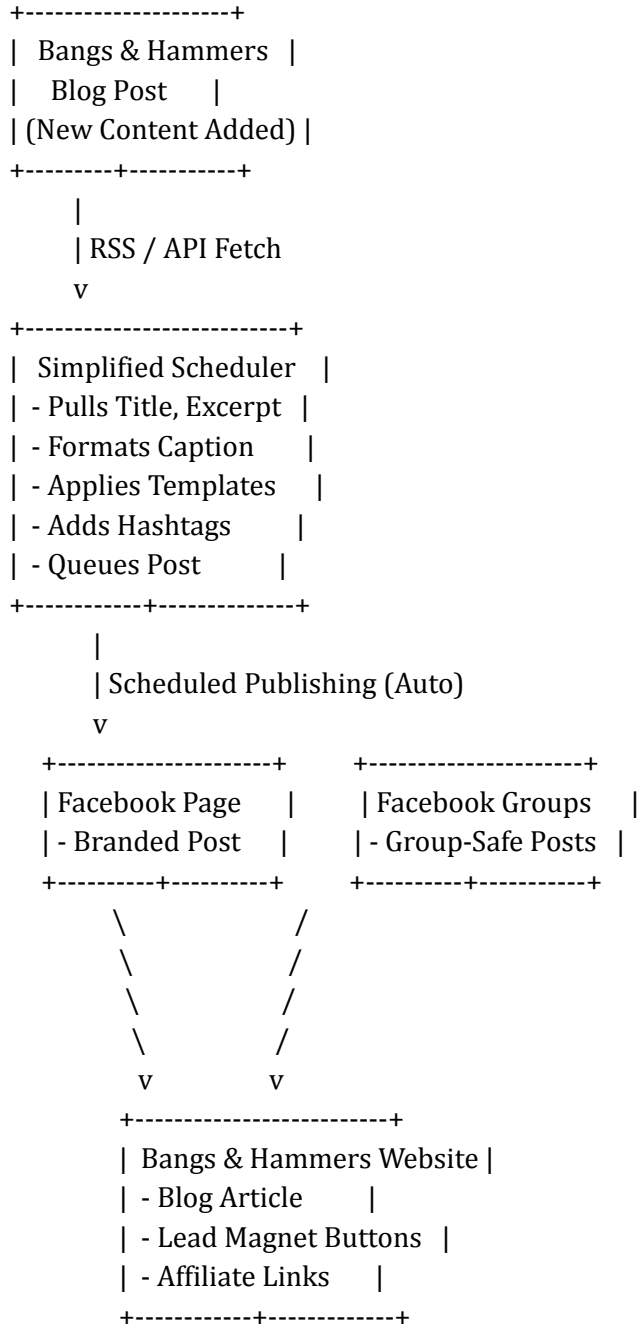
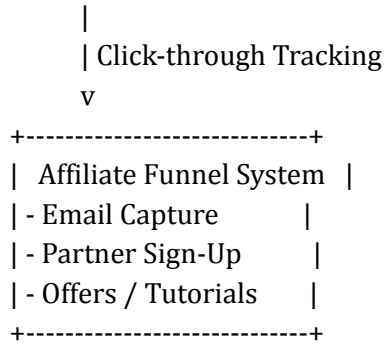


Bangs & Hammers Automated Blog-to-Facebook Posting System

This document outlines the workflow, weekly posting system, automation options, and developer instructions for the Bangs & Hammers content ecosystem. It is designed for integration across the blog, website, Facebook Page, Facebook Groups, and the developing affiliate partnership program.

1. Workflow Diagram





2. Weekly Posting Recipes (3 Posts Per Week)

Monday — Value & Education Post

Purpose: Build trust with educational content that attracts organic engagement.

Structure:

- Hook sentence
- 1-2 insights from the blog
- Link to full blog post
- CTA: “Learn more on BangsandHammers.com”
- 3-5 hashtags
- Branded image created in Simplified

Example:

“Today’s insight from Bangs & Hammers: A stable cash flow begins with strategic debt management and recession-proof decision-making.

Read the full breakdown here: {post_link}

Build smarter. Build sustainably.”

Post To: Facebook Page + 2-3 relevant Facebook Groups.

Wednesday — Affiliate Soft Intro Post

Purpose: Introduce the affiliate ecosystem gently through educational value.

Structure:

- Educational tip
- Why the tip matters
- Soft mention of a related tool/resource
- CTA linking to website landing page
- Branded image via Simplified

Example:

“Thinking about generating passive income through short-term rentals?

Before you invest, learn the 3 foundational steps we use in the Bangs & Hammers model.

Free guide + tools: {landing_page_link}"

Post To: Facebook Page + allowed Facebook Groups.

Friday — Feature Highlight / Partner Spotlight

Purpose: Drive users into the affiliate funnel with a concrete feature or partner.

Structure:

- Highlight ROI Calculator, PDF, or partner
- Explain its benefit
- Strong CTA
- Link to funnel page

Example:

"Our new ROI Calculator helps you estimate returns in seconds — perfect for STRs, multifamily, or off-grid getaways.

Try it free: {affiliate_funnel_link}

More tools at BangsandHammers.com."

Post To: Facebook Page + groups where tools/resources are allowed.

3. Developer Notes

Automation Option 1 — Zero-Code Workflow

Use: RSS → Simplified → Scheduled Posting

- RSS feed monitors new blog content
- Simplified drafts posts automatically
- Auto-publish to Facebook Page
- Optional: auto-post to approved Groups where posting is allowed

Automation Option 2 — Custom Microservice

- Monitor the RSS feed for new blog posts
- Generate 3 weekly posts using the Monday/Wednesday/Friday templates
- Send drafts to the Simplified queue via API
- Let Simplified handle staggered scheduling
- Require human approval for all Group posts to stay compliant and on-brand

Meta Compliance & Safety Requirements

- Do NOT automatically post to groups where the account is not an admin or moderator
- Vary content across posts (avoid identical blasts)
- Limit to a maximum of 1 post per day per group
- Keep links pointing primarily to your own site (Bangs & Hammers, related properties)
- Avoid high-volume, aggressive automation to reduce the risk of account restrictions

4. Summary

This document consolidates the workflow, weekly posting recipes, automation options, and safety guidelines for Bangs & Hammers. It can be used as a reference blueprint for developers and collaborators working on the content automation system and affiliate partnership program.