



How to Boost
(Geofence) Your Unit
on Facebook.



Pack 1325



Michael

Home

Create



Page

Inbox ¹

Notifications ³

Insights

Publishing To...

Ad Center

Settings

Help ▾



Pack 1325

@Pack1325

Home

About

Events

▾ See more

Promote

Manage Promotions

Change Cover



Like

Follow

Share



Donate

+ Create Event

Share Events



Chat (31)





Pack 1325



Michael

Home

Create



Page

Inbox ¹

Notifications ³

Insights

Publishing To...

Ad Center

Settings

Help ▾



Change Cover



Like

Follow

Share



Donate

Pack 1325

@Pack1325

Home

About

Events

See more

Promote

Manage Promotions

+ Create Event

Share Events



Chat (31)





JAN
20

Open House and Pinewood Derby!

Public - Hosted by Pack 1325

★ Interested

✓ Going

➦ Share ▾



🕒 Saturday, January 20, 2018 at 1 PM - 4 PM

📍 1325 W Walnut Hill Ln, Irving, TX 75038-3008, United States [Show Map](#)

About

Discussion

AD CREATIVE

Text ⓘ

Join the adventure! Visit Pack 1325's Open House! Food, fun, friends and Pinewood Derby!

Image [Add a Video Instead](#)

Upload

Select Image

Edit Image

AUDIENCE



Ad sets that use targeting terms related to social, religious or political issues may require additional review before your ads start running. If your ad set contains targeting terms related to these topics, your campaign may take longer to start running, or you can adjust your detailed targeting selections.



Pack 1325 shared their event.

Sponsored · 🌐

Join the adventure! Visit Pack 1325's Open House! Food, fun, friends and Pinewood Derby!



JAN
20

Open House and Pinewood Derby!

Sat 1 PM · 1325 W Walnut Hill Ln, Irving, TX 750...

★ Interested

Edit "People you choose through targeting" Audience



Make sure to save your edits once you're done.

Gender

All	Men	Women
-----	-----	-------

Age

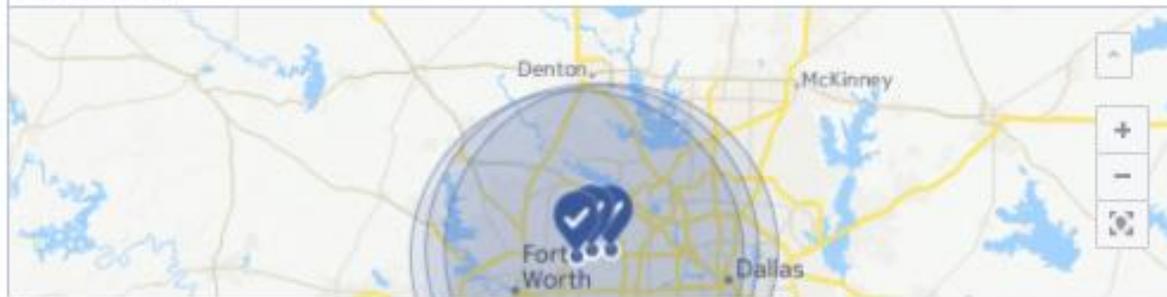
35 ▾	-	49 ▾
------	---	------

Locations

United States

-  Bedford, Texas + 25mi ▾
-  Euless, Texas + 25mi ▾
-  Hurst, Texas + 25mi ▾

Add locations



INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors

| [Suggestions](#) | [Browse](#)

▼ **Moms**

Big-city moms

Corporate moms

Fit moms

Green moms

Moms of grade school kids

Moms of high school kids

Detailed Targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

[Demographics](#) > [Parents](#) > [Moms](#)

Moms of grade school kids

Add demographics, interests or behaviors

| [Suggestions](#) | [Browse](#)

[Exclude People or Narrow Audience](#)



Your audience selection is **great!**

Potential Audience Size: 36,000 people ⓘ

Cancel

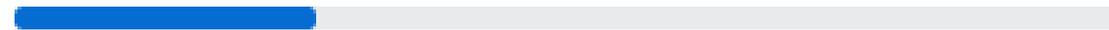
Save

Total budget ⓘ

14.00 USD ▼

Estimated People Reached ⓘ

1,000 - 2,700 people of 21,000



Refine your audience or add budget to reach more of the people that matter to you.

Duration ⓘ

1 day 7 days 14 days

Run this ad until  Nov 19, 2017

You will spend an average of \$1.00 per day. This ad will run for 14 days, ending on Nov 19, 2017.

Total budget ⓘ

14.00 USD

- ✓ **14.00 USD** Est. Reach 1000 - 2700
- 100.00 USD Est. Reach 3400 - 8900
- 200.00 USD Est. Reach 5100 - 14000
- 300.00 USD Est. Reach 6500 - 17000
- 500.00 USD Est. Reach 8700 - 21000
- 750.00 USD Est. Reach 9900 - 21000

Choose Your Own

You will spend an average of **\$1.00** per day. This ad will run for **14** days, ending on Nov 19, 2017.

What to find out more

How do I create a community facebook page?

<https://www.facebook.com/pages/create>

There are different kinds of pages on facebook. Most people have individual pages for everyday use. Businesses and organizations have pages with a broader set of tools. Community pages for units have features like calendars and communications tools that allow them to create and promote events and reach a broader audience. These pages are ideal for unit promotion.

Note: To create a 'Community' Nonprofit page, at the link above, select the box on the top row, center column titled Company, Organization or Institution, and follow the prompts.

How to Boost an Event on Facebook?

<https://www.facebook.com/business/help/1519209995047756>

Boosting an event let's you promote an event to specific people, in a specific geographic area and at a specific time period. Once you have an event set up on you community facebook page, it's easy to boost the event to even more people.

How do I create or name a site on Google?

<https://support.google.com/sites/answer/98081?hl=en>

Research shows that parents use search and facebook to find and learn about organizations and activities for their children. Make sure they can find your unit by creating a web page through Google sites.

How do I put my unit on Google Maps?

Put yourself on the map with Google maps. It's easy and it's free.

Add or edit business information on Maps

<https://support.google.com/business/answer/6174435?hl=en>

Note: If you built your site with Google Sites (Google's web site building tool) go to the Sites page for your unit, and look for *Map* under *Embeds*. Select *Map* and follow the prompts.

How do I promote my Scouting unit with Google Search?

Use Google AdWords. Here's the link to their simple step-by-step process for helping families you're your Scouting unit using search. It's easy, affordable and let's you target the audiences you most want to reach. Find out more here:

https://adwords.google.com/home/how-it-works/search-ads/#?modal_active=none