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HOW TO BOOST YOUR INSTAGRAM POST
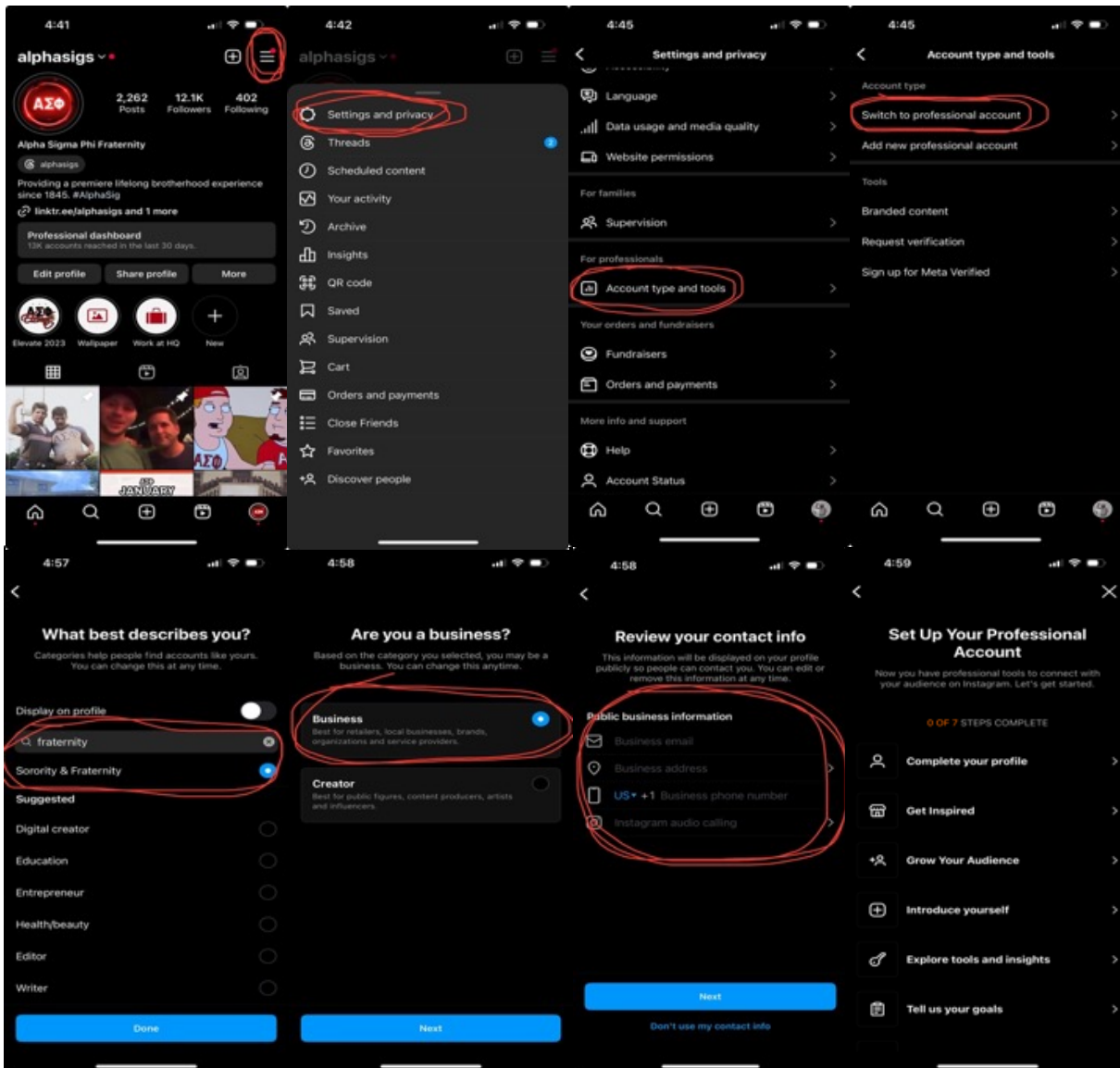
MAKE SURE YOU HAVE A BUSINESS ACCOUNT NOT A PERSONAL ACCOUNT

The most important thing to note before going in and posting or boosting your ad is to make sure that your chapter's account is set to a professional account. Listed below are steps and pictures to help you through switching your account from personal to professional.

- First, tap the three lines in the top right corner.
- Then tap "Settings and privacy".
- Scroll down until you see the "For professionals" category then tap on "Account type and tools".
- Once you are there tap on "Switch to professional account".
- Click through the prompts until you reach the "What best describes you" page. In the search bar type in "fraternity" then select "Sorority & Fraternity". You can choose whether or not you want to display it on your profile, then press "Done".
- Select "Business" then press "Next".
- Fill out your contact information then press "Next".
- Finish setting up your professional account until all 7 steps are completed. (You can do this later).

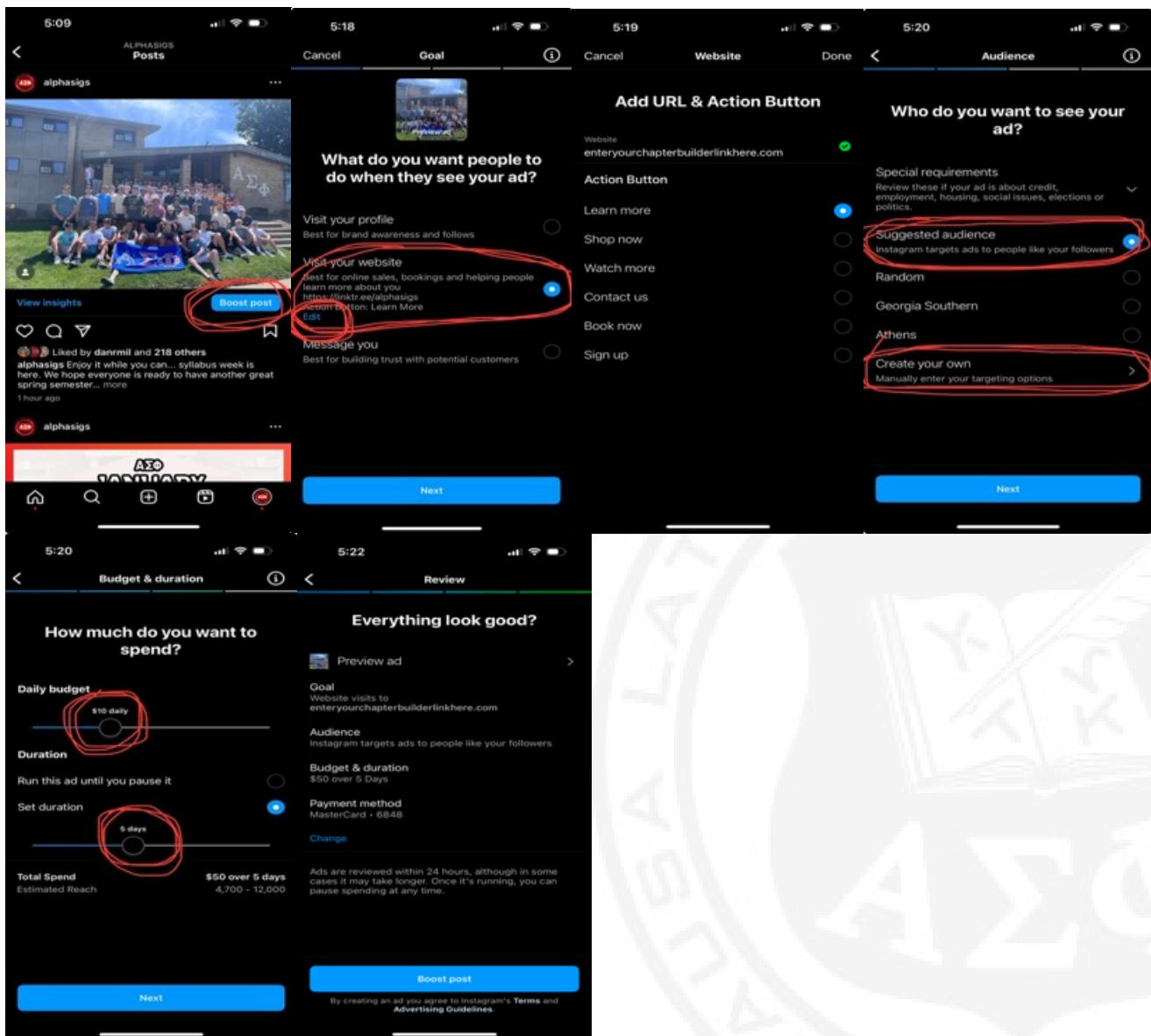(Reference pictures on pg. 2)

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After all eight of these steps are complete you should be good to go! You can double-check this by going to one of your posts and checking to see if there is a "Boost post" button. It should be in the bottom right corner of any post you choose to look at.

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BOOSTING YOUT INSTAGRAM POST AFTER YOU CREATE IT

After you have made your post, press "Boost post" and follow the instructions listed below.

- After selecting "Boost post" make sure that the purpose of your post is to get more "Visits your web site". After selecting this option, you then need to tap on the blue "Edit" button right below.
  - Enter your ChapterBuilder link into the URL spot and then select what you want your link button to say on your post. We suggest either Learn more, Contact us, or Sign up.
- After defining your link button and pressing "Next" you will be brought to the "Audience" page. From here you can opt to take Instagram's "Suggested audience" or you can create your own criteria. You can customize your audience based on location, interests, and age when making your own. Once you make your decision press "Next".
- This page is where you will set the budget and duration for your post. Since we are running it for five days only, your daily budget will be $10. Make sure you have the "Set duration" button pressed or else your post will run until you manually stop boosting it. Then press "Next".
- You will be brought to the payment page to fill out your payment information and review your post.

THINGS TO NOTE:

Once you have boosted your post make sure to take a screenshot of your payment (some kind of proof that you boosted it). At the end of the boost period, take screenshots of the insights from your post so we can evaluate how it went. The insights can be found in the three lines on the top right of your profile page.

If you have any questions or concerns please reach out to either LT (lpiver@alphasig.org) or Justin Bramman (jbramman@alphasig.org)