Simple Guide: How to Boost a Social Media Post

Boosting a post is an easy way to help more families in your school's community see your content on social media. You do not need advanced marketing experience to get started.

Step 1: Choose the Right Post

Pick a post that is clear, positive, and enrollment-related. Posts with photos or graphics perform best. Real photos of students, classrooms, and school life are encouraged. You can also boost videos!

Step 2: Publish First

Post to Facebook or Instagram as you normally would. After the post is published, click the “Boost Post” button.

Step 3: Choose a Goal

Select “More engagement” or “More profile visits.” These options are simple and effective for most schools.

Step 4: Select Your Audience

Choose a location near your school (city, zip codes, or a small radius). If available, select parents and families to keep the audience local and focused.

Step 5: Set Budget & Time

A small budget goes a long way. Recommended budget is $10–$25 over 3–5 days. You do not need to boost every post — focus on important ones.

Helpful Tips

Boost posts that already have likes or comments. Keep captions short and welcoming. Avoid too much text on images.

Need Help?

If you are unsure what to boost or how to set it up, help is available.

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