

## 1 Boosted post

We recommend that you boost your post to those who like your page. This is a small investment to ensure that everyone receives it in their feed. If you go this route, here are the contents you need, and a mock-up.

Image choices in folder "1 Boosted Post"

### Boost Post

#### AUDIENCE

☐ OR Valley + Bend (political)

☐ People you choose through targeting

☐ People who like your Page

☒ People who like your Page and their friends [Edit](#)

Location: United States: Bend (+25 mi), Corvallis (+25 mi), Cottage Grove (+25 mi), Creswell (+25 mi), Eugene (+25 mi), Florence (+25 mi), Grants Pass (+25 mi), Keizer (+25 mi), Pendleton (+25 mi), Portland (+25 mi), Rogue River (+25 mi), Roseburg (+25 mi), Salem (+25 mi), Springfield (+25 mi), Tillamook (+25 mi), Umatilla (+25 mi), Woodburn (+25 mi) Oregon

[More ▾](#)

☐ OEA\_FBlist

[See All \(24\)](#) | [Create New Audience](#)

#### Instagram

☒ Run promotion on Instagram

#### BUDGET AND DURATION

Total budget ⓘ

\$30.00

▾

Estimated People Reached ⓘ

4,900 - 13,000 people

of 210,000


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  Apr 20, 2017


You will spend an average of **\$15.00** per day. This ad will run for **2 days**, from Apr 18, 2017 to Apr 20, 2017.

#### PAYMENT


DESKTOP NEWS FEED

MOBILE NEWS FEED

INSTAGRAM




Oregon Rising

Sponsored · 

Like Page

Join Us: Town Hall for <Community Name> Learn what the Oregon K-12 budget means for <your district name> schools, and how you can help. Town Hall Meeting: <DATE> <TIME> <LOCATION> Budget cuts will impact our schools. Get details and learn how you can help. Please join us. <link to EVENT created on your Facebook Page>



Like

Comment

Share

[Help Center](#)

Cancel

Boost

## 2 Create an Event on Facebook


Create the event on your Facebook Page. Don't forget to invite people and encourage others to do the same.

Image choices in folder "2 Town Hall Event"

New Event by DKRC test

### Basic Info

This info will also appear in News Feed and any ads created for this event

Event Photo


Event Name
Portland Public Schools Town Hall Meeting
41 / 64

Long event names may not fully appear in some places (ex: mobile phones)

Location
Portland Public Schools

Start
5/10/2017
11:00 AM
PDT

End
5/10/2017
2:00 PM
PDT

### Details

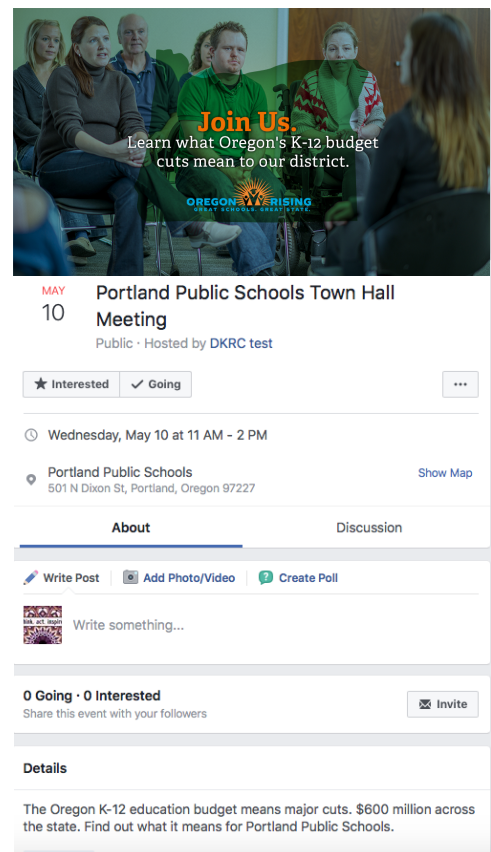
Let people know what type of event you're hosting and what to expect

Category
Community

Description
The Oregon K-12 education budget means major cuts. \$600 million across the state. Find out what it means for Portland Public Schools.

[Event Tips Website](#)
[Save Draft](#)
[Publish](#)

Finished event looks like this:



### 3 Organic Post to announce Town Hall meeting

We recommend you post this to your district page, as well as school, education foundation, booster and any other supporting pages. (This post could also be boosted)

**Text:**  
The Oregon K-12 education budget that's in discussion would cut \$600 million across the state. What's it mean for our school district? Join us at a Town Hall meeting on DATE, TIME at PLACE to get specifics and to learn how you can help. We need our community more than ever. Please plan to attend.

Image choices in folder "3 Organic Town Hall Announcement"  
Images in Folder 1 are also suitable for this post.

 Oregon Rising

The Oregon K-12 education budget that's in discussion would cut \$600 million across the state. What's it mean for our school district? Join us at a Town Hall meeting on DATE, TIME at PLACE to get specifics and to learn how you can help. We need our community more than ever. Please plan to attend.

<link to Event created on Facebook>



638 people reached

Boost Post

Like Comment Share

Travis Overlay, Paul Anthony and 8 others

Chronological

1 share

#### 4 Organic Post after Town Hall meeting

We recommend you post this to your district page, as well as school, education foundation, booster and any other supporting pages after your town hall meeting

Text:

Did you miss the Town Hall meeting? Message us or email the district at: <email here> and we'll send you a synopsis. The short story is this: the K-12 discussion that's in discussion now would mean major cuts for us, including X, Y and Z. You can help: contact your legislators and urge them to fund Oregon schools at the \$8.4 billion level that it would take to prevent cuts. Not sure who represents you?

Find them here:

[https://www.oregonlegislature.gov/FindYourLegislator/leg-districts-mobile\\_new.htm](https://www.oregonlegislature.gov/FindYourLegislator/leg-districts-mobile_new.htm)

Image choices in folder "4 Organic Town Hall AFTER meeting

 Oregon Rising

Did you miss the Town Hall meeting? Message us or email the district at: <email here> and we'll send you a synopsis. The short story is this: the K-12 discussion that's in discussion now would mean major cuts for us, including X, Y and Z. You can help: contact your legislators and urge them to fund Oregon schools at the \$8.4 billion level that it would take to prevent cuts. Not sure who represents you? Find them here: [https://www.oregonlegislature.gov/FindYourLegislator/leg-districts-mobile\\_new.htm](https://www.oregonlegislature.gov/FindYourLegislator/leg-districts-mobile_new.htm)



Like Comment Share

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1 share