

# Boosted Posts

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

**1** United States Trotting Association  
September 2, 2016

**A Winning Experience**  
Get a first hand racehorse ownership experience at Batavia Downs! Enjoy \$20 FREE PLAY, a personal paddock tour, winner's circle photo and dinner all while learning how you could go from the grandstand to the winner's circle by owning a racehorse. Register now at <http://wshe.es/YJo09Ny1>



11,299 people reached

237 10 Comments 14 Shares

## 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!

**Boost Post**

## 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

**AUDIENCE**

People you choose through targeting Edit

Location: United States: Waterbury (+50 mi) Connecticut; Toms River (+50 mi) New Jersey; Yonkers (+50 mi) New York; Allentown (+50 mi), Philadelphia (+50 mi) Pennsylvania  
More \*

People who like your Page

People who like your Page and their friends


YR

Goshen Owners1

See All (14) | Create New Audience

**4** United States Trotting Association  
Sponsored

Register Today!  
The 2017 USTA Standardbred Driving School w/ County Fairgrounds, Delaware, Ohio, which is the Jug, May 31 – June 3. It's a once in a lifetime exp <http://bit.ly/2mwqo91>



## 5. Set your budget and duration

Boosts that run during the week are more cost effective, weekends are the 'slow' time for social media

**BUDGET AND DURATION**

Total Budget: \$20.00

Estimated People Reached: 1,299 - 1,798 people

Duration: [ ]

This is only an estimate based on the search targeted to your set.

Review your ad placement or add budget to reach more of the total number to you.

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](mailto:Allison.conte@ustrotting.com) or by calling 877-800-8782 x3257 if you have additional questions.