



# Boosting a Facebook post

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# Boosting a Facebook post

- Why use Facebook advertising?
- Three things to consider before you start
- Selecting the right post
- How to 'Boost'
- Measuring your success
- Next steps



# Facebook

 2.41 billion active monthly users

 85% of internet users say they have an account

 Popular across generations

 4 in 10 will use social media to research a brand





# Three things before we start

1

What is the main purpose of the advert?

2

Who is the advert for?

3

How are you going to do it?



# What does a good post look like?

## Location

Help people find you

Add a link

## Call to action

Come along



Question? First person?

## Caption

First line Tell a story

Video: Consider the first few seconds

Stop the scroll!

## Image or video

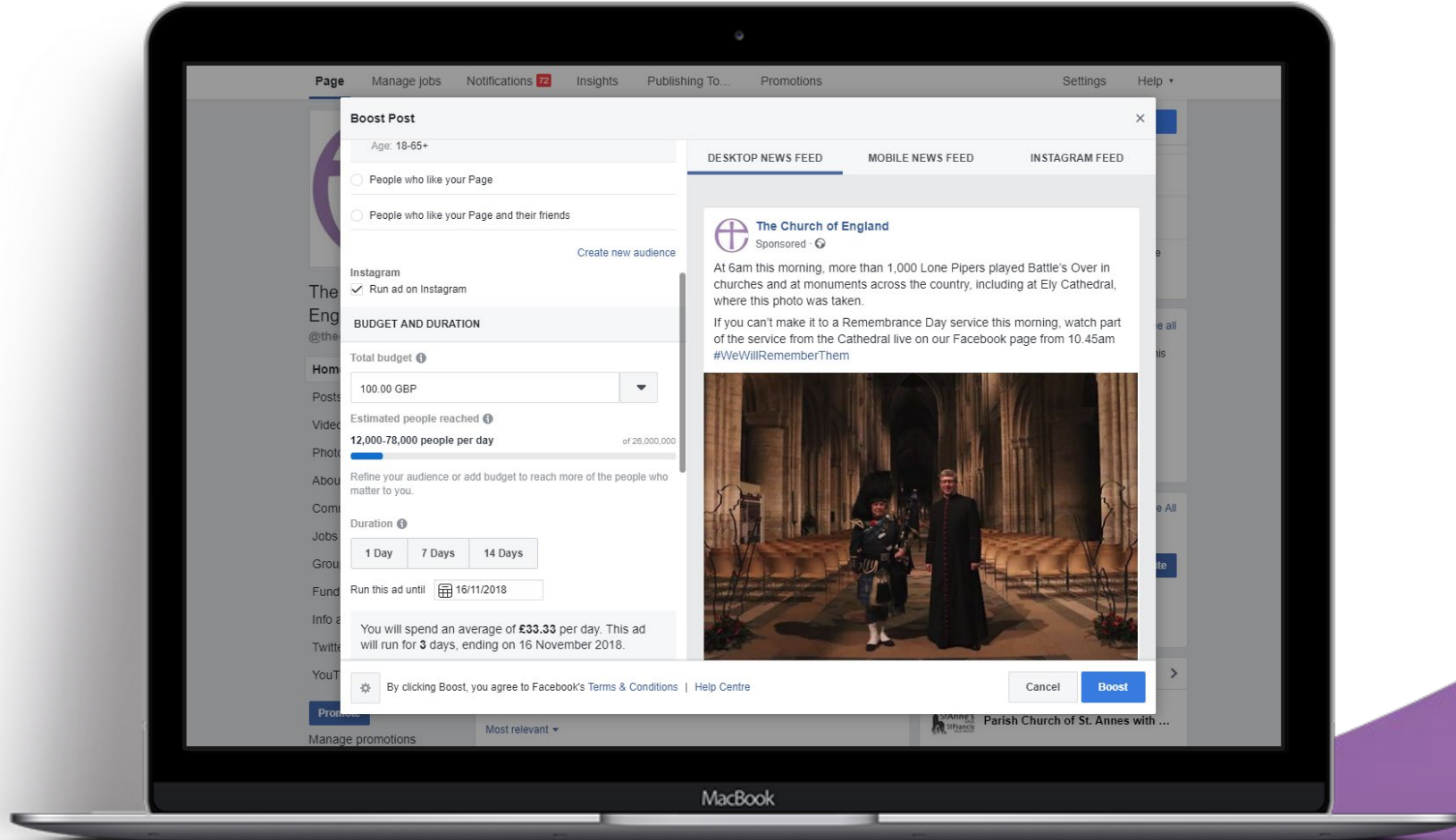
People

Colour

Avoid too much stock photography!



# Paid advertising





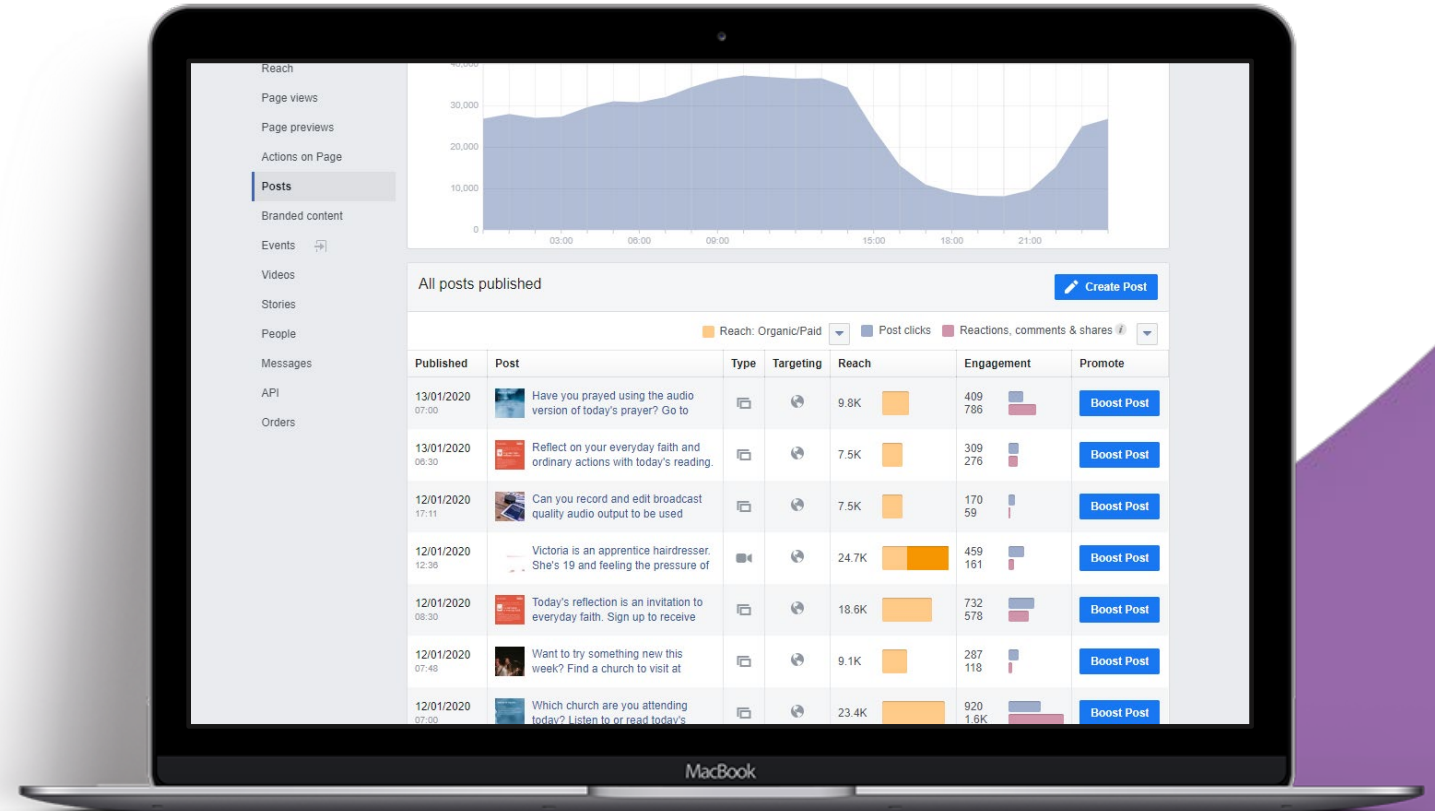
# Insights: What does it all mean?

Find your insights: Your Facebook page > Insights > Posts

**Reach** – Individual numbers who have seen a post

**Engagements** – Likes, reactions, comments, clicks and shares

**Audience** – Age, gender, times online



# Useful tools – Photography and design

[www.canva.com](http://www.canva.com)

[www.spark.adobe.com](http://www.spark.adobe.com)

[www.unsplash.com](http://www.unsplash.com)

[www.pixabay.com](http://www.pixabay.com)

[www.pexels.com](http://www.pexels.com)

[www.freepik.com](http://www.freepik.com)



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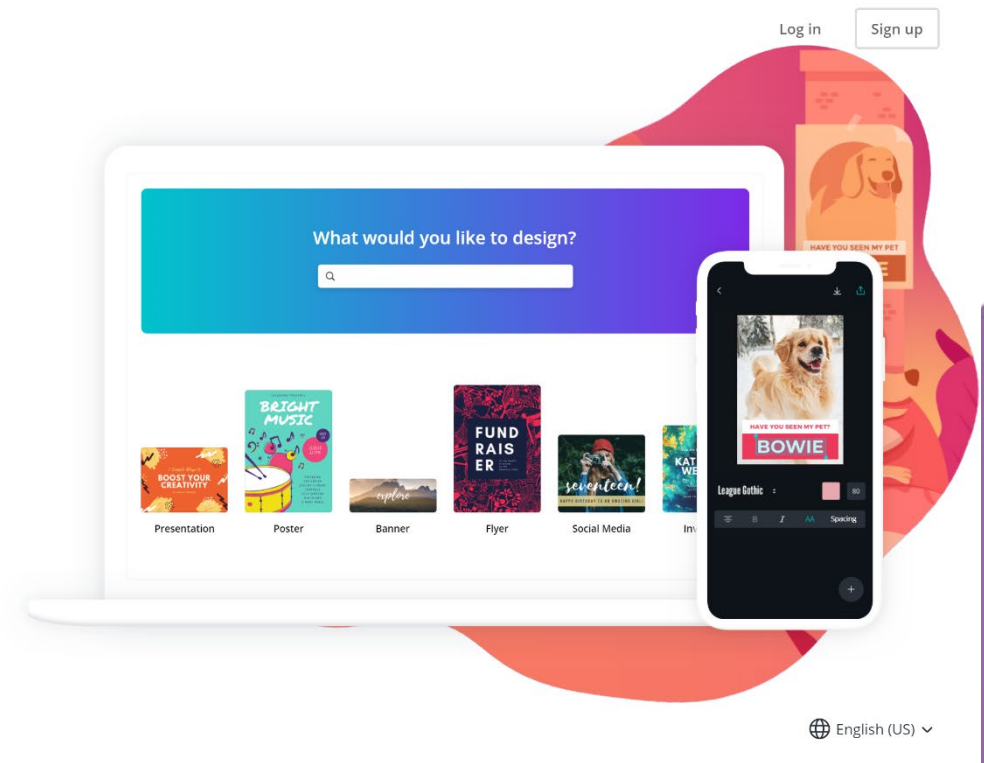
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# Next steps



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