**Boosting Posts on Facebook**

**Rochester Hills Public Library -** You pretty much tell them how much you want to spend and Facebook kind of works it out for you. The more people/groups you want to reach, the pricier it gets. We've had some good success attracting higher crowds this way.

**Southfield Public Library -** We got a prepaid credit card and used it to boost a few of our facebook events to reach a wider audience. It was really cool because you choose how much you want to spend on each event boost and then it will do the rest of the work for you. For instance, one event we only spent $5 on and still reached hundreds of people. […] Facebook has settings that you can custom decide on for the boost and then the boost runs until a set date or until the funds are completely used. We've had success with it because it's increased the number of people we could reach beyond those who follow our Facebook! But we don't do it regularly.

**Saranac Public Library / Clarksville Area Library -** We have used it a few times with varying success.  We usually spend anywhere from $3-10 per boost and those boosts last for as long as the money lasts.  We recently used it for a large event that we were hosting- a Deer Widows Expo.  First we used it to seek craft vendors and had to end the boost early because we filled up.  Then we did a boost for the actual event.  It was difficult to determine the effectiveness of that actual post as we also did newspaper advertising, advertising in the library as well as some fliers in the local shopper's Guide.

We tried it with our holiday closings and didn't really see much difference in the number of people who saw the post vs the ones that we didn't boost so I wouldn't spend the money on that again.

I do know that Facebook is very picky about the posts that you can boost and they have to have minimal text and must have some sort of graphic attached.

**Allegan District Library (two staff members responded) –** 1. We make regular use of Facebook boosts, in fact we budget $500 each year for boosting (it's part of our publicity budget). You can spend as little as you want or as much as you want, but typically we spend about $10 for a boost that lasts 7 days with a reach of about 2500. We use it somewhat as-needed, if we have a really great program that's not getting a lot of attention that's a good use of boosting. When we went through our last millage (and I expect for our upcoming millage) we boosted some informational Facebook posts.

One thing to keep in mind, you'll often see boosted posts getting a lot of attention but sometimes that doesn't always correlate into program attendance. On the bright side, I look at it as a promotional tool. Even though you might not get a giant turnout for a program, more people are now aware of the library and the types of programs you do.

2. We boost some of our programs and  usually see a rise in registration after the post goes out.  I usually boost one week before a program and spend roughly $10 per boost.  It is then sent to a demographic that we have chosen, ages 25 and above within 50 square miles.  FB charges by the day so the earlier you post the more will cost.  They also charge by how many people you want to reach.  The current budget allows the Adult and Children's Programmers to boost two posts a month at $10 each.  My posts usually consist of the picture and information used in our quarterly newsletter.

**Kent District Library (Cascade Township Branch) -** We boost our big events and Friends book sales.  The Friends budget $250 (up from $200 last year) per year. 2018 will be the 3rd year we have/will boost.   We pay $5 per boost.  About 4 per month.

We think it is REALLY helped with program attendance, especially our Sunday afternoon concert series.

**Schultz-Holmes Memorial Library -** The programs I boost are usually sponsored by a local business, so I can take $50 of the $1000 that the business gives me and the business owner sees his business mentioned a bunch on Facebook, providing increased value for the sponsorship and increasing the likelihood that the business will sponsor again. I have boosted for as little as $25 and as much as $200.  I like to boost the library webpage and/or Facebook page during the summer (because we are wall-to-wall programing during the summer).  We produce a program outside the library called Art at Your Feet which has its own Facebook page, so I boost that page starting a month to six weeks prior to the event date.  I also boost posts about specific programs on the library Facebook page, particularly, as I mentioned, sponsored programs.  I spend more on the page boost and cast a wider net in setting parameters for a target audience than I do for the specific program boosts.  I highly recommend Facebook boosts as part of your promotional efforts.

**Ferndale Area District Library -** We've been spending about $20-$25 per boost. We usually boost events so that we can get higher attendance. Sometimes it is quite successful, and sometimes it just seems to bring awareness rather than attendance. Facebook has some great tools for making sure you have a good ad. Make sure your accompanying image is scaled properly to fit the dimensions of the ad. Something punchy works best. The text in your ad should be short and sweet. We target people in the area with about a 25 mile radius. And sometimes we target a larger audience with specific interests, like music or history, depending on your program.

I usually only boost two weeks out, so that you can get more bang for your buck. We also share the event, ask staff to share too, and send press releases out to local media.

**Waterford Township Public Library -** It definitely serves up your post to a lot more of your followers/people who’ve liked your page (it is really the only way to guarantee that, actually).  I usually just do it for $6 over a time period of one or two days. I usually choose to have it boosted to “people who like your Page”, or “people who like your Page and their Friends”. I may have done one or two to all Waterford residents. I only do it to posts about events or news that either I think needs extra attention, or is something important.  I would say I’ve maybe boosted about 6 to 8 posts in a year…

**Library of Michigan -** Here at the Library of Michigan we have a 7 member Social Media team and we do occasionally boost posts on Facebook.  We have never spent more than $50 on a single boost and usually we run them at the $20 level.  We have a couple of best practices for boosting that may be useful.

1. Don’t boost a post that isn’t getting any traction as an un-boosted post.  If one of the team members generates a post that is wallowing around the 200 or 300 impressions mark and has low engagement and it looks like it’s not showing any positive movement we won’t boost it.  Give your post at least an hour to see if you have something worth boosting.
2. Only run one boost at a time and pin that post to the top of the page.
3. Go into insights and click on Post look at your Times whale (if this doesn’t make sense give me a call) use this to determine the best times to post/boost.
4. As a general rule for boosted or un-boosted posts, don’t crowd the post unless you’re a posting at an event or conference.  With our team we also use the native scheduling tools to avoid overcrowding.  We try to space by at least an hour between posts and often times 2 or more hours.
5. Make sure your post is very visually appealing, keep the text succinct, brevity is rewarded.
6. If you use a video, shorter is better, try to avoid videos over a minute long.
7. Point to your resources using 1 (and only 1) link and shorten the link using a service like<https://bitly.com/>

**Houghton Lake Public Library -** We do this on a weekly basis!  It has shown to be of great value in our community!!!  We have the perfect demographics for FB advertising!

I select 2 things to boost every week and spend about 10$ on each post.  I do use the limiters sometimes, when a program is targeting a specific audience, but most of the time I use a general audience.

**Watervliet District Library -** We boost an event about once a month, usually for a cost of $10-15, and have had very good outcomes (i.e., larger than usual crowd turn-outs). I've been very happy with the results. You can easily specify a budget and target an audience of your own choosing.

**Canton Public Library -** We use Facebook ads and boost posts frequently. It's very cost effective and allows you to very specifically target an audience. It's also quick and easy to track results of clicks and shares. I recommend trying it out for a program and see how it goes. You can set your budget so you don't have to worry about spending more than you want.

**Tamarack District Library -** We boost our larger programs to reach more people. We have paid anywhere between $5 and $30 depending on the program and the current response to the event on FB.

It will of course not work great on teen programs because they are not on FB, but will hit a lot of adults. Many of our attendees report seeing it on their newsfeed as a reason that they attended.