Hello everyone. Welcome to today’s webinar. Today’s topic is Facebook advertising, promoted and boosted posts. The Facebook algorithm is always changing, but it's clear clubs and districts that want to get a message out to a large audience are going to have to spend some money on distribution. We'll look at the different options so you can decide what would work best for your goals.
Just to remind you who we are... I’m Steve Hadt, my title is PR specialist at Kiwanis International. I create and manage content for our distribution channels. I have been at Kiwanis for four and a half years. My background is in TV news.

(Vicki adds bio)
Facebook is incredibly popular. Two billion people use Facebook every month. Users spend on average 50 minutes a day just scrolling through their news feeds to see what’s happening in the lives of people and organizations they are interested in. Facebook is an incredible way to share messages with family and friends. But you need to remember, Facebook is a business that makes money by selling advertising and they’ve created their algorithm to maximize their profits.

A new study found that content posted by a business or another organization like a Kiwanis club is only seen by 2 percent of their followers. So if 50 people has liked your club’s page and the club posts a message, that message is probably only going to populate in one person’s news feed.

Let me show you an example from the Kiwanis International Facebook page.
Here are the metrics of a post Kiwanis made on Monday, August 28.

You can see the post reached 3,739 people. That doesn’t seem like a lot considering Kiwanis has nearly 54-thousand followers on Facebook. However, we are really happy with the reach of this post. It’s about 7 percent of our followers, which is 5 points higher than that 2-percent reach the average business post gets.

Here’s the reason why I think the numbers for this post are a little higher than the average. We can tell there’s a fair number of people who were exposed to this post when our followers shared it.

This post was shared 10 times by our followers into their own networks. So their friends and family saw the post. Maybe someone from this club shared the post with her friends. Maybe someone that this post really resonated with, shared it with his friends. Whatever the reason, the act of sharing it increased the reach of this post. You can see, 7 people clicked like on the shares. Only 3 people clicked like on the post.

And that’s good. You want people to like, share and comment on your posts because that improves your engagement score, which improves how many people see the post. The Facebook algorithm takes into account how popular a post is and puts the most popular ones into more news feeds. They do this people keep coming back and checking Facebook,
which lets them sell more advertising. You wouldn’t come back to Facebook if there was never anything good or interesting in your news feed, would you?

So when we talk about organic reach, this is what we’re talking about. Organic reach is how many people were exposed to a post through the Facebook algorithm on their own.
Let me stop here for a minute to point out that you have to be a page administrator to see the analytics of a page and its posts. Whoever created the page has to give you permission to access the backend of the account.

Administers can see the analytics by going to the publishing tools tab (advance) and then clicking the post you’re interested in. You also have to be an administer to create a boosted post or any Facebook ad.

We advise against making everyone in the club an administer of the page. The club needs to keep control of the page to a select group of people because improper posts, bad spelling, incorrect grammar—it all reflects onto your club. And no one wants to join a club or be in a club that has a bad presence.

At Kiwanis International, there’s only one person who publishes posts onto our Facebook page. We have a system were content is reviewed by editors and managers to limit the number of errors we make and make sure our posts are sticking to our goals for this marketing channel. Of course, we have back up people who can post during an emergency or a vacation, but even that number is small and the content still goes through a review process.
Back to our example... you can see organic reach isn’t very high. (advance) That’s the reason 91% of brands and organizations that use Facebook are boosting their posts and placing ads. They want people to see what they’re doing. That’s why we do it. When we decide to spend money on boosting a post, it’s because that post fits our marketing goal of increasing awareness of Kiwanis. We want people to see the cool things Kiwanis clubs are doing. We want members to feel inspired by other members and we want members to feel connected to the international organization. Facebook is just one of the channels Kiwanis International uses to market our organization.
Let’s get to the basics of what you need to know if your club decides to use Facebook as a way to expand its reach.

You have two options: Boost a post or create an ad.

Both options let you define the characteristics of the people you want to see the content. The most popular ways to target the audience is by age, gender, location and interests. Both options will show up with a “sponsored” label below the page name.

In 2012, promoting a post became boosting a post—so promoting and boosting are the same thing.

Paying to boost a post will get more people to see the post in their news feed. Boosted posts are used when you want to get more engagement with a piece of content. Boosted posts are a great way for clubs to spend a small amount of money to increase their posts' reach. You also get better engagement with a post that looks like a post instead of an ad.

What’s most important about boosted posts is the content: Don’t pay to boost a post to share "insider" info like when and where a club meets. It’s better to show the "warm and fuzzy" emotional connection with and impact on kids.

A Facebook ad is an advertisement sent to a person. You have options on how you want
your ad to look and where you’d like it to show on the site. You can have it show in the news feed or on the side of the page.

(advance)

You create the ad through the Facebook Ads Manager, where you upload your image and write your text.
Here’s an example of a boosted post that appeared on my personal page: Sky Footwear posted on their Facebook page a thank you message to a local TV station for covering them. I’m not a follower of this page, so this message would not appear in my news feed. However, the company decided to spend money and boost the post. I got targeted because Sky Footwear sent this post to people who fit some of those 100 criteria available for targeting.
Now here’s an example of a Facebook ad from my personal news feed...
The Promo company placed this ad. They decided it should appear in news feeds as opposed to the left hand rail of the page. They uploaded their imagery and texts into Facebook ad manager. They arranged the elements how they wanted them and then defined their audience. I fit into their target audience, so Facebook pushed the ad onto my news feed.
Now let me show you an example of a post Kiwanis International paid to boost....

This is a post from August 23. On the left, you can see we targeted people who like our page and their friends between the ages of 18 to 65+ who live in 17 locations. The promotion ran for two days and we spent $25 dollars. Boosting this post got it in front of an additional 17-thousand people. You can’t see it, but on another page, I could see that its organic reach was just over 2-thousand people. So the $25 dollars we spent boosting this post got it in front of 700 percent more people than if we spent no money. And because of the boosting, we received 394 clicks to the link in the post.

We think this content worked because the beautiful photo hopefully stopped people from scrolling. And we think the words resonated with the Kiwanis audience—Kiwanians working to help kids with education after an earthquake, tsunami and nuclear meltdown. We sent this post to friends of Kiwanians thinking they may be interested as well and then ask their friend about Kiwanis.
So how should your club get started?

Step 1: Set your goal.
- What are you trying to accomplish?

Step 2: Create awesome content.
- How are you showing what your club is doing?

Step 3: Create your Facebook post or ad.
Ask yourself, “how are you going to stand out above everyone else posting on Facebook?” How are you going to stop people from scrolling past your post? Once you have that figured out, work through the steps depending on if you are boosting a post or creating an ad.

Step 4: Define your audience and budget.
What kind of people do you want to reach? How much do you want to spend?
Step 5: Publish.

Step 6: Monitor and respond.
After you hit publish, you have to be ready to act to any leads you’re getting or any comments coming in to your post. This is social media. People expect answers immediately. If you don’t respond in a timely fashion, they’re moving on.

Step 7: Keep doing it and get better each time.
Step 3: Create your Facebook post or ad.
Ask yourself, “how are you going to stand out above everyone else posting on Facebook?”
How are you going to stop people from scrolling past your post? Once you have that figured
out, work through the steps depending on if you are boosting a post or creating an ad.
(advance)
Step 4: Define your audience and budget.
What kind of people do you want to reach? How much do you want to spend?

Step 5: Publish.

Step 6: Monitor and respond.
After you hit publish, you have to be ready to act to any leads you’re getting or any
comments coming in to your post. This is social media. People expect answers immediately.
If you don’t respond in a timely fashion, they’re moving on.

Step 7: Keep doing it and get better each time.
Step 5: Publish

Step 6: Monitor and respond
  - Be ready to act!

Step 5: Publish.
(advance)
Step 6: Monitor and respond.
After you hit publish, you have to be ready to act to any leads you’re getting or any comments coming in to your post. This is social media. People expect answers immediately. If you don’t respond in a timely fashion, they’re moving on.
Those are the steps we followed when we decided to boost this post.

(advance)
Step 1: Set your goal.
Our goal is to raise awareness of what Kiwanis and Key Clubs are doing to help people suffering from Hurricane Harvey in Texas.
(advance)
Step 2: Create awesome content.
Julie Saetre from the Kiwanis staff wrote a story about several key clubs hosting donation drives and other efforts to help.
(advance)
Step 3: Create your Facebook post or ad.
After the story was written and posted to Kiwanis.org, we created our post. We already know people are engaged with this post from the reach it received organically. Look at the number of likes and shares. But we think this is a good story and helps others learn what Kiwanis is. So, we decided to boost it. I pressed the boost post button.
Step 4: Define your audience and budget.
I decided I want fans of our page and their friends to see this post. I decided to target the post to just the United States. I did have the option to choose my own parameter, but decided to stay pretty generic since the goal of this post is to raise awareness of what Kiwanis and Key Club is doing to help those impacted by the hurricane.

Facebook gave me several options for my budget. You can see for $5 dollars, the post is estimated to get an additional 740 to 2000 people. For $300, I could reach 45 to 120-thousand additional people. I clicked $20 to get the post to about 5-thousand more people. (advance)

Step 5: Publish.
I have this post boosting for one day. I clicked boost and it went off to Facebook for approval. Facebook does have rules and guidelines for advertising on their network. They have more information about those guidelines on nonprofits.fb.com (advance)

Step 6: Monitor and respond.
We’ve been monitoring and responding to posts.
In conclusion.... The big takeaways here are:
- Content is important
- Set your goals
- Define your audience
- Experiment
Let’s open the mics and take some questions.
For our next webinar, we’ll have some ideas that can help you create PR success in the new Kiwanis year. The webinar will be the first week of October. We’ll send out some options for a time to the PR Coordinators and the option that gets the most vote wins the webinar. We hope to see you then.