

Requirements: Social Media Advertising

Boosted Facebook Post

- Here are two ways to create a boosted post.
 1. **Start from Ads Manager to choose/upload your image to represent the blog** – Begin by creating the ad from scratch in Ads Manager instead of boosting a post that has already been posted to your page. Facebook will automatically pull assets from the web page you are linking to or you can select an image of your own to represent the blog.
 2. **Boost an existing post** – Find the pre-existing post that contains one of the approved blogs and click the boost button. (Keep in mind that you will not be able to change an image when you are boosting a pre-existing post.)
- Boosted Posts Must Include and Link to an active Pike Place Market Blog
 - Active Blogs are listed on the toolkit page and updated regularly to provide options for all our businesses.
 - Toolkit Quick Link: PikePlaceMarket.org/co-op-advertising-program-toolkit
- Do not change Blog Headlines when creating the ads
- Include a call to action (CTA) in your post copy.
 - CTA Copy: “See you at Pike Place Market” or an approved variation.

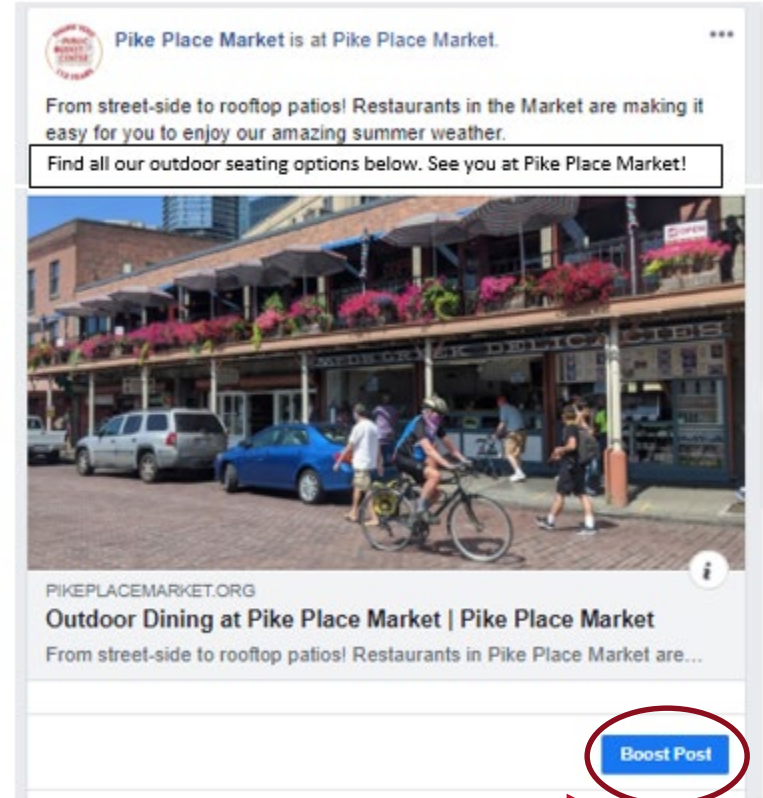
Example: Social Media Advertising

Create your own post copy.

Include the Required CTA

Choose your own photo to highlight.

Boost from page directly after creating or build in Ads Manager.



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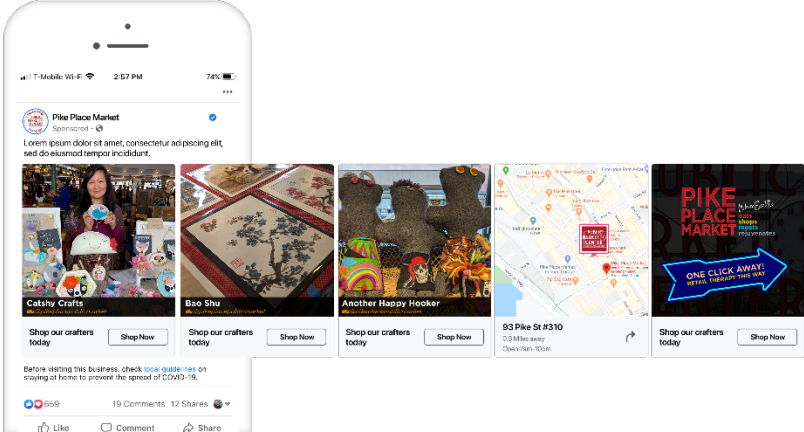
Carousel Ads on Facebook or Instagram

- Must include specific PPM artwork and link to PikePlaceMarket.org
 - **Artwork:** Found on the toolkit page, updated regularly to reflect current content monthly
 - **Toolkit Quick Link:** PikePlaceMarket.org/co-op-advertising-program-toolkit
- Include a call to action (CTA)
 - CTA Copy: “See you at Pike Place Market” or an approved variation

Example: Social Media Advertising

Carousel Ads on Facebook

- Include up to 9 images or videos
- The 10th or last image must be the PPM image and link to PPM website.
- Don't forget you have an option to include a map to your Market business in Facebook.



Carousel Ads on Instagram

- Include up to 9 images or videos
- The 10th image must be the PPM image.

