



*MASONIC
MARKETING
SERIES*

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By 32° Scottish Rite Freemasonry, NMJ

MASONIC MARKETING SERIES

Social Media

Facebook Boosted Posts

SCOTTISH RITE
Northern Masonic Jurisdiction

Facebook Boosted Posts

What Is A Boosted Facebook Post?

Boosting a Facebook post means that you're paying Facebook to extend the reach of your content. You can boost a post that's already been published on your Page or boost a post right away, the moment it goes live.

Why Would I Want To Boost My Posts?

Just because you post something on Facebook doesn't mean that people will see it. Why don't all Masons see what you post on Facebook? Well, there are two reasons:

- They don't "like" your Facebook Page, so the content you post isn't featured in their news feed.
- Even if they do "like" your Page, they may not see everything you post. Due to the amount of content being published, Facebook has made updates to its platform so that users are more likely to see things that Facebook believes they will enjoy and engage with. Unfortunately, this means that not all content is visible by all of your followers, even if it's great content!

Boosted Facebook posts address both of these concerns. Boosting a post helps you to:

- Reach a larger audience, even among your followers
- Get more people to like, comment, share, and click on your content
- Reach new people who are likely interested, but who don't currently follow your Page

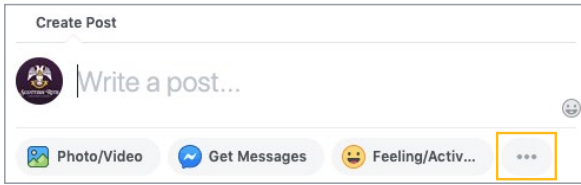
Three Variables

You can control how big a reach your post gets by setting the following parameters: audience, budget, and duration. We explain how to adjust each of these in our step-by-step guide below.

- **Audience** - Who do you want to see your boosted post? You can select demographics like age, gender, location, and interests.
- **Budget** - How much do you want to pay? You can control your spend with budgets as low as \$1/day.
- **Duration** - How long do you want your post to be boosted? You can run your ad for as long as you'd like—a single day, a week, or until you manually turn it off.

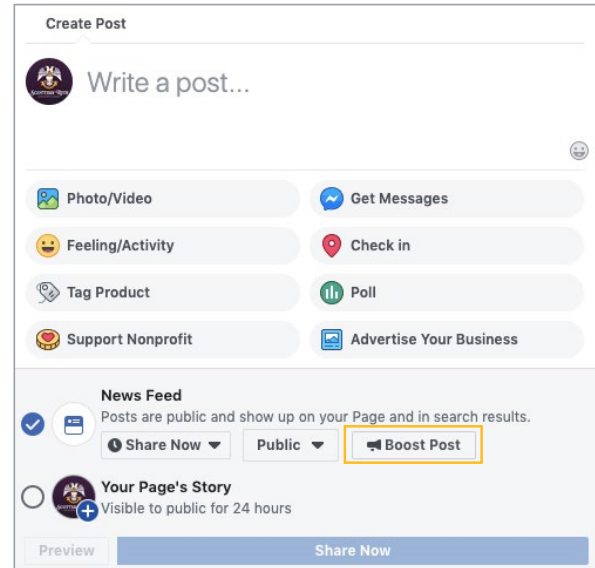
Step 1 - Select A Post To Boost

You can either boost a new post from the outset or an existing post that has already been published.



New Post:

Boosting a new post right away will help to ensure that it reaches a wider audience immediately. To do this, draft your post and then click the [. . .] to reveal the Boost Post button.



Existing Post:

Sometimes, you may notice that a post's engagement is lower than you'd like. Or you may want a high-performing post to be distributed to new people who don't already like your Page. In either case, you can choose to boost the post to get better results.



To boost a post after it has been published, find the post that you want to boost and click the blue [Boost Post] button.

Step 2 - Target Your Audience

After clicking the Boost Post button, choose your target audience. Targeting your audience is an excellent way to share your post with those who are the most likely to be interested in your specific content.

You can target only people who currently like your Page, or even target their friends. Sometimes you may want to target a specific demographic based on age, location, gender, or interests, which allows you to reach people who don't already like your Page.

AUDIENCE

People you choose through targeting Edit

Location - Living In United States: Massachusetts
Age 18 - 65+

People who like your Page

People in your local area

Create New Audience

Edit Audience x

Make sure to save your edits once you're done.

Gender ⓘ

Age ⓘ

18 ▼ - 65+ ▼

Locations ⓘ

United States

Add locations

Detailed Targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors Suggestions | Browse

[Exclude People](#)

Select “People you choose through targeting” and click “Edit.” From there, you can define your audience however you'd like. You can add or remove locations, set an age range, and even include people who are interested in specific topics or pages.

Step 3 - Set A Boost Duration And Budget

Once you've defined your target audience, decide how long you want your post to run—a day, a week, two weeks, or until a specified date in the future. Keep in mind that if you're boosting a post about an event or specific recruitment period, you'll only want to boost it during the time you're accepting sign-ups.

Next, select a budget. The minimum is \$1 per day, but the more you spend, the more people your post will reach. You can experiment with different amounts on different posts to see what works best.

DURATION AND BUDGET

Duration ⓘ

Days End date

Total budget ⓘ

Estimated People Reached ⓘ

330 - 940 people per day of 2,900,000

Refine your audience or add budget to reach more of the people that matter to you.

You will spend \$3.70 per day. This ad will run for 10 days, ending on Aug 24, 2019.

Step 4 - Pay And Finish!

To pay for the boosted post, you can use a credit card, debit card, or PayPal account, or you can pay directly from your bank account.

You won't be charged right away. As your boosted post runs, the costs will accrue and you will be charged later. Facebook will charge you when you reach your billing threshold or on your monthly bill date, whichever comes first. So don't be surprised if you see multiple charges or if the charges go through after your boosted posts have stopped running.

You're Done!

Once you select your payment method, you're done! Note that Facebook reviews all boosted posts, so it may take a while before you see yours published. You can check the status of your boosted posts at any time by looking at the Delivery column of your Ads Manager.

Be sure to keep an eye on how your boosted post is performing—you can find this in the "Insights" tab at the top of your Facebook Page. Here, you'll see a list of all of your posts (including boosted ones) and how many reactions, comments, shares, and clicks they have each received.

Try experimenting with different boosted post parameters—audience, duration, and budget—and see what works particularly well for your posts.

The screenshot shows the 'Select a Payment Method' interface on Facebook. At the top, it says 'Add a new payment method to your Facebook Ads account' with a 'Terms Apply' link. Below that, there's a dropdown menu for 'Show payment methods for:' set to 'United States'. The main section has three radio button options: 'Credit or Debit Card' (selected), 'PayPal', and 'Online Banking'. The 'Credit or Debit Card' section includes logos for VISA, MasterCard, American Express, and Discover, and input fields for 'Card Number', 'Expiration' (MM and YY), 'Security Code', and 'Billing Zip Code'. At the bottom, there's a checkbox for 'I have a coupon to redeem (?)', a 'Cancel' button, and a blue 'Continue' button. A small 'Help' icon is in the top right corner.

Masonic Marketing Series

Masonic Marketing Series is a service provided by 32° Scottish Rite Freemasonry, Northern Masonic Jurisdiction to help Masons use digital marketing tools to promote Freemasonry and communicate with Brothers online.

To download more e-books in the series, visit www.scottishritenmj.org/masonic-marketing