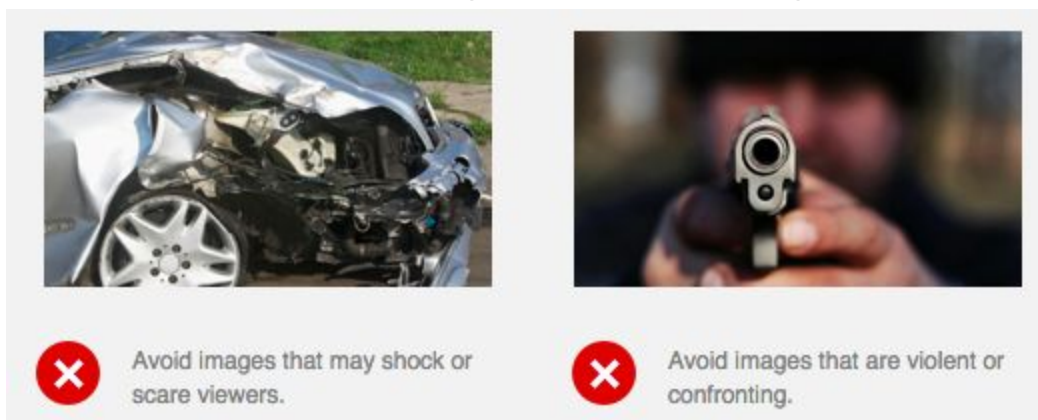
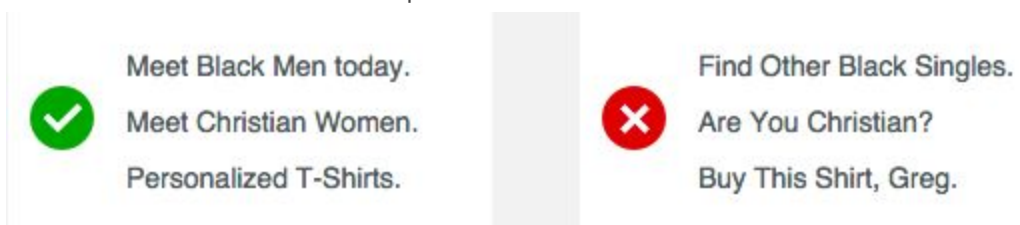


Whether you are boosting to your current fanbase or promoting to potential consumers, Facebook requires that...

- Ads do not include images with text that covers more than 20% of the image's area
- When you are mentioning Facebook in your ad you
 - Must capitalize "Facebook"
 - Display the word "Facebook" in the same size and font as the content surrounding it
 - Do not use the Facebook logo on place of the word "Facebook"
 - Do not alter the Facebook logo for your ad
- If alcohol is mentioned or pictured in your post, make sure you're targeting individuals 21 or older
- You do not use images that are sexually suggestive
- You do not use violent, shocking or disrespectful images



- You do not promote content that asserts or implies personal attributes. This includes direct or indirect assertions or implications about a person's race, ethnic origin, religion, beliefs, age, sexual orientation or practices, gender identity, disability, medical condition (including physical or mental health), financial status, membership in a trade union, criminal record, or name



- You do not promote before and after pictures that display unlikely results
- You don't promote screenshots of websites or anything that misleads the consumer to thinking that they are able to click on the image

Good Posts to "Quick Boost":

(Best used with a fanbase over 350)

- Services and products your current customer and fan base are more likely to resonate with
- Upselling complementary products or services
- Holiday well wishes
- Celebrating employee birthdays, anniversaries and promotions
- Unusual hours of operation

Good Posts for Targeted Promotions:

- Displaying products and services
- Employee profiles
- General brand awareness
- Specials and promotions
- Exclusive offers (If you mention this post)
- Education that gives value to consumers and is relevant to your industry
- Contests, promotions and giveaways

Contact Me/Connect With Me @

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- "Like" Candeo Creative on Facebook