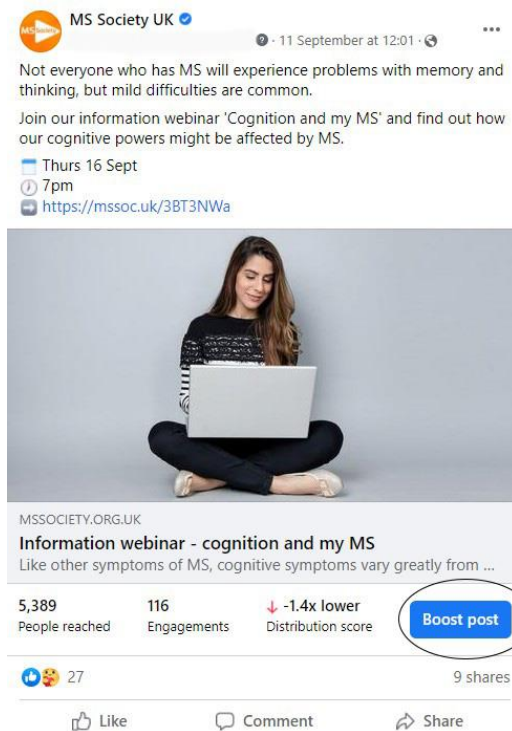


## How to boost a post on Facebook

1. Make sure you're logged onto your Facebook Page.

**Note:** You will not be able to boost a post in a Facebook group. If you do not have a Page and would like to set one up, we recommend you delete the existing Facebook group to avoid confusion. Let members of your group know you're moving to a Page first by pinning a post to the top of your group feed. Let them know you'll be closing the group in four weeks. Set up your Page (see section 'I'm new to social media' of the toolkit for guidance on setting up a page) and ask the members of your Facebook group to follow your new page. After four weeks, delete your Facebook group.

2. Find a post you would like to boost (for example, a post about an upcoming webinar) – click **Boost post**.



3. On the next page you will be able to see and edit details of your post.

Make sure the right account is selected (check in the top right corner) – use the account that has money on it

**Goal** – leave it as **Automatic** or select one that suits your post (for online webinars, select **Get more website visitors**)

**Button** – choose **Learn more** or **Sign up**

Do not select Special ad category option!

**Boost post**

**Goal**  
What results would you like from this ad?  
Automatic  
Let Facebook select the most relevant goal based on your settings. [Change](#)

**Button** [?](#)  
Button label  
Learn More

**Special ad category** [?](#)  
Ads about social issues (such as the economy, or civil and social rights), elections, or political figures or campaigns.

**Audience** [?](#)  
Who should see your ad?

**Ad preview**

Ad account: MS Society (16064004736...)

MS Society UK  
Sponsored · [?](#)

Not everyone who has MS will experience problems with memory and thinking, but mild difficulties are common. ... see more

MSSOCIETY.ORG.UK  
Information webinar - cognition and my MS [LEARN MORE](#)

Like Comment Share

[See All Previews](#)

4. On the right you will be able to see a preview of your boosted post (Ad preview)
5. Next step – select your audience. There are 2 ways to choose your audience – you can select **People you choose through targeting** which allows you to target audience based on specific criteria, such as age and location. Or one of the automatic options, such as **People who like your Page** or **People in your local area**. To make sure your boosted post performs well, choose targeting option (**People you choose through targeting**)

**Audience** [?](#)  
Who should see your ad?

**People you choose through targeting**

**Audience details** [?](#)  
Location – Living in United Kingdom: London (+10 mi) England  
Age 18-65+

**There may be issues with this ad** [?](#)

People who like your Page

People who like your Page and their friends

People in your local area

Your Custom Audiences

[See All](#) [Create New](#)

[See All Previews](#)

**Estimated daily results**

**Ad performance may be affected**  
Estimates may vary significantly as people opt out of tracking on iOS 14 or use other data controls on Facebook (such as our updated privacy controls for people in the European region).  
[Learn more](#)

People reached **326-943**

Link Clicks **41-119**

**Payment summary**  
Your ad will run for 7 days.

Total budget **£14.00 GBP**

6. Now edit your audience – a new pop-up window will open where you can select the criteria of your target audience, such as gender, age, location, and interests.

The 'Edit audience' window is titled 'Edit audience' with a close button (X) in the top right corner. Below the title, it says 'Select the location, age, gender and interests of people you want to reach with your ad.' The 'Gender' section has three buttons: 'All' (selected), 'Men', and 'Women'. The 'Age' section has a slider from 35 to 65+, with a blue bar indicating the selected range. A note below the slider states: 'Selecting an audience under 18 will limit your targeting options to location, age and gender. [Learn more](#)'. The 'Locations' section has a search bar with the text 'Type to add more locations' and a dropdown menu showing 'United Kingdom' and 'Manchester + 40 km'. Below this is a map of the United Kingdom with a blue circle centered on Manchester, indicating a 40 km radius. A 'Drop Pin' button is visible on the map. At the bottom left, there is a gauge with 'Specific' and 'Broad' labels. The text 'Potential reach: 2,400,000 people' and 'Your audience is defined.' is displayed. At the bottom, there are 'Cancel' and 'Save audience' buttons.

7. Once you've selected the criteria, click **Save audience** – your boosted post will be targeted at people who match the criteria you set. This audience will also be saved as a 'Saved audience' and will be available to target again.

The 'Edit audience' window is titled 'Edit audience' with a close button (X) in the top right corner. Below the title, there is a map of the United Kingdom with a blue circle centered on Manchester, indicating a 40 km radius. Below the map, there is a 'Detailed targeting' section with a search bar and the text 'Add people who match at least one of the following' and a 'Browse' button. The 'Interests' section has two buttons: 'Health & Wellbeing' and 'Running'. Below this, there is a 'Suggested for you' section with four buttons: 'Wine Spectator', 'Wine Enthusiast Magazine', 'Polo', and 'Alpine skiing'. A note below the suggestions states: 'For advanced targeting features, go to [Ads Manager](#)'. At the bottom left, there is a gauge with 'Specific' and 'Broad' labels. The text 'Potential reach: 620,000 people' and 'Your audience is defined.' is displayed. At the bottom, there are 'Cancel' and 'Save audience' buttons.

8. Payment step – you can choose for how long you want your post to be boosted, how much to spend, and how many people will be reached. If you have a connected Instagram account and you only want to boost your post on Facebook, make sure you unclick Instagram under **Placements**.
9. Make sure the right card shows up under **Payment method** – once you're ready, click **Boost Post Now**.

The screenshot displays the Facebook Boost Post Now interface. On the left, the 'Duration' section shows 7 days and an end date of 20 Sep 2021. Below it, the 'Total Budget' is set to £10.00, with an estimated reach of 233-674 people per day. The 'Placements' dropdown is set to 'Facebook, Messenger, Instagram'. The 'Facebook pixel' is set to 'No pixel'. The 'Payment method' is 'MasterCard · 4433'. On the right, a 'Payment summary' shows a total budget of £10.00 GBP and an estimated reach of 233-674 people. A 'Boost Post Now' button is highlighted with a red circle at the bottom right.

Metric	Value
People reached	233-674
Link Clicks	29-85
Total budget	£10.00 GBP

To view the results of your boosted post, go to your Facebook Page and click **Ad Centre** in the left-hand menu and choose **All ads** in the drop-down. Find your active boosted post and click **View results**.