NAVY RECRUITING COMMAND

FACEBOOK

SOCIAL MEDIA GUIDE

2017
GETTING STARTED

NRC’s nationally managed social media properties (Facebook, Instagram, and Twitter) are meant to generate awareness, support the brand, and drive visitors to navy.com. At the NRD/NTAG level, social media is meant to generate leads and engage prospects with recruiters/sourcers. Everything done on social media should be aimed at making connections between prospects and recruiters.

This guide provides guidance for Facebook Page maintenance from an administrative point of view. It covers the steps involved with maintaining a Facebook Page, including how to set up additional admin accounts, how to publish posts, and how to comment and respond to messages. The guide will also provide some best practices, as well as do’s and don’ts for Facebook.

All Master Facebook Pages and any subsequent local Pages will be established by the NRC management team. For newly established NTAGS, the management team will work with the field leadership in identifying the appropriate Facebook Page administrators and any other necessary roles.

Designated admins will have the ability to manage all aspects of the Page. Apart from the PAO and other admins at NRC and The Navy Partnership (TNP), we recommend sourcers be made admins of their local Pages.

Admins can:

• Send messages and publish as the Page
• Respond to and delete comments on the Page
• Create ads
• See which admin created a post or comment
• View insights
• Respond to and delete Instagram comments from the Page
• Edit Instagram account details from the Page
• Assign Page roles
GETTING STARTED

MANDATORY

In order to be a Facebook Page Administrator, you must first have a personal Facebook account. Because Facebook is constantly searching for “fake” accounts, this account should be a genuine profile, not a persona or separate business-related profile. Using your one personal profile is required by Facebook usage guidelines and protects the Navy and all associated parties.

When an admin engages with a Facebook Page, no personal profile information is shared to the Facebook Page, and all outward communication takes place on behalf of the Page and not the individual/personal account.

This document serves as a way to help you set up an account and walk through each step for the first time, and is also a “How To” guide for future reference. Refer to the Table of Contents to find the correct section for help on any issue.
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I. FACEBOOK OVERVIEW
RESPONSIBILITIES

The PAO, or whomever the NRD/TAOC designates is responsible for managing the regional Facebook Pages. This will include creating and sharing Facebook posts on the wall, responding to posts, and responding to Private Messages.

FACEBOOK POSTING / CONTENT SHARE-OUT

• Receive and post images and text from the field
• Create and post Facebook content for fans
• Share / Repurpose National Navy content

RESPONDING TO WALL POSTS & COMMENTS

• Address relevant comments on Facebook posts from the Page within 24 hours
• Hide spam or confidential information that has been posted publicly
• Direct questions to a Private message, email or phone number if inflammatory or needs to be escalated

RESPONDING TO PRIVATE MESSAGES

• Address within 24 hours
• Don’t ask for confidential information
• Direct individuals to local recruiter when applicable
THE COST OF SOCIAL COLD CALLS

Social Media can be a very useful prospecting tool, but if used improperly, it can be worse than having no presence at all. Once someone has decided to like or follow your Page, the connection can be made and individual recruiters can reach out to the prospects via Direct Message (DM). Reaching out to people who have not already made that connection requires finesse.
I. OVERVIEW

2.

THE COST OF SOCIAL COLD CALLS

Once someone has liked your Page or given some other indication that they are interested in the Navy, you may reach out.

---

**PettyOfficer Khanballinov**

Hi I noticed that you like our page on Facebook, have you already been in contact with a recruiter?

If not I am one of them at the station and I can answer any questions that you may have.

---

**Nicole Penna**

I have not been in touch with a recruiter for the navy.

---

**PettyOfficer Khanballinov**

OK, do you have any questions that I can answer for you.

---

April 20

**PettyOfficer Khanballinov**

Are you interested in the Navy at all?

---

**Nicole Penna**

I am actually interested in the coast guard or the navy. I am just currently working on losing around 10 pounds.

---

**PettyOfficer Khanballinov**

Hey Jackie the reason I am reaching out to you is because I just received your Asvab score and you did great. Would you want to find out some more information about the opportunity that the Navy is offering right now.

You can have fields open in, intelligence, and cryptology. If you are interested let me know, if not also let me know and I won't message you anymore.

---

March 31

**Jackie Rice**

Yes I would like to learn more about the Navy. I've been exploring the Army and Marines but not the Navy yet and I would welcome the opportunity to speak with you.

---

**PettyOfficer Khanballinov**

OK awesome, would you like me to give you a call or this is fine.

---

**Jackie Rice**

3:31, 5:11pm

---

3:31, 5:32pm

---

4/17, 12:08pm

---

4/17, 2:15pm

---

4/17, 1:20pm

---

4/17, 12:08pm

---

4/20, 6:25pm

---

4/20, 6:28pm

---

3:31, 5:06pm

---

3:31, 5:06pm

---

4:17, 12:08pm

---

3:31, 5:06pm

---

3:31, 5:11pm
3. RESPONSE DECISION TREE

Person Posts on Wall or Comment on Post

Does it Meet Community Guidelines?

Hide or Remove from Page

Is it a general question unrelated to recruiting?

PAO Responds

Is it a recruiting question or directed at a specific recruiter?

Send to DM, alert specific recruiter via email

Ask the individual to send a DM to the Page or call to speak to someone

Address all questions in a timely manner; do not ask the recruit to share confidential information.
I. OVERVIEW

4. ENGAGEMENT CRITERIA

Use this to determine when to engage with a user or hide, block or delete comments.

GENERAL

- Review your Facebook pages at least 3x a day. This should be part of the PAO/Page admin’s daily responsibility.
- Engagements should take place between 8am and 10pm unless urgent.
- Always respond to posts as the voice of the Navy, not as yourself.
- Engage or acknowledge people speaking positively.

DO NOT ENGAGE WITH

- Minors or anyone under age 13
- Content that is highly political in nature or generally negative
- Users that appear to be spam, robots, or people trying to sell something
- Content that involves illegal activities
- Posts or comments that trash another individual, celebrity, or brand

HIDE OR DELETE

- Photos that are inappropriate, altered, or that may be shared without permission of the person in the picture. **NOTE:** This may be a judgement call. Remove the post if the context of the post or photo indicates it could have been shared without permission.
- Any information that shouldn’t be shared publicly, including phone numbers, SSN#, email address, or medical conditions
I. OVERVIEW

5. CONTENT CRITERIA

Use this to determine whether or not you should post the content to your Facebook fans.

DO

✓ Confirm that the image, text, and/or link is relevant to your Facebook fans.
✓ Secure permission to use the image from the individual who took it.
✓ Confirm content being posted is unbiased and does not include personal opinion.
✓ Use content that appropriately reflects America’s Navy.
✓ Re-share of posted content from fans.

DON’T

✓ Use an image, text, or link that has been taken or copied from any other brand, person, artist, etc.
✓ Use images, photos, or logos that are altered or misrepresented.
✓ Use photographs that feature minors, unless you have their parents’ or guardian’s written permission.
II.

NAVIGATING FACEBOOK
You can easily find all the Pages you manage and have administrative rights to by clicking the down arrow on the top right of your homepage under “Your Pages.”

You can also navigate to individual pages by looking under “SHORTCUTS” on the left side toolbar.
II. NAVIGATING FACEBOOK

2. LOGGING INTO THE PAGE

To manage any aspect of the Page, including posting, messaging, or adding new admins, you will first need to navigate to the Page. You can navigate there by either finding the Page in your “SHORTCUTS” or through the dropdown menu in the top right. (Refer to previous section.)

When you’ve landed on the Page, you will see this layout, including the “Page,” “Inbox,” “Notifications,” “Insights,” and “Publishing Tools” tabs across the top.
II. NAVIGATING FACEBOOK

3. THE ANATOMY OF A PAGE

On a Facebook Page, there are several key areas you will become familiar with. These are the main areas you’ll use to create posts, manage content, and respond to visitors.

There are several parts to a Facebook Page, but this guide focuses on how to navigate four specific areas.
II. NAVIGATING FACEBOOK

3. THE ANATOMY OF A PAGE

Main Page Navigation:
This area lets you navigate to five areas of your Page.
- The front end of your Page (pictured)
- Messages to and from users
- Notifications (likes, shares, comments)
- Insights (how your page is performing)
- Publishing Tools (viewing Published and Scheduled posts, drafts, etc.)

Post Creator:
This is where you will create posts for your Page.

Visitor Posts:
This area lets you see and interact with any post a visitor leaves on your Page.

Posts:
This area of the home Page lets you see every post that you or other Admins have published to the Page. This part of the feed does not include Visitor Posts or comments.
III.

POSTS AND POSTING

As a standard rule, your Facebook posts will show up in the feed of only a portion of those people who follow or like your Page. A Facebook algorithm determines which members of this group will see your post, but this number will generally be around 2% of your total followers. Part VII of this guide will explain how you can increase this % with paid support (or “Boosting”).

Logging in and posting from your account is a simple process. There are a few steps to take to ensure you are posting as the Page and not from your personal account. The steps are listed below and screenshots of this process are included in in Part II, Sections 1-2 for further reference.

1. Log in to Facebook by using your personal Facebook username and password.

2. Select the Facebook NRD Page that you are admin of, and you will be able to post to the account as that account.
1. **POST AS THE PAGE**

To ensure you are posting as the Page and not as yourself, check the icon on the right side of the post content box (the box at the top of the page that says “Write something”). You should see the profile picture of the Page that indicates who is posting.
III. POSTS AND POSTING

1. POST AS THE PAGE

If you see your personal profile picture, you can change back to the Page account without leaving the Page. Click the image and select the correct account from the drop down menu.
II. POSTS AND POSTING

2. PUBLISH NEW TEXT-ONLY POSTS

One of the most important features of Facebook is posting new content. There are four ways to post content:

- Text only
- Text with images
- Text with videos
- Video without text

To publish a text-only post, click in the content box that says “Write something.” A content box will “pop out.” Write your message, and select “Publish.” This will publish immediately.
3. PUBLISH NEW TEXT AND IMAGE POSTS

Posts with images tend to garner higher engagement rates than text-only posts. Whenever possible, include compelling images with your posts.

**TIP:** You can download and use images found on navy.mil, the Official U.S. Navy flickr account, or dvids.

**Step 1:** To include images with your text, click in the same content box. To add images, select the camera icon in the lower left.
III. POSTS AND POSTING

3. PUBLISH NEW TEXT AND IMAGE POSTS

Step 2: Choose “Upload Photos/Video.”
III. POSTS AND POSTING

3. PUBLISH NEW TEXT AND IMAGE POSTS

Step 3: A finder will open. Find the image on your computer you wish to share, select “Open,” and it will populate in the draft of your post.

NOTE: This is what this step looks like on a Mac. For a PC, there will be slight differences in navigation, though the individual steps are the same.
Step 4: Write your post copy, and hit “Publish” for your post to go live immediately.

**TIP:** The most engaging copy is both natural and short (think 80-100 characters). Feel free to ask questions in your copy, encouraging readers to respond.
Posts that include video content can also have higher engagement rates.

**Step 1:** To publish a post including video, click in the content box. Do not write your copy here; you will write that on the next screen. **Writing copy in this box will not transfer over to the next screen, and you may end up publishing video without any post copy accompanying it.**

**Step 2:** Select “Upload Photos/Video.”

**TIP:** Ideal video length can vary based on form and subject. For example, **live video performs better in longer format** (at least 5 minutes long). However, **non-live videos are typically shorter**, and we recommend keeping yours under two minutes.
III. POSTS AND POSTING

4. PUBLISH NEW TEXT & VIDEO POSTS

**Step 3:** On your computer, locate the video file you wish you upload (Facebook recommends using an .mp4 or .mov format). Select “Open” and it will begin uploading.
4. **PUBLISH NEW TEXT & VIDEO POSTS**

**Step 4:** Add your post copy. You can also create a title for the video. Tags are not displayed to the public, but will help you search for videos within your own library.
III. POSTS AND POSTING

4. PUBLISH NEW TEXT & VIDEO POSTS

Step 5: When your post is ready, hit “Publish” and it will go live immediately.
5. PUBLISHING MEDIA WITH NO TEXT

You are able to post video-only posts, though this is not highly recommended as posts with both media and copy perform better.
If you need to change, add, or remove copy to a post you’ve already published, you can edit it directly rather than deleting and reposting. This way, the post can retain its comments and insights.

**NOTE:** Users will be able to see that the post has been edited, and will also be able to see the exact changes that have been made to the post. Anyone may “View edit history” from the drop down menu attached to the post.

**Step 1:** Select the down arrow in the top right corner of the post, and choose “Edit Post.”
III. POSTS AND POSTING

6. EDIT A POST

Step 2: Make any necessary changes, and select “Done Editing.”
When a post has gone live, all admins for that Page will be able to see who published the post.

You can see who has published a post, and when he or she posted it, by looking to the right of the profile icon on each post. It will say “Published by [Admin’s Name].”

No visitors will be able to see which individual admin posted it, only that the post comes from the Page.
The Navy Partnership’s social media team moderates and regularly adds content to four NRC-maintained Pages:

- America’s Navy (https://www.facebook.com/americasnavy/)
- America’s Navy Chaplains (https://www.facebook.com/navychaplain/)
- America’s Navy Reserve (https://www.facebook.com/navyreserve/)
- America’s Navy Medical Careers (https://www.facebook.com/NavyHealthcare/)

You should feel free to share content from any of these Pages whenever possible. It is simple to share content from one of the America’s Navy Pages to the one you moderate.
III. POSTS AND POSTING

8. SHARE CONTENT

Step 1: On the Page you choose to share from, select “Share.”
Step 2: Under the drop-down menu, you may see multiple options, including “Share Now,” “Send As a Message,” or “Share on a Friend’s Timeline.” You will select “Share to a Page.”
Step 3: A content box will pop-up prompting you to write your own content and make a few decisions about where to publish.

The top box will automatically say “Share on a Page you manage.” **Should it not, hit the drop-down menu to select the correct option.**

There are two other drop-down boxes. The one on the left indicates **which Page the post will publish to.** This should say the name of your Page. The “Posting as” drop-down on the right should also say the name of your Page.

This indicates that you will publish to your Page as your Page.
8. **SHARE CONTENT**

**Step 4:** When your content is written and all boxes are correct, hit “Post” to make the post go live immediately.

**NOTE:** You **cannot** schedule shared posts for a later time or date.
Sometimes you will want a post you create to go live at a different time or date. For example, you may want a post to go up at time when you’re not in the office, or you may want others in the office to have the chance to preview or approve posts. You may also want to schedule out a week’s posts in advance so that you don’t have to remember to do it manually every day at a specific time. You can schedule your posts to go up at any time you’d like.

**Step 1:** Once you’ve written your post and added any media you’d like to share (see sections 3-5 for more on this), select the arrow beside “Publish” for a drop-down menu. From there, select “Schedule.”
9. SCHEDULE POSTS

Step 2: On the dialog box that pops up, choose the time and date you wish your post to go live, and hit “Schedule.”

For more on how to manage scheduled posts, see Section IV.
10. COMMENTING ON POSTS

Visitors will publicly comment on your posts or post their own content to the Page. You will want to respond directly to posts on your Page’s wall. It is important to review and respond to all pertinent comments or posts within 24 hours.

There are several ways you can see new comments:
- They will show up as notifications.
- You can see them on the right hand side of your Page under “Visitor Posts.”
- You can click “Visitor Posts” to see a full list of all the comments.

Many comments can be answered publicly, especially if they are questions of a general nature.

Social media is interactive, and the most effective social media platforms are those that engage their participants professionally, quickly, and with personal and well crafted responses. Nothing will reduce the interest on a Page faster than ignoring comments or questions.
III. POSTS AND POSTING

10. COMMENTING ON POSTS

**Step 1:** Just as with posts, you will want to ensure that the thumbnail of a profile image on the left side of the screen matches the profile image for the Page. This ensures you comment as the Page and not as your personal persona.

When you hover over the icon, a pop-out will indicate who is liking and commenting on the post. You should see the Page’s profile image and not your own profile photo.
COMMENTING ON POSTS

Step 2: Type your reply into the content box and hit Enter/Return on your keyboard to publish immediately.

If you include links in your comment, a box will populate with a preview of the webpage you’re linking to. You can choose to remove the preview by selecting “Remove Preview.”
III. POSTS AND POSTING

10. COMMENTING ON POSTS

As with any post, Admins will be able to see who added the comment, but visitors will not see this information.
III. POSTS AND POSTING

11. HIDING & DELETING POSTS

Users have the opportunity to leave their own posts on your wall. These will show up in “Visitor Posts,” which live on a sidebar of your page (see Part II, Section 3). They may post directly to the wall, or may simply “tag” you in content they post to their own walls.

Another critical reason Pages must be systematically monitored is that anyone can post inappropriate or derogatory comments. If someone posts an inappropriate or unrelated comment or post to the Page wall, you are able to either “Hide” or “Delete” them.

Select the down arrow in the upper right corner and choose either “Hide from Page” or “Delete from Page.”

NOTE: Choosing this will allow only the person who posted it and their friends or followers to see the post. No other visitors will be able to see this post.
If someone continually publishes spam or inappropriate posts to your page, you can choose to ban that user from the page by choosing “Ban From Page.”

Sometimes people will publish posts to their own walls, and will tag others in those posts. For inappropriate posts that you are only tagged in, you cannot delete them entirely from your Page. You can choose to Hide, Ban, or Report them, however, by choosing from the drop down arrow in the top right corner.
If someone leaves an inappropriate comment on one of your posts, you have the ability to hide it. You are not able to delete it entirely.

Hide the comment by selecting the arrow on the right of the comment and selecting “Hide Comment.”

**NOTE:** As with hiding posts, the user and his or her friends/followers will still be able to see the comment, but no other visitors to your Page will see it.
IV. MESSAGING FROM ADMIN ACCOUNT
IV. MESSAGING FROM ADMIN ACCOUNT

1. SENDING A MESSAGE FROM A PAGE COMMENT

Not all comments should be replied to publicly. If a visitor asks questions that require you get more personal or specific information, you may want to address them privately. You can do that by sending a direct message (DM).

**Step 1:** Select “Message” under their post.
SENDING A MESSAGE FROM A PAGE COMMENT

**Step 2:** The box should say “Write a message as [Page Name].” Otherwise, you may be messaging them as yourself. When you have completed your message, click “Send.” This message will go to their Inbox and will not be seen by any other visitors to the page.
HOW TO READ & RESPOND TO DIRECT MESSAGES

Step 1: Select “Inbox” at the top of the Page to navigate to your direct messages. Only Page Admins have access to this view of the TAOC Brand page.

Names and messages in bold are messages that have not yet been read.
Names and messages that are not bold have been read. This does not mean that someone has responded to them, just that an account admin has read it.
IV. MESSAGING FROM ADMIN ACCOUNT

2. HOW TO READ & RESPOND TO DIRECT MESSAGES

Step 2: Select the name/message to read and respond to a certain message. You will be able to see the entire conversation, as well as see who, if anyone, has exchanged messages with the individual. The individual will not see anyone’s name. As with posts and on-page comments, they will only see the conversation as coming from the TAOC Facebook Page.

To encourage a connection between a prospect and an individual sourcer/recruiter, the recruiter should feel free to sign messages with his or her real name and to communicate in a personal, but professional, manner.
Step 3: To respond to a message, type your comment in the text box at the bottom of the screen.

When your message is complete, do not hit “Enter” to send the message. Click “Send.”
3. **MARKING MESSAGES AS UNREAD**

If you want to easily return to a specific message at another time, or to signal to another admin to respond to the message, you can mark the message as “Unread.” This action will make the name and message bold again.

Select the gearshift icon in the right corner of the message, and choose “Mark as Unread.”
If an individual is sending you unrelated or unwanted direct messages, you can move the conversation to a Spam folder.

Select the gearshift icon in the right corner of the message, and choose “Mark as Spam.” You will not see any more posts from this user unless you go to the Spam folder.
NOTE: If you accidentally mark something as Spam, or want to check your Spam folder, navigate there from the drop-down menu under “Inbox.”
The ability to schedule posts makes it easy to “Set it & forget it.” However, you may want to see your list of scheduled posts or make edits or changes. Facebook makes this simple.
V. MANAGING SCHEDULED POSTS

1. LOCATING SCHEDULED POSTS

On the Page’s home screen, you will find a box that lets you know how many posts are scheduled. Select “See Posts” to see full details about the posts. Only admins can see this box.
V. MANAGING SCHEDULED POSTS

1. LOCATING SCHEDULED POSTS

This screen shows you how many posts are scheduled, and the dates and times they are set to go live.
2. VIEWING SCHEDULED POSTS

To view a specific post, select it from the list. A box will pop out and, from here, you can preview it for both desktop and mobile. You can also edit it.
3. **EDITING POSTS**

The drop-down from the edit button will allow you to Publish immediately, Remove the Schedule, or Reschedule, Backdate, or Delete the post.
From the main scheduled posts page, you can Publish, Cancel Schedule, or Delete posts. Check the boxes next to the post or posts you want to change, and select the appropriate action from the drop down menu.
If you choose to “Cancel Schedule,” posts will be moved to drafts; they will not be permanently deleted. You can choose to reschedule or post them at a later date by going into your drafts.
6. DELETING SCHEDULED POSTS

Choosing “Delete” will remove a post permanently, and you will not be able to recover it.
You can also create a new post from this screen by selecting “+Create” in the top right. A content box will pop out, and you can add copy and media as you would from the main page.
As a designated Admin, you will have the ability to assign others as Page Admins. The following steps can be used for adding additional Admins.
Before you can set up a new admin for the Page, the individual should first “Like” the Page.

To like a Page, the user will navigate to the Page and click the “Like” button.
VI. SETTING UP ADDITIONAL ADMINS

2. ADDING A NEW ADMIN

A person can be added as an admin once he or she has liked the Page.

**Step 1:** When you land on the Page, select “Settings” in the upper right.
VI. SETTING UP ADDITIONAL ADMINS

2. ADDING A NEW ADMIN

**Step 2:** This page lists all the possible settings for the Page. To add or remove Admins or other page roles, select “Page Roles.”
2. ADDING A NEW ADMIN

Step 3: To add a new admin, type in the person's name or email address in the text box under “Assign a New Page Role.” The email address must be the one they use to log in to Facebook.

Choose “Admin” from the dropdown menu. This role will allow the user to add and remove other roles as needed. You may also choose to assign them as another role, depending on the access you wish for them to have.

Editors can do everything an Admin can do except manage Page roles.

Moderators can send messages and respond to and delete comments from the page.
NRC will be boosting posts, or putting paid promotion behind posts, on your behalf. This section will go over the benefits of boosting and set some expectations regarding frequency, the type of content you should promote, and how to set your targeting.
VII. BOOSTING

1. BENEFITS OF BOOSTING

Boosted posts appear higher in the News Feed, so there is a higher chance that your target audience will see your content. Because only an estimated 2% of your followers will see any organic post you publish, it’s important to utilize the paid aspect to better reach your intended audience.

Boosting can help in other areas:

• Increasing brand awareness. Posts can be boosted to users who don’t yet follow you, helping you increase your visibility and gain new followers.

• Increasing engagement, such as shares, likes, and comments

• Promoting events
2. BEST PRACTICES OF BOOSTING

The budget for a paid post can go quickly if goals are not established ahead of time. Before you submit a post to be boosted, make sure that you have identified your goals.

- **Target Audience:** You can boost to your current followers, or target those who don’t yet follow you. You can also target to specific demographics:
  - *Location or zip code*
  - *Age*
  - *Gender*
  - *Interests*
  - *Followers of other Pages (i.e. certain high schools, other military branches)*

- **Timing:** Boost when you know your audience is online. You can find this information in the Insights section on your Page under the “Posts” tab.

- **Content Type:** Choose content that is high quality and engaging. Copy should be short and informative. Always boost posts that include videos or images.
When you see the results from boosting, it can be tempting to boost every piece of content. However, you will quickly run through your budget that way. Here are some ideas on what content to promote and when.

- Events
- Information on in-demand positions, paired with high quality content
- The Page itself, in order to increase awareness of your online presence
- The “Contact Us” button, to encourage Direct Messages
- Posts that are already doing well organically
Before submitting a request for a paid boost, refer to this checklist to ensure content can be supported:

- Obtain written consent from all non-military people featured in any images.
- An image should not feature minors without parent or guardian’s written consent.
- Image should not contain more than 20% text. Not sure if your ad complies? Use this tool to check if your ad makes the cut: [www.facebook.com/ads/tools/text_overlay](http://www.facebook.com/ads/tools/text_overlay)
- Ads cannot include vulgar language or deceptive claims.
- Any URL included with your ad must clearly represent the company, product, service, or brand being advertised.
- Identify your specific target audiences – age range, location, interests, etc.
- Contact LT Shannon Bencs to have your Facebook post boosted.
WHO TO CONTACT
If you come up against any issues on Facebook, or feel you should escalate a conversation or comment, please reach out to

**LT Shannon Bencs**  
Program Advertising Manager/Social Media  
Navy Recruiting Command  
shannon.k.bencs@navy.mil  
(901) 874-9243

**MC1 Corey Green**  
Marketing and Advertising Creative Division  
Navy Recruiting Command  
corey.green@navy.mil  
(901) 874-7284