

BOOSTING A POST ON FACEBOOK



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Social media Jargon Buster

Organic - In social media, organic is a term for traffic that hasn't been paid for.

Organic reach - Organic reach is the number of unique people who have seen your post on their newsfeed.

Engagement - In social media, an engagement is when someone performs an action such as liking, commenting, sharing or clicking on a post.

Organic engagement - This is non-paid for engagement.

Content - Content is the main bulk of what makes up a social media post; be it a blog, image, video or link, it's a piece of information that is valuable to your followers/audience.

Reach - Reach or 'total reach' is the number of unique people who have seen your social media post or advert.

Share - A 'share' on social media is a type of valuable engagement where someone will share your post to their own followers or network.

Demographics - In social advertising, 'demographics' is a way to target your adverts to people using socioeconomic characteristics of a population expressed statistically, such as age, sex, education level, income level, marital status, occupation, religion, birth rate, death rate, average size of a family, average age at marriage etc...

Placement - In social advertising, a 'Placement' is where the adverts will actually appear. For example, if Instagram is selected as a placement it means that your adverts will show on the Instagram platform.

Social media advertising can be a great way of getting your business and content out there in front of your audience, especially on Facebook. Why Facebook? Well it's the biggest social media network in the world and combined with Instagram, it's a powerful platform that businesses can leverage.

There are many types of different adverts you can run on Facebook but this cheat sheet is going to focus on the most accessible and basic type... the boosted post.

What is a boosted post?

As you know, on your company page you post updates and posts and these updates will appear on the news feeds of the people who follow your company page. However, Facebook will organically only show your company updates to a small part of your audience. This is all down to Facebook's algorithm. Due to so many other advertisers and companies trying to compete for space on people's news feeds, Facebook decided to limit the amount of organic reach posts can receive once they have been posted. This is where boosted post adverts come in. Boosted posts allow you to pay money to show the post to your entire page following or to an audience of people you have built.



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Step by step guide

Before you start, it's important to know that there are two different ways to boost posts in Facebook. You can boost directly from the post on your company page using the express advert creator and you create a boosted post within Facebook's advert manager. This cheat sheet is a guide to using the express advert creator.

1. First things first, to boost a post you need to have a company page set up. You can do this quite easily on Facebook through your own personal profile. If you click on the drop down arrow next to the question mark in the nav bar and click create page from the drop down menu, you can easily run through the guided process. If you already have a company page, that's great! Move on to step 2.
2. So why exactly are you boosting a post? It's a good question, that often, a lot of businesses don't have an answer for. It's important to have a goal in mind when you run any sort of advertisement and boosting a post is no exception. Once you have an objective, you can create a piece of content around that objective rather than just boosting random posts.

Do you want to create awareness for your business? Get people to go to a certain page on your website? Get people to watch a video?
3. Boosted posts work best when you use a post that is already performing well organically. This is because if your organic audience finds

it engaging then the audience you boost it to will also more than likely engage with it. So when you are deciding on which post to boost, think about current engagement levels on the post; if it's high then you will probably get good results from boosting it. If you have yet to create the post, have a look at what type of posts already have high organic engagement and create something similar.

4. Once you have chosen the post you would like to boost, you should see the blue boost post button underneath your selected post. Click the button and you will be presented with the express advert creator. You will see that the screen is split into two sections. On the left side is where you can edit all of the options and on the right is the preview of what your advert will look like.
5. Start from the top left and work your way down each section of the advert. The first part is to set what results you would like from the post, so setting your main goal. There are 3 main types of objectives:
 - Website visits - this type of boosted post will encourage people to go to your website or a landing page
 - Engagement - this type of boosted post will prioritise likes, comments, video views and shares on the post.
 - Messages - this type of post will prioritise starting conversations with potential customers over Messenger.



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6. Next you will be given the option to choose a button for your post. If you are directing someone to take an action then this is a must have on your post, especially if you are sending someone to your website. If you are trying to get more share or engagement on an image or video, you may not want to use a button.
7. Now, it's time to build your audience. This is probably the most technical part of creating an advert but the express editor holds your hand throughout. It's also the most important part of your advert build as if you don't choose the right audience, you may be wasting your money promoting your business to the wrong people. Take your time on this section.

You have 5 options to choose from when building your audience:

- People you choose through targeting - this is the most customisable option and you can choose everything from gender, age range, location, demographics and interests that your audience may have. There is a handy dial which shows you how defined your audience is so try and keep it right in the middle.
- People who like your page - this will simply show your advert to people who currently follow your page. Bear in mind that if you have quite a small following, this option might not yield high results.

- People who like your page and their friends - this will show your post to people who follow your page and will also appear on their friends' news feeds. This is useful to broaden your audience.
- People in your local area - this is a good objective if you are a local business and want to specify an area to target. Facebook will recognise your local area from your company page and you can change the radius size around your location.
- Custom audience - if you have previously built an audience in Facebook and saved it, you can use it again by selecting custom audiences.

Finally, you should see a checkbox that says 'run on Instagram' - it's up to you whether you want to run the boosted post on Instagram, the positives are that you will increase your reach by using Instagram as a placement.

8. Next you have to specify your budget and duration of the boost. There isn't a right or wrong amount on Facebook: the more money you spend, the more people you will reach. You can choose your own budget or pick one of the preset amounts. There is a handy estimate of how many people you could potentially reach which gives you a good indication of how the advert will perform.

If you decide to run the boost over multiple days then your overall budget will be split on a daily spend, so keep that in mind.



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9. Once you are happy with all of the details, take a look at the preview window and check that the boost looks like it should do. You can view it on desktop and mobile.

When you are ready to go, you can click the boost button and after Facebook has reviewed the post (normally within an hour), your boosted post will be live!

Keep an eye on the performance of your boost throughout as if it's not getting the results you want then you might be wasting your money on this piece of content and need to try a different post to boost. It can be trial and error to begin with when boosting your content but if you keep at it you should be able to find a winning type of content that gets you the results you want.



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