

Using Video Effectively in Recruitment Marketing | 06.28.2017

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Leftover Questions

Q: How are you using boosted posts on Facebook?

Ans from Duke: We're not using boosted posts much unless we have a really specific audience that we're targeting for one of our stories. We've found that if we use boosted posts a lot, our organic reach actually goes down.

Ans from FLC: We don't use boosted posts a ton either -- we tend to prefer a full campaign to achieve an objective rather than a one-off. However, we will boost an event to increase attendance or occasionally a video to make sure a certain audience gets exposure to it.