

## **Wisconsin Emergency Rental Assistance Program - Social Media Boost Campaign**

Over a twelve week period – **June 14-Aug 30** – participants are asked to **boost 6-12** of the included assets (<https://www.wiscap.org/weratoolkit>) on your social media. This link includes 12 different PNG files for social media posts. You can create the post text that makes the most sense for your audience, explaining the program, etc. When creating the posts to boost, you can direct your followers to [www.wiscap.org/wera](http://www.wiscap.org/wera) for more information about the program.

If you have questions about the materials for posting, please let me know. There are also posters available on this page for print & distribution in multiple languages.

You will have **\$500 total** to spend over the 12 weeks, but you are welcome to choose how to divide your budget (you may think a particular post will do better and decide to boost that one for \$100, and then only boost the other five (if doing 6 total) for only \$80 each). You also have flexibility when it comes to duration (you might boost one post for 14 days or 7 days). You should choose what works best for your local audience.

We have a brief guide (attached) on how to boost posts through Facebook for your reference. To receive reimbursement, you're asked to complete our [reimbursement form](#) for each ad you run.

**If you have questions, contact [Katie McMullen](#), Member Services Manager at United Way of Wisconsin**