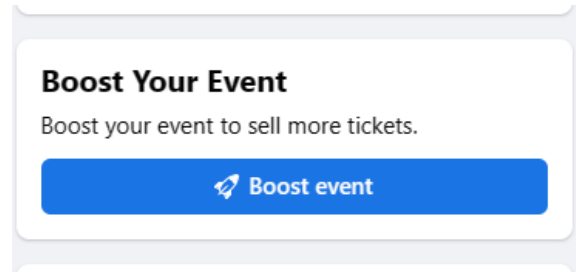




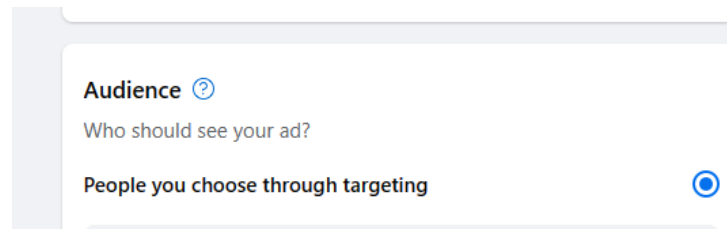
## HOW TO ADVERTISE ON YOUR CLUB FACEBOOK PAGE

Loretta Caron – GFWC-WI Communications & Public Relations Chairman

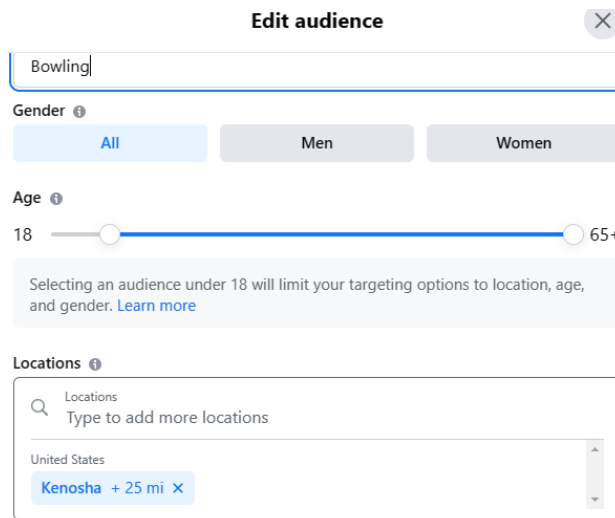
1. Click on 'Boost event' if wanting to boost an event. It will say 'Boost post' if it is a post.




2. Choose who you want to target your ad. Choices are:
  - People you target
  - People who like your Page
  - People who like your Page and people similar to them
  - People in your local area
  - Or other named target ads you have done in the past




3. In this example, a targeted audience named 'Bowling' is created. It will consist of anybody 18+ that lives 25 miles from Kenosha and have an interest in charity causes and volunteering.




4. Confirm the audience is what you want. If need to modify, click on the pencil to the right.




**Bowling** 


**Audience details** 

Location - living in: United States: Kenosha (+25 mi) Wisconsin  
Age: 18 - 65+  
People who match: Interests: Charity and causes or Volunteering


5. Confirm the duration of the ad and how much you want to spend. Minimum is \$1/day


**Duration** 

Days: 14   End date: Feb 18, 2023 

**Total Budget** 

Estimated 219 - 643 Accounts Center accounts reached per day

**\$ 20.00** 

\$1.00  \$500.00

6. Once ad is created, you will get a screen that looks like this - confirming details and Facebook needs to review the ad before it will start running.

**Your ad is being created**

We'll let you know if it meets our [Advertising Policies](#) within 24 hours or less.  
You can also get updates in Ad Center.

Status	In review
Goal	Get more website visitors
Total budget	\$20.00 USD
Your ad will run for 14 days.	
Total amount	\$20.00 USD
Payment method	null

[Go to Ad Center](#)

7. Wait ... Facebook will take up to 24 hours to approve the ad. The post will be “live” on your page. You will get notified once the ad is approved or rejected. Most often post is rejected because of too much text in picture or need to adjust targeted audience.

8. As the ad is running you can view the results. It looks like this:

The screenshot displays the 'View results' page for a Facebook advertisement. The top right corner features a 'Promote again' button and a three-dot menu. The main content is organized into several sections:

- Performance:** Shows '\$1.44 spent over 2 days'. Key metrics include 8 Link clicks, 299 Reach, and a Cost per Link clicks of \$0.18.
- Activity on Facebook:** A horizontal bar chart shows post engagement (15), link clicks (8), post reactions (5), and post shares (2).
- Audience:** States 'This ad reached 299 people in your audience'. It includes a gender split (76.3% Women, 23.7% Men) and a bar chart showing audience distribution across age groups (13-17, 18-24, 25-34, 35-44, 45-54, 55-64, 65+).
- Audience details:** Lists location as 'United States: Kenosha (+25 mi) Wisconsin', age as '18 - 65+', and interests as 'Volunteering or Charity and causes'. An 'Edit Audience' button is at the bottom.
- Details:** Shows the ad is 'Active', the goal is 'Sell tickets', the total budget is '\$20.00', and the duration is '14 days'. A 'See all' button is present.
- Preview:** Displays the ad content: 'Kenosha Junior Woman's Club Annual "9 Pin No Top" Fundraiser \$20/adult and \$15/child 12 and under Includes 3 games, shoes and food. Cash bar, silent auction and raffles. Proceeds to benefit: Kenosha Boys & Girls Club and the Kenosha Junior Woman's Club... Buy tickets'. It includes a 'View ad' and 'Edit ad' button.
- Payment method:** Lists various payment options (Visa, Mastercard, etc.) and notes that the next bill will arrive depending on which comes first: spending \$50.00 of the budget or on February 15, 2023.
- Amount spent:** Shows a 'Total Amount' of '\$1.44'.
- Reach More People:** Offers to 'Add \$1.00 over 1 day' to reach 195 - 565 people per day. It also shows a 'New budget' section with a 'Current budget' of '\$0.00' and an 'Added budget' of '\$1.00 USD'.

9. Facebook (Meta) bills on the 15<sup>th</sup> of the month or once \$50 is spent. You will receive an email as your receipt.