



# Missed Opportunities

## *& How to Get More Mileage from Your Social Content in the Future by Auditing Previous Posts*

### Instructions:

1. Login to Facebook
2. Click on "Pages" in the toolbar on the left
3. Select your Page from the toolbar on the left
4. Click on Meta Business Suite, and select the subcategory "Insights"
5. From the left hand toolbar click "Content"
  - a. Your posts should be listed from most recent to furthest in the past
6. Identify within the last 30 days, three posts that reached the highest amount of people (under "Reach"), and the most "Likes and Reactions"
7. List those three posts below with corresponding details:

### Post One (Highest Success)

1. How many people did this post reach? #\_\_\_\_\_
2. How many reactions did this post receive? #\_\_\_\_\_
3. What made this post successful?
  - a. Describe the accompanying visual (if applicable):
  - b. Describe the tone of the copy in just three words.
  - c. Which hashtags (#) did you use, if any? Which ones could you have used, if you didn't?
4. Why do you think this post appealed most to your audience?

### Post Two (Average Success)

1. How many people did this post reach? #\_\_\_\_\_
2. How many reactions did this post receive? #\_\_\_\_\_
3. What made this post successful?
  - a. Describe the accompanying visual (if applicable):
  - b. Describe the tone of the copy in just three words.
  - c. Which hashtags (#) did you use, if any? Which ones could you have used, if you didn't?
4. Why do you think this post appealed most to your audience?

### Post Three (Lowest Success)

1. How many people did this post reach? #\_\_\_\_\_
2. How many reactions did this post receive? #\_\_\_\_\_
3. What made this post successful?
  - a. Describe the accompanying visual (if applicable):
  - b. Describe the tone of the copy in just three words:
  - c. Which hashtags (#) did you use, if any? Which ones could you have used, if you didn't?
4. Why do you think this post appealed most to your audience?



### Guess What?

*All of the aforementioned posts should have been boosted if they weren't already!*



# Set Up Future Posts for Success

*& Make the Most of Your Marketing Budget*

## Identify Your Key "Ingredients"

*How do your top three posts compare to each other in regards to:*

- Visuals?
- Tone?
- #'s used?

## Build Your "Secret Formula"

*Based on Your "Ingredients," create your organization's unique "secret formula."*

**Example:**

- Visuals: Photos of "behind the scenes" i.e. Volunteers, Org. Leadership, and Clients receive lots of reactions ("likes," "loves," etc.).
- Tone: A friendly, yet professional, and enthusiastic tone receives lots of comments.
- #'s Used: Branded #'s accompanied by search-friendly tags relevant to the post gets new impressions from people who have not engaged before.

**Your Formula:**

A combination of a personal photo, accompanied by enthusiastic copy, and search-friendly #'s should be utilized in every post. Once a week, try to include all three!

## Time to Boost!

*Keep tabs on how well your posts are performing. Don't wait more than a few days to boost a successful post, otherwise it may lose relevance to your audience.*

- Depending on the size of your audience, your cue to boost is once you've had between 100 and 300 impressions of your post. Once that occurs, boost within your budget!
- Don't forget to include key indicators for your proper audience such as interests, job titles, liked pages, and demographics such as age bracket to make sure your boost is being seen by the people YOU want to reach.

## How Much Should I Spend on a Boost?

*This depends on how many people you want to see your post!*

*First, ensure your audience selection is relevant to your organization. Avoid the temptation to allow Facebook, etc. to automatically generate your target audience.*

- Facebook Boosts can cost as little as \$1 per day, but that may not get you the impressions and engagement you envision for your post. While affordable, you want to make sure you're getting the most "bang for your buck." The more \$ you allocate to a post per day, the more impressions your ad will receive.
- Based on your content, Facebook, for instance, will estimate how many people your budget will allow you to reach per day, and you can choose the duration of your ad. As an example, a high-priority job posting should be boosted for no less than \$50 per day for best impact, and \$100 per day for a week means big impressions, FAST!