

## Guide to the Social Media Boosted Post Matching Program

This year we are introducing a Social Media Boosted Post Matching Program where the DDA will 50/50 match a merchant's marketing request of either \$25 or \$50 on a Boosted Post on Downtown Alpena's Facebook and Instagram pages for a total of \$50 or \$100 (\$25/\$50 from the merchant and \$25/\$50 from the DDA).

- The DDA will match up to \$500 in requests in the Summer, Winter and Spring quarters and up to \$1000 in requests during the Fall/Holiday season. Please see the chart below for a breakdown of quarters. Any funds not used for matching in one quarter will roll over to the next quarter to allow for more matches. Funds will reset at the end of each fiscal year (Our fiscal year runs July through June.) and would not roll over to the next year if the program is renewed by the DDA Promotions Committee and the DDA Board of Directors.
- If funds run out before the end of the quarter, a notice will be posted on the DDA's website, [downtownalpenami.com](http://downtownalpenami.com).
- Requests will be awarded on a first come first serve basis and merchants would be eligible for only 2 matches each Fiscal year to ensure fair distribution.
- Each matching request can only be used for a single post. The total \$50 or \$100 cannot be spread out over multiple posts.
- Matching requests will open on the dates outlined below and remain open until all the funds were distributed for that quarter, or the quarter ended.

Quarter	Months included	Period opens	Period closes
Summer	August - September*	8/1/2020	9/30/2020
Fall/Holiday	October - December	10/1/2020	12/31/2020
Winter	January - March	1/1/2021	3/31/2021
Spring	April - June	4/1/2021	6/30/2021

\*Please note that our first summer quarter is shortened to two months to align with the fiscal year.

- You can only apply for a Boosted Post Match within the quarter you are applying for. For example, if you want to run a Matched Boosted Post on Downtown Alpena's page in December, you cannot submit an application for that post in another quarter, you have to wait till applications for that quarter open October 1st.
- When you make a request you have the option of \$25 or \$50 as a match.

- Requests will be approved on a first-come, first-served basis in chronological order of when they're submitted. Due to this format, if a request is made for \$50, but only \$25 is left, you may be offered only a portion of what you requested.
- Once a request is approved, our Marketing and Outreach Coordinator, Kingsli Kraft, will schedule a 1:1 consultation with merchants to help identify what posts already perform well on their business pages, navigate the "Insights" section of their business page, and build the ad that would then run on **Downtown Alpena's** pages on Facebook and Instagram. If a merchant is already familiar with the "Insights" section of their page and knows the type of post they'd like to do, the first portion of the consultation can be shortened.
- As the Boosted Post will be paid for in full through the DDA's credit card, you must have paid the invoice for your match, either the \$25 or \$50, before your Boosted Post runs on Downtown Alpena's page.
- The merchant can select the length of time they'd like to run their boosted post for, and the boost must be completed by the end of the quarter during which they applied. The merchant can also select when within the quarter they want their boosted post to run. For example, if you would like to run a holiday shopping boosted post you may submit your application in October, but not run the boosted post until sometime around Small Business Saturday.
- The DDA will have final approval of the content of the boosted post. The content cannot include: profanity, nudity, explicit themes, controversial or political messaging and cannot negatively target any other community entities.
- Once the boosted post is finished running, Kingsli Kraft, the Marketing and Outreach Coordinator, will go over the final report of the ad with the merchant to show how it performed.
- Your business must be located within the Downtown District to participate.

