

How to boost a post from your Facebook Page

Reference: Meta for Business (formerly Facebook for Business), Business Help Center

This article applies to both classic and new Pages. Learn more about new Pages.

You can boost posts on your Facebook business Page to reach more people and promote your business.

What's a boosted post?

A boosted post is a post to your Page's timeline that you can apply money to in order to boost it to an audience of your choosing. This is the simplest way to advertise on Facebook. Boosted posts differ from ads on Facebook because they are not created in Meta Ads Manager and don't have all of the same customization features.

When you boost a post, it'll show up in your audience's Facebook Feed as an ad. You can also select Instagram as an ad placement for your boosted post. You can choose a post that's already present on your Page's timeline and boost it by following only a few steps. When you boost a post, you'll tell us 3 things:

- **Who you want to reach**, you'll pick a target audience of the type of people you want to connect with
- **Your max budget**: you'll tell us exactly how much you want to spend over the course of your entire campaign
- **How long you want to run your ad**: once you click Boost and your ad is approved, people in your target audience will see your ad in their Feed for the duration you've set

Note: boosted posts are still considered ads because they require a budget to be shared with a wider audience. This is the core similarity it shares with Facebook Ads.

When you receive your bill, your boosted post will be identified as an ad.

What are Facebook ads?

While boosting a post is still considered an ad, Facebook ads are created through Ads Manager

- **and offer more advanced customization solutions.**
- There are many advertising objectives to help you reach your specific business goals and the audiences you care about most.

Where a boosted post may initially optimize for Page likes, comments, and shares or overall brand awareness.

Facebook ads can optimize for app installs, website conversions, video views, shop orders and more.

What more can I do with Facebook ads?

Choose different ad placements: When you boost a post, you'll be able to check or uncheck whether or not you want to place your ad in Instagram in addition to Facebook mobile and desktop Feed. With Facebook ads, you get the added benefit of choosing placements in Facebook Feed side ads, Messenger ads, Instagram stories, instant articles, and Audience Network.

Use specific ad objectives: Choosing an ad objective early on will help you to focus on which campaign type best aligns with your current business goals. Boosted posts allows you to focus on website clicks, Page engagement and local business promotions, but the full ads system in Ads Manager lets you choose objectives like leads, app promotion and sales. You can also create and manage ads through the Ads Manager mobile app. Note: We are gradually introducing a new set of 6 campaign objectives in Ads Manager. If you see more than 6 objectives when you create a new ad, you still can use our previous objectives in Ads Manager for a limited time.

Maintain creative control: With Facebook Ads created through Ads Manager, you can design an ad that fits your goals. Create carousel ads, add specific descriptions and add a call-to-action button that'll drive more of your audience to take action. These are only a few of the creative and formatting options available in Ads Manager that aren't available when boosting a post from your Page.

Use advanced targeting capabilities: Boosting posts let you decide on interests, age and gender for your ad targeting. This helps you reach people who most likely care about your business. With Facebook ads, you can use more advanced tools to create overlapping audience types, lookalike audiences and more.

Before you begin:

- You'll need a Facebook Page.
- Make sure you have a Page role that allows you to advertise.
- If you have transitioned to the new Pages experience, you must have Facebook access to complete the steps. If you have task access, you can manage the new Page from another platform. Learn more about types of access.

To boost a Facebook post on your classic or new Page:

- Switch into your Facebook Page.
- Find the post you want to boost.
 - This may include a Jobs, Event, or video post.
- Select Boost post.
 - You can find it at the bottom right of your post.
 - *Note: If you are unable to select Boost post, boosting may be unavailable for this post.*

Goal:

- Choose the results you'd like to see from your ad.
- You can let Facebook select the most relevant goal based on your settings or choose a goal manually.

Fill in the details for your ad.

You can automatically use images and text from your post, but you can choose the following details:

Audience:

- Choose a recommended audience or create a new audience based on specific traits.

Note: If your ad is part of a Special Ad Category, your audience options may be limited.

Total budget:

- **Select a recommended budget** or provide a custom budget.
- **Duration:** Select suggested time frame or provide a specific end date.
- **Payment method:** Review your payment method. If you need to, you can change or update your payment method.

When finished, select “Boost post now.”

Helpful Hints and Locations:

- View your Facebook ad charges and payment history.
- Business Help Center
- Increase or decrease your payment threshold.

Learn more at these locations:

- [About boosted posts](#)
- [Edit boosted posts](#)
- [View results for boosted posts](#)
- [Schedule a boosted post on Meta Business Suite](#)