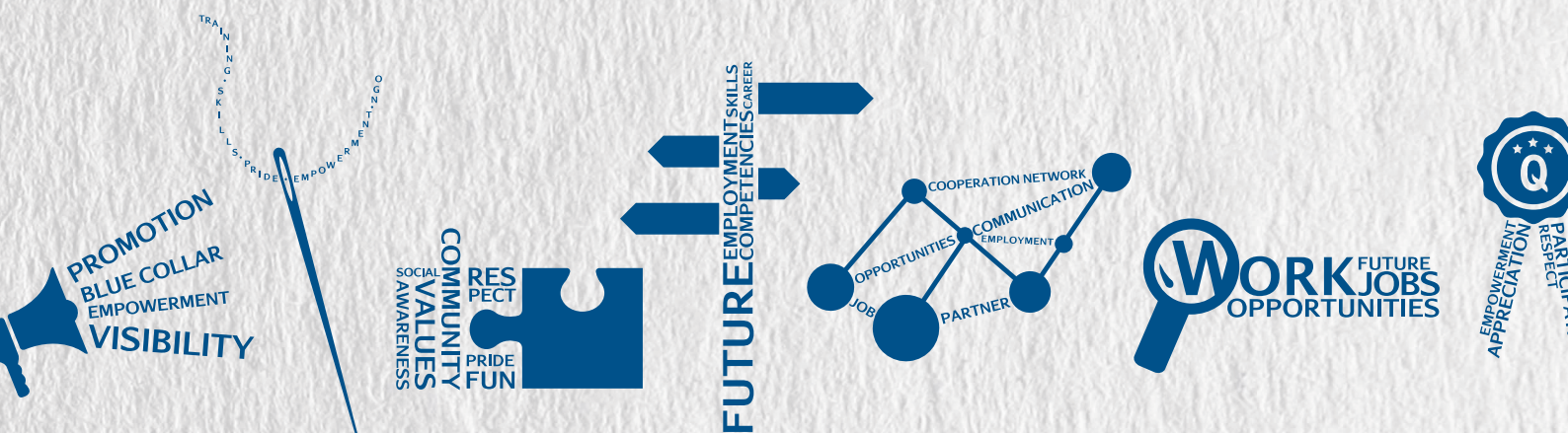




## 8.5 HOW TO USE FACEBOOK PROMOTIONAL POSTS





# HOW TO USE FACEBOOK PROMOTIONAL POSTS



## What Is It Useful For

Please refer to tools 8.3 “How to create a Facebook page” and 8.4 “How to promote your Facebook page with Facebook ads” for detailed information as well.

Promoting posts allow you to interact with a bigger audience than only your page fans, firstly to inform them of something new, secondly to get more Likes or visits to your page. You can even promote posts only to your fans as in the new Facebook policy, all your fans do not see automatically your new posts.



## When To Use

You can promote a post every time you post something interesting or when you have an announcement to make (it could replace a newspaper or a radio ad for example).

Facebook allows the advertiser to check statistics for each post and you will know at what times your audience is mainly online. If you advertise at the right time, the audience will immediately see your post, and if it is interesting, they will share it, which is free advertising for you.



## How Long Does It Take

This will depend on the nature of the post. For example, if it is purely informative, then maybe you would want it for a longer time than if it is to announce an event, in which case it starts at least a week before the event and ends on the date thereof.



## What Is Needed

### **SMALL BRIEF ABOUT HOW IT WORKS:**

Same Pay per click method as described in tool 8.4 “How to promote your Facebook page with Facebook ads”.

Facebook has detailed specifications (number of words, images...) so you have to adapt your post accordingly.

Just like a Facebook ad, you choose the audience to which you want to promote the post, could be only your fans, or bigger.

- A Facebook page (see tool 8.3 “How to create a Facebook page”).
- Financially, you can start with as little as 5 USD per day.
- A post on your page (specifications of the ad can be found after clicking “Promote Post”).
- A person assigned to coordinate between project team and the web campaign provider – and to monitor the effect of the campaign.



## Examples

For the DSME project, Facebook promotional posts were used to announce the dates of registration in schools, the dates of the broadcasting of a documentary about the DSME and some more general posts, about education in Lebanon in general for example.

As an example, the project paid 300 USD to promote a post where it invited people to watch its documentary. 17 000 people saw the post, and 350 of them liked the project’s page after this post.

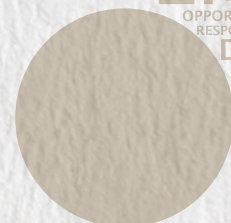




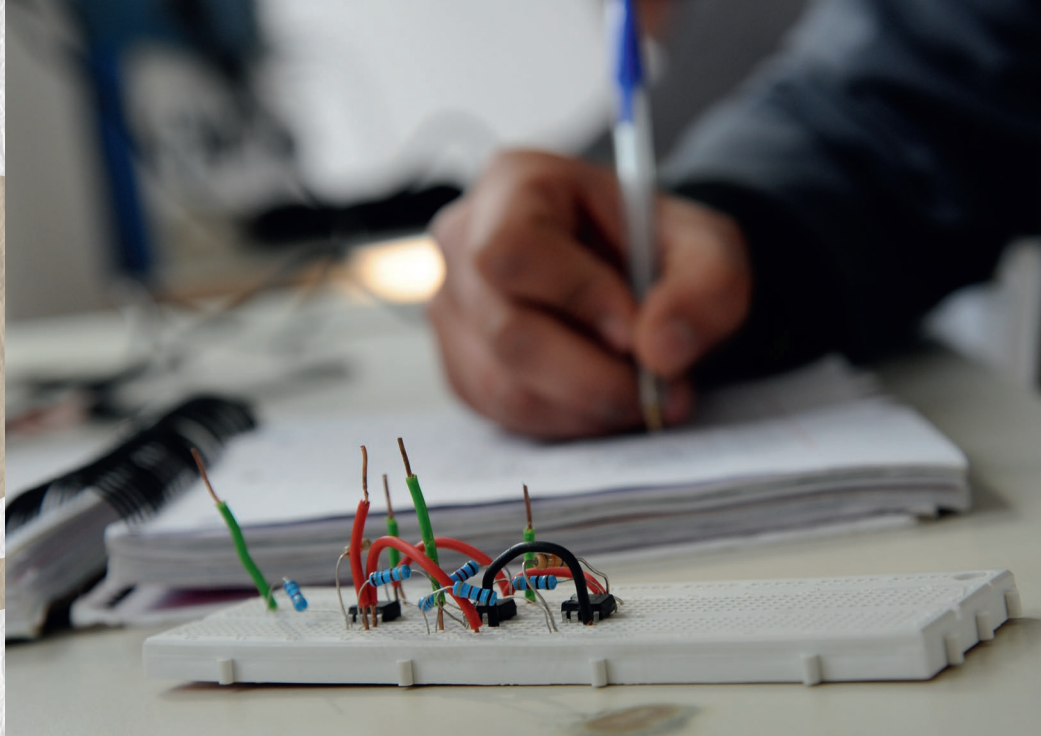
## WHAT TO DO

In order to achieve the above mentioned objectives, the following steps should be undertaken:

- Create a Facebook page (refer to tool 8.3 “How to create a Facebook page”).
- Decide on a target audience and inform the provider.
- Create a post according to the specifications by Facebook – the updated ones will be provided to you by the company which is in charge of the campaign (the specifications keep changing).
- A person should be assigned to monitor the effect of the post via the Facebook statistics and to adapt the campaign accordingly. This person should also be able to answer the new persons who will have questions on the page following the ad.
- After a few posts, you will know which posts are more interesting to your target audience and which are not, as well as when is a good time to post them.







## WHAT TO OBSERVE

The following lessons learnt should be observed:



### Pros



- You can attract a bigger audience than the one you already built. For example you can write a post that includes general information about cars and promote it and then the cars' lovers would like your page even if your project has nothing to do with cars.
- Facebook is one of the few mass communication tools that allows you to be highly "picky" with your audience, so you can very carefully choose which audience would be interested with which post.
- Promoting posts on Facebook to announce some event is much cheaper (at least in Lebanon) than radio or print ads.

### Cons



- When the new audience you are attracting is not really interested in your page in general, but rather only in your post, it will not be as engaged as a "real" audience.

