ARIENS|CONNECT

Frequently Asked Questions

ARIENS|CONNECT

Forgot Password

In order to reset your password go to https://social.ariensconnect.com/, then click "Forgot Password".

Enter your email address and click "Submit." You will receive an email with instructions to reset your password.

You can also generate a new password when logged into your user account. Click on "Settings" at the top toolbar, then click the "Generate Password" button in the User Settings pop-up.

How do I reset my password?

In order to reset your password go to https://social.ariensconnect.com/, then click "Forgot Password".

Enter your email address and click "Submit." You will receive an email with instructions to reset your password.

You can also generate a new password when logged into your user account. Click on "Settings" at the top toolbar, then click the "Generate Password" button in the User Settings pop-up.

How Often Should I Post to My Social Channels?

Consistency is key when it comes to your social media strategy. Your audience is looking to engage with you regularly and a defined schedule is the best way to keep their attention. Typically, 3-5 posts a week makes for a thriving and engaged network, however quality over quantity is always the way to go. 2 great posts will always be better than 5 boring or repetitive ones. Aim for well-thought-out, engaging content that resonates and converts.

How can I optimize my Instagram marketing strategy?

When crafting any social media post, it's important to think about your target audience. Be sure to take into consideration the location and demographics of the audience you are trying to reach such as age, gender and interests.

ARIENS|CONNECT

It's All About The Visuals

Eye-catching imagery is the name of the game. With more than 400 million users, you'll want your business to stand out from the crowd. To drive engagement, strive to post impactful images and videos. Bright, bold colors with a minimalist feel works best.

Stay Relevant & On Trend

Post content your audience wants and can relate to. Go for an inspirational voice over a promotional approach. Remember to use hashtags often - hashtags help you get discovered! Do your research to stay on top of trends. Social is an ever-changing and evolving environment. Doing your homework will keep you above your competition.

Get Creative & Stay Consistent

Instagram is a great vehicle to showcase your business or brand. You want quality over quantity when it comes to posting. Whether you post once per week or once per day, do your best to maintain that same cadence. Focus on consistency instead of frequency. Do tell a good story, go hyper-local, ask questions or post user-generated content. Take chances. Sometimes unexpected twists in your social strategy can help break through the clutter and refresh your brand image.

Use Data To Your Advantage

Analytics are the window to what is working and what needs to be improved. Track post performance, monitor trends, track comments and hashtag usage, measure audience engagement, identify influencers and continuously report across multiple profiles. In order to optimize your social strategy, it's essential to understand how your audience is engaging with your content.

Use Instagram Video

Using Instagram video is a great way to build your brand or property awareness on your social channels. Here are a few specific reasons to use the AriensConnect platform to post videos to Instagram for your Location or Group:

- **Reach:** Create video content that can reach 500 million daily users.
- **Audience:** Instagram's Primary audience's age is between the age of 25-35 years old, a demographic that is increasingly moving away from Facebook and onto Instagram.
- **Engagement:** Video content is one of the most if not the most engaging content.
- **Brand Presence:** Create video content that can help your brand or service be discovered. Keep in mind that 83% of users claim to discover new brands through content, which is why Instagram engagement is regarded as one of the most important KPIs for a brand's social goals.

How do I optimize my Facebook marketing strategy?

Shorten Your Copy

Keep your copy short and concise in order to capture your audience's attention. Aim for a character count around 100-120 characters.

Change It Up

Vary the content on your Facebook page. Avoid being overly promotional and watch as your engagement rises.

Ask Questions

Make it easy for your fans to engage by asking simple questions. The easier your question is to answer, the better.

Hyper Local Content

No one knows your community better than you do. Supplement our posting strategy by adding hyper-local content.

Pro Tip - We recommend posting 1-2 more times per week in addition to our posting efforts.

Share Content

Immerse your company in the community by sharing relevant and high-quality content from other Facebook pages.

Take Advantage of Your Email List

Add a "Like Us on Facebook" button in your consumer-facing email blasts.

Pro Tip - Run Facebook Contests for followers that like the page. Gift cards are an easy sell. Just be aware that any social contest requires having [vetted contest rules](#) that specifically state when the contest will be running, how and when winners will be selected, and what the approximate value of prizes will be. You'll need to comply with national, state and local ordinances that govern contests, so be sure to clear your contest rules with legal counsel before publishing them and proceeding with any contest.

Facebook Ads Versus Facebook Boosted Posts

Though it's hard to keep up with Facebook's constantly changing algorithm that determines how and why content shows up in users' feeds, the social media giant remains the go-to platform for multi-location brands to connect with customers on the local level.

And why not? Facebook's family of services (Facebook, WhatsApp, Instagram, and Messenger) boasts a whopping 2.45 billion-plus worldwide active users. An estimated 79 percent of the U.S. population is on Facebook—74 percent of those log in every day, and two out of three consumers visit a Local Business Page at least once per week. With so many people using social to find local business information, companies that combine native advertising with accurate, up to date social pages and thoughtful, creative content will win the engagement battle. Your competitive edge starts with a clear goal and the smart use of Facebook Boost and Facebook ads. Both paid features have a place in localized social advertising, but there are important differences between the two, which we'll cover below.

Facebook Boost:

A boosted post helps you get your content in front of more than just the people who follow your page and is the simplest way to advertise on Facebook. Boosted posts are new or existing posts already on the Business Page that you want more people to see, like, comment on, and share. Multi-location businesses should boost content that is outperforming other posts.

Just click the little blue button next to any post, set a budget, and pay to boost a post to appear higher on followers' timelines or push out the message to target users who don't follow you for a wider reach based on Facebook's location, demographics, and profile information. Use Facebook Boost to build brand awareness, drive engagement, promote an event, and increase the reach of the organic content you worked so hard to create. Research shows that boosting a post can lead to a 2000 percent increase in reach and a 500 percent increase in comments versus organic posts. While most of your paid social budget will likely go to Facebook Ads, don't overlook the power of boost to maximize marketing efforts and ensure people see your posts. Boosting can be a game-changer when you invest the time and energy into developing creative, quality social content. The AriensConnect BoostPlus Module can help you get extra mileage out of your boosted posts and streamline your workflow. Reach out to your AriensConnect representative today to find out more.

Facebook Ads:

Facebook ads are targeted pieces of content that can appear in the desktop or mobile News Feed and in the right-side columns across Facebook. Right column ads only show up to people browsing Facebook on their computers. Compared to boosting posts, targeted ads provide more sophisticated features to reach a local audience on social. Content created through Facebook Ads Manager offers plenty of creative freedom and a slew of ad types, advanced customization solutions, and micro-targeting options based on marketing objectives and budget.

ARIENS|CONNECT

Different locations require different approaches. A Facebook objective optimizes a campaign for a specific result or goal and generally falls under the three broad categories of awareness, consideration, and conversions. The objective also determines how ads are delivered to your audience and what actions you hope users take when they see the ad.

What are the best practices for ad placements?

It is best practice to always leverage Automatic Placements. Automatic Placements allow Facebook's delivery system to make the most of your budget. It optimizes your ad placements based on your settings on Facebook and Instagram.

With Automatic Placements, you can:
- Automatically allocate your budget toward the most cost-effective audiences and ad placements
- Improve ad delivery in real-time
- Increase your reach on Facebook and Instagram

You will notice, in AriensConnect, there is no option to select specific ad placements. This is because AriensConnect always wants to enable users to leverage best practices, which is Automatic Placements. This feature is auto-enabled for all users.

Below is an example of what your automatic placements would look like. AriensConnect auto selects Facebook and Instagram, which then translates to selecting all or some of the placements seen circled below. Please note that while your ad placements are automatically selected, the type of ad you run will determine which checkboxes are selected under the "What Facebook Sets" section.

Learn more about why Automatic Placements may help you reach more people within your audience here.

ARIENS|CONNECT

How do I schedule a post for my location?

The most common way to create a post in the AriensConnect platform is from the scheduler. To create a post at the location level, follow the steps below:

1. From the Account level, click on the Location tab. This will bring you into a list of locations that you have access to.
2. Click into the location that you would like to create a post for.
3. Once in the location, click the content tab to the left. This will automatically drop you into the scheduler.
4. Click "Post Now" for instant posting or click a date on the scheduler to schedule a post for the future.
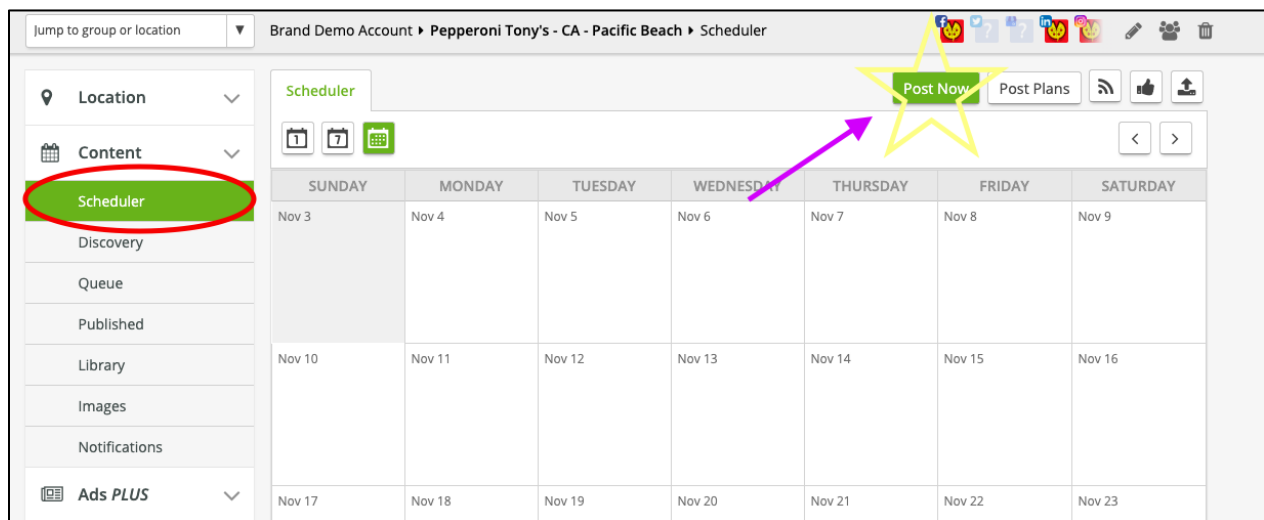
1. At the top you will see the available networks you have linked for social posting. Click on the networks that you would like to schedule a post for. The green check mark indicates a network has been selected.
2. Enter text for the post.
3. Add a photo, Gif, or video
    1. Upload Photos/GIF: This will allow you to upload an image or GIF from your computer (GIFs for Twitter and Facebook only)
    2. Choose An Image: This will allow you to select an image from an Image Library
    3. Shorten URL: This will allow you to shorten your URL into a bit.ly link
    4. Upload a Video: This will allow you to upload a video (Facebook, Twitter and Instagram only)
    5. Choose a Message: This will allow you to select a post that has already been created from a Message Library that you have access to
4. Add a Tag
    Tagging your message will allow you to find them easier in the message library.

ARIENS|CONNECT

This is an internal tagging system. For example, Christmas posts would have the tag Christmas
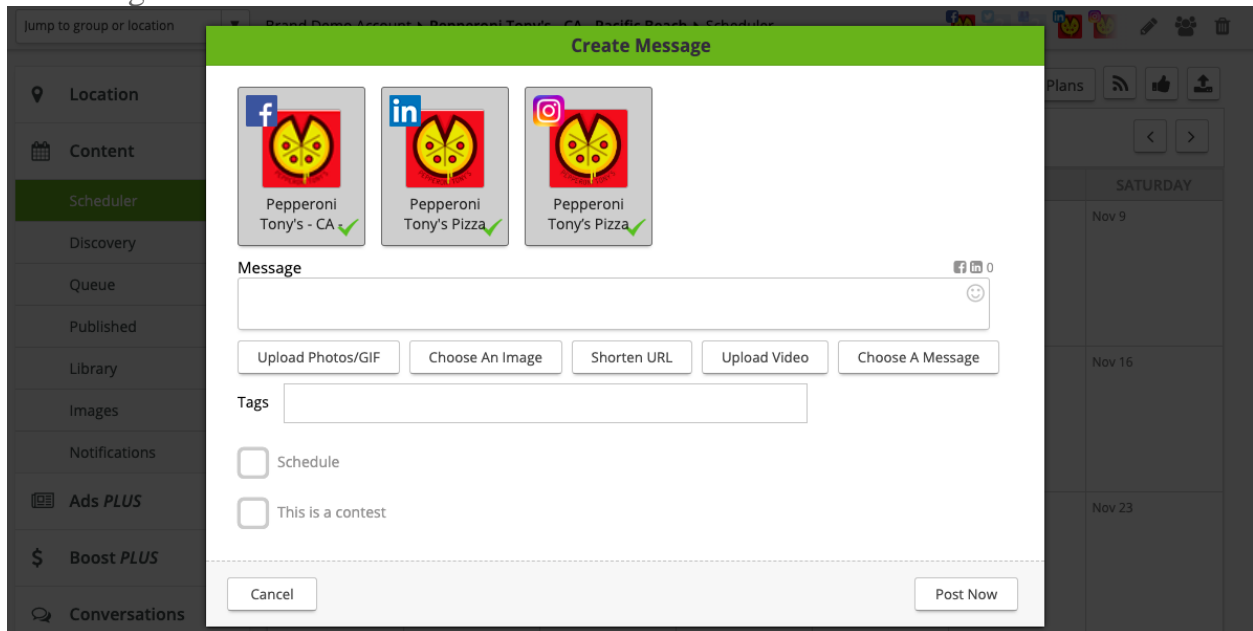
1. Schedule your post
   1. Select day and time
   2. For a more organic appeal, select the (+-) button. This will randomize your post by the time selected
   3. Peak Time*, allows you to schedule your post based on when your fans are most likely to be online and engage with you post.
2. Make it a contest (for Facebook posts only)
   1. Check this is a contest
   2. Select a date and time for the contest to end
   3. Choose how the winner will be decided, random commenter or most liked comment
   4. Schedule your post

ARIENS|CONNECT

Pepperoni
Tony's - CA ✓

Pepperoni
Tony's Pizza ✓

Pepperoni
Tony's Pizza ✓

Message   [f] [in] 151

Pizza is our passion, but our beer selection is hand-picked, also featuring some local goodness. Stop in for a
brew in Pacific Beach! #pizza #pb #socal

Instagram options

| Upload Photos/GIF | Choose An Image | Shorten URL | Upload Video | Choose A Message |

Tags [   ]

✅ Schedule

| 11/04/2019 | 3 ▼ | 37 ▼ | AM | PM | Exact Time ▼ | Peak Time | ➕ |

✅ This is a contest

Ends on: | 11/11/201 | 11 ▼ | 59 ▼ | AM | PM | Winner: | Most liked comment ▼ |

Cancel   Schedule Post

ARIENS|CONNECT

What is the Scheduler?

The Scheduler (found under the Content module) consists of all items needed to create and publish content to your linked social media networks. Available social media networks in the Scheduler are Facebook, Twitter, LinkedIn, Google My Business and Instagram. The Scheduler is available at the location and group level.

Scheduling options include:

- Post Now
- Schedule future posts (by clicking a date on the calendar)
- Post Plans (self-filling or manual filling of content directly from an already created message library)
- CSV imports at Location and Group level (for mass content loaded into a csv file)

Pro-Tip: Peak time is Facebook specific only and refers to the aggregate data of when this Facebook page's followers are most active on Facebook.

Image and Video File Sizes
In general, here are the best sizes for sharing images and video on social media.

Facebook – 1,080 x 1,080
Twitter – 1,024 x 512
LinkedIn – 1,200 x 628
Instagram – 1,080 x 1,080

Facebook + Twitter video 1 GB or 20 minutes in length
Instagram video 3-60 seconds in length
Supported image file types are PNG, JPEG, and GIF. Max image file size is 25 MB.

This article is a great resource too:

https://www.inc.com/larry-kim/your-one-stop-facebook-image-sizes-cheat-sheet.html

RSS Subscriptions

Automatic RSS feeds are added using the RSS feed button next to Post Plans. This is a great tool to use if you have constant content from a particular webpage that you always share to your social media networks.

What do the different colors of my posts in the Scheduler mean?

Scheduled posts in the calendar may be highlighted in different colors.
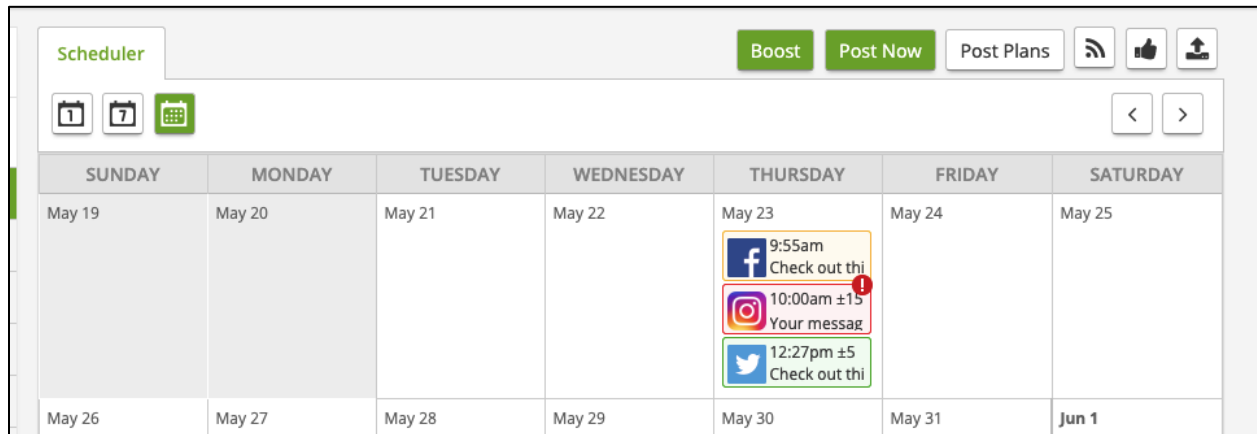
- Green - Post is approved (by admin or client) and ready to publish on the specified date and time.
- Yellow - Post is pending approval. Approvals are on and this post needs to be reviewed by a Client or an Admin.
  - Navigate to the Content > Queue module and approve content if you are an Admin.
  - Client approvals can be completed by sending the client a link to the Client Approval Gateway (found in the thumbs up icon).
- Red - Post is rejected. Admin or client has rejected this post and left a reason for rejection.
  - When you navigate back to the calendar you will notice the red network boxes and if you hover over the box you will get a view of the reason for rejection.

Pro-Tip: If content only needs Admin approval and this is updated via the Queue section, the network boxes in the calendar will turn from Yellow to Green automatically.

How do I edit a post that is already scheduled?

You can edit a post scheduled out for the future in two places, the Location or Group level Scheduler or the Account, Group or Location level Queue.

Editing via the Scheduler:

To edit a post that is already scheduled on the Scheduler calendar, click into the Content button at the Group or Location level, then Scheduler.
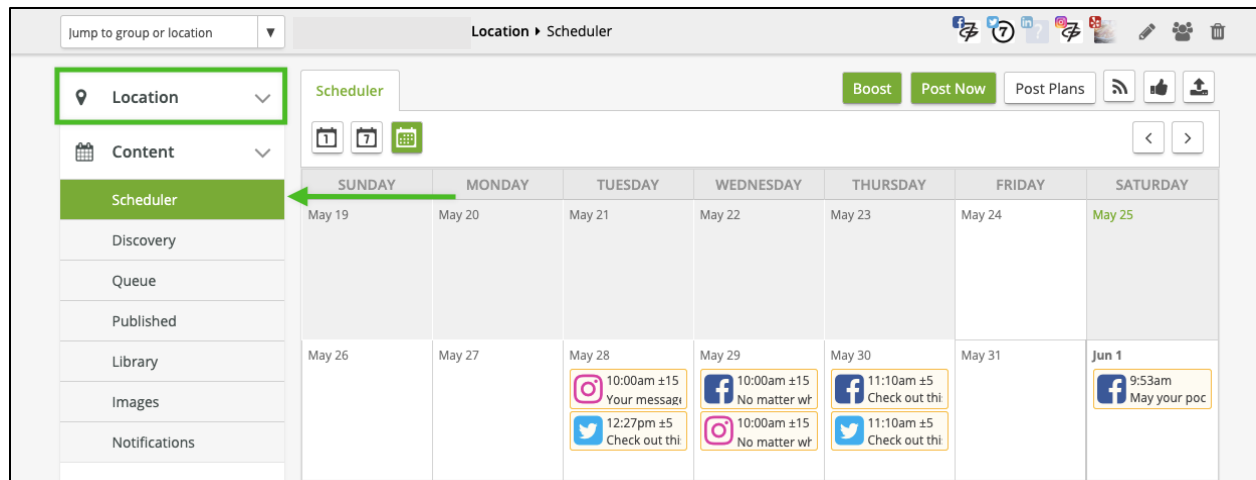
Find the date of the post you wish to edit and click into that post to edit any of these sections:

1. At the top you will see the available networks you have linked for social posting. Click on the networks that you would like to schedule a post for. The green check mark indicates a network has been selected.
2. Enter text for the post.
3. Add a photo, Gif, or video
   a. Upload Photos/GIF: This will allow you to upload an image or GIF from your computer (GIFs for Twitter and Facebook only)
   b. Choose An Image: This will allow you to select an image from an Image Library
   c. Shorten URL: This will allow you to shorten your URL into a bit.ly link
   d. Upload a Video: This will allow you to upload a video (Facebook, Twitter and Instagram only)
   e. Choose a Message: This will allow you to select a post that has already been created from a Message Library that you have access to
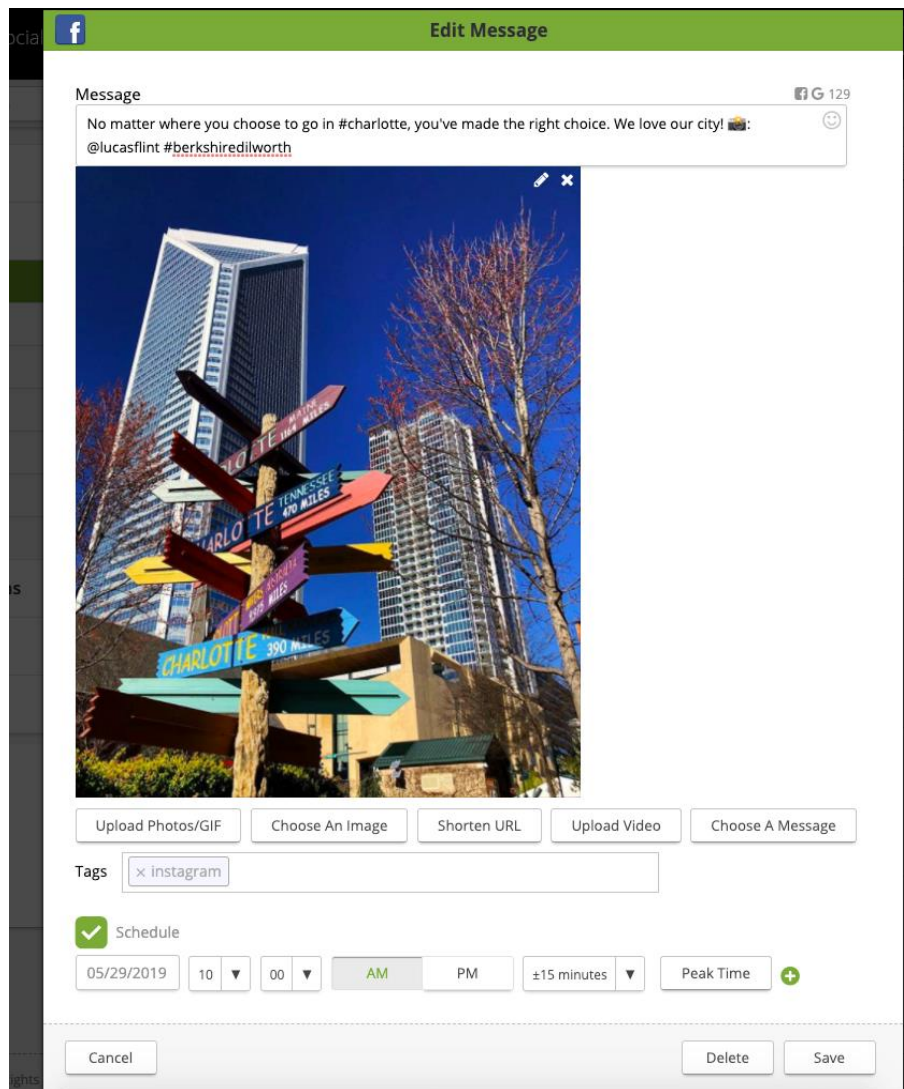
4. Add a Tag
   a. Tagging your message will allow you to find them easier in the message library. This is an internal tagging system. For example, Christmas posts would have the tag Christmas
5. Schedule your post
   a. Select day and time
   b. For a more organic appeal, select the (+-) button. This will randomize your post by the time selected. It is recommended to use +-60min for Group postings going out to 100 or more locations.
   c. Peak Time*, allows you to schedule your post based on when your fans are most likely to be online and engage with you post.

PRO TIP Peak time is Facebook specific only and refers to the aggregate data of when this Facebook page's followers are most active on Facebook.

6. Make it a contest (for Facebook posts only)
   a. Check this is a contest
   b. Select a date and time for the contest to end
   c. Choose how the winner will be decided, random commenter or most liked comment

Editing via the Queue:

To edit a post that is already scheduled on the Scheduler calendar via the Queue, at the Account level click into the Content button at the Group or Location level, then Queue.
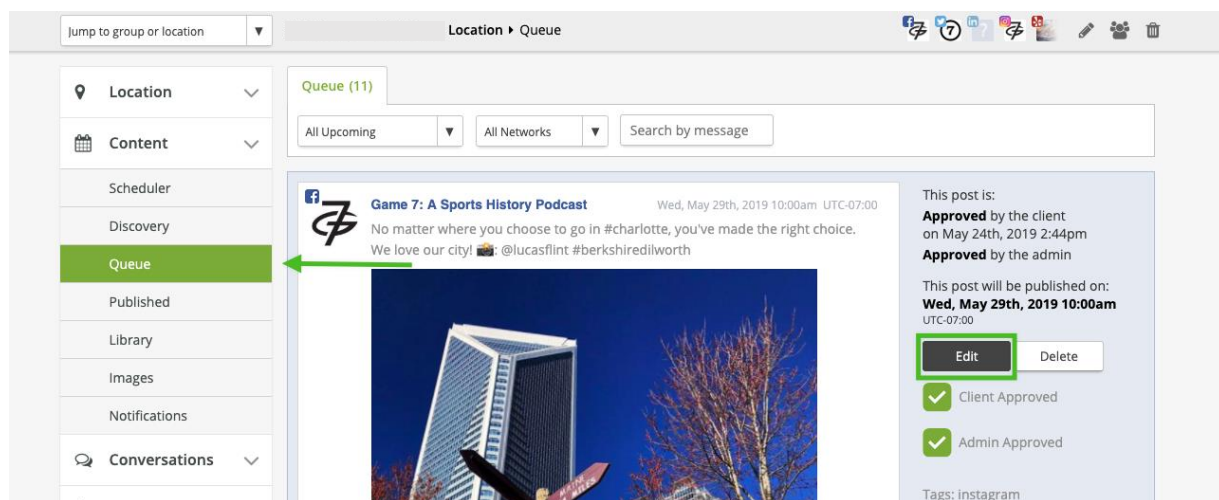
Select the post you wish to edit and click the Edit button to open the Edit Message dialogue box to edit the post.

Follow the same steps to edit the message as listed out above.

Facebook, Instagram, Google My Business, LinkedIn, and Twitter all support edits within AriensConnect.

How do I post to Google My Business?

Google My Business is a free tool that allows you to claim your business and promote a Business Profile and business website on Google Search and Maps. Google Posts will allow you to post marketing messages (text + photo) to your profile to show what makes your business unique and give customers reasons to choose you every time. Google Posts are published across Google Search and Maps.

ARIENS|CONNECT

Creating a Post

There are several ways to schedule Google Posts content in AriensConnect. All are available at the Location and Group level within the Scheduler. Here you will be able to view, edit and create posts. When published to Google My Business, these posts will show as the "What's New" format.

In the Scheduler "monthly view" click within a day or click the Post Now button. The Create Message dialogue box will appear:

Step 1. Select the Google network icon. Multiple networks can be ticked on or off.
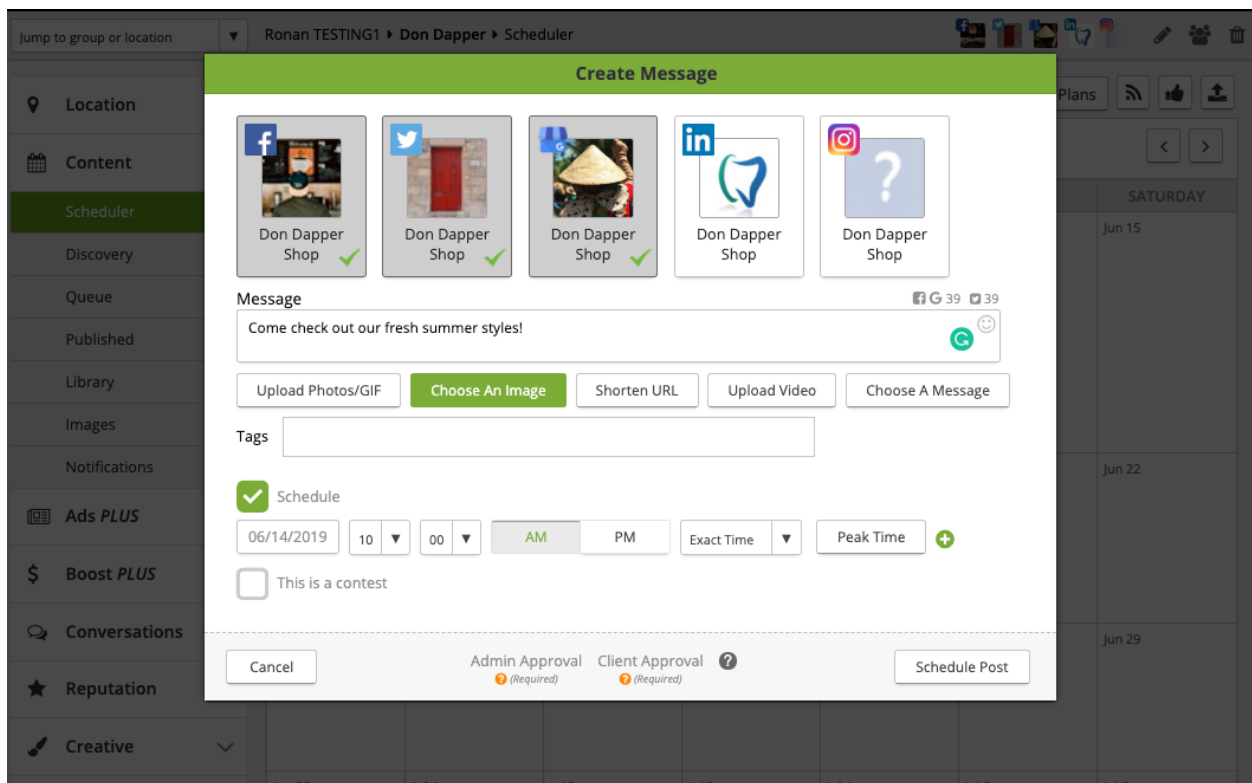
Step 2. Upload your image and type your message. You can also enter a link in your message copy.

Step 3. Add tags to your post in order to easily search & locate it at a later time.

Step 4. If "Schedule" is selected this will change the "Post Now" button to

"Schedule Post" and will allow you to schedule your post for a later date & time.

Ads PLUS

How do I promote an ad?

You can begin promoting an ad from the Creatives Library or the Management page. From either page, click the green "+Promote Ad" button.

1. When you click to create a new ad, you are brought to the Promote Ads pop up to set up your campaign. Once arriving at the Promote Ads pop up, select a Creative Library and check off the ad or ads you want to run in this campaign.
2. Fill out the General information on the left side of your screen. To start, name your campaign and select a Conversion Objective. Your objective options include:
   - Brand Awareness
   - Reach
   - Page Likes
   - Conversions
   - Lead Generation
   - Custom Objective Per Ad
     - If you've selected multiple ads to promote within this campaign, this option allows for you to select a different objective for each ad.
3. Select the Ad Account you want to use for this post and which Audience you want to target the ad toward.
   - If you are posting at the Group level, select "Use Location Default" to charge the Ad Account per location, rather than using the Group Ad Account. Location Ad Account defaults can be managed in the Location's Management page.
4. Select the Audience you want to target for this campaign.
   - If you are posting at the Group level, select "Use Location Default Audience" to target audiences per location, rather than all locations targeting the same audience. This allows for your audiences to stay localized for each location in this campaign.
5. Allocate a total budget for this campaign.
   - You can evenly distribute a total budget across all ads
   - Customize the amount spent on each individual ad by selecting "Custom Per Post." You will be able to edit the "Total Budget" underneath each of the selected ads.

Pro-tip: When you are creating an ad in your Creative Library, you will be able to see which ad objectives are eligible to be used. Whether or not you can utilize a specific ad objective is based on the content within that ad creative.
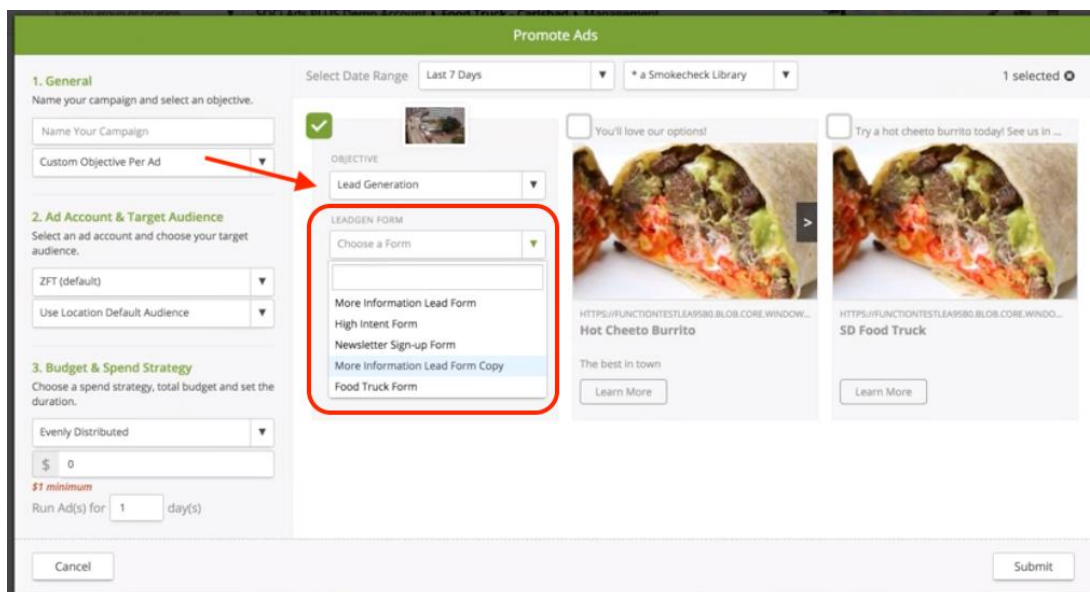
How do I know which Campaign Objective to use?

Your objective options include:

1. Brand Awareness - increase visibility on your brand and drive website traffic (i.e. new product info)
2. Reach - get your ad in front of as many people as possible, as quickly as possible (ex: one-day promotion)
3. Page Likes - increase the number of page likes on your Facebook page with a call-to-action
4. Web Conversions - encourages people to go to your website to take an action
5. Lead Generation - let people show their interest in a product or service by filling out a form in the ad with their details, thus allowing a business to follow up with them
6. Web Traffic - send users directly to your blog or shopping hub with a call-to-action
7. Video View - optimizes to get the most plays of your video ad

How do I create and manage lead generation forms within Ads PLUS?

With AriensConnect's Ads PLUS, you are able to attach a lead generation form-fill with a call to action to Promote an Ad on Facebook. This will allow your customers to leave their contact info in order for the business to follow-up or reach out when using the Lead Generation objective. This feature is chosen in the Promote Ads dialog as shown below.

You can create a lead generation form across 100's to 1000's of local Facebook pages at once by creating the form in a Group and distributing to all Locations in that Group, or creating forms at the Location level. Additionally, you save time by allowing users to export leads at the Group level instead of having to download them on a page by page basis.

To create a lead generation form at the Group level:

1. Be sure you have a privacy policy on your website which will need to be linked in the Ads PLUS lead gen form
2. Navigate to the Leads section at the Group level and click the green "New Lead Form" button

As you fill in the Lead Form fields on the left side of the modal, the Preview populates on the right side of the modal.

1. Name Your Form
2. Share This Form with Locations (Optional)
3. Form Type
    1. More Volume
    2. Higher Intent
        1. This option adds the "review" screen in the Preview section
        2. If this is chosen, we will also insert a message saying a business may contact you to follow up

4. Intro (Optional) - This can be turned on or off
    1. Will use image from Ad if turned off by default
    2. Option to use the Image from your Ad

3. Option to upload your own custom Image
4. Option to add Headline Field
5. Option to add Paragraph Field
6. Bonus: option to use Dynamic Text fields for localization. Insert { to view and select all dynamic text fields

5. Questions

a. Optional Headline
b. Basic Questions
    i. Use Dropdown to Add
    ii. They are offered by Facebook by default
    iii. If Facebook has the info for that user this will fill automatically for the user

c. Custom Questions
    i. Click Add Question button
    ii. Short Answer or Multiple-Choice Responses

6. You must accept Facebook's Terms of Conditions for each local Facebook page and connect your company's privacy policy web link to the ad. Under Privacy policy, you can use dynamic text in the copy so that when you deploy this form to multiple locations your copy will be localized. Items to note:
a) Link Text
b) Link URL
c) Character count of 70

7. Thank You Screen. Here you will insert:
- Headline
- Descriptions
- Button Type
- Button Text
- Website URL

New Lead Form

Name

Sample Lead Form

Share this form with Locations ✓

○ **Form Type** ⌄

○ **Intro (Optional)** On ⌄

○ **Questions** ⌃

Headline (Optional) ⓘ

Join us for {%Company}'s event

Basic Questions

× Email × Full name × City × Phone number

Custom questions

➕ Add Question Multiple Choice ▾

○ **Privacy Policy** ⌄

○ **Thank You Screen** ⌄

More Volume - Form Preview

The image creative used in your ad will show up here

? Page Name Here

Headline Text

Join us for {%Company}'s event

Email

Enter your answer.

Full name

Enter your answer.

City

Enter your answer.

Next

Form   1 of 3 ◄ ►

Share Options
To share a form with Locations check off the "Share this form with Locations" checkbox while in the New Lead Form dialog. This is an all or nothing share, meaning the form will be shared with all Locations in a Group.

You can also use the arrow button in the Lead Form list view.

To deploy an Ad with your new form
1. Navigate to Promote Ads
2. Select Lead Generation as your objective
3. Use the LEADGEN Form Dropdown to select the form you have created in the steps above
4. A warning message will appear to accept the terms of service for each page you are pushing a lead generation form to in an Ad. You must agree to the terms of service directly on Facebook where you can select multiple pages when in Group.

Track Lead Form Performance

Any forms you create or are shared with you are listed in the Leads section with these details:
1. Form Name
2. Lead Count
3. Average Cost
   *Calculates overall spend (Group or Location) divided by Lead Count
4. Action Buttons
   a. Export CSV
   b. Download New Leads
   c. By Date Range
   d. Download All Leads
   e. Copy
       *Copies form and all sections except Name
   f. Share
       *The form will be shared with all Locations in a Group.
   g. Delete

To create a lead generation form at the Location level, follow the same steps as above.

ARIENS|CONNECT

Email Notifications
To turn on email notifications per user (these notifications cannot be shared or managed on behalf of any other users) for notice of a new lead being generated from your Facebook Ad, follow these steps:

1. Navigate to the Notifications page within Ads PLUS
2. Click on the envelope icon in the top right of the header bar to manage your email subscriptions
3. Click Create New Subscription to create or manage email subscriptions and notifications
4. Select an Account, Group, or Location to subscribe to. You can set up personal notifications for any Accounts, Groups, or Locations you have access to.
5. Select the Custom notification category and select the option for Facebook New Lead. Each time a form is filled out by a potential customer from your Facebook Ad, you will be notified.
   - Set your notification frequency for immediately, daily digest, or weekly
   - Configure reminders by checking the box for Remind Me
6. Click Create to enable your new email subscription and notifications. You will now see your new subscription listed in the Notifications page. Once an email notification is received via email, the message will direct the user to the group/location that the lead was collected in, so that they can then export them as desired.

Create Email Subscription

1. Select an account, location or group to subscribe to

[* Lead Gen Demo (group) ▼]

2. Select notification category or types

○ Error   ○ Warning   ○ Info   ● Custom

[× Facebook New Lead]

3. Configure notification frequency

[Immediately ▼]

4. Configure reminders

[✔] Remind me [weekly ▼] on [Tuesday ▼] at [10:00am ▼] (GMT-07:00)

[Cancel]   [Create]

ARIENS|CONNECT

What reporting capabilities are available for ads performance?

Reporting will be available at the Account, Group, and Location levels and allow users to filter each section of data by date range.

- You will see metrics on Spend, Impressions, Results, Reach, and Active Ads.
- Reporting will show three of My Top Performing Creatives highlighting key metrics on Impressions, Reach, and Engagement, which you can filter by.
- There will also be a grid for Performance by Objective. The grid shows key metrics by the Reach, Brand Awareness, Page Likes, Traffic, and Video Views Objective Types. The Metrics include # of Ads, Budget, Spend, Impressions, Reach, Results, and Cost per Result (CPR).
- Graph for Spend, Reach & Engagement Over Time.
- Age & Gender Demographics shows the volume of Engagement and Reach for men vs. women for the following age tiers: 18-24, 25-34, 35-44, 45-54, 55-64, and 65+.
- Two charts: volume of Engagement Types - Comments, Shares, Post Likes, Page Likes, Link Clicks as well as volume of Placements per network, Facebook and Instagram.

How to add your credit card to Facebook Ads Manager?

Before taking the steps shown here, keep the following things in mind:
- First, make sure you are an admin of the ad account you are working on. You will have to be one to manage an ad account's payment methods.
- Accepted Credit cards and co-branded debit cards
  - American Express
  - Discover
  - Mastercard
  - Visa

Adding a payment method:
1. Go to your Payment Settings in Ads Manager.
2. In the Payment Method section, click Add Payment Method
3. Choose the payment method you want to add, fill in your information and then click Continue. Follow any additional instructions to add your payment method

Learn more here: *https://www.facebook.com/business/help/132073386867900*

ARIENS|CONNECT

Boost Plus

How Do I Boost a Post?

Before you start boosting posts, make sure that you have at least one or more audiences set up, so you can set demographic targets for the post you are boosting.

To get started on boosting a post, navigate to the Management page under the Boost PLUS tab, at either the Group or Location level of the AriensConnect platform. Then, click the green button at the top-right of the screen named "Boost."

This will launch a pop-up titled "Promote Posts" which displays all of the messages that you have posted at that Group or Location over the date range you have selected at the top of the pop-up.

Check the boxes at the top-left of the post to boost it. Then, fill in your campaign settings to the left of the pop up by following these steps:
1. First, name the campaign, which will carry over to your FB ad manager as well.
2. Next, select whether you want these posts to boost by reach or engagement. You can also choose to customize this option based on each individual post. When you select custom, a drop down titled "Objective" will allow you to select reach or engagement for each individual post.
3. Next, select the ad account you will be using. At the group level, you have the option to select each location's default account instead of using one account for all the locations.
   - It is important to remember that at the group level, users need to have access to the Ad Accounts of all Locations within a group to avoid a failed post. For example, if a user is a group admin of five locations but only has access to four of the five Ad Accounts of those Locations, then the post for which he does not have access will fail.
4. Just below, you will select the target audience. You will be able to select the option to use each individual location's default audience, or you can select from any of the audiences you have already created.
5. Finally, set up the strategy behind your budget and spending.
   - Each post requires a minimum of $1 per day. So, if you have multiple posts selected, the daily minimum spend required to run all of the selected posts as ads will populate just below this box.
   - Next, select how you would like to distribute your daily spend. You have the ability to automatically distribute your funds evenly across all posts, or you can customize how much of your budget will be allocated to each individual post. If you choose custom, you won't need to set an overall spend in the box just below. Instead, go to each post and add in a total budget for each. Your

total budget will be distributed to that post over the number of days you have chosen.

Once you are you are finished setting up your campaign, click on "Submit" at the bottom-right of the pop-up, and you will be returned to the Management page, where you can track, edit and pause your campaign at any time.

How Do I Set a Budget While Boosting Posts?

When you are creating a campaign to boost one or more posts, you will need to set up a strategy around your budget.

Within the AriensConnect platform, you will set your budget while in the "Promote Posts" pop-up, which can be populated by clicking the green "Boost" button on either the Management page under the Boost PLUS dropdown, or in the Scheduler.

Upon entering the Promote Posts pop-up, you will find Budget & Spend Strategy as the third step in boosting a post. In order to complete your budget, follow these steps:

1. If you have multiple posts selected to boost, select how to spread out your total budget.
   - From the dropdown, choose "Evenly Distributed" to spread your total budget out evenly across all the selected posts.
   - Select "Custom Per Post" in order to customize your budget distribution, so you can place more dollars some posts over others.
2. Set your minimum total budget. Each post requires a minimum spend of $1 per day. If you have multiple posts selected, the daily minimum spend required to run all of the selected posts as ads will populate just below this box in red.
   - If "Evenly Distributed" is selected as your budget distribution option, then you will set the minimum spend in the box just below.
   - If "Custom Per Post" is selected, then you will set each individual's posts' budget by filling in the dollar amount under the "Total Budget" of each post.
3. Schedule the number of days you want the post to be boosted.
4. Click "Submit."

Why are these posts being recommended for me to boost?

Recommended posts display on the boost dashboard at Group and Location level to show which posts are performing best and that they will perform better with a boosted media spend.

These are displayed based on **engagement** and **reach** if no engagement is present. If there is no engagement present then they will be ranked by reach.

If there is no reach or engagement posts will not show in this section

Each recommended post will include a percentage metric for Post Engagement once insights have begun to populate. If you hover over this metric a tooltip will launch detailing how we arrive at this percentage figure.
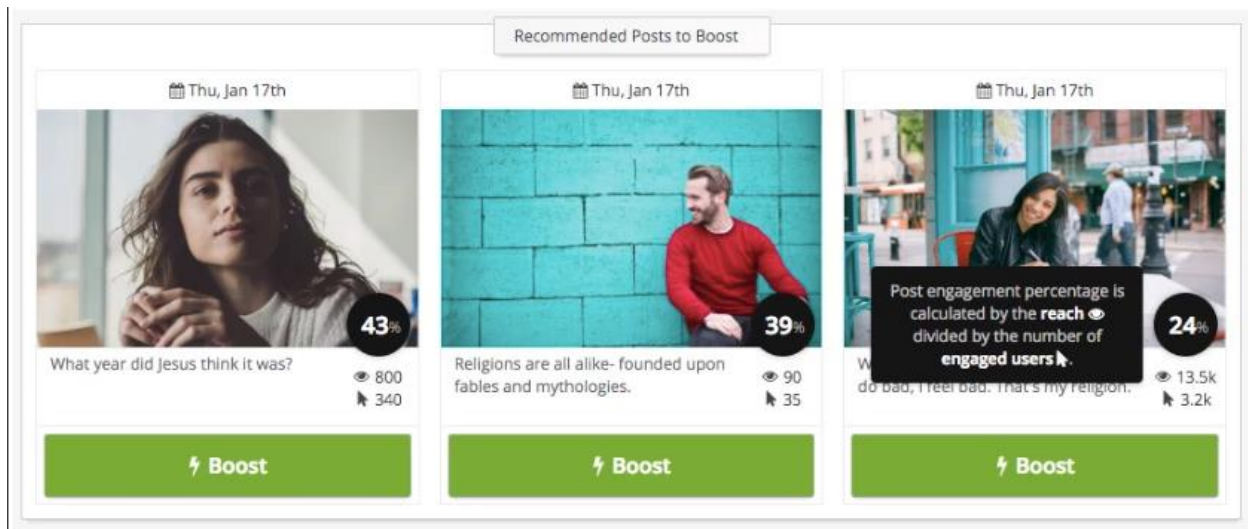
This metric will also be included in the **Promote Posts** dialog

Post Engagement percentage is calculated by the reach (denoted by an eye) divided by the number of engaged users (denoted by an arrow).

How are Group posts recommended?

We use the same formula - however, on the group level, it is an aggregate analysis of metrics for a post across all locations.

These are displayed based on **engagement/reach**, if no engagement is present, then the posts will be ordered by the highest reach.

What is displayed in the Boost Plus Management section?

Management Location Level

In the management tab you can view:

- Post Preview
- Ad Name - Copy of what you posted in the Scheduler
- Goal
- Reach
- Engagement
- Cost Per Click
- Spent
- Budget
- Status
- If you hover over any posts a preview of the post will launch along with any copy and the time stamp.

Management Group Level

When you enter the Management section you will have a listed view of all boosted group posts or a blank page depending on if you have linked accounts to this particular group.

- Notice that in this view you do not see the Status column, which is only viewable on a per-location basis.

- If you click the post, the Group Ad Details dialog will display the Status along with the performance of each individual boosted post on a location-by-location basis.

Can I edit an audience I've already created in Boost PLUS?

Yes, you can edit your audiences.
To do so go to, **Boost Plus**, **Audiences**, then click on the audience you would like to edit and make the changes accordingly and click **Save**.