Social Media Recruiting Toolkit 201

Facebook and Instagram ads & boosted posts

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Connecting your Facebook and Instagram accounts

- Do you have a public page or a profile page?
  - Friends vs. Followers

- Are you using Facebook in the Business Suite?

- Connect your Instagram account to your Facebook account to automatically use boosted posts across both platforms.

  (An admin has to do this)

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Boosting a post

- Create a post

- Click **BOOST POST** button on the post

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Select a Goal & Button

- Goals
  - Get more website visitors
  - Get more messages
  - Get more engagement
  - Get more calls

- Buttons
  - Book now
  - Learn more
  - Sign up
  - Send message
  - Call now

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Build an audience

- Age range: 18-65 is standard

- Target with specific locations
    - Your city, within 25+ miles
    - Search by Zip Code

- Interests and "people who match"
    - Education, Nonprofit, Preschool, Early education, etc.

- You can save this audience to use for future boosted posts

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Duration & Budget

- How many days

- End Date

- Budget
  - Decide on a total or daily budget
  - It will show you how many people will be reached per day

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Placement & Payment method

- Facebook

- Instagram

- Input a credit card

  - It will be saved for future use

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Visit your page's Ad Center

Check on reach, budget, duration and other insights of your ad as it's running.

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