"GIFT CERTIFICATE PROGRAM" CAMPAIGN

Promoting gift certificates is a great way to generate immediate sales in your restaurant. Whether your customers want to gift them to friends and family members, or buy them now for a night out later, many people are choosing to purchase them to support their local restaurants.

TIMING: Post when you want to promote gift certificate sales to your customers.

FACEBOOK POSTING INSTRUCTIONS - PHOTO:
ON DESKTOP
1. Click **Share a photo or video** or **Photo/Video** at the top of your Page's timeline.
2. Click **Upload Photos/Video** and select a photo(s) from your computer.
3. Add an optional **update** where it says "Say something about this photo…" (note: this is the post copy that your followers will see). We recommend using our **Suggested Post Copy** or customizing your own.
4. Click **Publish**.

ON MOBILE
1. Go to your Page and tap **Create a Post**.
2. Tap **Photo/Video**.
3. Choose a video from your phone, then tap **Next**.
4. Enter an optional update (we recommend using our **Suggested Post Copy**), then tap **Share**.

INSTAGRAM POSTING INSTRUCTIONS:
1. To upload a photo or video to Instagram, **start by tapping the "+" symbol** at the bottom of the screen.
2. To upload a photo or video from your phone's library, tap **Library** (iOS) or **Gallery** (Android) at the bottom of the screen and select the photo or video you'd like to share.
3. Tap the **Expand** icon in the bottom left corner (the two diagonal arrows) to make sure the image or video is the largest size possible.
4. Press **Next** to move into the editing phase. These concepts have already been edited and color-corrected, but if you'd like to apply a filter or edit the photo you can do so now. Press **Next** again when finished with this section.
5. Add a **caption** in the section that says "Write a caption…" (note: the caption is the post copy that your followers will see). We recommend using our **Suggested Post Copy** or customizing your own.
6. Press **Share** when you're ready to publish.

PAID SOCIAL ON FACEBOOK
Putting paid support behind your posts not only allows you to reach people who don't follow you (i.e. potential customers), it also allows you to reach *all* of your followers. Organic reach, the percentage of your audience that will see each post, has severely declined. This means that even a small amount ($25) of paid investment can go a long way.

If you're interested in paid social, we recommend boosting—quickly putting money behind an existing post.

TO BOOST YOUR POSTS, FOLLOW THE INSTRUCTIONS BELOW:
ON DESKTOP
1. Navigate to your company page on Facebook.
2. Find the post that you'd like to put money behind and press **Boost Post**.
3. Select an **Objective**. We'd recommend **Link clicks** if you have a specific web page you'd like to drive traffic to, otherwise select **Post engagements**.

4. We'd recommend adding an optional **Post Button**. **Shop Now**, **Learn More**, **Book Now**, **Get Directions**, or **Send Message** are good options.
5. Select your target **Audience**. If you only want to target your fans, select **People who like your page**. We'd recommend either selecting **People who like your page and their friends**, or **People in your local area**. You can also build a custom audience (choosing demographic, geographic location, and interests) by selecting **Create new audience** in the bottom right corner of this section.
6. Choose your ad **Duration** and **Budget**.
7. Select the ad account that you'd like to use for this. Note: you'll either need to use your personal ad account, or an ad account associated with your business page. The option you select needs to have a payment method associated with it.
8. Press **Boost**.