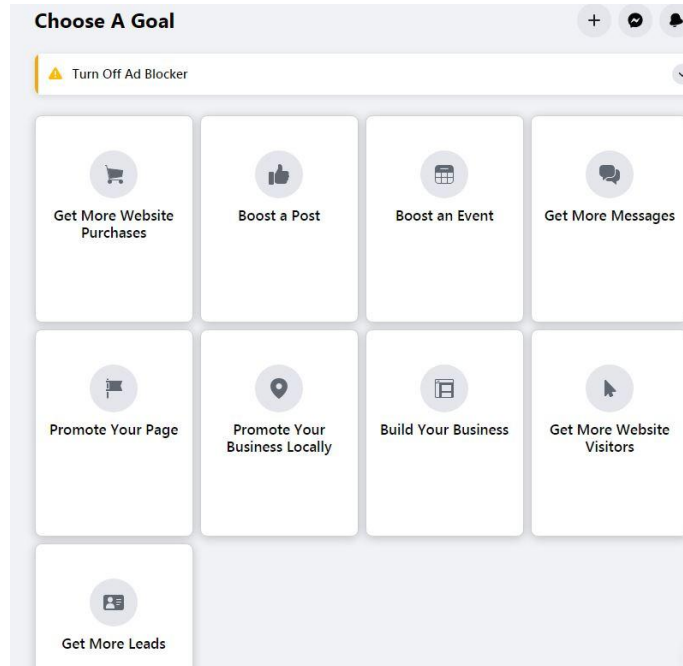## Tips for Boosting your Rotary Club Facebook Posts & Events
with Facebook Ads

1. Choose your objective: (don't " Boost" without a specific goal)

   a. Get more people to react, comment & share your post or event
   b. Connect with Facebook readers via messages
   c. Get people to like/follow your page
   d. Get people to click a link/sell tickets i.e. ticket link website, email, sign up

2. Choose the audience for your Facebook Ad or Event:
   a. People you choose through targeting- Narrow target audience by:
      1. Gender
      2. Age range
      3. Location by town or county (use radius option)
      4. Demographics of interests & behaviors i.e. - you can target a person who likes 'volunteering' 'international volunteering' 'community issues' 'community leader' 'friendship'
      5. If you are boosting a fundraiser target people who like activities related to your fundraiser: 'wine' 'vintage cars' 'craft beer' 'kayaking' 'cornhole' etc…

> b. There is a Facebook meter that rates the quality of your filter. You want your audience to not be too specific or too broad. You want the meter to read in the 'green' zone'

> 3. Then select your budget and how many days you want to run your ad/boosted post

Chamber of Commerce - Cross-Promotion on Facebook

Budgeting to join your local **business Chamber** has been a successful idea for many Area 3 clubs. Our local Chamber will promote our events in their newsletter. You can have access to your Chamber's bulk mailing list & discount code & their email list. They will also support Clubs in a partnered networking event. There is also an option of taking out an ad in their yearly business directory both in paper & digital form. You can also built a relationship with them & "cross-promote" events on both Facebook pages. Cross Promotion is important in casting a larger net to a new audience.