Boosting Posts as Ads

Besides creating ads in Advertise, Social Media Management also allows you to boost Facebook, Instagram, and LinkedIn posts to improve their performance using a Facebook or LinkedIn ad account you have connected to Social Media Management. Boosting posts enables you to quickly promote select posts from multiple tools in Social Media Management. You have the option to boost a Facebook or Instagram post while you are creating it in Publish or boost a previously published Facebook, Instagram, or LinkedIn post, or boost an existing Facebook or Instagram post after you have viewed its post insights in Measure.

Preparation for boosting posts

To boost posts in Social Media Management, your organization must first have:

- Connected a Facebook ad account (to boost Facebook or Instagram posts) or LinkedIn ad account (to boost LinkedIn posts).

- Connected any applicable Facebook channels, Instagram channels, or LinkedIn channels you would like to promote posts on to Social Media Management.

Note:

In Measure, it is currently only possible to boost existing Facebook or Instagram posts.

Any users who would like to boost posts in Publish or Measure must meet one of the following criteria:

- They can create posts in Publish (e.g. they have a user role of **Content Creator** or above) for the applicable Facebook and Instagram channels.

- They can create ads for the applicable ad account in Social Media Management (e.g. an Advertise user role of **Promoter** or **Advertiser**).

Note:

To create new campaigns and ad sets, a user will need to have an Advertiser role for the applicable ad account. Users with the Promoter role can only create ads using existing campaigns and ad sets.

When can I boost a post?

In Publish, you can boost Facebook, Instagram, and LinkedIn posts in the following scenarios:

- While creating a new Facebook post.

- While creating a new Instagram image post, video post (including Reels), or Carousel post.

- While viewing an existing Facebook post.

- While viewing an existing Instagram image post, video post (including Reels), or Carousel post.

- While viewing an existing LinkedIn text, link, image, or video post.

Note:

It's not possible to boost Instagram stories due to limitations of the network API.

In Measure, you can boost an existing Facebook or Instagram post as if you were doing so from Publish.

Boosting posts in Publish

When creating a new Facebook post in Publish or viewing an existing Facebook, Instagram, or LinkedIn post, you will see the **Promote** section on the left side of the Publish editor. Click **Boost** to boost your post. (Note that you must have an ad account connected to Social Media Management for the **Boost** button to appear).
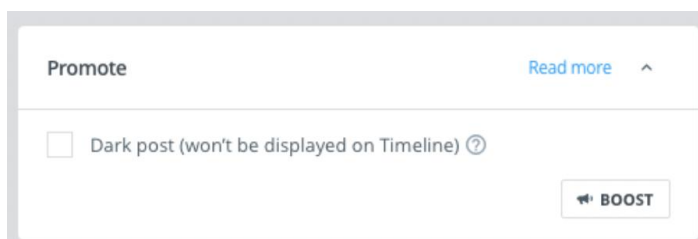
Tip:

If you would like to hide your boosted post from your Facebook Page Timeline, check the **Dark post** checkbox before boosting your post. Learn more about dark posts from Meta's help center.

When you click to boost your post, you will have two options:

- Boost your post with an existing ad set you have previously created.

- [Create a new ad set and campaign](#) and to boost your post with (currently available for Facebook ad accounts only).

Tip:

Alternatively, you can [boost your post by applying a Smart Label](#) on your post. Smart Labels are predefined labels in Social Media Management that you can configure in Advertise to automatically add posts to ad sets that you have set up. Smart Labels are only available to users with access to Advertise.

Boosting a post with an existing ad set

When you click to boost your post with an existing ad set, Publish will bring in your list of existing ad sets you had already created in the native ads manager or in Advertise.

After selecting an ad set, click **Continue** and you will be able to preview your boosted post. Click **Boost** at the end of the prompts to boost your post.

Once you add your post to an ad set and define and apply the ad settings, your ad will show as **In Review** and will be reviewed by the native network. If your ad is rejected for any reason, you will receive an email with more information.

Once your ad is approved, your boosted post will display in Publish with a **Promoted** tag. If you boosted an existing Instagram post, a new Facebook dark post will be visible in Publish

to reflect the promotion.

Note:

While promoting Instagram content in Publish, it will only be possible to select from existing ad sets that already include Instagram as a placement. You can still create new ad sets if needed during the boost post workflow.

Boosting a post with a new ad set and campaign

If you have permission to manage your Facebook ad account and have not yet created a campaign or ad set, you can do so from within Publish while boosting your post.

Note:

Currently, ad set or campaign creation while boosting posts in Publish is not supported for LinkedIn ad accounts.

1. While creating or viewing a post in Publish, look for the **Promote** panel on the left-hand side of the interface. Click the **Boost** button to create an ad for your post. (Alternatively, if you have set up Smart Labels in Advertise, you can apply a Smart Label in the Labels panel to add your post to an existing ad set.)
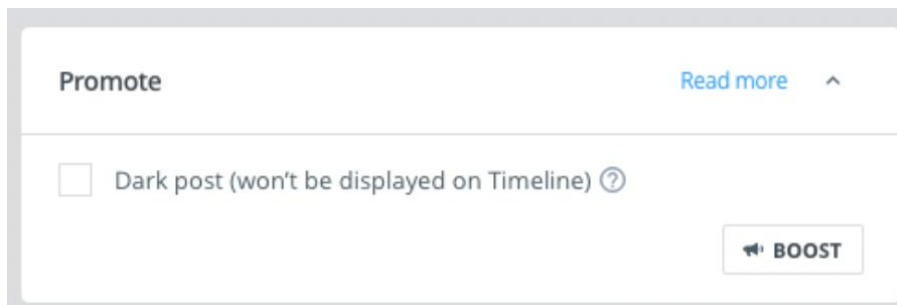
2. In the pop up, select an ad account you would like to create your new ad set in, and click the **Create new ad set** button. (Alternatively, you can choose one of your

already existing ad sets and go directly to the ad creation).

Select an ad set

CREATE NEW AD SET

Boost your post using an existing ad set. Read more in our Help Center.

📢 ADVERTISE TEAM USD ⌄   OBJECTIVES (1) ⌄   🔍 Search ad sets by name

	AD SET	CAMPAIGN
☑	**New Brand awareness Ad Set - Collection ad** Active	New Brand awareness Campaign - Collection ad Brand awareness
☐	**BW -** Active	BW - Brand awareness
☐	**BW -** Active	BW - Brand awareness
☐	**BW - 5** Active	BW - 5 Brand awareness
☐	**BW - B** Active	BW - B Brand awareness
☐	**BW -** Active	BW - Brand awareness
☐	**BW - NO FB PLCMNTS** Active	BW - Brand awareness
☐	**BM** Active	New Brand awareness Campaign Brand awareness

CONTINUE

3. Choose an objective for your new ad campaign, or use an existing campaign to view those already created in Advertise or on Facebook natively.
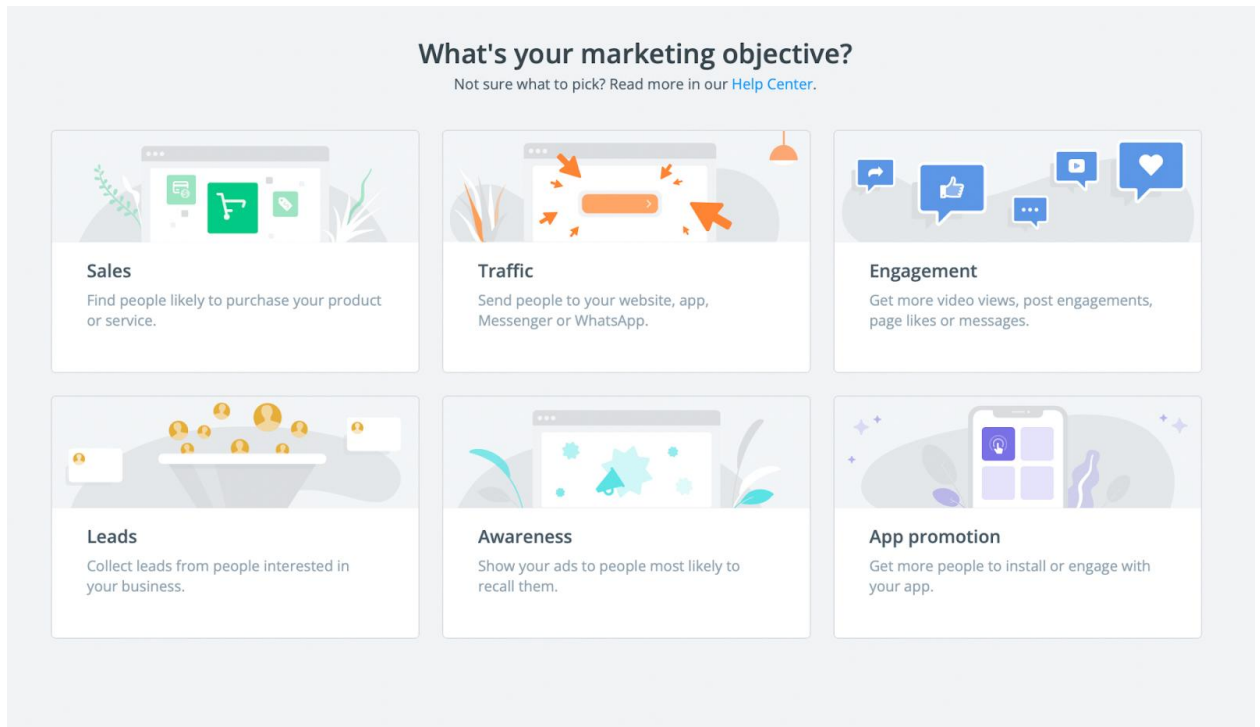
4. Give your ad set a name, set a budget, and define its start and end dates. Determine the targeting of your ad set by selecting either **Use a Saved Audience** or **Target Manually**. You can select targeting criteria such as location, languages, and interests, and use an existing Custom Audience or Lookalike Audience. Lastly, choose the placements of your ad. With **Automatic placements**, Facebook decides on the best placement to show your ad, while selecting **Manual placements** lets you pick the exact places where your ads should appear.

5. After previewing your ad set, click **Create** in the bottom-right of the panel to save your ad set and use it later, or continue to boost your post by clicking **Create and**

Boost.

Boost post   ✕

Set up your campaign and ad set

Your campaign will be named   JRO_2021_0910_PostEngagement_A ✎

You want to get more...   ⓘ

    POST ENGAGEMENT ∨

How much do you want to spend?
This budget is for the entire campaign. ⓘ

USD   500   LIFETIME ∨

✓ **Special ad categories**
This ad is related to credit, employment, housing, social issues, elections or politics.

    EMPLOYMENT ∨

Your ad set will be named   fl_pe_new ✎

When should your ad set run?   ⓘ

Start date

□ 10 SEP 2021   ⏲ 11:00   ☐ Ongoing duration

End date

□ 8 OCT 2021   ⏲ 11:00   Your ad set will run for 28 days.

Who should see your ad?   ⓘ

USE SAVED AUDIENCE	TARGET MANUALLY

Target a saved audience

    YOUNG PARENTS ∨   ✎

    Age and gender: 20 - 35, Female, Male

    Geography: United States + 100mi

    Demograpihcs: Parents (all)

Where should people see your ads?   ⓘ

🔵 **Automatic placements (Recommended)**

    Facebook's delivery system will allocate your ad set's budget across multiple placements
    based on where they're likely to perform best.

    Any of platforms: Facebook, Instagram, Messanger

    Any of placements: Feeds (4), Stories (2), In-stream (2), In-article (2) +24 more

◯ **Manual placements**

    Manually choose the places to show your ad. The more placements you select, the more
    opportunities you'll have to reach your target audience and achieve your business goals.

Campaign

JRO_2021_0910_PostEngagement_A

Objective	Post engagement
Budget	USD 500 lifetime

Ad set

FLC - 20-64 - Easter

Start date	10 Sep 2021 11:00
End date	8 Oct 2021 11:00
Placements	Automatic
Estimated reach	500–800

Need help setting up your campaign or ad set? Read more in our Help Center   CREATE   **CREATE AND BOOST**

6. To finalize your ad set, set your ad duration and tracking and then click **Boost**.

Boosting a post with Smart Labels

If you have already set up Smart Labels in the Advertise module, you can apply a Smart Label to your post by following the steps below:

1. While creating or viewing a post in the Publish Editor, look for the **Labels** module on the left-hand side.

2. Type to search and select the Smart Label in the text box.

3. Confirm your promotion in the approval popup.

Note:

You can link one Smart Label to multiple Ad Sets, which can have different active duration timelines. When you add the Smart Label while creating a post or on an already published post, ads will be created only in the Ad Sets that are active by that time.

Adding Smart Labels to a Publish campaign

A convenient way to utilize Smart Labels is to attach them to a Publish campaign. When you add Smart Labels to a campaign you have created in Publish, the Smart Labels will become associated with all stock items included in the campaign. As a result, when your team uses any of the applicable stock items to create new posts, the posts will be automatically boosted using the ad set and settings associated with the Smart Label.

To get started, please follow the steps below:

1. While creating a Publish campaign, look for the **Labels** section under the **Details** tab.

2. Type to search and select the applicable Smart Label in the text box. You can identify all Smart Labels by a unique icon.

3. Check the **Apply labels to stock** checkbox in order to promote all content created from the stock items added to the Publish campaign.


Boosting posts in Measure

You can conveniently boost a previously published Facebook or Instagram post by viewing the post insights for it via Measure's Content Performance or Label Performance widgets.

1. In a Content Performance widget, click on the **Post insights (graph) icon** on a post in card view or to the right of the post in list view.

In a Label Performance widget, first click on a label to view its associated posts, then click the **Post insights (graph) icon** on the desired post.

2. The Post Insights window will open to display a preview of your post along with several options for detailed insights. Scroll to the bottom of the Post Insights window and click **Boost Post**.

3. Follow the above steps to select or create an ad set and boost your post.

Viewing boosted posts

You can find any post you have boosted in Publish by navigating to the **Published** section in Publish's left-hand sidebar menu.

Use the **Filter** dropdown to select the social network you would like to view posts for, then check the **Promoted** box to view only promoted posts for that network.

When you click on a published post, Publish will display which of your ad sets in Advertise was used to promote the post.