

Meta Business Suite Planner: Schedule Your Content

For UK trades and small businesses. Best done on a computer, with a phone option for quick jobs.

Planner is the calendar inside Meta Business Suite. It lets you write your posts, Stories and Reels once, then schedule them to publish automatically at the right time, so you are not stuck posting live at nine at night. This guide sets it up and shows you how to schedule and manage content. It is easiest on a computer, where you can see the whole calendar.

Good to know: you can schedule from about 20 minutes up to 29 days ahead, in your own time zone. Some app features (certain music, stickers, polls or collaboration tools) are not available when scheduling here. If one is missing, finish that post in the Instagram or Facebook app.

Before you start

- Access to the correct Business Portfolio, Facebook Page and, if you use it, Instagram.
- Your content ready: captions, photos or videos, and the dates you want.
- About 20 minutes on a computer.

Stay safe: you never share a password or login code to use Planner. Only ever type your Facebook login on the real business.facebook.com website, and keep two-factor authentication on.

Open Planner (on a computer)

- Go to business.facebook.com and sign in with the account that manages the business. Pick the correct business in the selector (top left).
- Check the correct Facebook Page and Instagram account are selected. If unsure, open each profile in another tab and compare.
- In the left menu, click Planner. Switch between Week and Month view.
- Check the time zone: create a test draft, confirm Meta's date and time match your computer clock (UK time), then delete the draft.

Schedule a post

1. Click Create post. Not Create ad, and not Story or Reel unless that is what you want.
2. Choose where it publishes: Facebook, Instagram or both. Only pick both when the same caption and image suit both.
3. Add your caption with a clear call to action, like 'Call for a free quote', and upload your finished photo or video.
4. Check the preview for every platform you picked. A correct file can still crop badly, so always look.
5. Under Scheduling options, turn on Set date and time and choose a time between 20 minutes and 29 days ahead. Active times are just Meta's suggestions.
6. Click Schedule, wait for the media to finish, then open Planner on that date and confirm the account, caption, media and time.

Always check the preview, and do not assume it is scheduled because the window closed. Open the calendar and confirm the item is there.

Stories and Reels

Same idea, with a vertical file (9:16, usually 1080 by 1920 pixels):

- Stories: click Create story, add your vertical image or video, keep important text away from the edges, then schedule. Some interactive stickers are not available here, so finish those in the app.
- Reels: click Create reel, upload your vertical video, play the preview with sound to check the opening, captions and music, then schedule.

Use the calendar and manage content

- Use Week view for detailed scheduling and Month view to spot gaps or overcrowded days. Clear any filters afterwards, or content can look like it has vanished.
- To change something, click the item in Planner, open the three-dot menu, then Edit (fix the content), Reschedule (move it, so it still publishes once) or Delete.
- Not ready? Save as draft (Content > Drafts) and finish it later. Do not let drafts pile up unfinished.

On your phone (quick jobs)

The Meta Business Suite app is handy for a quick post or a check. Do the full setup and bigger reviews on a computer.

- Open the app and use the business selector to pick the correct business. It may open the last one you used.
- Tap Create, choose the format and the correct accounts, add your caption and media, then Next.
- Choose Schedule for later, set the UK date and time, and tap Schedule. Check it in Planner. Do not tap Publish now by mistake.

A simple weekly routine

- Plan and approve your content (captions, images, dates, calls to action) before you open Planner.
- Schedule one week at a time while you are new to it.
- Check every preview for Facebook and Instagram.
- Use Month view to check the balance of posts, Stories and Reels.
- Review the next seven days at least once a week.
- Change or pause scheduled content if prices, stock or availability change.
- After posts go live, check comments and messages. Scheduling does not answer them.

Quality over quantity: fewer useful posts beat a calendar filled with generic ones just to look busy.

Check it works

- ☐ The correct Business Portfolio, Facebook Page and Instagram account are selected.
- ☐ Planner opens in both Week and Month view.

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- ☐ The UK date, time and time zone are correct.
 - ☐ A test post can be scheduled and appears in Planner.
 - ☐ The preview is correct for every selected platform.
 - ☐ Scheduled content can be edited and rescheduled.
 - ☐ Drafts can be found under Content > Drafts.
 - ☐ The Meta Business Suite app opens the correct business.
 - ☐ Two-factor authentication is on.
 - ☐ No password or login code has been shared with anyone.

If you get stuck

Planner is missing. Check you picked the right business, open All tools, and confirm you have content permission for the Page.

The Instagram account does not appear. It may not be a professional account, or not connected. Check the connection in Settings (see the Instagram guide).

Schedule is greyed out. Pick a time at least 20 minutes and no more than 29 days ahead, and wait for the media to finish processing.

The post is on the wrong day or time. Check your device time zone and read the full date, as Meta may show it in US order. Then reschedule it.

The image or video is cropped badly. Open the preview and resize or replace the file. Make separate versions for Feed, Story and Reel.

A 'Meta support' message asks for a login or code. It is phishing. Do not click. Open Business Suite yourself and check notifications and Account Status.

Anything else, message me: dana@socialgrowthsystems.co.uk

Send me these when it is done

- Your Facebook Page link.
- Your Instagram profile link, if connected.
- Your Business Portfolio name.
- Confirmation that Planner opens and shows both accounts.

Send to dana@socialgrowthsystems.co.uk.

Never send your Facebook or Instagram password, a two-factor or recovery code, or a screenshot showing any of these. I will never ask for them.

Verified against Meta's official help on 27 July 2026. Menus vary between accounts, so a label may move or be renamed. If your screen looks very different, stop and message me.