



# Promoting Your Troop on Facebook

Social Media can be a powerful tool for promoting your Troop year-round and particularly in preparation for your Troop's Open House. Facebook provides a platform for easily targeting prospective families based on already established relationships and can be far more effective (both in time and material resources) than flyers alone; however, there is no 'silver bullet' for promotion—consider adding this to the mix of promotion you're already doing, not a replacement! This guide is designed to give you tips on how to maximize the exposure of your Troop as well as how to boost a post or event with minimal expense.

## The Basics

Whether or not you decide to spend any money on Facebook promotion, there are a few basics to understand about the platform.

### Terms

Here are a few of the common terms and what they mean:

- **Reach**— Reach refers to how many times a post or event is seen. The greater the reach, the more people have seen it. The highest reach possible is the goal of any promotion.
- **React (i.e., Like)** - Reactions to a post that increase the reach of a post or event.
- **Tag**—using the @ symbol followed by a person's name (if they're on Facebook) will notify them that they were mentioned, and also increase reach. You can also use @ to tag groups—be sure to tag @Trail Life USA—it'll help the reach, as well as give viewers more options for information
- **Share**— Sharing a post will repost the shared post or event to your own wall, and allow others to react to and share it.
- **Boosting**—Spending money to greatly increase the reach of a post or event.

### Personal vs Group Pages

If you have a Facebook account, you have a Personal Page. Here you can create, like and share posts, and tag friends, but these do not have an option for sponsorship. However, it's a great avenue for simply posting and directly making people you know aware of your Troop.

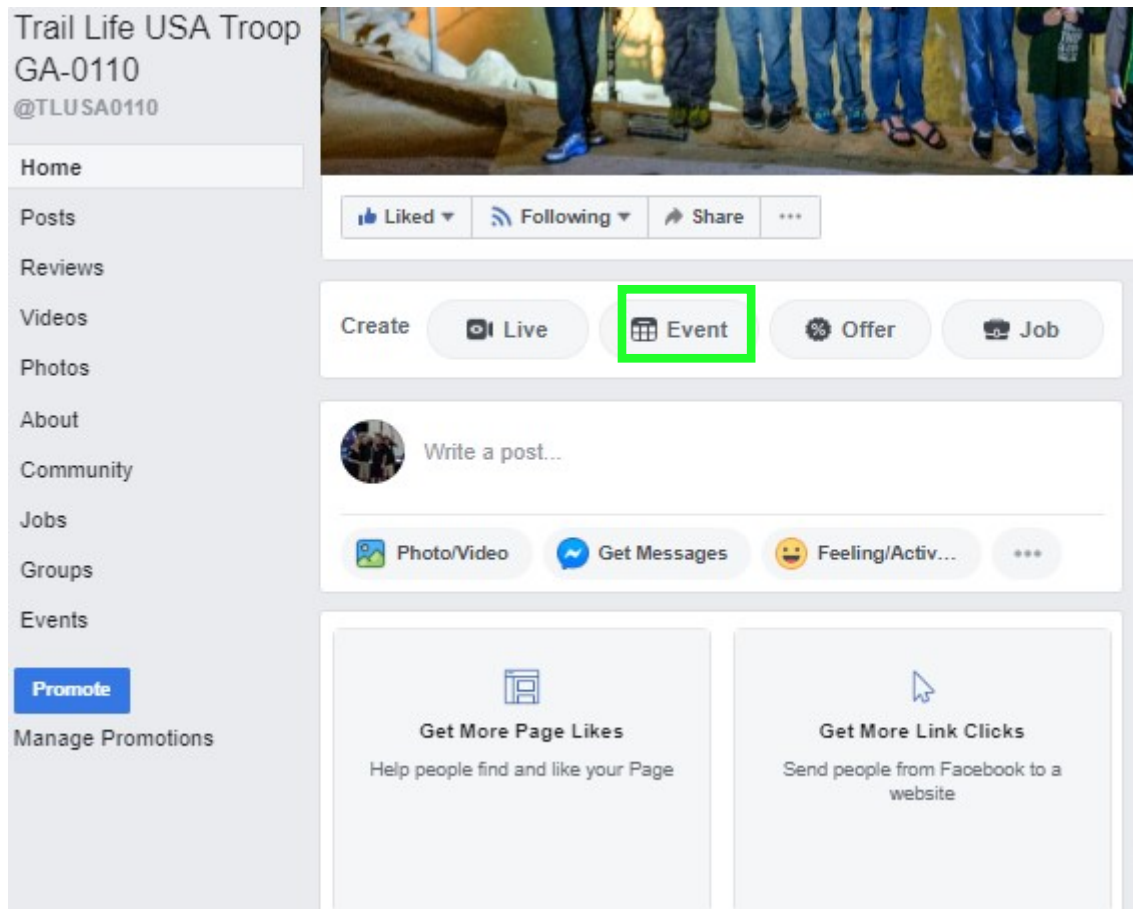
Group Pages allow for more options for increasing reach, as well as providing information directly related to your Troop. The following guidelines on boosting posts and events are geared towards this type of page. If your Troop doesn't have a Group Page, talk to your Troop Committee about starting one. Even if you only have a personal page, be sure to promote by reacting, sharing, and tagging!

## Creating an Event

In planning for your Troop's Open House, creating an Event on Facebook is one of the best avenues of promotion. People can see info, indicate if they're planning to attend, and receive automatic reminders about the event!

Below is information for page admins on how create an event and then promote it!

To get started, navigate to your Troops page, and select 'Create Event from the dropdown:



## Event Details

Complete the details on the window that pops up to provide as much information as possible.


Check with your chartered partner on adding them as a co-host—this will increase your reach, but also may cause some questions to be sent to them regarding the event. Communicating with everyone involved is key! Once completed, hit 'Publish' and your event is created!

New Event by Trail Life USA Troop GA-0110

Required Info

Enter the following information to create your event.


Event Photo or Video



Event Name

Open House10 / 64

Location

Pleasant Valley North Baptist Church

You can add Pleasant Valley North Baptist Church as a co-host so they can share your event with their followers and put it on their calendar. They'll be able to edit this event.

Add Co-Host

Description

Christ-Centered. Boy Focused. Come find out what Trail Life USA is all about!

Category

Select Category

Frequency

Occurs Once

Starts

8/13/2019

2:00 PM

EDT

Ends

8/13/2019

5:00 PM

EDT

Co-hosts

Co-hosts will have editing privileges and can add the event to their calendars to help spread the word.

Add Pages and friends

When you create an event on Facebook the Pages, Groups and Events Policies apply.

Save Draft

Publish

## Event Boosting

Now that your event has been published its ready to be shared by members. If you *really* want to make sure it's seen, you can consider spending money on boosting it.

Event

Insights

Boost Event

Share

Edit

...

17

Events

Events

Calendar

Kickoff Meeting / 2nd Chance

Birthdays

Discover

Hosting

+ Create Event

AUG 27

Kickoff Meeting / 2nd Chance

Public · Hosted by Trail Life USA Troop Ga-0110

★ Interested

✓ Going

Share

...

Monday, August 27 at 7 PM - 8:15 PM

Pleasant Valley North Baptist Church

735 Old Summerville Rd NW, Rome, Georgia 30165

Hosted by Trail Life USA Troop Ga-0110

Message Host

About

Discussion

INSIGHTS

See More

0 People Reached

+0 last 7 days

0 Responses

+0 last 7 days

Track ticket sales

Add Ticket Link

Audience

Not enough data to show audience information

Get More Responses

Boost your event to reach more people.

Boost Event

New! We've simplified the options for promoting your event.

RECOMMENDED ACTIONS

Reach More People, Share Your Event

Help people find out about your event by sharing it in News Feed.

The left side of the window will show the options you have for how you would like your post boosted.

The following pages will walk you through the basics of the options available to you.

Boost Event

You're currently running a boost for this event.

Review your active ads.

AD CREATIVE

Format

Choose the type of image or video format you'd like to use in this ad.

Single Image

Single Image

Upload an image or choose one from your page

Browse Library

Free Stock Images

960 x 639

Join Up On The Trail!

Text Is Too Long

We recommend fewer than 90 characters to help your full message appear on smaller screen sizes.

Text

645 / 90

Finally, a Christ-centered character, leadership, and outdoor adventure experience for your son and your daughter! Trail Life

By clicking Boost, you agree to Facebook's Terms & Conditions

Help Center

Cancel

Boost

Finally, a Christ-centered character, leadership, and outdoor adventure experience for your son and your daughter! Trail Life USA and American Heritage Girls are cooperative national organizations both with a mission to guide courageous young men and women to honor God, lead with integrity, serve others and enjoy outdoor adventure. Troop GA-0110 is hosting a Join the Trail Open House on Monday, August 19 at 6:30 pm. Trail Life USA is for boys in Kindergarten through 25 years of age. American Heritage Girls is a Christ-centered leadership and character development program for girls 5 to 18 years of age. Join the Trail at Trail Life USA!

Join Us On The Trail!

Monday, August 19

6:30-8:00 pm

Pleasant Valley North Baptist Church

TRAIL LIFE USA

WWW.TRAILLIFEUSA.COM

MON, AUG 19 AT 6:30 PM

Join the Trail Open House for Trail Life and AHG

18 people interested · 19 people going

Going

# Audience

This is who you want to target with your boosted event. For the most impact you'll want to select [Create New Audience](#). This will allow you to dial in on unreached families.

It's **extremely important** that you complete the step of creating an audience to target those who are most likely to attend your Open House and make sure you have it selected when you boost the post!

AUDIENCE

☐ People you choose through targeting

☐ People who like your Page

☐ People who like your Page and their friends

☒ 2019 Open House Edit

Location - Living In United States: Rome (+25 mi) Georgia

Age 18 - 65+

People Who Match Interests: Fishing, Motherhood, Mountain biking, Fatherhood, Hunting, Boating, Parenting, Camping or Horseback riding, Parents: Parents with preschoolers (03-05 years) , Parents with early school-age children (06-08 years) , Parents with teenagers (13-18 years) or Parents with preteens (08-12 years)

[Less](#)

[Create New Audience](#)

Create Audience

Select the location, age, gender and interests of people you want to reach with your ad.

Name

Gender

All Men Women

Age

18 - 65+

Locations

United States

Rome, Georgia + 25mi

Add locations

Detailed Targeting

Include people who match

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People

Give your audience a name that you'll remember

Targeted Marketing is critical for reaching families seeking Trail Life USA.

(more details on detailed targeting on the next page)



# Detailed Targeting

## Detailed Targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors | Suggestions | Browse ^

- ▶ Demographics ⓘ
- ▶ Interests ⓘ
- ▶ Behaviors ⓘ

Select Browse to be able to see filtering options.

## Detailed Targeting ⓘ

Include people who match ⓘ

Demographics > Parents > All Parents

- Parents with early school-age children (06-08 years)
- Parents with preschoolers (03-05 years)
- Parents with preteens (08-12 years)
- Parents with teenagers (13-18 years)

Interests > Family and relationships

- Fatherhood
- Motherhood
- Parenting

Add demographics, interests or behaviors | Suggestions | Browse

From here you can browse all of the various menus and select the most appropriate for your area. Be sure and look at all the options available in each category.

Exclude People or Narrow Audience

You'll see the potential reach of your post change on the meter below as you add more categories.

Take some time to look through the options on the menu, as it will help increase the reach of the post. The reason this is important is because it will reach people that **are not** otherwise going to see the event through members of your Troop sharing it!



Your audience size is **defined**. Good job!

Potential Audience Size: 140,000 people ⓘ

## Budget and Duration

Play with the different options available when it comes to budget and duration to see what will fit you best—it'll give you estimates on what your reach is based on these factors

**Boost Event**

**BUDGET AND DURATION**

Total budget ⓘ

\$11.00 USD ▼

Estimated People Reached ⓘ

15 - 60 people per day of 6,600

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

Duration ⓘ

1 day 7 days

Run this ad until Aug 28, 2018

You will spend an average of **\$1.00** per day. This ad will run for 11 days, ending on Aug 28, 2018.

**BUDGET AND DURATION**

Total budget ⓘ

\$11.00 USD ▼

- \$5.00 USD Reach 7 - 27 people per day
- \$10.00 USD Reach 13 - 54 people per day
- ✓ **\$11.00 USD** Reach 15 - 60 people per day
- \$15.00 USD Reach 20 - 81 people per day
- \$20.00 USD Reach 26 - 105 people per day
- Choose Your Own

Run this ad until Aug 28, 2018

Below are examples of reach is based on a \$20 budget, and running it for 6 days. It's recommended that you set the duration between a 3 days minimum, and a week maximum if you only do one boosted event. This give families time to plan to attend but not forget the date.

**DURATION AND BUDGET**

Duration ⓘ

Days 6 End date Aug 19, 2019

Total budget ⓘ

\$20.00 USD ▼

Estimated People Reached ⓘ

370 - 1,100 people per day of 120,000

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

You will spend **\$3.33** per day. This ad will run for 6 days, ending on Aug 19, 2019.

## Boost

Once you have everything set, click 'Boost' in the lower right corner of the window and submit your credit card information.

Share

Cancel Boost

your audience

























## What do I do now?

Now that your post is boosted, you'll still want to have as many people as possible promote it. Generally speaking, boosting a post will make it appear in your targeted area, but you'll also want to encourage your Troop members to Like, Share, and Tag their friends to increase the reach.

When members see *other* members share it, encourage them to react to it (Like or Love), and **Invite** their friends digitally as well. Each interaction on the post causes the reach to increase, and this includes comments. If you see positive comments, be sure to react and reply to those as well. This is considered 'organic' reach, and is much stronger than the 'sponsored' reach of the boost; think of the boost as a 'jump start' to get it rolling, and interactions as the momentum to *keep* them going.

## Does this work? Is it really worth spending money?

That depends on your Troop. Below are the statistics of a \$20, three-day duration boosted post (*not event*) by GA-0110. This Troop initially purchased an **ad** (*not recommended!*), and noticed there were many views but not many clicks. However, when they boosted a post the awareness of their Open House and page went through the roof! (*Note: boosting an **event** is preferred to boosting a post, as it allows people to RSVP, get reminders, etc. Each of those interactions pushes the event to more views*).

Reach: Organic / Paid   Post Clicks   Reactions, Comments & Shares						
Published	Post	Type	Targeting	Reach	Engagement	Promote
08/13/2018 7:20 pm	 It's a great turnout for our open house to kick off our 2018-19			63 Organic 1,538 Paid 1,374	12 	Boost Post
08/10/2018 7:53 am	 Reminder that our open house is Monday night, August 13 at			2.9K 	132 42 	View Promotion
08/02/2018 9:13 pm	 Trail Life USA Troop Ga-0110 shared a photo.			8 	0 0 	Boost Post
07/31/2018 12:37 pm	 Trailmen, I hope you had a blessed summer break. School			21 	0 1 	Boost Post
07/25/2018 8:27 am	 Trail Life / AHG open house on Aug 13.			30 	2 2 	



# Lasting Impression

Additionally, here are the statistics on the Troop’s page overall—not the boosted post. The notable spike on each of the graphs represents when the boosted post was active.

The lasting impact of increased page views, ‘likes’, and followers will last far beyond the reach of a single promotion.

