



FNM Social Post Planner

Four posts a week: announce, remind, day-of, recap

STORE

MONTH

FNM FORMAT(S)

WEEK	MON / TUE • ANNOUNCE	THURSDAY • REMIND	FRIDAY • DAY-OF	SATURDAY • RECAP
01				
02				
03				
04				



20 FNM post ideas

Pick one for each slot. Rotate so the feed never repeats itself.

ANNOUNCE

- 01** This week's format, start time, entry fee and prizes (same template every week)
- 02** Seat counter: "12 of 24 seats left"
- 03** New-set week: "First FNM with the new set"
- 04** Next month's formats in one post
- 05** Bring-a-friend night with a bonus promo for both

REMIND

- 01** Prize spotlight: the prize wall or this week's promos
- 02** "What are you playing tonight?" story poll
- 03** Judge or organizer intro
- 04** Discord invite for pairings and trades
- 05** "Draft or constructed next month?" poll

DAY-OF

- 01** Tables set up, 30 minutes before doors
- 02** Pod photos once rounds start (ask first)
- 03** The pizza arrival
- 04** Last call: registration closes in 30 minutes
- 05** First-timer welcome

RECAP

- 01** Top finishers and their decks
- 02** Photo carousel from the night
- 03** Play of the night in two sentences
- 04** Thank-you naming judges and staff
- 05** Regular spotlight: one player, one favorite deck

Tips

- Post on the same days at the same times every week.
- List each FNM as an event on Google and Facebook, not only in your feed.
- Ask before posting faces; never post minors without a parent's OK.
- Keep your events current in Wizards of the Coast's store and event locator.