

TOPIC: ORGANIC SOCIAL MEDIA BEST PRACTICES



To generate more reach and make your care center's posts go the extra mile, you should utilize Facebook's Boost Post feature. When you boost a post on Facebook, you pay the social media platforms to amplify one of your existing post's reach to a wider audience outside of the people who already follow your page. A boosted post will show up as a 'sponsored post' on your audience's feed. Boosting your posts is an inexpensive, easy and effective way to promote your new provider to new prospective patients. You can boost posts as much as you want, but if you have a post that you want a larger audience to see, you should boost at least 2-3 times.

Follow these instructions to boost your posts:



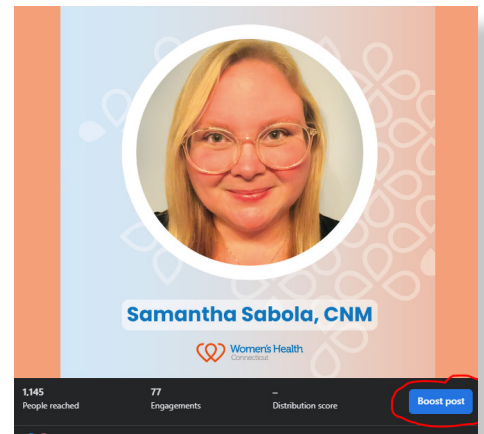
Before you begin

1. You'll need a Facebook Page.
2. Make sure you have a Page role that allows you to advertise.

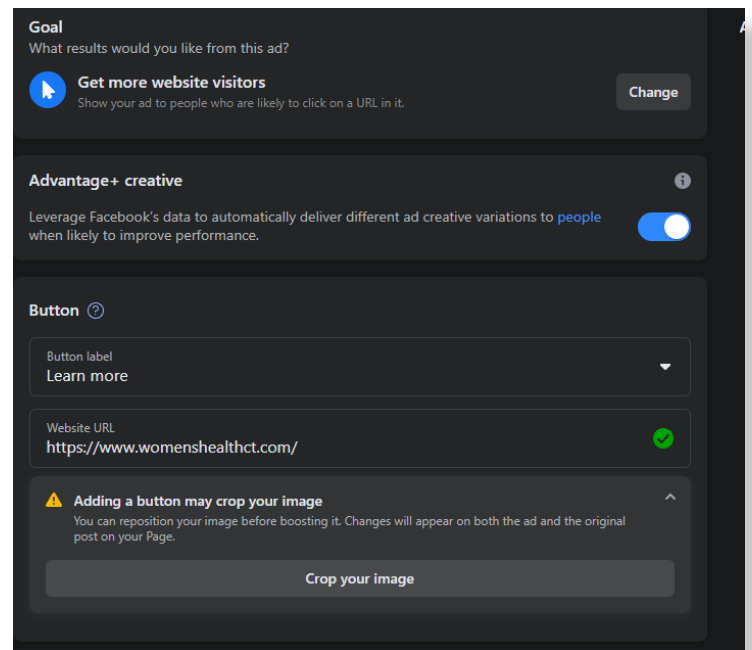


How to create a boosted post

1. Create a post on your Business Page Feed.
2. **Select Boost post.** You can find it at the bottom right of your post.
3. You will be taken to a new page where you will set up the boosted post.

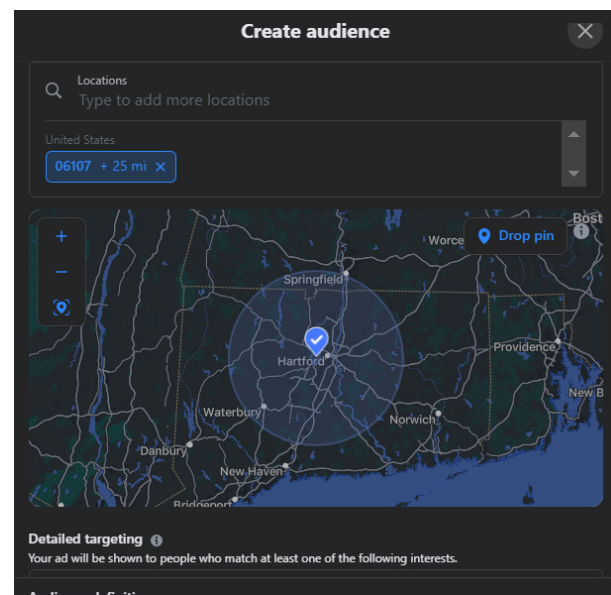
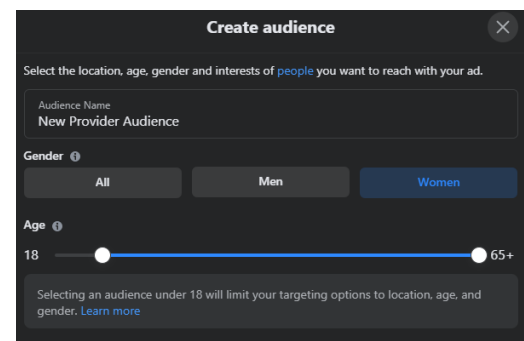


4. **Add your goal:** Choose the results you'd like to see from your ad. We highly recommend this goal be either "Learn More" or "Book Now" for your new provider posts.
5. The Button Destination should be Website, where you insert the corresponding URL. Preferably the URL to your new provider's webpage.



6. Fill in the details for your ad. Facebook will automatically use images and text from your post, but you can choose the following details:

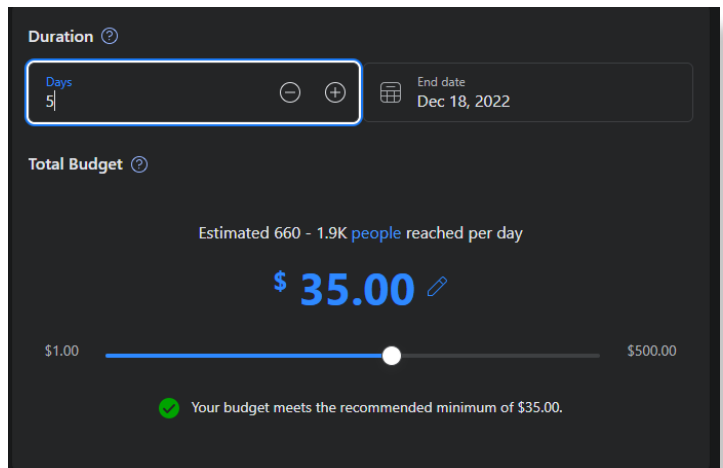
- **Audience:** Choose a recommended audience or create a new audience based on specific traits.
 - Select Create New
 - Add Audience Title (New Provider Audience)
 - Under Gender, select Women
 - Under Age, select 18 to 65
 - Under Location, type in the zip codes at the office locations your new provider practices at. This will have the post target all women, 18 to 65 years of age within 25 miles of your location.
 - Click Save Audience



- **Total budget:** We recommend having the ad run for 5 days, starting on Monday, and spending at least \$35 per boosted post, but you can spend whatever your budget allows.

- **Payment method:** Review your payment method.

7. When you're done, select 'Boost post now'.



8. After your ad is complete, you can review how many views and clicks to your website you received by going to your Facebook Ad Center.

