⏱️ 20 MIN SETUP

# Schedule Social Posts From a Spreadsheet

*Part of our Small Business Automation guide: what to automate first and the 10 easiest wins.*

## The problem

Posting regularly is hard when you're busy running the business. Planning a month of posts in a spreadsheet and letting automation publish them keeps you consistent.

## What you need

- Google Sheets
- A Facebook Page (and an Instagram business account if you use it)
- Zapier or Make

## Setup with Zapier

1. Create a sheet with columns for date, time, text, image URL and status.
2. Create a Zap with **Schedule by Zapier** (hourly), then look up rows that are due and not yet posted.
3. Add **Facebook Pages, Create Page Post** (or the Instagram equivalent).
4. Update the row's status to 'posted'.
5. Test it with one post, then turn it on.

## Setup with Make

1. Run a schedule, then Search Rows for posts that are due.
2. Add a Facebook or Instagram module, then update the row.
3. Turn it on.

## Message template

Sheet columns:

> date | time | text | image_url | status

## Consent and local rules

Only post content you own or have rights to. Disclose any paid or affiliate relationships in your posts. This isn't legal advice.

## FAQ

### Doesn't Meta have its own scheduler?

Yes, Meta Business Suite can schedule posts. A spreadsheet is easier for planning a month in bulk, sharing with staff and reusing old posts.

### Can it post to LinkedIn too?

Yes. Add an extra action for LinkedIn in the same Zap or scenario. Add a column to your sheet if you want to choose which posts go where.

### How do I add images to scheduled posts?

Put a public image link in the image_url column, such as a shared Google Drive or Dropbox link. Test one post first to check the image shows up properly.

## Related

- Automation for real estate agents: all the easy wins
- Automation for online shops: all the easy wins
- Customer birthday offers (opted-in only)
- Monthly KPI dashboard in Google Sheets
- Get it ready-made

*Affiliate disclosure: some links earn us a commission at no extra cost to you.*

# One-page checklist: Social post scheduling from a spreadsheet

- ☐ Create a sheet with columns for date, time, text, image URL and status.
- ☐ Create a Zap with Schedule by Zapier (hourly), then look up rows that are due and not yet posted.
- ☐ Add Facebook Pages, Create Page Post (or the Instagram equivalent).
- ☐ Update the row's status to 'posted'.
- ☐ Test it with one post, then turn it on.

Consent note: only message people who have contacted you or agreed to hear from you, and include a way to opt out. This isn't legal advice.

Full guide: https://www.automatequick.com/guides/social-posts-from-spreadsheet