# New Year. New Purpose.

**Step-by-Step: How to Post & Boost a Campaign Graphic**

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## PART 1: Find Your Campaign Graphic

**Step 1.** Go to the MD19 Lions website: 👉 https://lionsmd19.org/

**Step 2.** Click on the **"Grow With Us"** graphic (or go directly to: https://lionsmd19.org/marketing.php)

**Step 3.** Click on the **"NEW YEAR NEW PURPOSE"** box.

**Step 4.** Scroll down to **Week 1 -**

Choose a graphic that best fits your **target audience** (general public, young professionals, or retirees).

**Step 5.** Save the graphic to your computer OR right-click and copy the image.

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## PART 2: Create Your Facebook Post

**Step 6.** Go to your **club's Facebook Page**.

**Step 7.** Click to **create a new post**.

**Step 8.** Click the **Photo** icon and:

- Upload the saved graphic; OR
- Right-click and paste the graphic into the post

**Step 9.** Add a caption:

- Choose one from the **Caption Library** on the *New Year New Purpose* page; OR
- Write your own caption

✓ Be sure to include a **clear call to action** (e.g., *Message us*, *Learn more*, *Reach out to get involved*)

**Step 10.** Click **Post**.

**Step 11.** Review the post and fix any typos or errors.

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## PART 3: Boost the Post

**Step 12.** Click the **blue "Boost Post"** button.

**Step 13.** Customize your boost settings:

    **a. Goal:** Select **Get more engagement**

    **b. Ad text:** Keep the original text OR review Facebook's suggested variations and select which to keep

    **c. Button:** Choose **Send Message** *or* **Learn More**

    **d. Message destination:** Select **Messenger**

    **e. Audience:**

        1. Gender: **Male and Female**

        2. Age: Select your **target age range**

        3. Location: Choose your **city + 10 miles**

    **f. Duration:** Choose when the ad will end: **5, 7, 9, or 10 days**

    **g. Daily budget:** Select **$2–$4 per day**, depending on your budget

    **h. Funds:** Add enough funds to cover the **full boost duration**

## PART 4: Review & Publish

**Step 14.** Review the **estimated daily results**.

**Step 15.** Review the **payment summary**.

**Step 16.** Click **Publish**.

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✅ **That's it!**

You've successfully posted and boosted a **New Year. New Purpose.** campaign graphic.

💡 **Reminder:**

- 2 posts per week is perfect
- Alternate campaign graphics with **real service project posts**
- Consistency matters more than perfection

💙 💛 **New Year. New Purpose.**

Let's tell the Lions story — together.