Visibility on Social Media: A Quick Guide

🔓 Make Sure Your Post Is Public and Shareable

Check your audience setting before you post:

- On **Facebook**: Set your post to "Public".
- On **LinkedIn**: Choose "Anyone" as your audience.
- On **Instagram/X (Twitter)**: All posts are public unless your account is private.

Encourage sharing: Include phrases like: "Ask your network to share" and tag people so they see it.

NOTE: Hashtags make your content searchable and help reach new audiences. #MissingInSETX, #BringThemHome #HouNews #houstonamberalert #houstonsilveralert.

📈 Timing & Speed Matters

POST QUICKLY... and re-post with updates...

- Use real-time tools like: Instagram Stories. LinkedIn Reposts, X/Twitter threads.
- Text a link to your post out to all your cellphone contacts - ask them to please SHARE.
- Include PHOTOS to attract attention.

Note: public posts will attract keyboard trolls - protect yourself and ignore these - or ask someone else to review them for you.

💰 Should You Put Money Behind a Post?

Start small (no more than $50 per day and check your spend EVERY DAY so you don't go over). Once the campaign has momentum, cut the spend and let your appeal do the work.

Use the platform's native tools — **"Boost Post"** on Facebook, **"Sponsor"** on LinkedIn.

📣 Include a "Call to Action"

Be clear about what you want people to do.

Share the post. Tag your friends. Tell them what to do if they hear or see anything that might help your search - and try to avoid using your personal cellphone number in case you are overwhelmed / trolled.