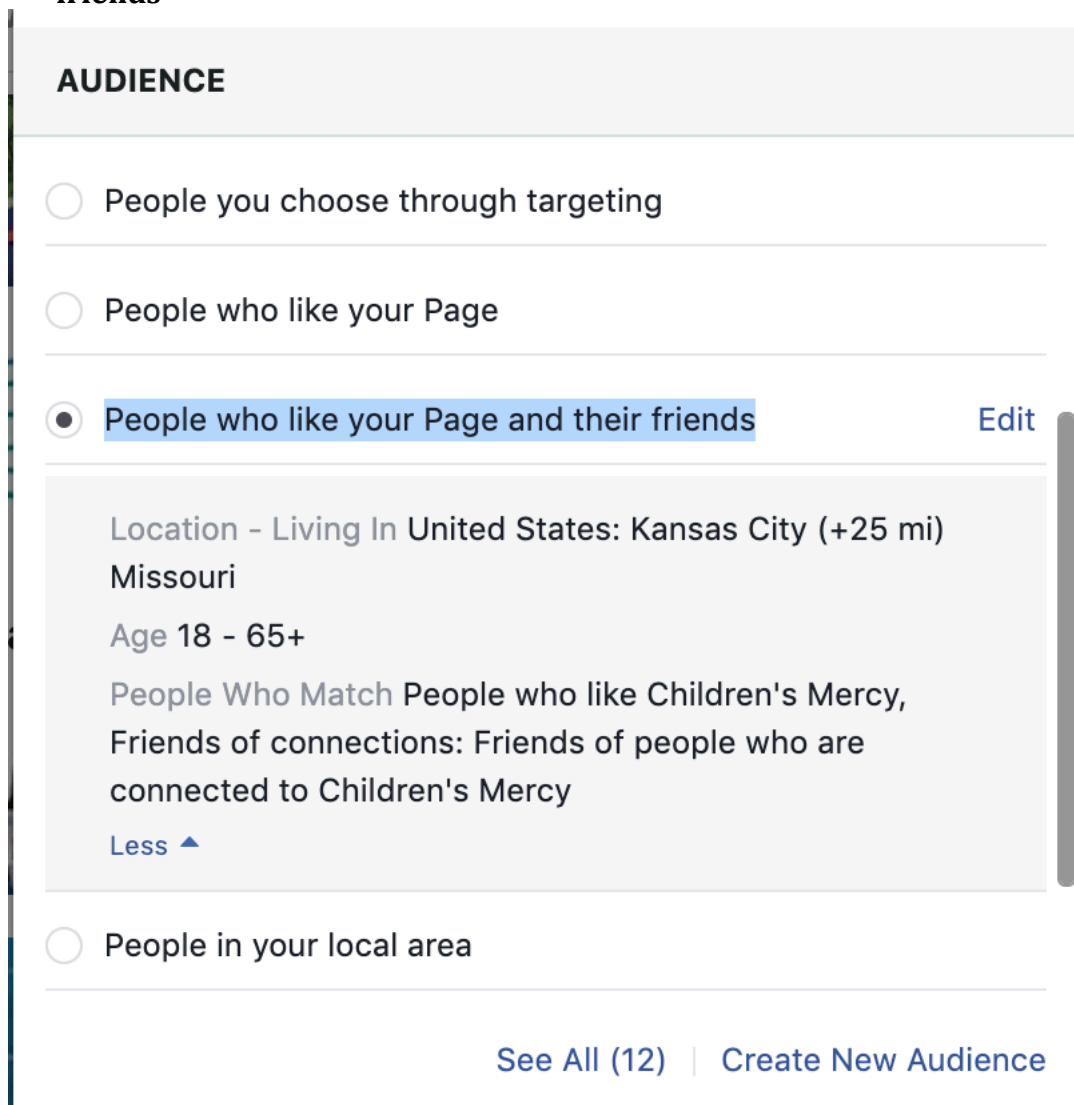


GEW-KC
Boosting Facebook Posts/Events for Event Hosts

Boost your event

If you create a Facebook event for your GEW session, you can boost it to turn it into an ad. Boosting an event can help increase awareness and get more Facebook responses.

1. Click **Boost Event** from your event page.
2. Choose **Reach More People**.
3. Select your audience > Recommend **People who like your Page and their friends**






The screenshot shows the Facebook audience selection interface. At the top, the word "AUDIENCE" is displayed in a grey header. Below this, there are four radio button options for audience targeting: "People you choose through targeting", "People who like your Page", "People who like your Page and their friends" (which is selected and highlighted in blue), and "People in your local area". To the right of the selected option is an "Edit" link. Below the selected option, a grey box displays the current targeting details: "Location - Living In United States: Kansas City (+25 mi) Missouri", "Age 18 - 65+", and "People Who Match People who like Children's Mercy, Friends of connections: Friends of people who are connected to Children's Mercy". A "Less" link with an upward arrow is at the bottom of this box. At the bottom of the interface, there are two links: "See All (12)" and "Create New Audience".

4. Click Edit and adjust the targeting:
 - Adults 18-55
 - Location – Living In: Kansas City, MO +25 mi radius.


5. Choose your budget and schedule > Recommend running for 7 days at a \$50 budget.
 - To expand your daily reach, you can increase the budget and adjust the run dates.

DURATION AND BUDGET

Duration ⓘ

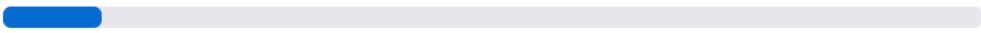
Days   End date  Oct 10, 2019

Total budget ⓘ



Estimated People Reached ⓘ

440 - 1,300 people per day of 710,000



Refine your audience or add budget to reach more of the people that matter to you.

You will spend **\$7.14** per day. This ad will run for **7** days, ending on Oct 10, 2019.

6. Confirm the payment and billing information.
7. Click **Boost**.

Boost your Facebook post

If you post about your GEW session on Facebook, you can also boost it to turn it into an ad. Boosting a post will help expand your reach.

1. Go to the original Facebook post and click **Boost Post**.
2. Select **Get more people to react, comment and share** as the objective.
3. Select your audience > Recommend **People who like your Page and their friends**

AUDIENCE

People you choose through targeting

People who like your Page

People who like your Page and their friends [Edit](#)

Location - Living In United States: Kansas City (+25 mi)
Missouri

Age 18 - 65+

People Who Match People who like Children's Mercy,
Friends of connections: Friends of people who are
connected to Children's Mercy

[Less ▲](#)

People in your local area

[See All \(12\)](#) | [Create New Audience](#)

4. Click Edit and adjust the targeting:
 - Adults 18-55
 - Location – Living In: Kansas City, MO +25 mi radius.
5. Choose your budget and schedule > Recommend running for 7 days at a \$50 budget.
 - To expand your daily reach, you can increase the budget and adjust the run dates.


DURATION AND BUDGET

Duration

Days  

End date  Oct 10, 2019

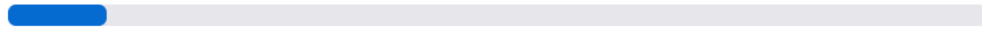
Total budget

\$50.00 USD 

Estimated People Reached

440 - 1,300 people per day

of 710,000



Refine your audience or add budget to reach more of the people that matter to you.

You will spend **\$7.14** per day. This ad will run for **7** days, ending on Oct 10, 2019.

6. Confirm the payment and billing information.
7. Click **Boost**.