BOOSTING YOUR SOCIAL MEDIA POSTS

British Orienteering

Promote

- **Automated ads**
Get personalised ads that adjust over time to help you get better results.
- **Choose a goal**
Create a new ad from scratch
- **Boost content**
Create an ad from your Facebook or Instagram content

BEFORE YOU GET STARTED...

GO TO THE META BUSINESS SUITE AND CLICK 'ADS' FROM THE SIDE BAR MENU. CLICK 'CREATE AN AD' AND SELECT THE OPTION THAT SAYS 'BOOST CONTENT'

Goal
What results would you like from this ad?

Automatic – Get more engagement ⓘ
We have selected the **Get more engagement** goal based on your past activity.

[Change]

WHAT'S YOUR GOAL?

01

Before boosting any post, clearly define your goal. Common objectives include:

- Increasing brand awareness
- Driving website traffic
- Generating leads or sales
- Growing engagement (likes, comments, shares)

CHOOSE THE RIGHT CONTENT TO BOOST

02

- Posts that already have strong engagement
- High-quality visuals
- Content that delivers value (tips, reduced entry, value to the customer)

Tip: If a post performs well organically within the first few hours, it's a strong candidate for boosting.

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SELECT YOUR AUDIENCE

03

Define your target audience carefully:
- Location (local, national, or global)
- Age, gender, and language
- Interests and behaviors
- Custom audiences (existing customers or website visitors)

The more specific your targeting, the better your results and cost efficiency.

Audience ⓘ
Who should see your ad?

◉ **Advantage+ audience**
Let our ad technology automatically find your audience and adjust over time to reach more people who are likely to respond to your ad. **Learn more**
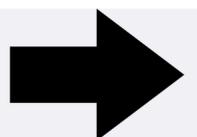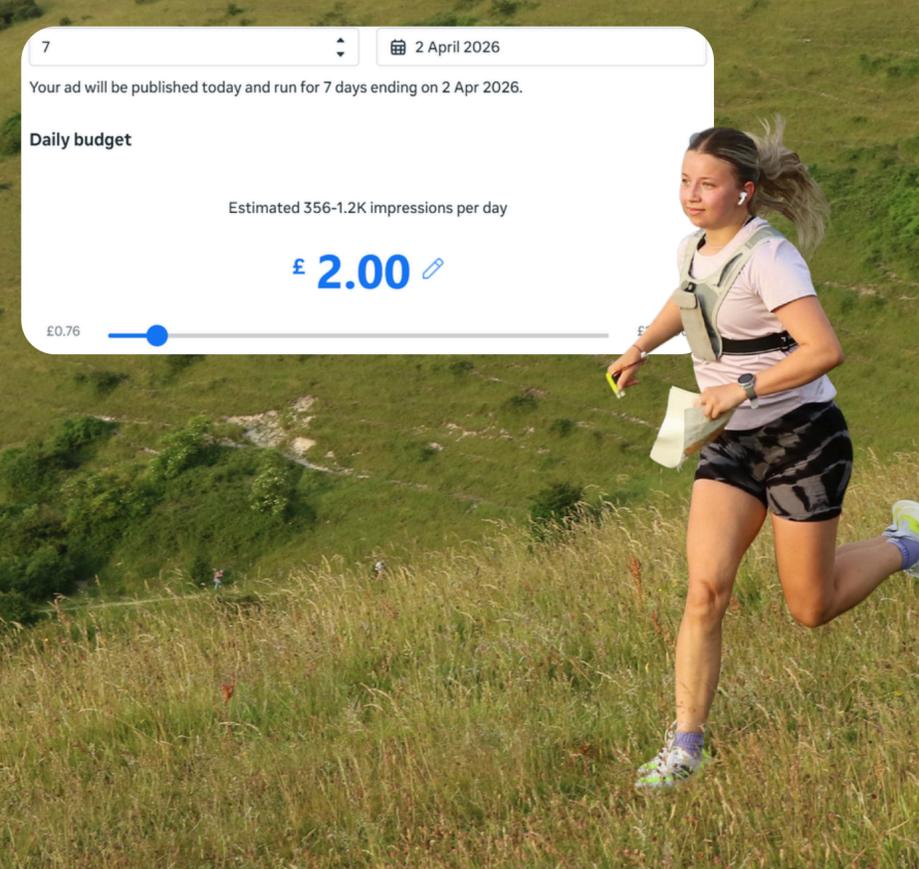
Audience details ⓘ

Location: United Kingdom
Minimum age: 18
Advantage+ audience: On

CLICK ME TO EDIT AUDIENCE PREFERENCES (AGE/DETAILED GROUPS TO MARKET TO) ➡️ ✏️

Your ad will be published today and run for 7 days ending on 2 Apr 2026.

Daily budget

Estimated 356-1.2K impressions per day

£ 2.00

£0.76

04 CHOOSE YOUR BUDGET & DURATION OF THE AD

Start with a small budget and test:

- Daily budget
- Campaign duration (3-7 days is a good starting point)

Monitor performance and scale up only when you see positive results.

STRONG VISUALS AND COPY WIN

05

Your content should grab attention quickly:

- Use bright, clear, high-resolution images or videos
- Keep text short and impactful
- Include a clear call-to-action (e.g., "Enter Now", Sign Up", or "Visit our website")

For Instagram especially, visuals are the primary driver of engagement.

06 OPTIMIZE FOR EACH PLATFORM

Although Facebook and Instagram are connected, optimize content slightly differently:

Facebook:

- Works well with longer captions
- Suitable for links and detailed posts
- Good for community engagement and sharing

Instagram:
- Focus on aesthetics and visuals
- Use hashtags strategically (5 relevant ones)
- Shorter, punchier captions tend to perform better.

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Sponsored · Published by **Alex Welch** ? · 🌐

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