Boosted Posts

The easiest way to start spending some money on Facebook and a great way to drive engagement and awareness!

1. Create your post with a call to action
- Check out the website
- Attend an event
- Like, share, comment

2. Include a photo or video component
Videos should be short but give the viewer something they wouldn’t normally see like a behind the scenes look. Remember, the first 10 seconds are the most important! Photos should be engaging and high quality.

3. CLICK BOOST!

4. Choose your audience
Targeting allows you to pick geographic location and interest. Some common interests we frequently use are: horse racing, horses, agriculture

You can also choose to target people who already like your page and/or people who are friends with people who like your page, and so may have common interests

5. Set your budget and duration
Boosts that run during the week are more cost effective, weekends are the ‘slow’ time for social media

Posts that are highly engaging without the boost are going to cost less to reach more people than less engaging posts, they will naturally have a higher ROI. You can also make a couple of posts and see which one does better organically and decide to boost that after, or choose a recent post that generated a lot of likes/shares/comments on your page.

6. Wait for Facebook to approve your boost
Gambling content will most likely be rejected by Facebook

If you have text covering your image (like a magazine ad), it cannot make up more than 20 percent of the image.

7. Don’t hesitate to reach out for help!
You can reach the USTA’s Social Media and Publicity Manager, Allison Conte, at Allison.conte@ustrotting.com or by calling 877-800-8782 x3257 if you have additional questions.