

# HOW TO BOOST A SOCIAL MEDIA POST, STEP BY STEP

## ACCESS THE POST

Either access the post on your grid and click 'Boost post' or:

- >Navigate to Meta Business Suite
- > Ads
- > Create ad
- > Boost post

## DEFINE AD DETAILS

- Select your goal (e.g more sign ups/visits to website/engagement)
- Set your audience preferences up (define who you want to reach, where and used target marketing based on their interests)

## BUDGET & DURATION

- Decide on your budget for the paid ad - usually this is based on a daily spend
- Set the duration of the ad - if you are just starting out trial it for 7 days - you can always extend this! You can also decide on the date and time you want your ad to go live

## PAYMENT & PUBLICATION

- Enter your payment details - if you are doing this for the first time META will need to verify your payment method
- Click publish when you are happy with everything!