

How to set up a boosted Facebook post

Facebook advertising is a great way to increase the reach of your social media content to a specific target audience. Setting up an advert can be done in less than five minutes and the return on investment can be substantial.



Facebook allows you to promote your content in two ways:

- Boosted Post
- Facebook Ad



Why use Facebook Advertising?

Facebook Advertising will give you the ability to broaden the reach and impact of your Facebook post. You can target very specific audiences to ensure that the right people see your message at the right time. However, you are not alone in fact 2 million businesses are using Facebook Advertising to get their messages out there so the more targeted and relevant the message, the better.

It only takes around 5 minutes to set up a boosted Facebook post, using content that you have already created. You can 'boost' videos, images and even links that you may have previously shared on your Facebook Page. This fact sheet goes through the simple steps to set up a boosted Facebook post.

Alternatively, you can run an advertising campaign with brand new content, which is new to your page. The benefit of this option is that you can test different posters and the types of media to see which ones engage with your audience the most.

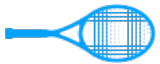
By advertising on Facebook you can ensure your content is reaching the right people in your local area, by targeting them by location such as town or city. You can even narrow it further by choosing a target radius.

You can advertise on Facebook from as little as £1 per day, whilst reaching thousands of people in your local area.

You only pay for the number of people who see your advert or complete a certain action such as clicking on your link. Compare this to an advert in a local newspaper which may cost hundreds of pounds but may lay on the floor of a hallway and never be seen.

Just think, one new sign up on a coaching course or a new member could provide ample return on investment.

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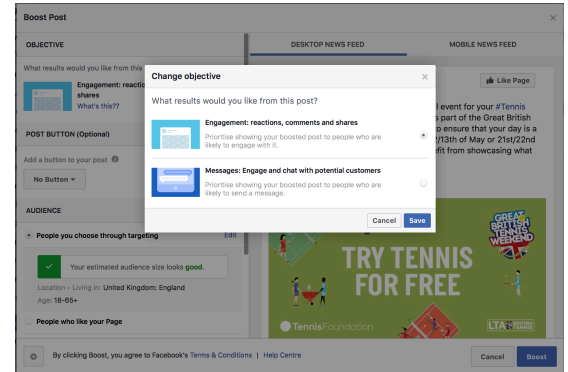
Step 1:

- Pick a post you wish to boost on your club's page.
- Once decided, click the button on the bottom right hand side called 'boost post'.



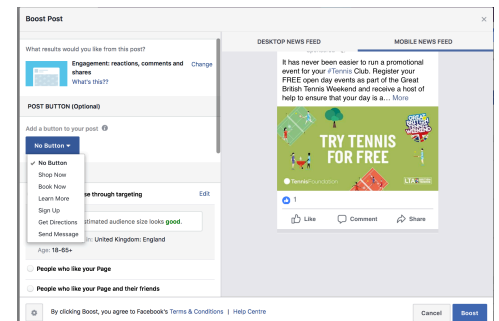
Step 2:

- Once you've clicked 'Boost Post', you then choose an objective: Engagement or Messages?
- **Engagement:** This will prioritise showing your post to people who are likely to engage with it i.e. likes, comments & shares.
- **Messages:** This will prioritise showing your post to people who are likely to engage and chat with you.



Step 3:

- You have the option to add a button to your post. A button is a call to action for your members or potential customers and directs them to what you want them to do, such as ring or message your club to find out more.



Step 4:

- Choosing your audience. Here you can select your target audience by gender, age, location, hobbies/ interests/ demographics.



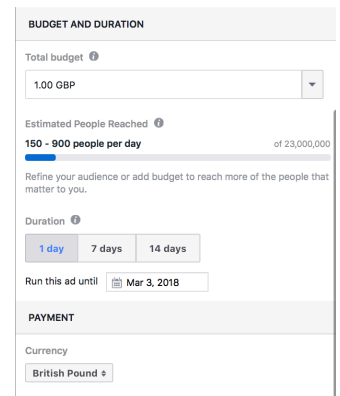
Step 5:

- Now it's time to decide your budget. How much do you want to invest in your advert? Facebook charge a minimum of £1 per day.
- The more you invest, the more people your post will reach. It is advisable to start small.



Step 6:

- Duration, here you choose how long you wish your post to run for. 1, 7 or 14 days are suggested but you can also choose an end date for your post. Then click boost to publish your advert!



For more information please visit:

www.lta.org.uk/socialmediasupport



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