

Action Plan

Pick 3 content pillars (Cybersecurity Tips, AI Tools, Tech Trends).

- Create a **2-week starter content calendar** (see below).
- Post minimum **3 times a week** for the next 2 weeks.
- Track which posts get the most engagement (that's where to double down).

2-Week Content Calendar (Cybersecurity Expert on Facebook)

Frequency: 3 posts/week

Week 1

- **Mon (Educational):** “5 Facebook Scams You Should Avoid in 2025”
(carousel or text post with bullets)
- **Wed (AI Insight):** “How Hackers Are Using AI – and How You Can Stay Safe” (short video)
- **Fri (Engagement):** Poll: “*Have you ever had your social media account hacked? Yes/No*”

Week 2

- **Mon (Tech Trend):** “Biggest Cybersecurity Breaches of 2025 (So Far)”
(carousel)
- **Wed (AI Tool Spotlight):** Demo of a free AI tool that helps with password management or online safety (screen recording or infographic)
- **Fri (Personal Story):** “The first time I almost got hacked — here’s what I learned.”