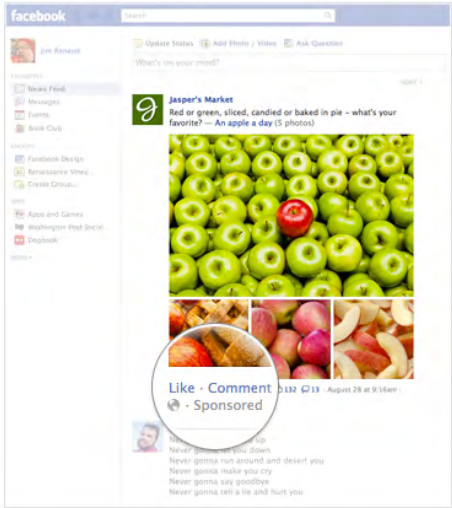



Promoted Posts

An easy way to reach more people with your posts in news feed



This is how a promoted post will appear in news feed



See the impact right from your Page

**By promoting your posts,
you can reach more of the
people who like your Page
and their friends**

Why is this helpful?

Promoting your posts increases the likelihood people will:

1. See your message in their news feeds
2. Become aware of your business
3. Respond to a discount or sales promotion

How promoted posts work



Promote an important post
On your Page, add a budget to a new or existing post so more people who like your Page and their friends see your message.



Get more views in news feed
Showing your posts to more people in desktop and mobile news feed will encourage likes, comments and shares.



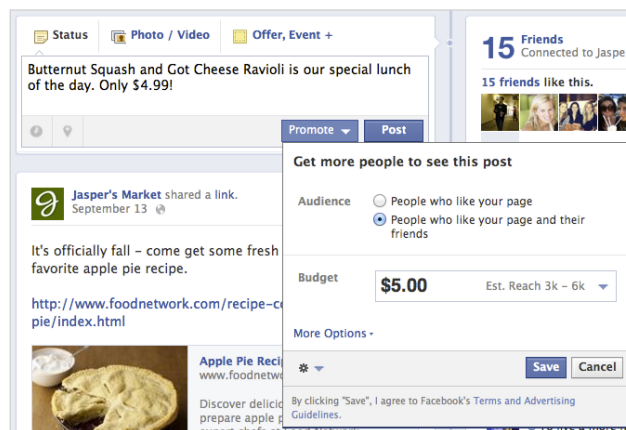
Expand your audience
When people engage with your post, their friends may see it as a story in their own news feeds. This means you'll reach more people.

How to promote a post

1. **Create a new post or select an existing post on your Page.** Any post you've created after June 21, 2012 can be promoted, including status updates, photos, offers, videos, and questions.



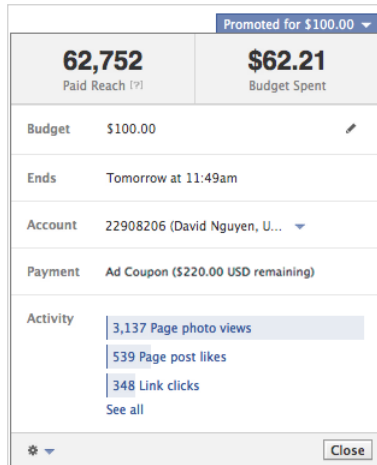
2. **Select your budget from the Promote drop-down menu.** You can choose your budget based on how many people you would like to reach.



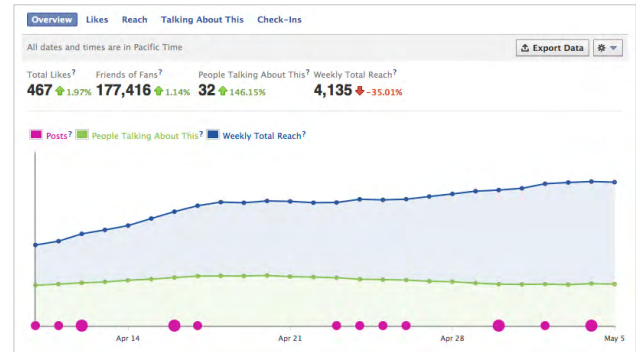
3. **People see your post in their news feed on desktop and mobile.** All promoted posts will show in the news feeds of the people who like your Page, or the people who like your Page and their friends. These posts will be labeled as "Sponsored". Promoted posts will not be shown in the right-hand column of Facebook, where ads and sponsored stories are displayed.



4. View the results of your promoted post in the drop-down from the “Promote” button at the bottom of the promoted post.



5. Learn what’s working with Page Insights. Pay attention to engagement metrics to learn which posts customers respond to best.



Learn more

1. Go to <http://facebook.com/business/promoted-posts> to learn more and get started
2. See how people are using promoted posts to grow their businesses: http://tiny.cc/Promoted_Posts
3. Visit the Help Center: <http://www.facebook.com/help/pages/promote>