Boosting posts related to COVID-19 vaccination
Tips and tricks

Facebook is an effective way to reach many people via social media and paying for Facebook posts is usually more effective than just posting on your timeline.

This is because only a small number of your followers will see the post unless you pay to have it promoted.

There are a few ways to promote your post, with the simplest called 'boosting'.

We go step by step through the process of creating a boosted post on

What is a boosted post?

A boosted post is an easy way to advertise on Facebook. It sits outside of the wider advertising network, so it makes it easier and more accessible to advertise. While it does have some limitations, it is perfect for local boosting of content.

Why would you create a boosted post?

Social media management platform Hootsuite estimates that only five per cent of your followers will see a Facebook post unless it is boosted. But by boosting:

- **Your practice can reach more of the right people.** Boosting a Facebook post expands your audience beyond people who already like your Page. With the built-in targeting options, you can be sure you're reaching the people who are most likely to be interested in what you offer.

- **You can create a basic Facebook ad in just a few minutes.** Just choose an existing post and select a few options (your goal, call to action, audience settings and more). It all happens on one screen, and you can be up and running in five minutes or less. You can even create your ad from your mobile device.

- **You get access to analytics.** When you boost a post, you get access to analytics that show you how well the post performed. This helps you learn what works best for your Facebook marketing goals, so you can refine your Facebook strategy over time.

- **You can extend your Facebook reach to Instagram.** When you boost a Facebook post, you can choose to have the content appear as a boosted post on Instagram as well. This is an easy way to reach even more people.

How much does it cost?

The minimum is USD1 a day (about $1.30 AUD), but the more you spend, the bigger your audience. You can often be successful with as little as $10 a day. You can reduce your cost by being more targeted in your geographic area.

How else can I get my posts seen?

Whether your post is boosted or not, the more people who comment on it and share it, the more it will be shown to other people. If you have a team or partners who can also share the post and make comments

underneath it, that will increase the likelihood of it being shown to relevant audiences.

Is there anything else I need to know?

Facebook has some restrictions around COVID-19 posts when it comes to advertising, so be careful not to create something that will be blocked. In general, pro-vaccination posts, that don't seek to criticise vaccinations or the vaccine roll-out should be safe.
Facebook has some pro-vaccination advertising examples here

Learn what posts can be put up without needing a disclaimer or other authorisation here

Read a detailed guide to boosting posts here

# How do you create a boosted post?

To create a boosted post:

1. Go to your Facebook Page.

2. Find the post you want to boost. This may include a general message or an event or video post.

3. Select **Boost Post**. You can find it in the bottom right-hand corner of your post. **Note**: If you are unable to select **Boost Post**, boosting may be unavailable for this post.
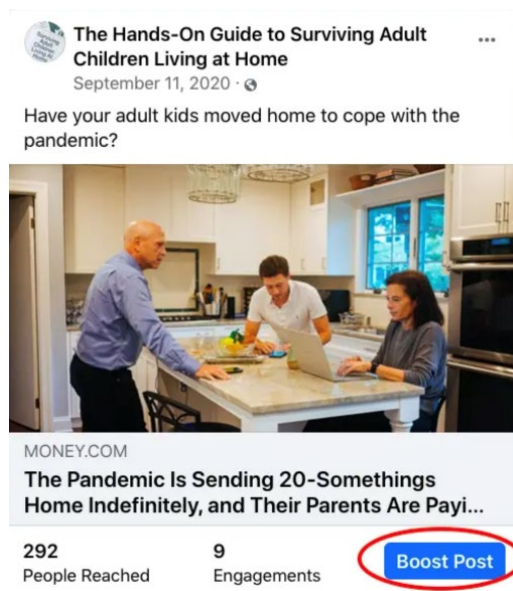
4. Fill in the details for your ad. Facebook may ask you what your goal is for the boosted post. In this case, you can choose automatic for most cases.
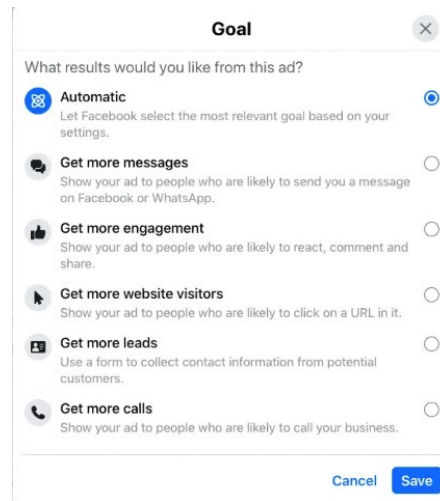
5. Facebook will automatically use images and text from your post, but you can choose the following details:

- **Audience**: Choose a recommended audience or create a new audience based on specific traits. **Note**: If your ad is part of a [Special ad category](#), your audience options may be limited.
- **Total budget**: Select a recommended budget or provide a custom budget.

- **Payment method**: Review your payment method. If you need to, you can [change or update your payment method](#).
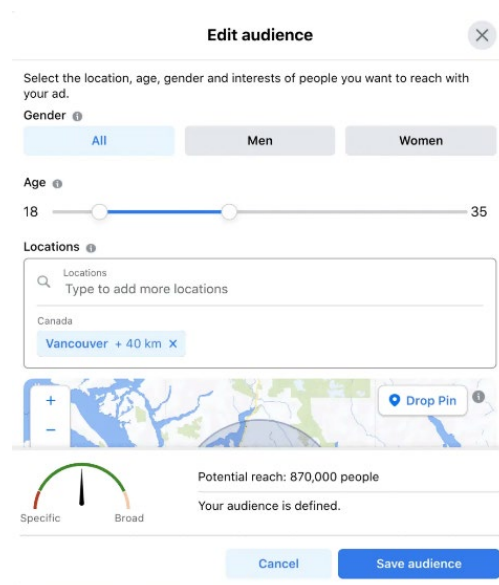
6. When you've finished, select **Boost**.