In the E21 Resources is a video that promotes the *Certain Hope for Uncertain Times* Easter Sunday service. WELS Congregational Services owns the copyright, so any WELS congregation can use that video for free. You can put it on your website or share it via social media. Chances are, you have at least one person in your congregation who knows how to advertise on social media. There is a good chance this person is young. If so, simply share the link to the video with them, give them a budget (It's *very* inexpensive!), and turn them loose. However, just in case, this article provides instructions on how to share the video ad on your church Facebook page, either as a post (which is free) or as an event (also free). It will also explain how to "boost" (advertise) that post, utilizing Facebook's paid advertising program.

Getting Started: You Need a Page!

First, the obvious prerequisite—You need to have a church Facebook page on which to share the video. If your church does not have a Facebook page, you can add one by following the prompts at: https://www.facebook.com/pages/creation. Once you have a Facebook page for your church, you need to establish a Page Admin, Editor, Moderator, etc. (To learn more about page roles and what different individuals will have permission to do with your church's Facebook page, go HERE.) This individual is the one who will post the ad.

Again, there are two options: 1) sharing the video as a "post," and 2) sharing the video as an "event." Both of those are free. If you want to "boost" either of those, there is a fee. Let us walk through each.

Adding a Post (FREE)

On the church Facebook Page, click into the ***Write a post...*** box. You may simply

1. Write your post in the box.

2. Add an image.

3. Publish the post.

You will likely also have an alternative option available to use **Publishing Tools**.

4. Clicking the Publishing Tools option instead will provide additional formatting options and the ability to schedule the post for future release.
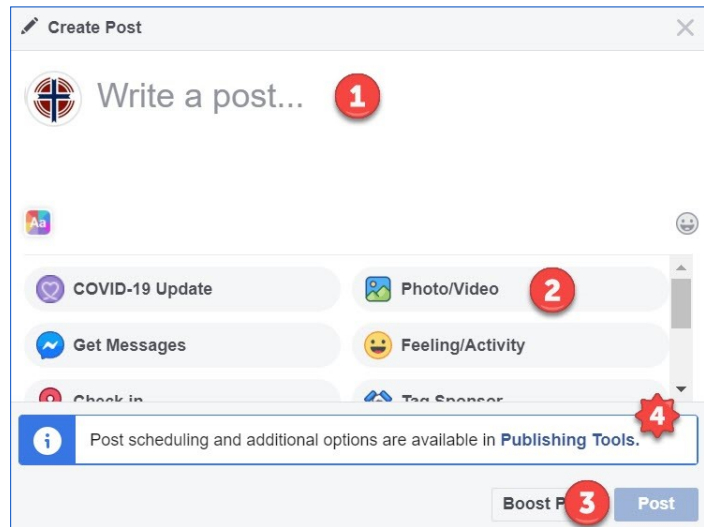
5. The Publishing Tools page will likely open in a new browser tab. Click **Create Post**.
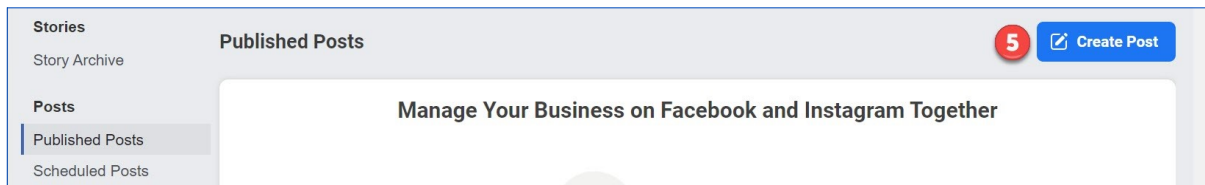
6. Select the **Photo/ Video** button and the **Upload Photo/Video** option. Select the video file from your computer.

7. Complete the prompts as desired on both tabs of the Upload Video screen.

8. Press **Next** to navigate to the 2nd screen. Press **Publish** on the second screen when complete.
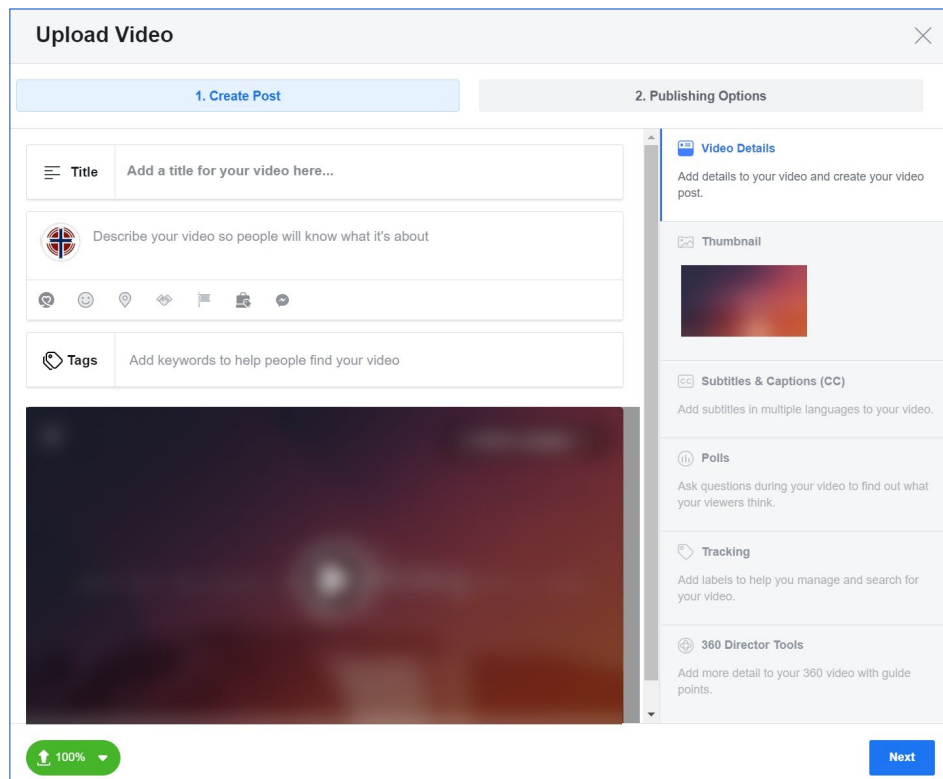
Adding an Event (FREE)

Alternatively, or in addition to your post, you may want to add an Event for your Easter Sunday service. Events let you organize and invite people on Facebook to gatherings in the real world. To set up an Event, navigate to your church Facebook Page and click **Event** in the **Create** menu above the area where you add a new post.

1. Complete the information in the **Required info** area. Follow the onscreen prompts to upload the E21 video from where it is stored on your computer.

2. Complete the remaining pertinent details about your Easter Sunday service. Scroll down to see all the available options.

3. Once completed, click the **Publish** button to create the Event.

New Event ✕

Required Info ①
Enter the following information to create your event.

Event Photo or ⓘ Video

📷 Upload Photo/Video

Event Name | Add a short, clear name | 0 / 64

Event Type | ☐ Online Event

Admission | Free Access ▼
Anyone will be able to attend the event
Learn More

Location ⓘ

Description ⓘ | Tell people what your event is about

Category ⓘ | Select Category ▼

Frequency ⓘ | Occurs Once ▼

Starts | 11/16/2020 📅 | 1:00 PM 🕐 | CST

Ends | 11/16/2020 📅 | 4:00 PM 🕐 | CST

Co-hosts ②
Co-hosts will have editing privileges and can add the event to their calendars to help spread the word.

Details

When you create an event on Facebook the Pages, Groups and Events Policies apply. | Save Draft | Publish ③ ▼


The congregation will want to encourage members to follow the congregation Facebook page and share the post and/or event. They can share it on their personal Facebook page. They can forward the post and/or event to people they have invited to Easter Sunday service as part of your E21 efforts.

## *"Boost" (Advertise) Your Post or Event (FEE BASED)*

If you have budgetary dollars to spend on advertising, you can help your post or event be seen by more people by "boosting" it. Facebook allows you to set an advertising budget as low as $1 per day, specify details for your target audience, and determine the time frame in which you'd like your ads to run. Here are the steps.

1. On your church Facebook Page, Events and Posts are displayed in the news feed. Each has a blue **Boost Post/Event** button in the lower right area of the post. When selected, an overlay displays with two columns. The left column is where you will specify the details of your advertisement. It is rather long so be sure to scroll down to ensure all the options are set correctly. The right column displays a preview of your advertisement.

    In the **Objective** section, specify your goal for the advertisement. If you choose the **Engagement** option, you can skip the Post Button section.
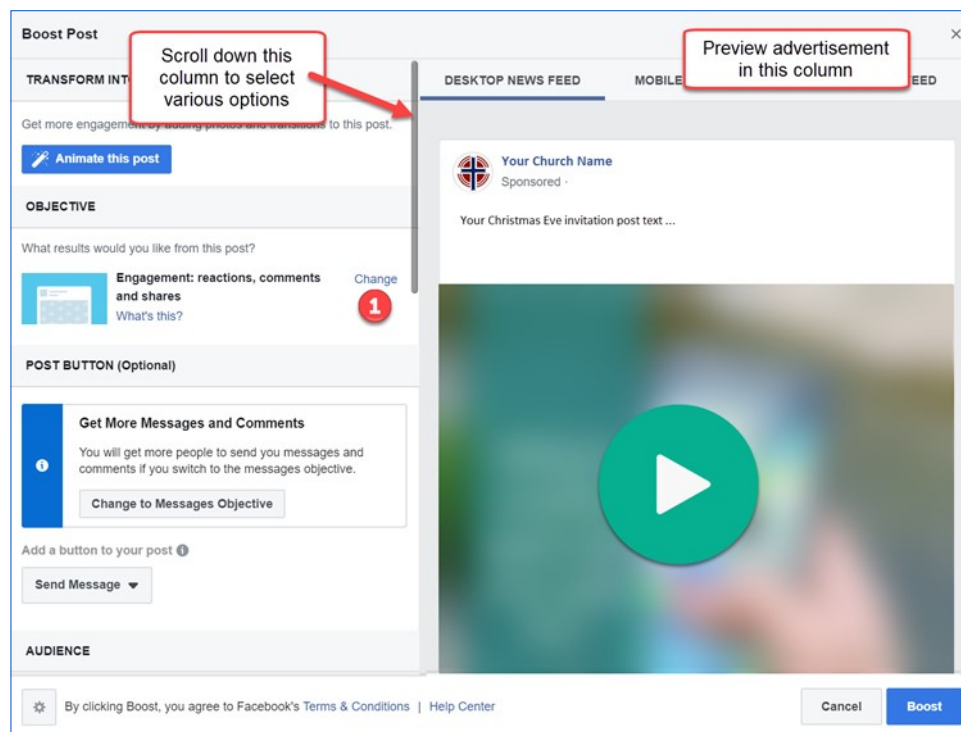
2. In the **Audience** section, choose the **People you choose through targeting** option and click **Edit** link to open the Audience details window. There you may specify audience demographic details including age range, gender, location, and key words.
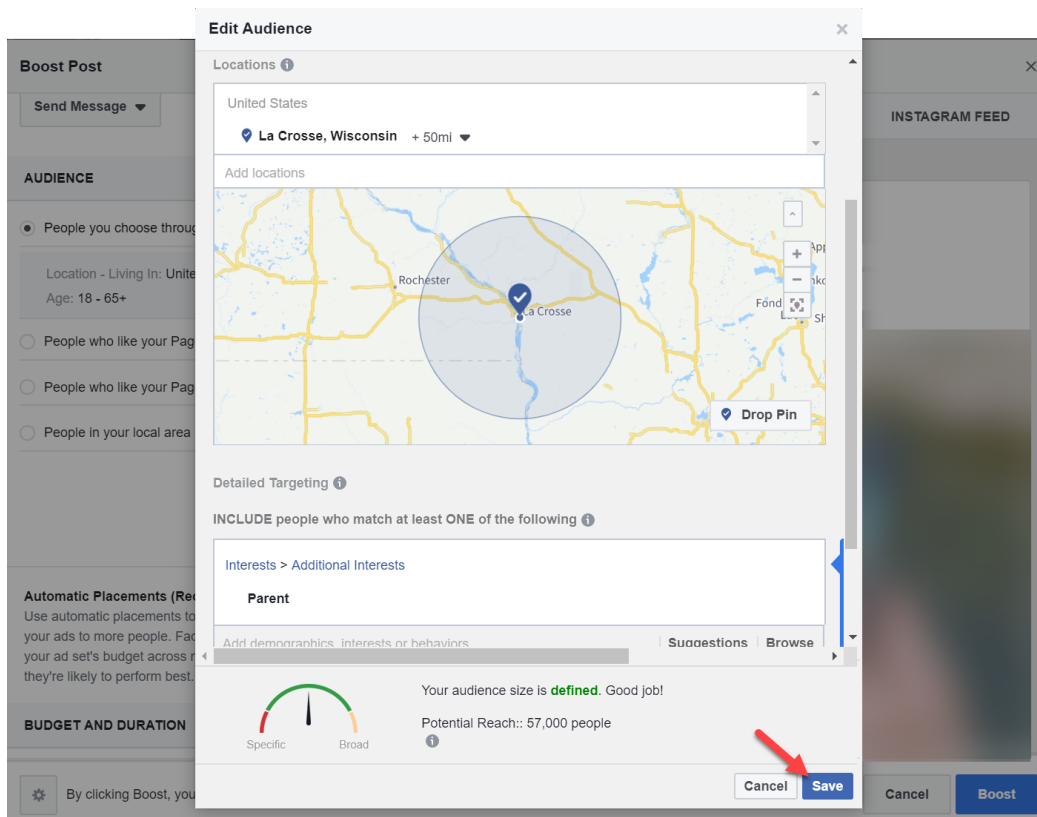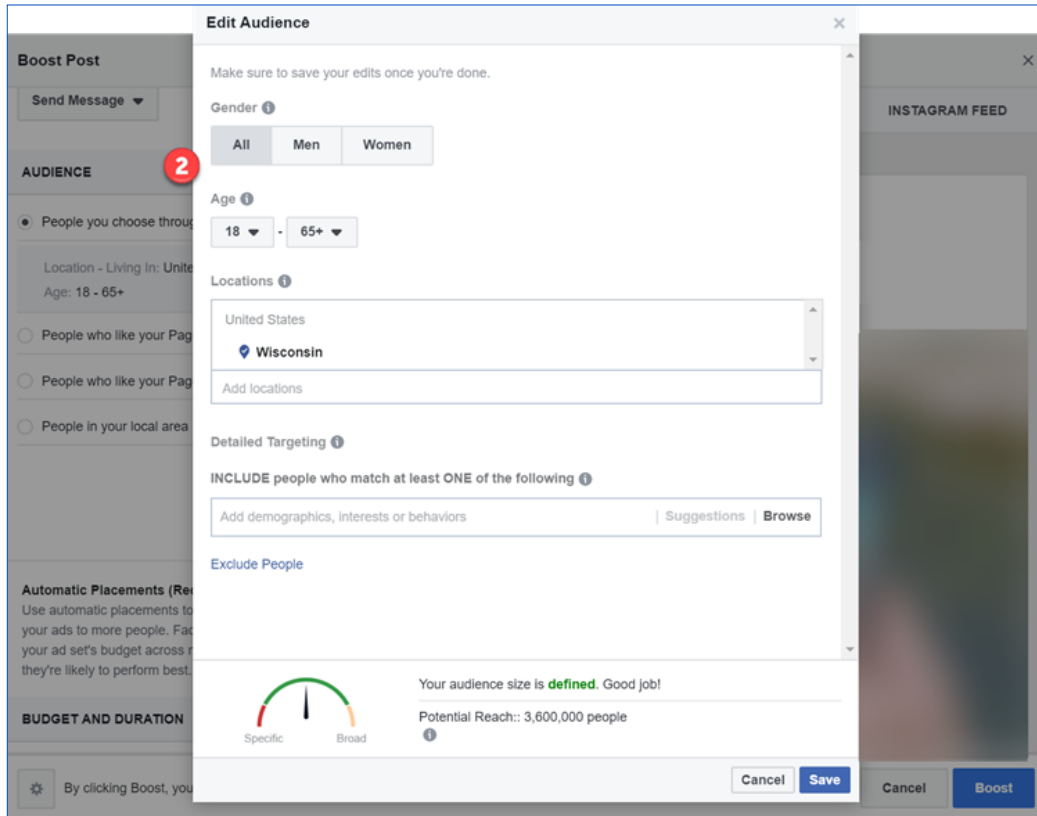
3. The **Duration and Budget** section allows you to specify your budget amount and length of the advertisement. Note that the **Total budget** area suggests options for your budget amount. You can click on and edit the dollar amount to reflect whatever amount you wish to spend on the advertisement.
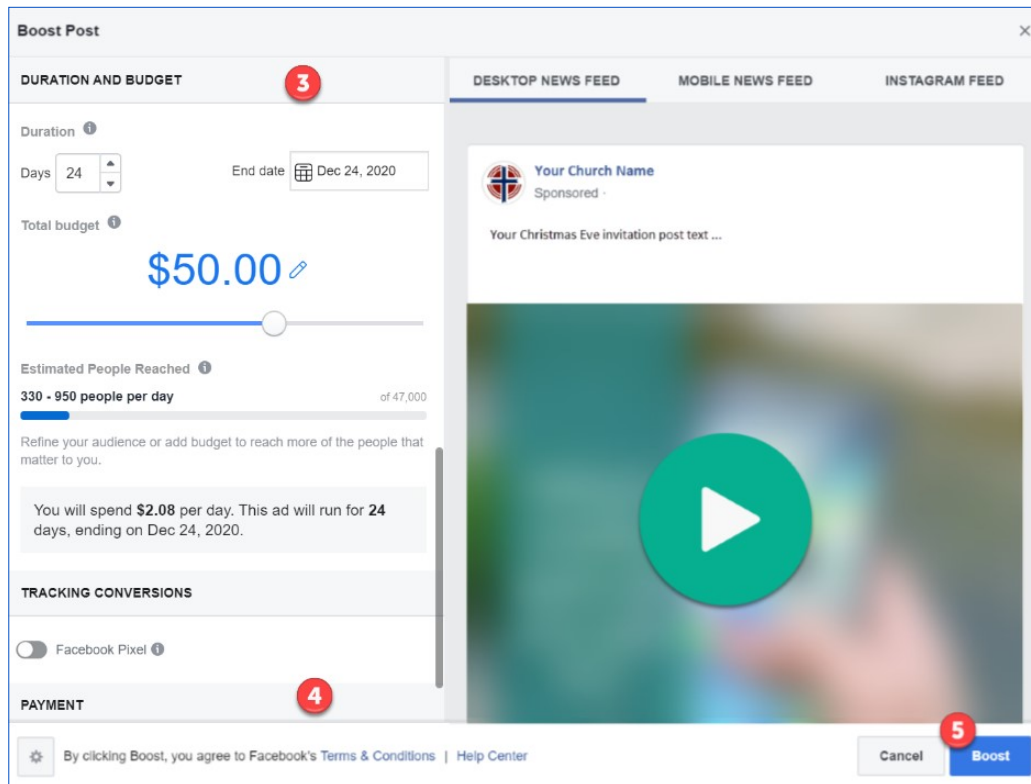
4. The last section, **Payment,** allows you to specify a payment method (Credit or Debit Card, PayPal, Online Banking, or Facebook Ad Coupon).

5. Click the **Boost** button to submit your advertisement.

Questions?

Facebooks ads are as easy as that! Again, you probably have someone in your congregation who already knows how to do all this. If you need additional assistance, please contact Sallie Draper in our WELS Technology department at Sallie.Draper@wels.net.