

HOW TO BOOST A POST ON FACEBOOK

Facebook boosting is when you pay Meta to take an existing organic Facebook post and show it to a larger, more targeted audience. Instead of creating a full ad campaign in Meta Ads Manager, you essentially click “Boost post” and put money behind content that’s already on your Facebook page.

HOW IT WORKS

You choose:

- **Post:** An existing Facebook post
- **Goal:** Usually engagement, website visits, messages, or getting more people to see the post
- **Audience:** You can target by location, age, interests, etc., or let Meta find the audience
- **Budget:** For example, \$50 over 5 days
- **Duration:** How long do you want the boost to run

STEPS

Step 1: Log into your Facebook account.

Step 2: Choose the post you want to boost.

Step 3: Click the button that says "Boost" on the bottom right side of the post.





Step 4: Choose your goal. The options are:

Engagement: Show your ad to people who are likely to react, comment, and share.

Website Visitors: Show your ad to people who are likely to click on a URL in it.

Messages: Show your ad to people who are likely to send you a message on Facebook, WhatsApp, or Instagram.

Calls: Show your ad to people who are likely to call your business.

Our Recommendation: Choose **“Engagement”** as the goal when boosting posts. This objective encourages users to interact with the content. Shares can help expand the post’s reach organically and potentially drive additional users to the website as people share your story with their own networks.

A screenshot of the "Boost post" goal selection interface. It shows a "Goal" section with the question "What results would you like from this ad?". Below this, there is a selection for "Automatic - Get engagement" with a yellow icon and an information icon. A red arrow points to a "Change" button next to the selection. The text below the selection says "We have selected the Get engagement goal based on your past activity."

Step 5: Choose your audience details. Decide who should see your post by creating an audience based on things like age, interests, and location.

A screenshot of the "Audience" selection interface. It starts with the heading "Audience" and a question "Who should see your ad?". There are two main options: "Advantage+ audience" (with a radio button) and "People you choose through targeting" (with a selected radio button). Under "People you choose through targeting", there is a box for "Audience details" showing "Location: United States", "Age: 18 - 65+", "Advantage+ detailed targeting: On", and "Advantage+ audience: Off". Below this box are four more options: "People who follow your profile", "People who follow your profile and people similar to them", "Social Issues", and "Teachers", each with a radio button. At the bottom, there are two buttons: "See all" and "Create new".



Step 6: Choose how long to run this ad in the "Schedule and Duration" section. You can pause it anytime. Then select your daily or lifetime budget

Schedule and duration ⓘ

Start date
Sep 15, 2026

Start time
12:29 PM

Run ad continuously
Your ad will run until you pause it. ⓘ

Choose end date ⓘ

Days
7 - +

End date
Sep 22, 2026

Daily budget ⓘ

Estimated 696 - 2K impressions per day

\$ 6.00 ✎

\$1.00 ————— \$500.00

Step 7: Placements. Choose where you want your ad to run (Facebook, Messenger, etc.). Additional placements increase the number of people who can see your ad and can improve ad results. Adding more placements does not increase the cost of your ad.

Placements
Audience Network, Facebook ^

Choose where your ad will appear. More platforms help improve results. ⓘ

☒ Facebook

☐ Messenger

Step 8: Click "Publish."

Optional: Using the **Advantage+ Creative Text Generation** and **Advantage+ Creative** features is not mandatory. When enabled, Meta may use AI to generate variations of your ad copy and creative based on the original post, with the goal of making the content more relevant to different audiences. If you prefer not to use these features, you can turn them off by clicking the **blue toggle** to the left of each setting.



FIND A LIVER

Advantage+ creative text generation ⓘ

Variation 1 • [Regenerate](#)

Meet John, who made a unique New Year's resolution in 2023 - to donate a kidney!

- He contacted Froedtert Hospital's Transplant Center and started the evaluation process
 - After months of testing, he was approved & donated to a stranger
- What will you resolve to do this year? Consider living donation!
#MotivationalMonday



Variation 2 • [Regenerate](#)

Meet John Jerge, who made a unique New Year's resolution in 2023 - to donate his kidney!

- No stranger to kindness, he quickly contacted Froedtert Hospital
- After months of evaluation, he was approved & donated to someone in need

Can you make a lifesaving decision like John?



Variation 3 • [Regenerate](#)

Meet John Jerge, who made an unusual New Year's resolution in 2023: donating a kidney to a stranger!
He called the Transplant Center at Froedtert Hospital and started the evaluation process.

Months of testing later, he was approved & donated his kidney!

What would you do for someone in need? Consider living donation today!



Advantage+ creative

Leverage Facebook's data to automatically deliver different ad creative variations to **people** when likely to improve performance.

