

Facebook Advertising: Tips for Boosting Facebook Posts for your Walk

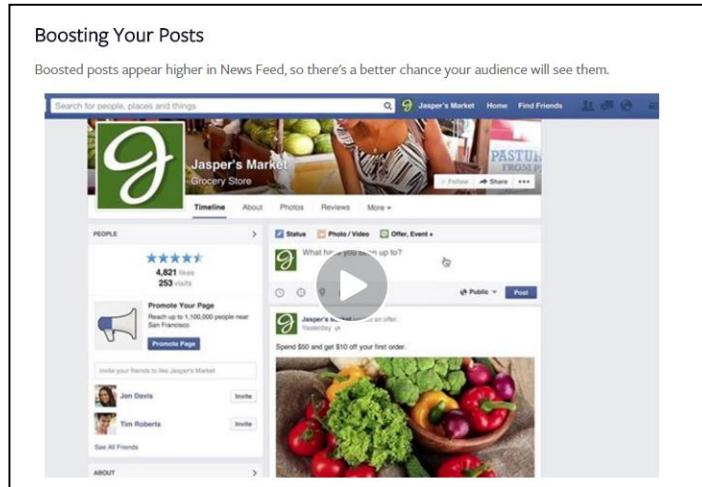
A “boosted post” on Facebook allows you to pay for a single post to be served to more people, increasing the opportunity that your post will be engaged on more and reach more people with your message.

Q: What type of posts should I boost?

We recommend boosting posts that are important to your walk event. One opportunity to boost would be when you announce the walk online registration site is open. Overall, you’ll want to be selective with boosting so you’re not boosting multiple posts at the same time.

Q: How do I boost and when?

Facebook offers an excellent brief video tutorial on how to boost posts (click image to watch).



We recommend letting a post grow organically for 2-3 hours before boosting it to gain a better sense of what the organic engagement is before boosting. When you boost, you’ll have the option to choose your audience, total budget and duration (how long you want Facebook run the advertising).

- Audience – It is important to note that the more removed a person is from your page, the higher the cost per click is. We recommend the option: people who like your page and their friends. With this option, you are marketing to people who already know you and people who may have an interest in engaging on your content.
- Total Budget – This is how much you want to spend in total on the advertising of the post. Traditionally, we recommend \$5 as a starting point. However, you will want to choose what you feel is best based on your budget and the reach you want to receive.
- Duration – Facebook gives you the option for your advertising to run your ad 1 day, 7 days or 14 days, or you can choose a custom date. We recommend starting out advertising with 1-3 days for duration.

Q: Facebook denied my boosted post. Why?

Facebook does have guidelines surrounding advertising and all ads must be approved by Facebook as meeting these standards. The most common reason ads are not approved is the text vs. image rule. Facebook requires that all text within an image cover no more than 20% of the image. [View Facebook Advertising Guidelines.](#)

Q: How do I measure success?

There are two main ways you can look at performance:

- Reach - On the bottom of the post it will tell you the reach for your post and the amount spent as the ad is running (and when it is finished). You can compare the total or paid reach against the estimated reach made by Facebook when you were creating the boost to see how close you came to reaching the target audience pool.
- Cost per click – In the Ads Manager section (www.facebook.com/ads/manage) you can see your ad and what the average cost per click on your post is. The lower the cost per click, the better the ad is performing. The Ads Manager section is also the place where you can tweak or make edits to your boost.