

# How to Boost Posts

facebook.

Facebook is an interaction-based social media platform. The goal is to receive the most likes, comments and shares as possible. The more people that engage with your post, the further its reach. Here are some fun ways to increase engagement and get your agency noticed:

PRO-TIP: Be sure to post from your agency account. It's always a good idea to keep your personal photos private. We recommend building a separate business Facebook page to boost engagement. Make sure to have your contact information, email (for bookings email abc123@gmail.com), and other forms of social media.

## Natural Post Boosting

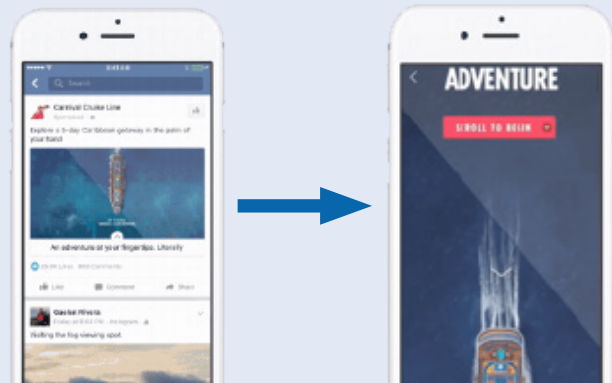
Post pictures with a question to prompt engagement, for example:

- a. Post pictures of two or more resorts:  
*"Which of these Cancun resorts would you like to visit next?"*  
 Another option would be to gauge appeal:  
*"Hit 'Like' for Riu Cancun, Hit 'Love' for IBEROSTAR Cancun"*
- b. Post pictures of two or more destinations :  
*"Which of these tropical destinations is your go-to spot?"*  
 Again, gauge appeal:  
*"Hit 'Like' for Cancun, Hit 'Love' for Punta Cana"*

## Paid Post Boosting

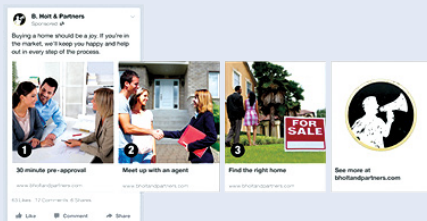
Promoted ad:

- a. Your ad can be an image, video, slideshow, or a carousel of images or videos.
- b. The "Fullscreen Experience" is available for mobile-only. Using visually appealing templates, Fullscreen is intended to create engagement and boost the call-to-action with interesting videos and links. Lastly, be sure to add text that will draw your audience in.



## Carousel

The carousel can be used to show the steps of a process, show the best products or features, the benefits, or to tell a story.



Go to [www.facebook.com/business](http://www.facebook.com/business) to learn more about the advertising options available for your agency.