

The Facebook Boost Post Button: How to Use it and Get Results

Boosting a Facebook post is a great way to combat declining organic reach and get your content in front of the right people. Learn how to use the Facebook boost post button for better ROI.

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With 2.74 million monthly active users, Facebook is by far the largest social network. Yet within that huge potential audience, it can sometimes feel tricky to find your target market. Using the Facebook **Boost Post** button is the simplest way to expand your reach with just a few clicks and a small investment.

You know that your potential fans and customers are on Facebook. Facebook boost can help you reach them.

Contents

The Facebook Boost Post Button: How to Use it and Get Results	1
What is a Facebook boosted post?	1
Benefits of boosting a Facebook post.....	1
Facebook ads vs. boosted post	2
Facebook boost post features	3
Facebook boosted post cost	3
How to boost a post on Facebook	3
How to edit a boosted post on Facebook	7

What is a Facebook boosted post?

A Facebook boosted post is just like a regular Facebook post. Except, you spend a little money to promote it to people who would not see your organic post. It's the simplest form of a Facebook ad, and you can create one in just a few clicks.

Benefits of boosting a Facebook post

Here's some sobering news for Facebook marketers: organic reach is down to 5.2%. You simply can't rely on the Facebook algorithm to get your organic content in front of all the users you want to reach. Even people who like your Page may see just a fraction of what you post.

Facebook's **Boost Post** button is the fastest and easiest way to get your Facebook posts in front of more eyeballs. Here are some of the key benefits of boosting a Facebook post:

- ❑ **You can reach more of the right people.** Boosting a Facebook post expands your audience beyond people who already like your Page. With the built-in targeting options, you can be sure you're reaching the people who are most likely to be interested in what you offer.
- ❑ **You can create a basic Facebook ad in just a few minutes.** Just choose an existing post and select a few options (your goal, call to action, audience settings and more). It all happens on one screen, and you can be up and running in five minutes or less. You can even create your ad from your mobile device.
- ❑ **You get access to analytics.** When you boost a post, you get access to analytics that show you how well the post performed. This helps you learn what works best for your Facebook marketing goals, so you can refine your Facebook strategy over time.
- ❑ **You can extend your Facebook reach to Instagram.** When you boost a Facebook post, you can choose to have the content appear as a boosted post on Instagram as well. This is an easy way to reach even more potential new followers and customers.

Facebook ads vs. boosted post

As we've already said, a boosted post really is a simple form of Facebook advertising. But it does differ from regular Facebook ads in a few key ways.

Here's a rundown of how boosted posts and traditional Facebook ads are different.

	BOOSTED POSTS	FACEBOOK ADS
Ad creation	Apply a budget to expand the reach of an existing post from your Facebook Business Page	Create your ad in Facebook Ads Manager
Ad objectives	<ul style="list-style-type: none">• Messages• Engagement• Video views• Website visitors• Leads• Calls	<ul style="list-style-type: none">• Brand awareness• Reach• App installs• Traffic• Local generation• Messages• Engagement• Video views• Conversions• Store visits• Catalog sales
Ad placements	<ul style="list-style-type: none">• Facebook news feed• Instagram• Messenger	<ul style="list-style-type: none">• Facebook Mobile news feed• Facebook Desktop news feed• Facebook news feed side column• Messenger• Instagram• Instagram stories• Instant articles• Audience Network
Ad formats	<ul style="list-style-type: none">• Based on a standard Facebook post• Standard call-to-action buttons	<ul style="list-style-type: none">• Additional ad features and formats like:<ul style="list-style-type: none">• Carousels• Custom call-to-action buttons
Ad targeting	<ul style="list-style-type: none">• Interests• Age• Gender• Location• Demographics• Behaviors	<ul style="list-style-type: none">• Advanced audience targeting• Lookalike audiences

As you can see, regular Facebook ads offer many more options. That said, if boosting a Facebook post supports your desired ad objectives, it is a fast and easy way to promote your business on Facebook and Instagram. Sometimes, there's no need to make things more complicated just because you can.

Facebook boost post features

A Facebook boosted post has the same features as a regular Facebook post, with a few extras.

Just like any Facebook post, your boosted content can include text, an image or video, and a link.

Additional features of Facebook boosted posts include a call-to-action button and the ability to track ad metrics for the post.

Facebook boosted post cost

You can boost a Facebook post for as little as \$1USD per day. The more you spend, the more people your ad will reach.

As we explain in the detailed steps below, you can set your boosted post budget using a slider that shows you how many people you will reach for your chosen spend.


This allows you to make informed decisions about how much money to use for your boosted post.

How to boost a post on Facebook


The handy thing about the Facebook boost post feature is that you can use it to create a simple Facebook ad with just a few clicks.

Here's how:

1. **Go to your Facebook Page.** You can use either the web interface or the Facebook app on your mobile device.
2. Scroll to the post you want to promote and **click the blue Boost Post button** below the post.

 **The Hands-On Guide to Surviving Adult Children Living at Home** ...
September 11, 2020 · 🌐

Have your adult kids moved home to cope with the pandemic?



MONEY.COM
The Pandemic Is Sending 20-Somethings Home Indefinitely, and Their Parents Are Payi...

292 People Reached 9 Engagements **Boost Post**

3. **Select the goal for your boosted post.** If you're just getting started and you're not sure which goal to select, you can let Facebook choose the best goal based on your settings.

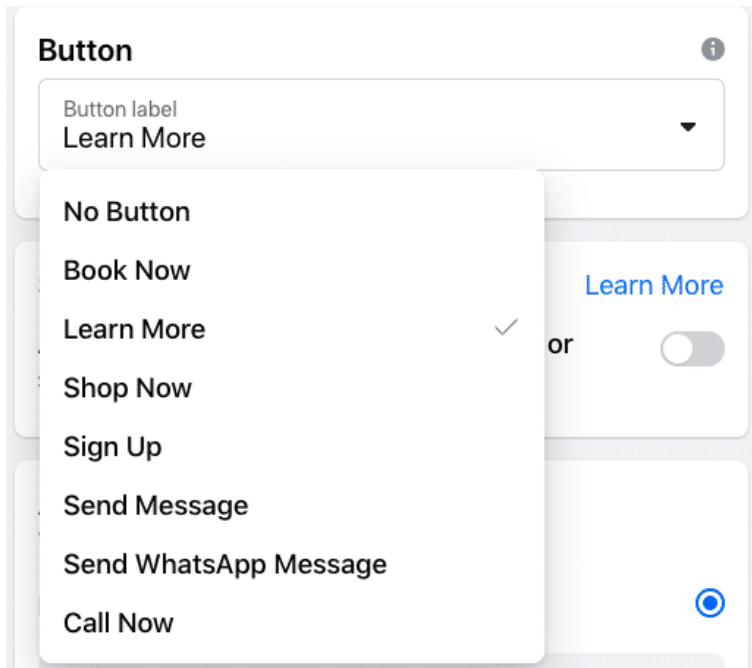
Goal [X]

What results would you like from this ad?

- Automatic**
Let Facebook select the most relevant goal based on your settings.
- Get more messages**
Show your ad to people who are likely to send you a message on Facebook or WhatsApp.
- Get more engagement**
Show your ad to people who are likely to react, comment and share.
- Get more website visitors**
Show your ad to people who are likely to click on a URL in it.
- Get more leads**
Use a form to collect contact information from potential customers.
- Get more calls**
Show your ad to people who are likely to call your business.

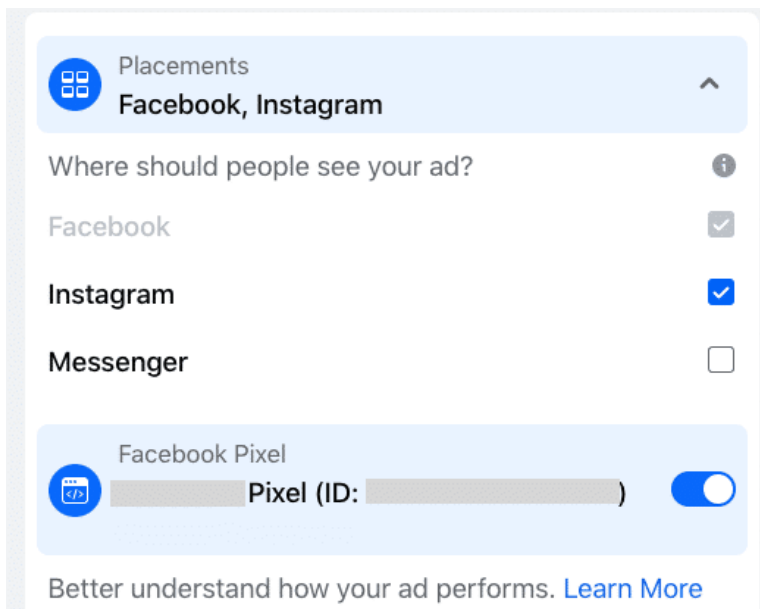
Cancel **Save**

4. **Choose what the call-to-action button in your Facebook ad will say.** The options will vary based on the goal you selected in the previous step.



5. **Choose the audience for your boosted post.** You can choose an audience of people who already like your Page, people who like your Page plus their friends, or a new custom audience using Facebook's targeting options.

8. **Choose your ad placement and select your payment method.** If you have set up a Facebook Pixel, use the toggle switch to connect it to your ad for more detailed analytics.



9. **Check your ad preview and estimated results.** When you're happy with what you see, click **Boost Post Now** at the bottom of the screen.

The screenshot shows the Facebook ad creation interface. At the top, the 'Ad Preview' section displays a preview of the ad. The ad features a circular profile picture, the title 'The Hands-On Guide to Surviving Adult Children Living at Home', and the text 'Sponsored · [lock icon]'. Below the title is the question 'Have your adult kids moved home to cope with the pandemic?'. The ad image shows three people in a kitchen. Below the image, the text 'MONEY.COM The Pandemic Is Sending 20-' is visible, along with a 'LEARN MORE' button. Underneath the ad preview are icons for 'Like', 'Comment', and 'Share'. A 'See All Previews' button is located below the ad preview. The 'Estimated Daily Results' section shows 'People Reached' as 185 - 534 and 'Link Clicks' as 22 - 65. The 'Payment Summary' section indicates 'Your ad will run for 5 days.' and 'Total budget' as '\$10.00 CAD'. At the bottom, there is a 'Help Center' link and a 'Boost Post Now' button, which is circled in red.

Ad Preview

The Hands-On Guide to Surviving Adult Children Living at Home ...
Sponsored · [lock icon]

Have your adult kids moved home to cope with the pandemic?

MONEY.COM
The Pandemic Is Sending 20-
LEARN MORE

Like Comment Share

See All Previews

Estimated Daily Results

People Reached ⓘ 185 - 534
Link Clicks ⓘ 22 - 65

Payment Summary
Your ad will run for 5 days.

Total budget \$10.00 CAD

Help Center | **Boost Post Now**

That's it! You have created your Facebook boosted post.

This might look like a lot of steps, but they're all very straightforward and you can tackle them all from one screen.

How to edit a boosted post on Facebook

Technically, there are not many edits you can make directly to a boosted post on Facebook.

While the post is boosted, you will not be able to edit the text, link, image, or video. You can only edit the audience, budget, duration, and payment method — not the post itself.

In fact, if you click on the three dots icon you usually click to edit a Facebook post, you will see the option to edit the post is simply not there.

It's a best practice to proofread your text, double-check your links, and make sure you're completely happy with the image or video *before* you boost your post.

That said, mistakes sometimes happen. Fortunately, there is a workaround to edit a boosted post.

Here's how to do it:

1. Go to your Facebook Page and find the post you want to edit.
2. Under the boosted post, click **View Results**.
3. Click the **three dots** in the top right, then click **Delete Ad**. This does not actually delete the post. It simply cancels the boost. However, note that you will lose analytics results for the boost so far once you take this step.
4. Go back to your Facebook Page, find the post again and click the **three dots** to edit the post. Once you are happy with the post, you can boost it again by following the steps described in the previous section.

In some cases, it might be easier to simply delete your post and start over. However, if you have already got likes, comments or shares of your boosted post, this method allows you to retain that engagement.

source: <https://blog.hootsuite.com/how-does-facebook-boost-posts-work/>