



facebook
Promoted Posts
<https://www.facebook.com/business/promoted-posts>

Promoted Posts

An easy way to reach more people with your posts in News Feed

Introducing Promoted Posts

Showcase your important messages and drive more awareness. With Promoted Posts, you increase the likelihood that people will read and respond to your content. Simply write a post on your Page and click the promote button to select your audience and set a budget. Once you've finished, your Promoted Post will appear in News Feed on desktop and mobile.



Promoting your posts increases the likelihood people will:

See your message in their News Feeds

Become aware of your business

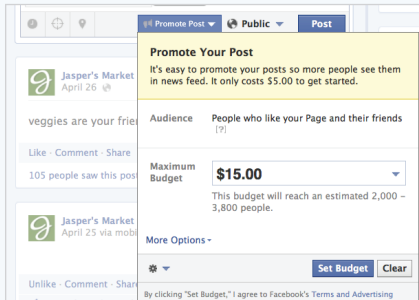
Respond to a discount or sales promotion

The screenshot shows the Facebook page for Jasper's Market. The main post features a close-up of a pie and has 263 likes. A 'Promote Your Post' dialog box is open, providing the following details:

- Promote Your Post:** It's easy to promote your posts so more people see them in news feed. It only costs \$5.00 to get started.
- Audience:** People who like your Page and their friends (7)
- Maximum Budget:** \$15.00
- Budget Note:** This budget will reach an estimated 2,000 - 3,800 people.
- Buttons:** Promote Post, Cancel
- Disclaimer:** By clicking "Promote Post," I agree to Facebook's Terms and Advertising Guidelines.
- Post Status:** 105 people saw this post

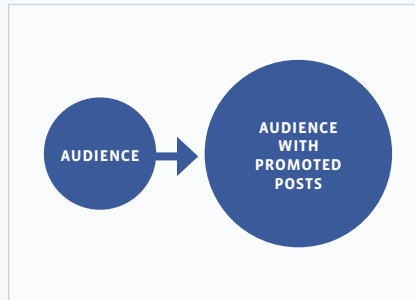
The Promote Post button can be found in the composer window when creating a post as well as in the bottom right corner of any of your existing posts.

How It Works



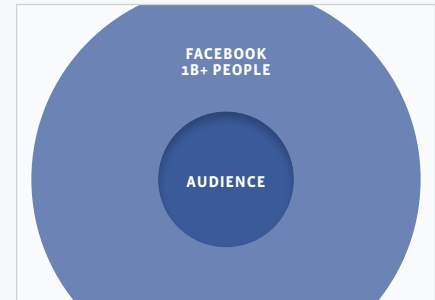
Promote an important post

On your Page, add a budget to a new or existing post so more people who like your Page and their friends see your message.



Get more views in News Feed

Showing your posts to more people in desktop and mobile News Feed will encourage likes, comments and shares.



Expand your audience

When people engage with your post, their friends may see it as a story in their own News Feeds. This means you'll reach more people.

How to Promote a Post

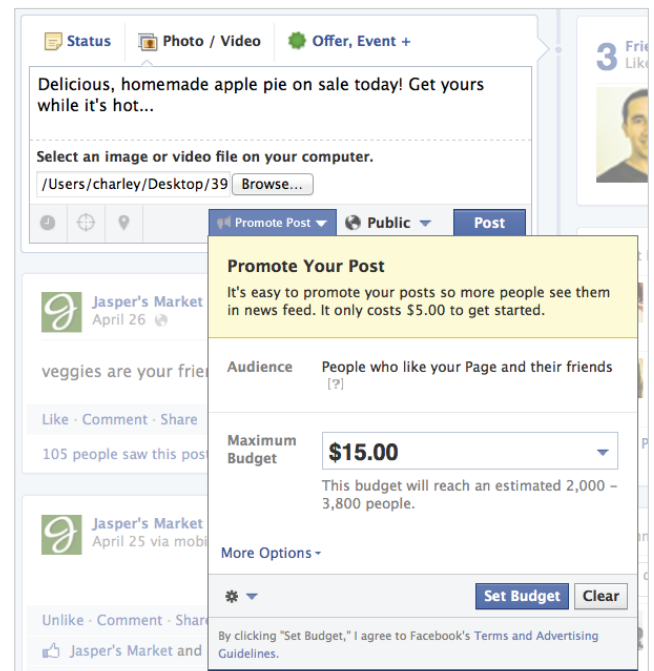
1 Create a new post or select an existing post on your Page

Any post you've created after June 21, 2012 can be promoted, including status updates, photos, offers, videos, and questions.



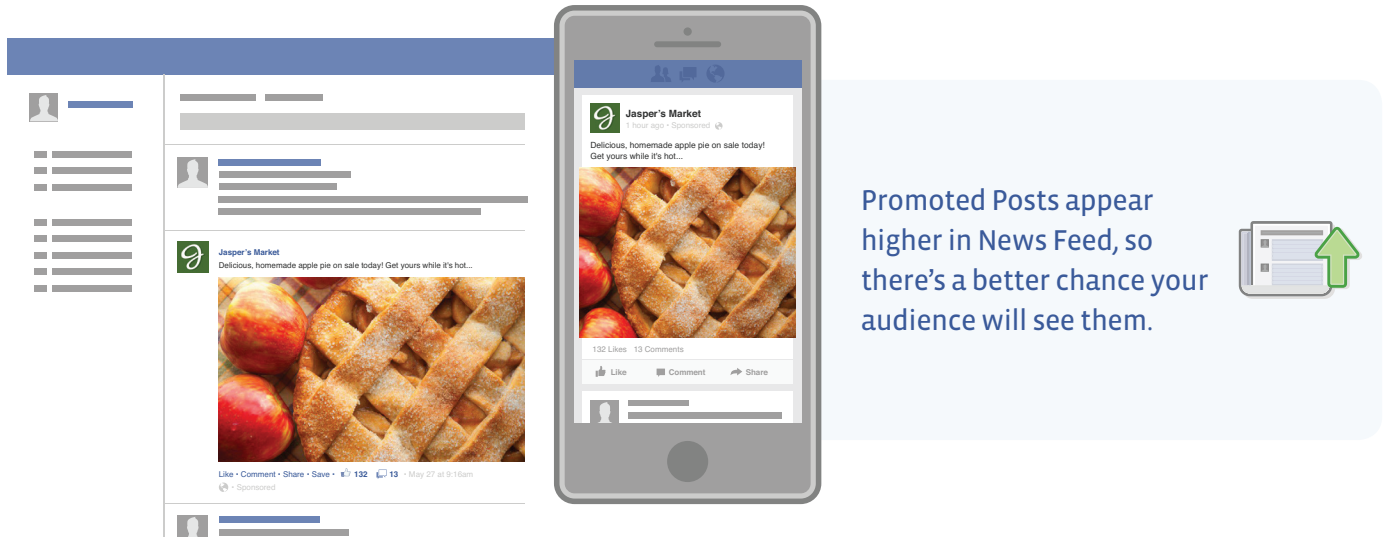
2 Select your budget from the Promote dropdown menu

You can choose your budget based on how many people you would like to reach.



3 People see your post in their News Feed on desktop and mobile

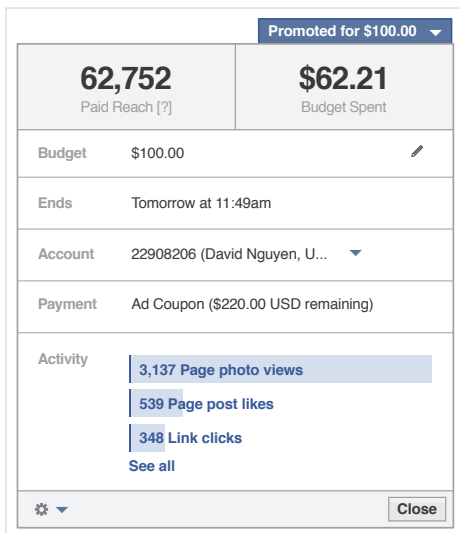
All promoted posts will show in the News Feeds of the people who like your Page, or the people who like your Page and their friends. These posts will be labeled as “Sponsored”. Promoted posts will not be shown in the right-hand column of Facebook, where ads and sponsored stories are displayed.



This is how a promoted post will appear in News Feed on desktop and mobile.

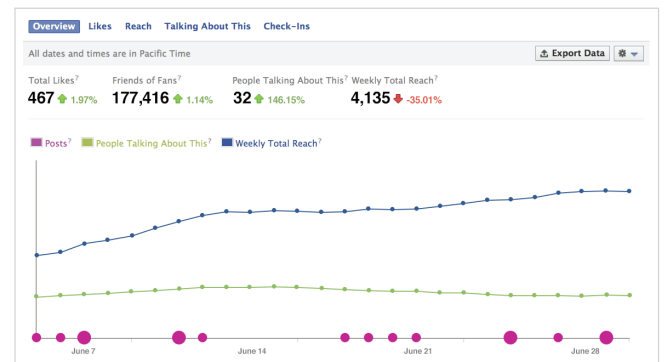
4 View the results of your promoted post

You can view results in the drop-down from the “Promote” button at the bottom of the promoted post.



5 Learn what's working with Page Insights

Pay attention to engagement metrics to learn which posts customers respond to best.



Learn More:

Get started now: <http://facebook.com/business/promoted-posts>

Visit the Help Center: <http://www.facebook.com/help/pages/promote>