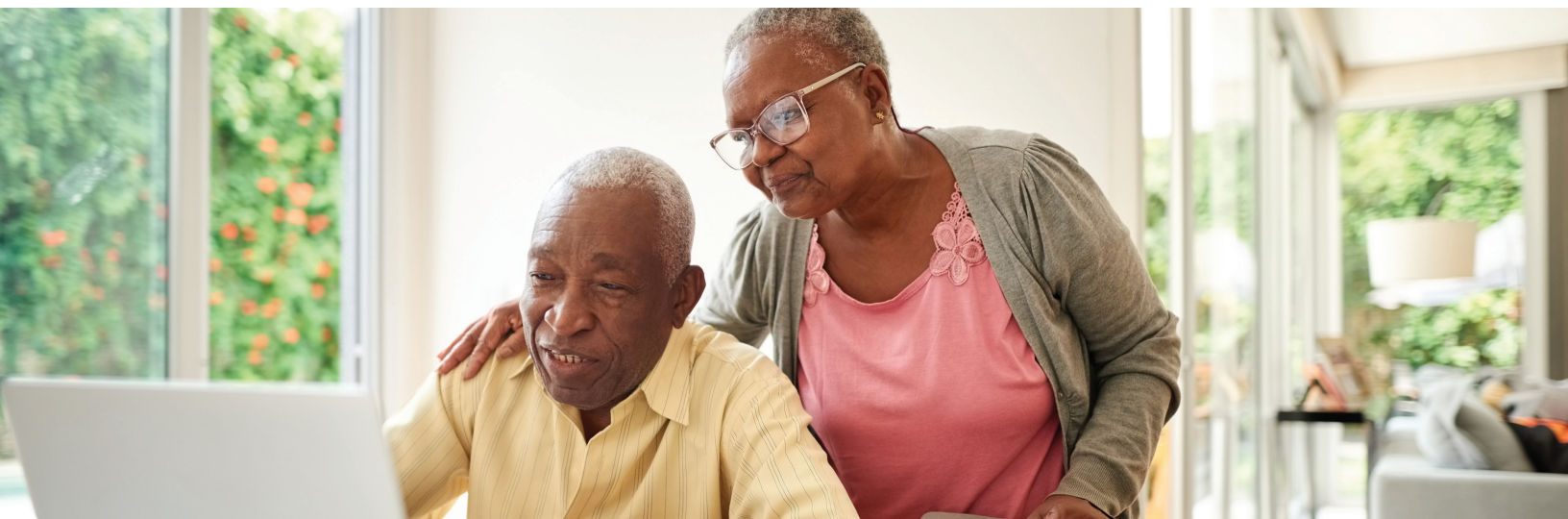


A close-up, blue-tinted photograph of two hands holding a smartphone. The hands are positioned as if they are about to tap the screen or are in the process of using the device. The background is a soft-focus blue.

**FIVE STEPS TO**  
PROMOTING CONTENT ON FACEBOOK



Boosted content pushes your social posts to your followers or a targeted audience, making it more likely to be seen. The following five steps will show you how to do this.

NOTE: Boosted content should not be confused with paid ads on the Facebook platform. Paid ads generally use different content and are managed through Facebook's Ads Manager. For more information on Facebook advertising, use our How to Create an Ad on Facebook Guide.

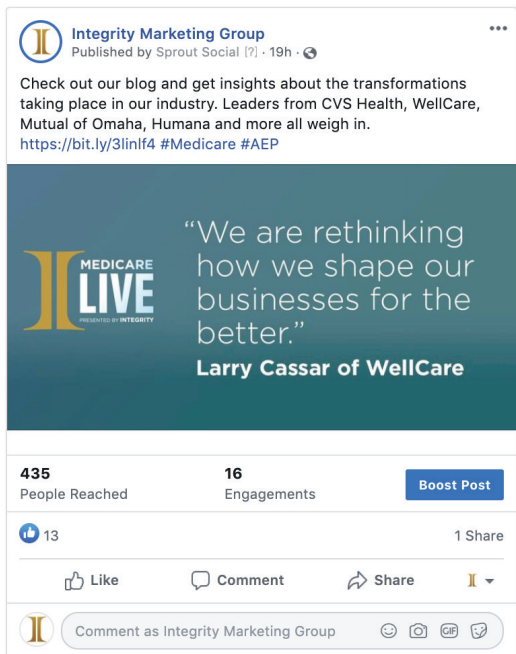
**STEP 1:**

Log into your Facebook account.

**STEP 2:**

Locate the post you wish to promote on your feed.

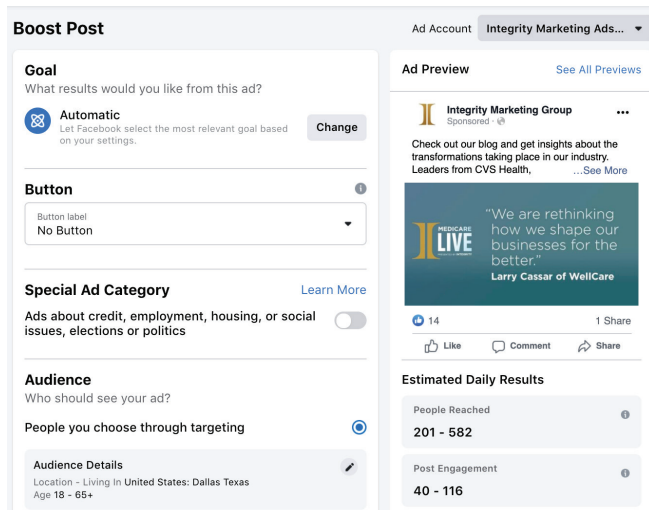
Example:



**STEP 3:**

Click the blue “Boost Post” button and identify your objective, audience and run dates. Facebook will automatically distribute the money across the number of days you choose to run the ad’s promotion. Once your ad reaches the end of its promotion, Facebook will automatically stop promoting it. We recommend starting with \$25/post over five days to get started.

Pro-tip: Select “Automatic” as the objective



The screenshot shows the Facebook Boost Post configuration interface. On the left, the 'Boost Post' settings are visible, including the 'Goal' set to 'Automatic', the 'Button' set to 'No Button', and the 'Audience' set to 'People you choose through targeting'. On the right, the 'Ad Preview' shows a sponsored post from Integrity Marketing Group with a quote from Larry Cassar of WellCare. Below the preview, 'Estimated Daily Results' are displayed: 201 - 582 People Reached and 40 - 116 Post Engagement.

**STEP 4:**

Input your billing information.

**STEP 5:**

Click “Boost.”

You will be able to see the results of your ad’s promotion in the “Insights” section of your Facebook profile.