social media advertising

Special Olympics Pennsylvania social media handles:

f @SpecialOlympicsPA   ▶ **⊙** @SpecialOlympicsPennsylvania   🐦 @SpecialOlympiPA

One of the best ways to ensure that content published on your social media pages is seen without falling victim to the dreaded algorithm is by "boosting" your posts. If you are seeking more volunteers, want to promote an event or simply have a really cool story that you want to share, this is an awesome tool to increase your digital reach. **Here are some ways to make sure you're on track...**

1) Choose your audience

One of the main benefits of boosting content is being able to direct your post to a particular audience. Once you determine whether you'd like to boost an existing post or create a brand new ad, all platforms give you the ability to target exactly who you want, when you want. Targeting options range from age, sex, location, interests, hobbies, former schools, current employers, etc. Fine-tuning these elements of your ad will help set it apart and ensure that you reach exactly who you're looking for with your message.

2) Set your budget & duration

Now that your audience is selected, it's important to know ahead of time how much you plan to spend on your ad and for how long you'd like it to run. Generally, anywhere from three-to-10 days is a good amount of run time, but you can customize that however you'd like. When advertising on Facebook/Instagram, your budget is completely customizable , so if you enter a number (i.e. $100), the platform will tell you how many people you can expect to reach based on your projected expenditure.

3) Focus on visual content

There's only so much content one person can consume, so it's imperative that your ad stands out. If you're boosting an event page, that is already likely to be image-heavy, but be absolutely sure that when creating a new ad you've got a fantastic photo and/or video on tap. Facebook/Instagram won't run your ad if it contains too much text or a text-heavy image. In addition, always make sure to provide an external link to your website or event so people are directed toward an area with more information.

Any questions? Please contact Nick Cammarota at ncammarota@specialolympicspa.org