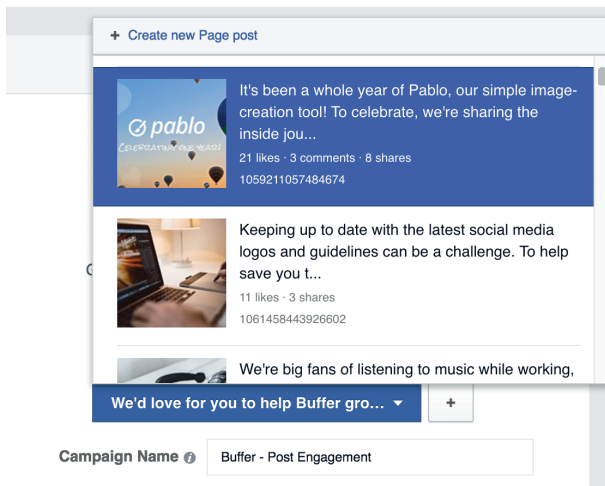


BOOST YOUR POSTS



What's involved:

After you click to create a new ad and choose "Boost your posts," the next steps are:

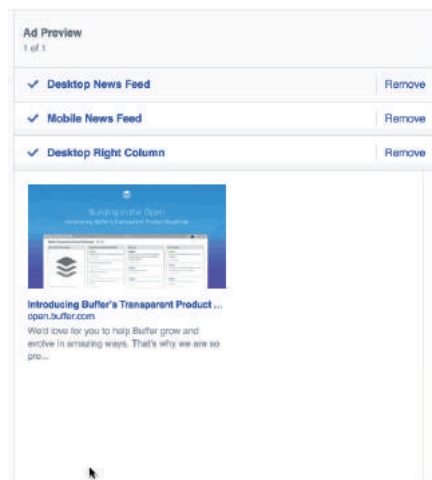
1. Choose one of your Facebook Pages or enter its URL
2. Select a previous update that you've published to your page (or create a new update)
3. Give this campaign a name

At the next step, you can set your audience and budget.

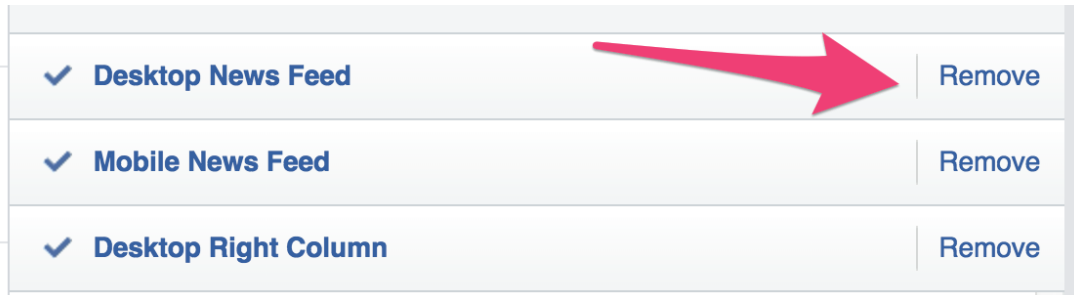
After setting audience and budget, you can move ahead into the ad creative. The good news with boosted post campaigns: The ad creative is already set for you! The creative is the post!


From this screen, you can change the post you'd like to boost, and (here's the most hands-on part of this step) you can view how your boosted posts will look in three different locations within Facebook:

1. Desktop News Feed
2. Mobile News Feed
3. Desktop Right Column



And from here, you can also set which locations you'd like your ad to appear. For any spots you'd rather not show your ad, click the Remove link to the right of the preview.



Tip: You can also boost posts directly from your Facebook Page or Newsfeed. To do this simply click on the Boost post button  displayed on any of your posts.