A Guide to Paid Promotion

Why pay for promotion on social media?

Leaving content alone after posting it online is rarely a good idea. The social media landscape has changed drastically in the past few years. Not only has the attention span of users decreased, the number of actors competing for the same group of users has also increased exponentially. Organic posts—posts that are not advertised—may not be enough to increase engagement in and exposure of the campaign due to proprietary social algorithms. While it is still recommended to interact with your audiences and other organisations utilising the #MedSafetyWeek hashtag, paid promotion will drive your content to users' social feeds, if you can allocate budget resources to it.

You may have seen advertisements when scrolling on Facebook and Instagram or prior to YouTube videos. Unlike less finely targeted television advertisements, these ads have been specifically targeted, as the platforms allow you to **choose precisely which regions and demographics the posts are shown to** – and even what kind of tastes the audience should have (it is possible to only target those who work in medicine or have studied medicine, for example). You will find information about creating target audiences in the ads manager section on Facebook, LinkedIn, and Twitter (X).

Boosting posts vs. creating ads

If you have existing social media channels, then you will share the campaign materials there. You have the option to **"boost/promote/sponsor"** these posts on those channels (the terminology varies from platform to platform, but the concept is the same). If you wish to target users of a social media platform on which you do not currently have a channel for your organisation, that is OK, because you can still set up an **advertisement** which can be targeted in the same way.

The benefit of boosting posts is that it will **increase views of the campaign**, but it can also **increase awareness of your social media channels**. Both kinds of paid promotion can also be used to direct traffic toward a specific website or social media channel, and you can track the success of the ads in leading audiences there (conversion rate).

You might be wondering whether boosted posts or ads suit your purpose better. **Boosted posts are a part of your Timeline** and your community will be able to see them after the campaign is over. **Ads are only visible while the campaign is running**, but they generally give you more control over the placements, objectives, and formats, and offer more detailed targeting options. For more information about generating targeted audience profiles, see the links above.

Which social media channels should you use?

We recommend using whichever social media channels are most popular in your country. You may even choose to promote different animations on different channels.

The main channels we recommend are **Twitter (X), Facebook, Instagram, LinkedIn, and YouTube.** Facebook owns Instagram, so when you set up ads there, you will have the option to serve them on Instagram. Similarly, Google owns YouTube, so the ads are created via the Google AdSense login area (you'll need to create an account).

Budget

Anyone who is familiar with social media can launch and run these campaigns if they have time to learn from the lessons below – and a little investment can get you far. In 2022, the MHRA in the UK spent £250 on a Twitter ad campaign, resulting in 65–95% of total video views generated. The HPRA in Ireland allocated €1500 to Twitter, Facebook, and Instagram ads. This resulted in total impressions increasing from <100 000 to >2 million and saw 70% of engagements on Twitter coming from sponsored activity.

Getting started

Boost **Facebook posts**
https://www.facebook.com/business/help/347839548598012

Setup a **Facebook ad** campaign
https://www.youtube.com/watch?v=Dymukpfbg4A&t=450s

Create video campaigns on **Twitter**
https://business.twitter.com/en/help/campaign-setup/create-a-video-views-campaign.html

Create video ads on **LinkedIn**
https://www.linkedin.com/help/linkedin/answer/85304

Advertising on **Instagram**
https://business.instagram.com/advertising

Get started with a **YouTube** video advertising campaign
https://www.youtube.com/intl/en-GB/yt/advertise/

Any questions?

Contact us at medsafetyweek@who-umc.org

Good luck!