across social media, so your calendar runs itself. Start free.

leadmore.ai