LOUISIANA BAPTISTS

Using Boosted Facebook Ads to Reach Your Community

Before You Begin

1

Make sure your church has a *Facebook Page*. You cannot run ads from a Facebook "Group" or "Personal Profile."

Church Name

2

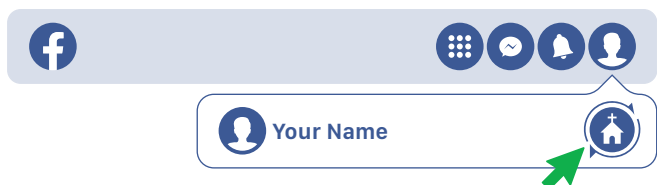You need to be setup as a "*Page Role*" that allows you to advertise. **Page Admin** or **Business Owner** will give you access to advertising settings by default.

Admin ✓ Editor ✓ Moderator ✓ Advertiser ✓
Analyst ✗ Community Manager ✗

Boosting a Post to Digitally "Canvas" Your Community
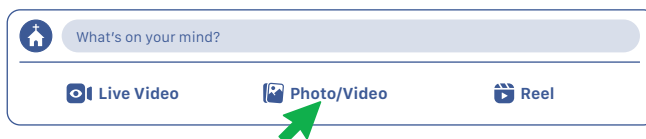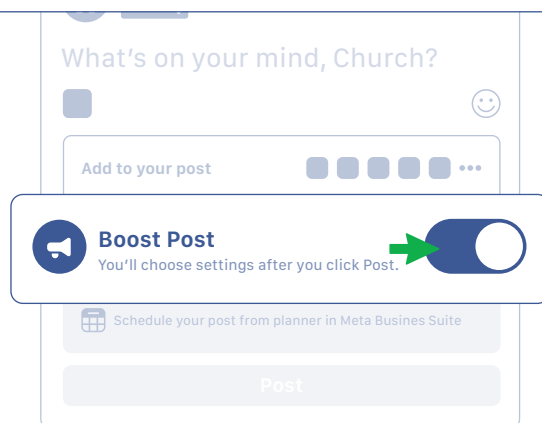
1

Switch into your *Church's Facebook Page*.

Your Name

2

Create a *new post* using the **Welcome Video** we helped you make or any other content you'd like to use.

What's on your mind?

Live Video   Photo/Video   Reel

3

While creating the post, **toggle the Boost Post option before publishing the post to be redirected to the Boost settings**. If you do not choose Boost Post while publishing your post, you can return to your church page and look for the blue "Boost Post" button on posts already published.

Note: *If you are unable to select Boost Post, it may be unavailable for this post. Hover over **Boost unavailable** and you'll see a tip that explains why you're unable to boost the post.*

What's on your mind, Church?

Add to your post

Boost Post
You'll choose settings after you click Post.

Schedule your post from planner in Meta Business Suite

Post

4

Boosted Post Settings:

GOAL: Choose the results you'd like to see from your ad. Leave this set to "**Automatic.**"

ADVANTAGE+ CREATIVE: Toggle this option "**Off.**"

BUTTON: If your church has a website with information about worship services, use the "**Learn More**" button label, the "**Website**" button destination, and put in your church website URL. If your church does not have a website, use the "**Send Message**" button label.

AUDIENCE: Choose "**People in your local area.**" The location will default to the physical address associated with your page, but this can be changed by clicking and dragging on the map. Adjust the radius to between 10-20 miles.

DURATION AND BUDGET: Our recommendation is to run a $50 budget over 7-14 days.

PAYMENT METHOD: Review your payment method. If needed, you can change or update it.

Payment Method
Update

Goal
What results would you like from this ad?

Automatic
Let Facebook select …

Advantage+ creative
Leverage Facebook's data …

Button

Button Label
Learn more

Button Destination
Website

Website URL
www.churchwebsite.com

Audience
Who should see your ad?

People you choose through targeting ◯

People who like your Page ◯

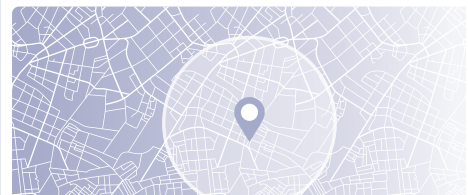People who like your Page and … ◯

People in your local area ◉

Audience details
Location:
Age:
People who match:
Advantage Detailed Targeting:

Duration

Days ⊖ ⊕   📅 End Date

Total Budget

$50.00 ✎

$1.00 ————————— $1,000.00

5

When you're done, select:

Boost Post Now

For a video tutorial, visit:
LouisianaBaptists.org/Boost
Or scan the QR code to get started.