

Nonprofit Social Media Management & Strategy on a Limited Budget

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City of Fort Collins, July 15 2016

#FoCoCreate

callahancreek

Why Social Media?

Nonprofit organizations hold a unique place in the social media world — backed by donations, for the better good, and full of storytelling opportunities. But ...



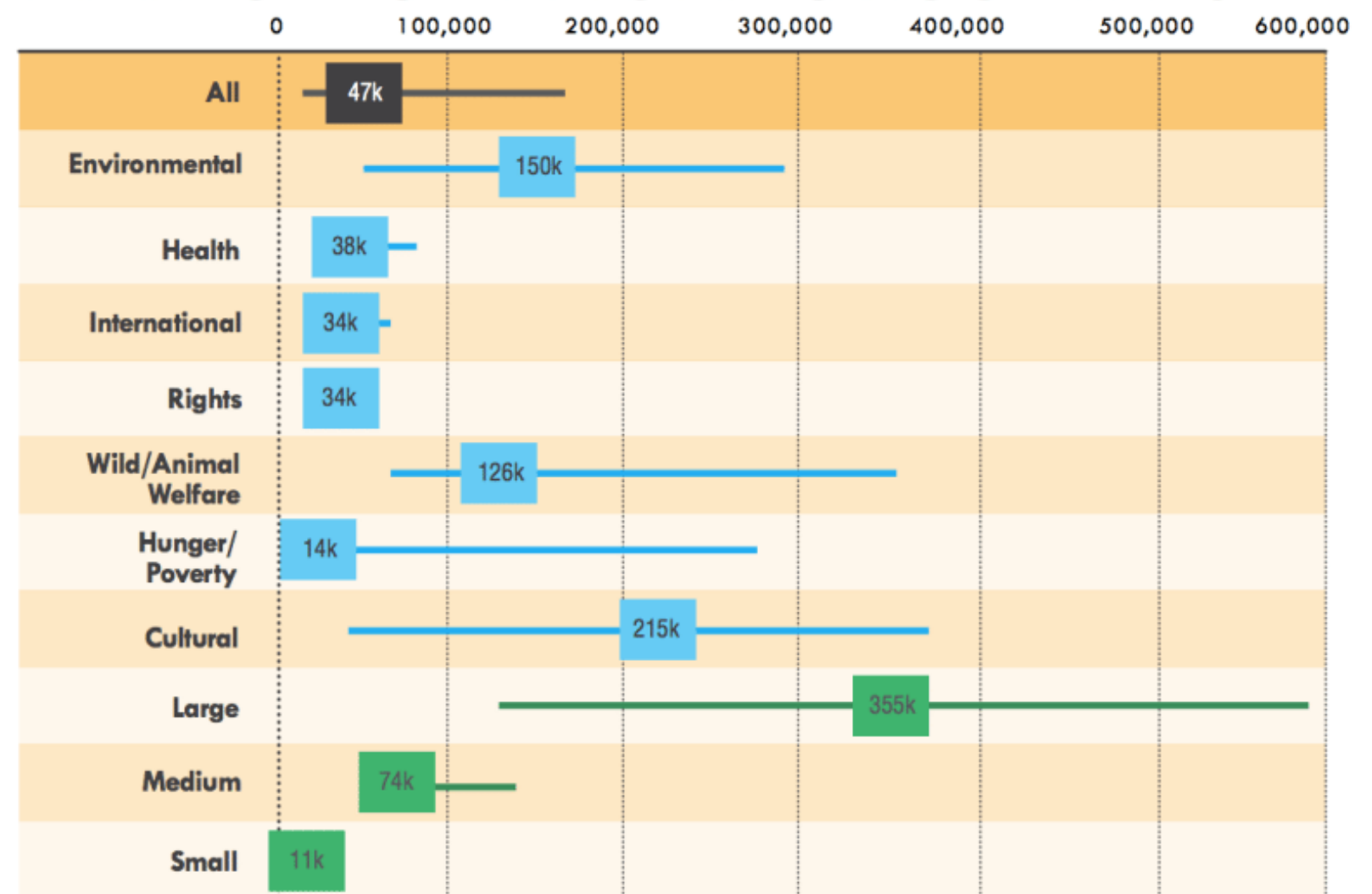
<https://nonprofitquarterly.org/2014/03/13/social-media-nonprofits-engaging-with-community/>

Why Social Media?

For nonprofits, social media is growing 3x faster than email.

- Email grew 11% in past year
- Facebook grew 42%
- Twitter grew 37%

AVERAGE NUMBER OF FACEBOOK FANS



Which Social Media Platform?

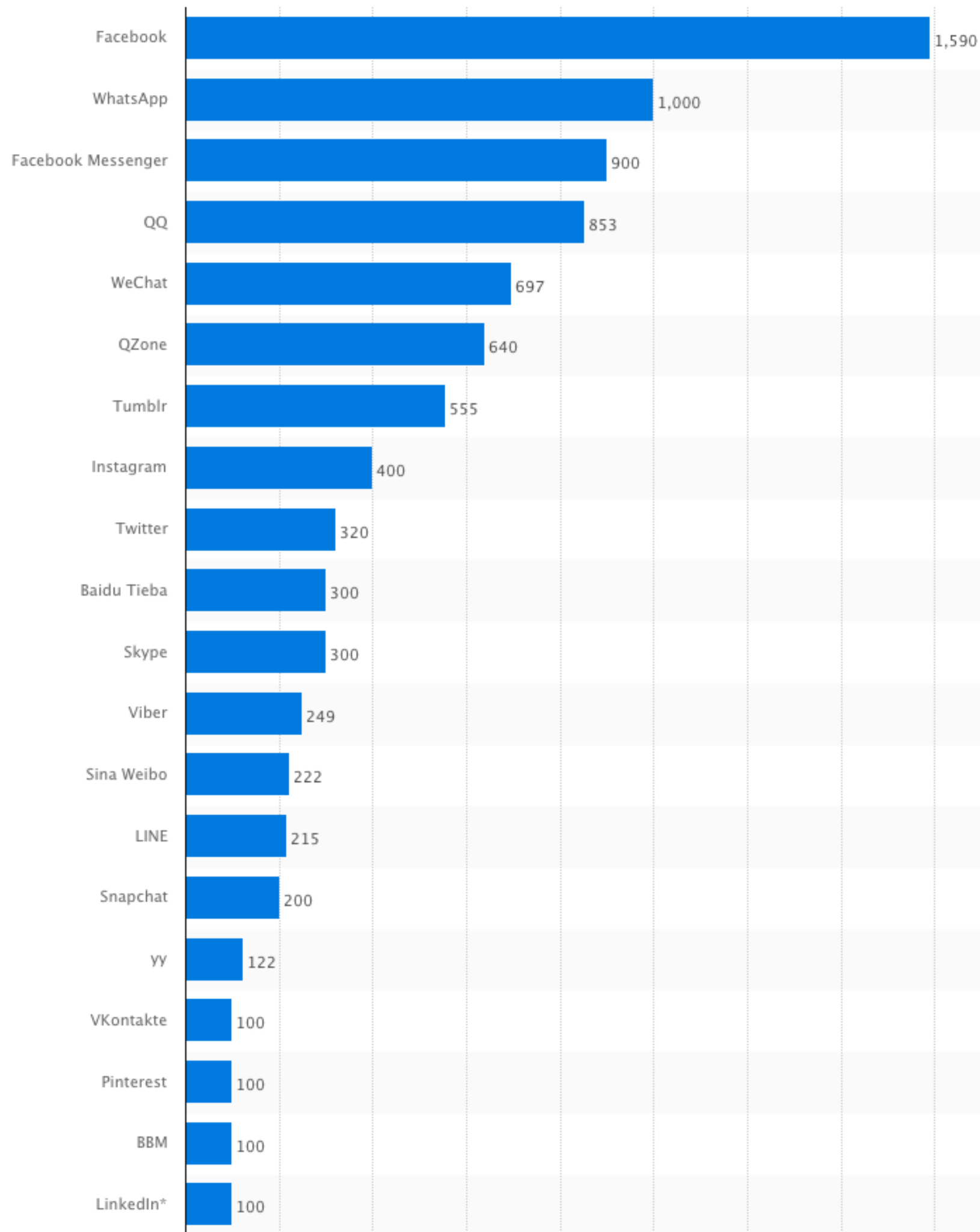
In a HubSpot survey of small-to-medium non-profits in the U.S., here's the breakdown of the top 10 social networks used by non-profits:

1. **Facebook (98%)**
2. **Twitter (~70%)**
3. **LinkedIn (~55%)**
4. **YouTube (~45%)**
5. Pinterest (~25%)
6. Instagram (~15%)
7. Google+ (~15%)
8. Flickr (~10%)
9. Tumblr (~5%)
10. SlideShare (<5%)

2014 Blogpot survey <http://blog.hubspot.com/marketing/nonprofits-social-media-marketing-data#sm.0000wnkixpkbldeqv7c1tcgqt5jao>

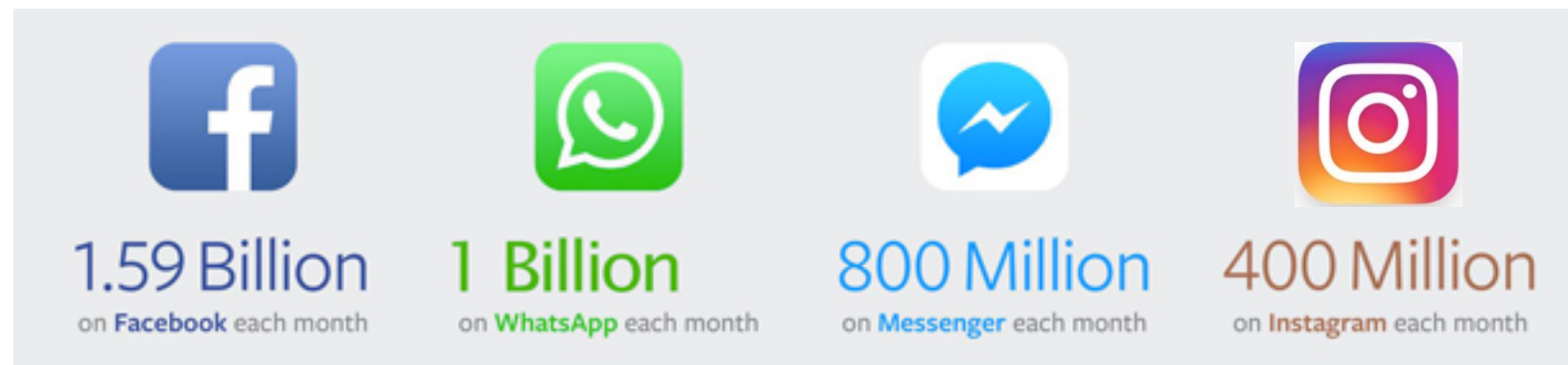
Global Active Users

- Facebook has 1.50 billion global active users ...
- ... and they own WhatsApp, Messenger, and Instagram.

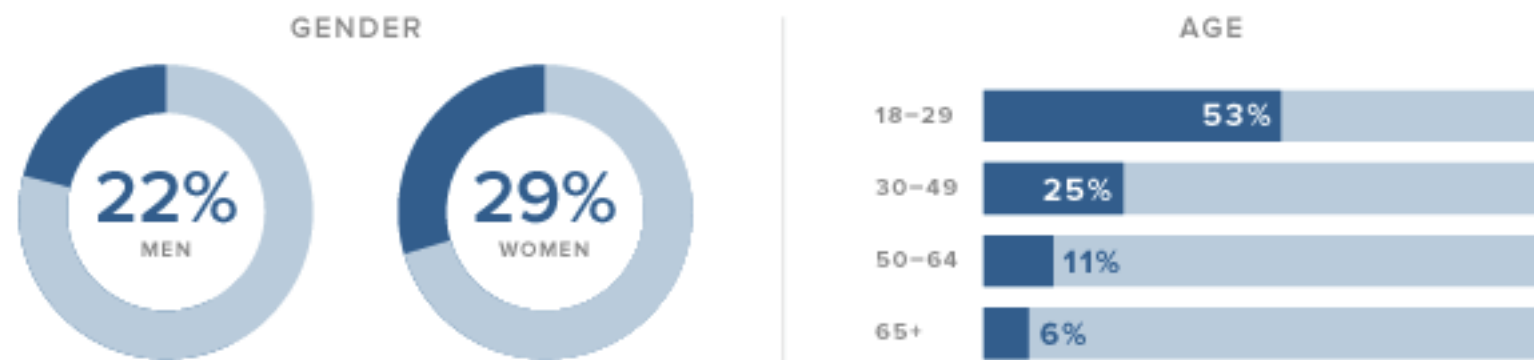


Which Social Media Platform?

Don't spread yourself too thin. Go where your audience and the opportunity is.



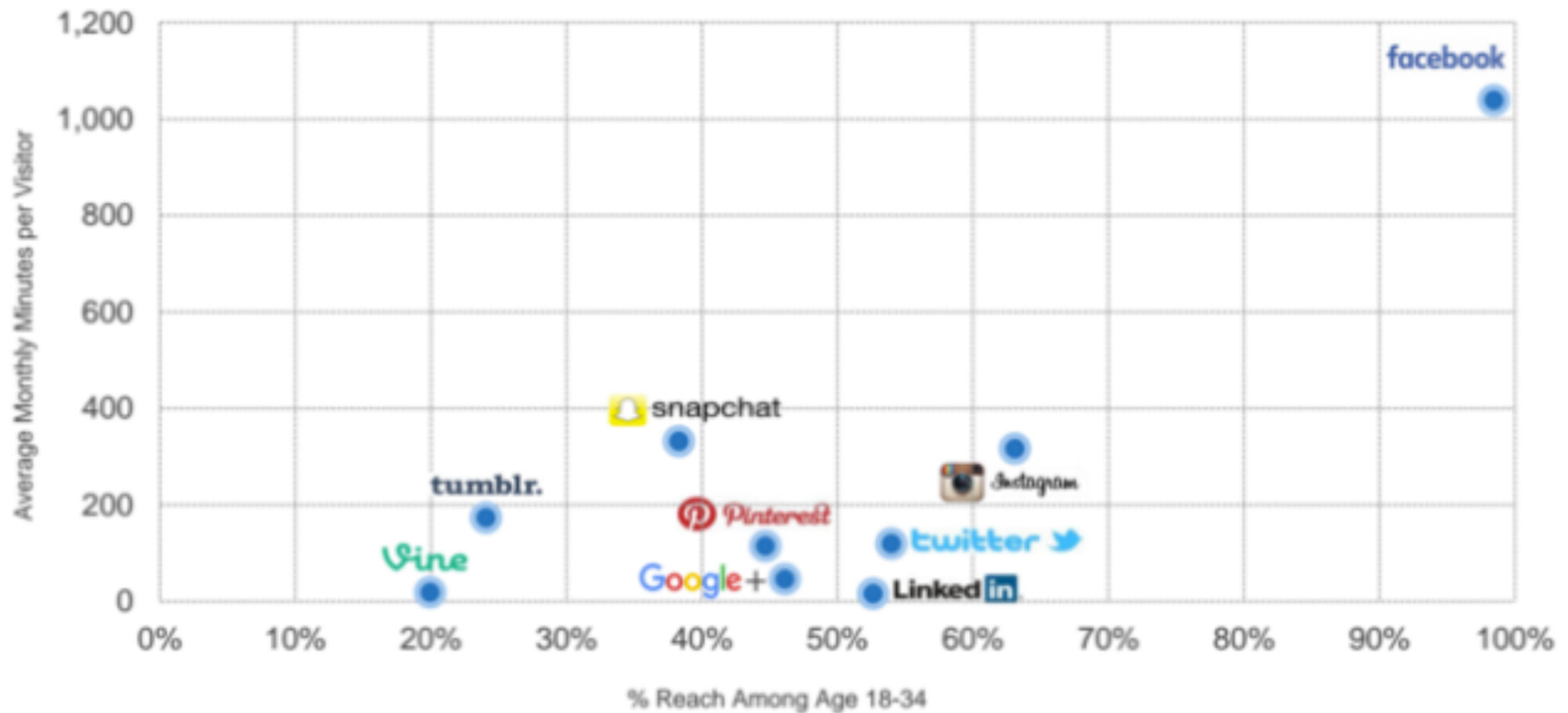
Instagram Usage Among Key Demographics



Average Monthly Minutes, U.S.

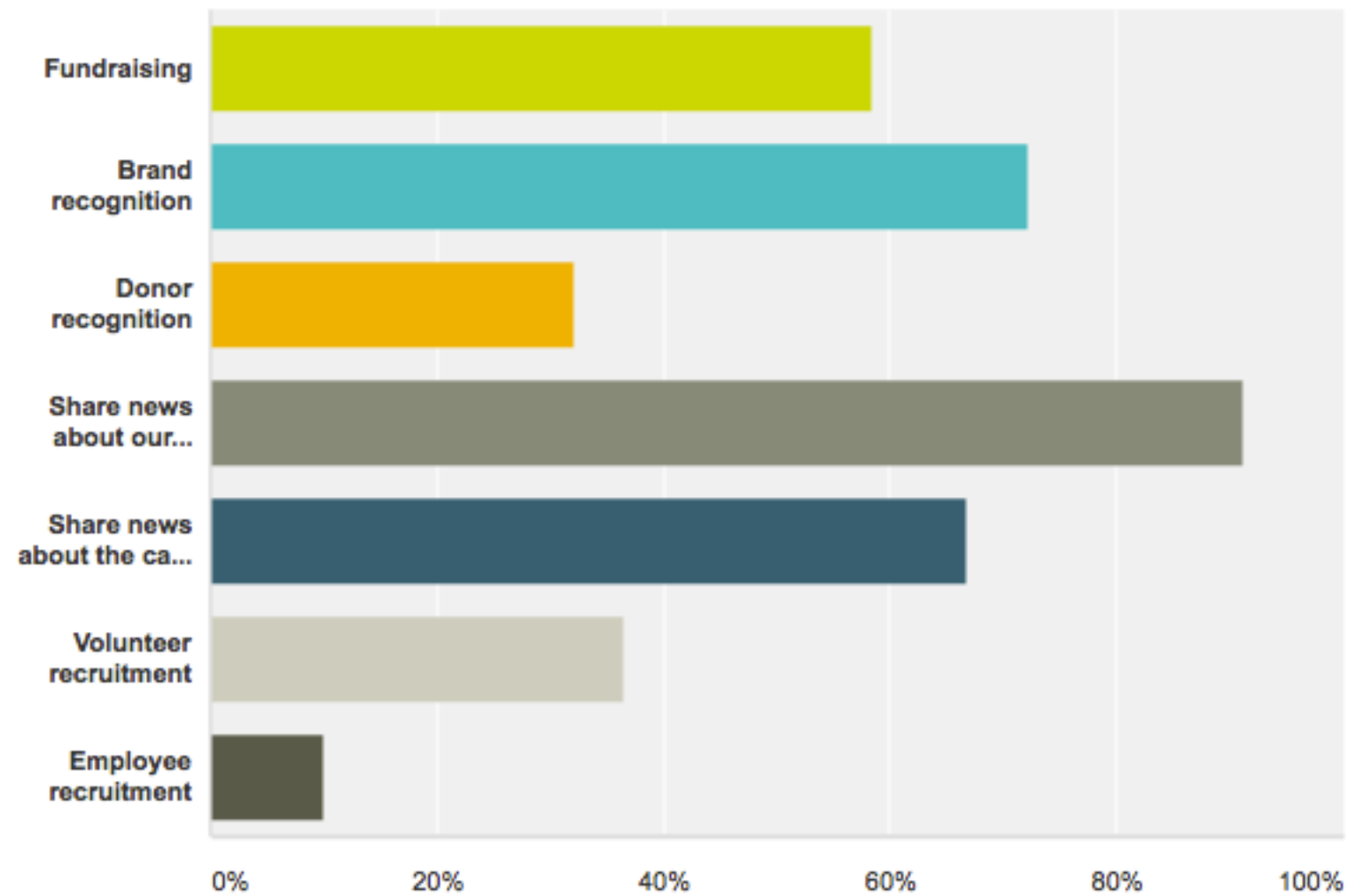
Age 18-34 Digital Audience Penetration vs. Engagement of Leading Social Networks

Source: comScore Media Metrix Multi-Platform, U.S., Dec 2015



COMSCORE.

What is the Goal?



2014 Blogpot survey <http://blog.hubspot.com/marketing/nonprofits-social-media-marketing-data#sm.0000wnkixpkbldeqv7c1tcgqt5jao>

What is the Goal?

Reach? Impressions?

What's the difference between impressions and reach?

Impressions are the number of times a post from your Page is displayed, whether the post is clicked or not. People may see multiple impressions of the same post. For example, someone might see a Page update in News Feed once, and then a second time if their friend shares it.

Reach is the number of people who received impressions of a Page post. Reach might be less than impressions since one person can see multiple impressions.

Good for awareness, but passive.

What is the Goal?

A mention?

A comment?

A share?

Illustrates advocacy.

Better. More active.

More personal.

Making emotional connections.

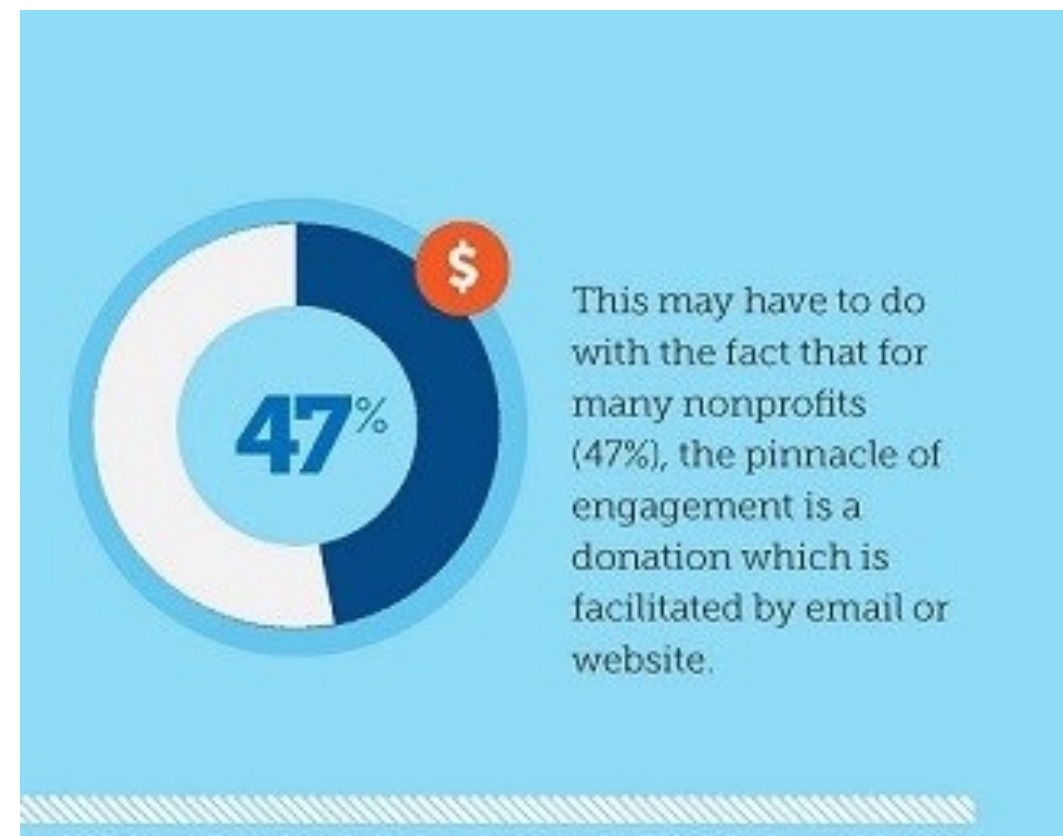


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What is the Goal?

Only 18% said a retweet or comment was the goal.

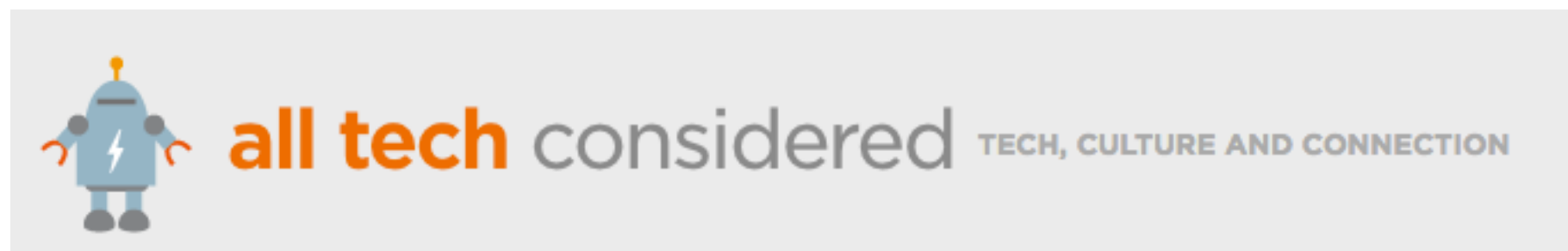
47% said the “pinnacle of engagement” is a **donation**.



<https://nonprofitquarterly.org/2014/03/13/social-media-nonprofits-engaging-with-community/>

Why is this tough?

The reason is pretty simple: When people are scrolling through posts, say, on Facebook, it's incredibly rare for them to decide to click away to some outside website — let alone an outside website that's asking for their credit card information.



<http://www.npr.org/sections/alltechconsidered/2015/12/02/458008461/a-click-too-far-why-social-media-isnt-that-great-for-fundraising>

One Tactic: “Donate Now” button

The collage illustrates the 'Donate Now' button on Facebook across different nonprofit pages and mobile devices.

- Top Image:** A desktop view of the ALS Association's Facebook page. The page features the ALS Association logo, the text "#ALSIceBucketChallenge", and a "Donate Now" button.
- Bottom-Left Image:** A desktop view of a Facebook post from the American Cancer Society. The post includes a video thumbnail with the text "Whose birthdays will you SAVE?" and a "Donate Now" button circled in green. A donation modal is also visible, showing options to donate \$10, \$25, \$100, or \$250.
- Bottom-Right Image:** A smartphone screen displaying the National Multiple Sclerosis Society's Facebook page. The page features the MS logo, the text "National Multiple Sclerosis Society", and a "DONATE >" button.

[.hubspot.com/marketing/facebook-introduces-donate-now-button-for-nonprofits#sm.000ownkixpkbldeqv7c1tcgqt5jao](https://www.hubspot.com/marketing/facebook-introduces-donate-now-button-for-nonprofits#sm.000ownkixpkbldeqv7c1tcgqt5jao)

“Donate Now” Ideas

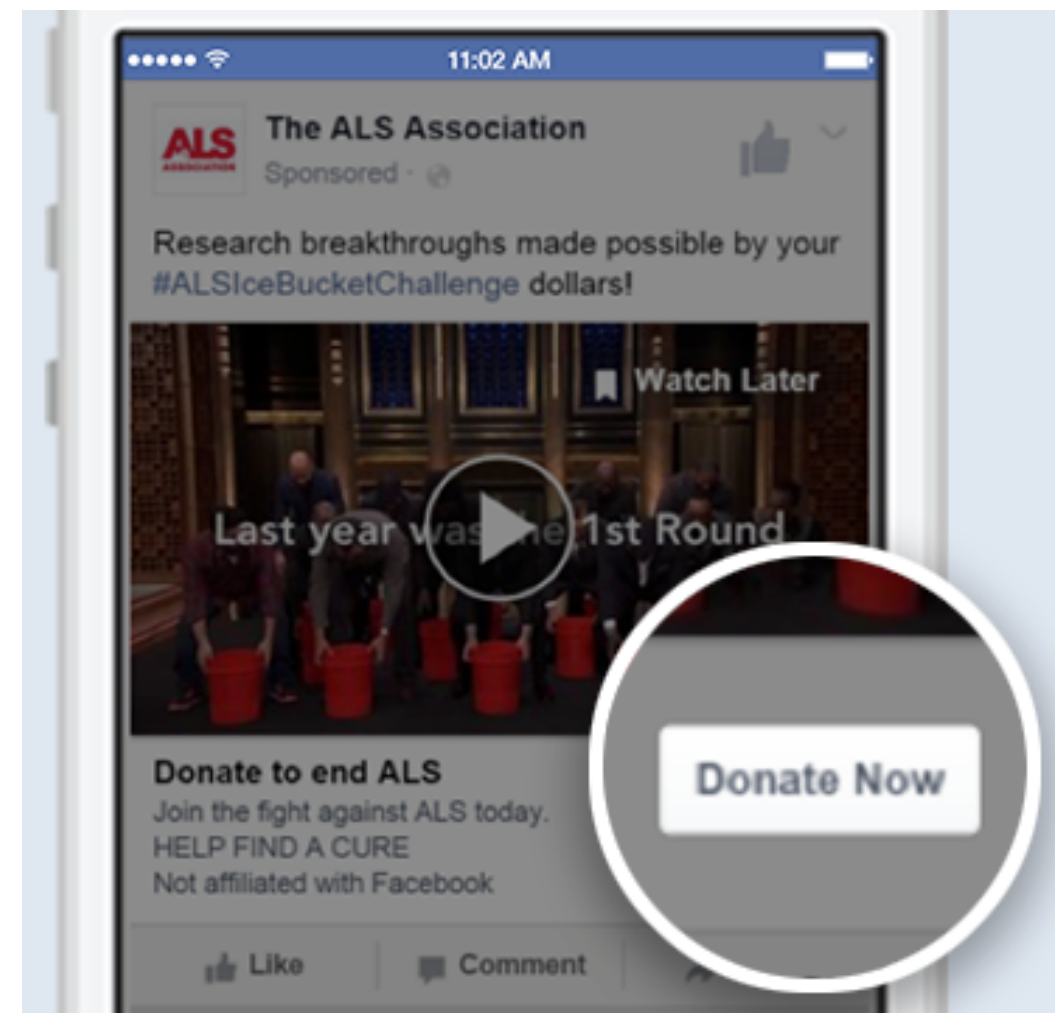
Design a cover photo that points people to it.



“Donate Now” Ideas

Tell stories with an emotional connection that illustrate specifically how the money is used to change lives.

Spotlight people whose lives have been affected.



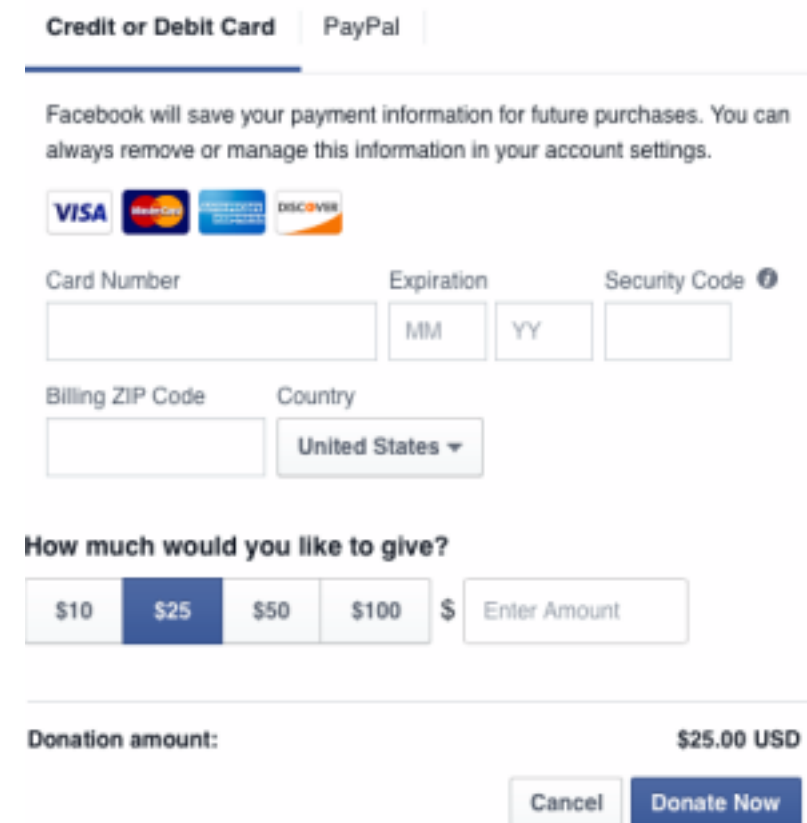
“Donate Now” Ideas

Segment your audience and run highly targeted campaigns.

Interest targeting, behavior, demographics, job title, friends of people who like your Page

Create Custom Audiences of current donors

Mirror existing donors in your system



The screenshot shows a Facebook donation interface. At the top, there are two tabs: "Credit or Debit Card" (selected) and "PayPal". Below the tabs, a message states: "Facebook will save your payment information for future purchases. You can always remove or manage this information in your account settings." Underneath this message are logos for VISA, MasterCard, American Express, and Discover. The form includes input fields for "Card Number", "Expiration" (with MM and YY sub-fields), "Security Code" (with an information icon), "Billing ZIP Code", and "Country" (a dropdown menu currently showing "United States"). Below these fields is a section titled "How much would you like to give?" with buttons for "\$10", "\$25" (which is highlighted), "\$50", and "\$100", followed by a text input field labeled "\$ Enter Amount". At the bottom, it displays "Donation amount: \$25.00 USD" and two buttons: "Cancel" and "Donate Now".

But Tactics Aren't Enough

So What Do I Do?

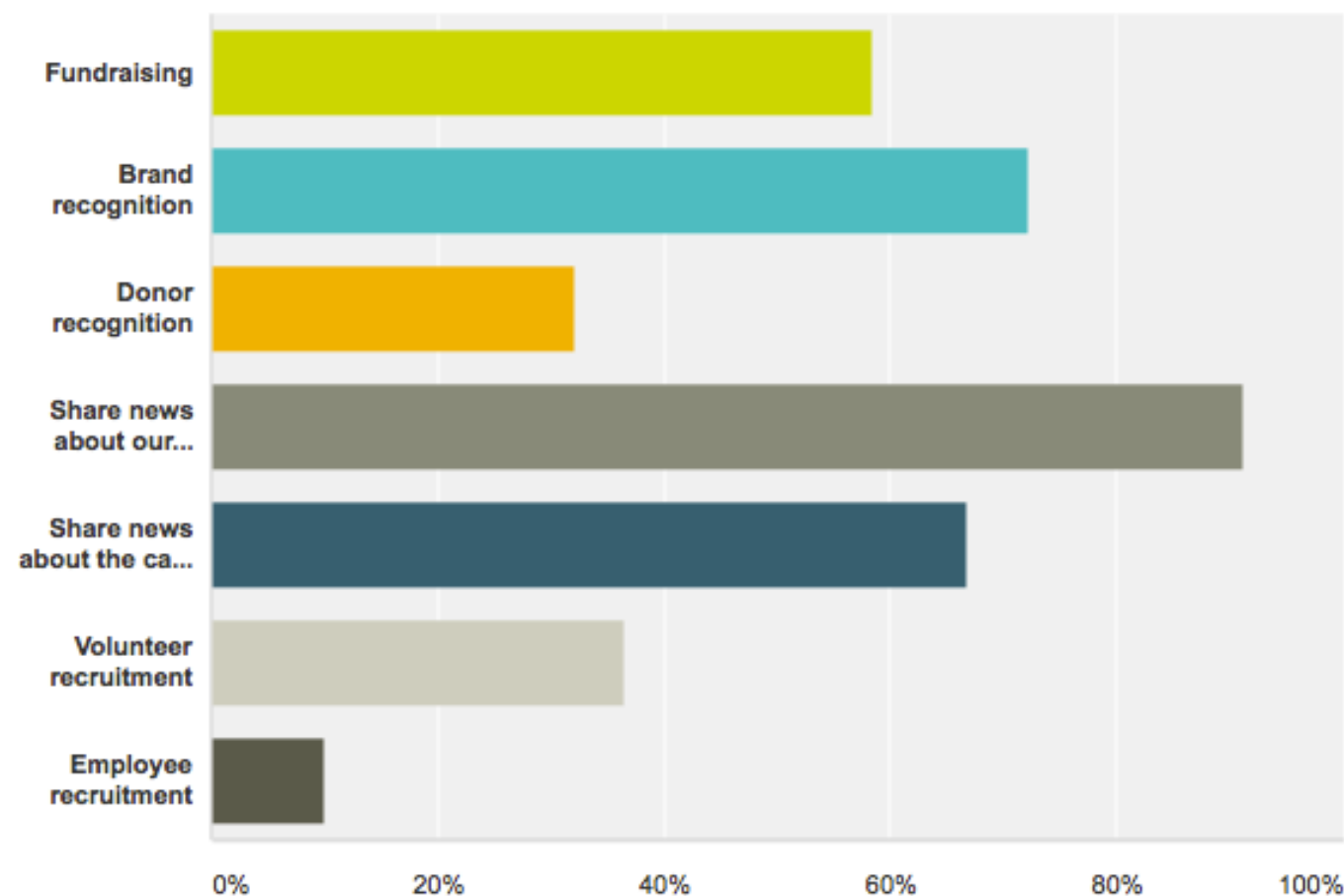
Converting donors is less about persuasion and more about relationship building—much like dating. You wouldn't whip out an engagement ring or ask someone to move in on the first date would you? You're at the get-to-know-you stage, where you're both learning about who the other is and whether you want to take further steps.

The same principles apply to the organization/supporter relationship. Rather than asking for money right away, create other methods of engagement or “conversations” that give supporters a chance to get to know your organization and build an emotional attachment to your work and mission. Then, by the time you're asking for cash, it isn't such a hard sell.

<http://blog.hubspot.com/marketing/challenges-facing-nonprofit-marketers-in-2016>

Back to the Goals - One Uniting Strategy

Building community helps reach all of these goals.

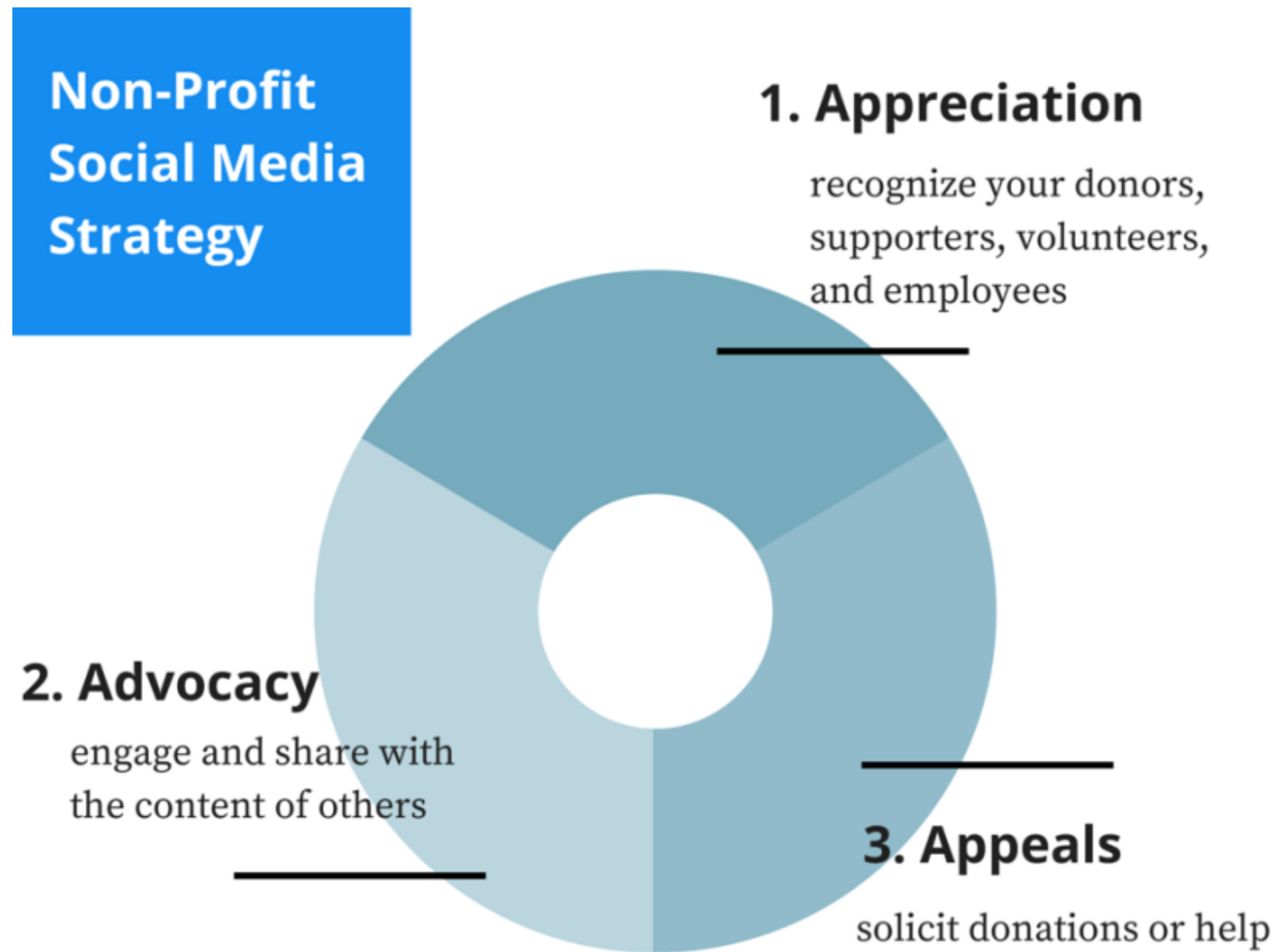


Building Community - Content Mix and Strategy

Table 1. Content Analysis of Nonprofits' Facebook and Twitter			
Engagement goals	Code type	Facebook (25 nonprofits)	Twitter (23 nonprofits)
Information	News and updates	218 (29.0%)	171 (24.8%)
	Education, tools	113 (15.1%)	84 (12.2%)
	Media	47 (6.2%)	29 (4.2%)
Community	Other organization	29 (3.8%)	73 (10.6%)
	Conversation	24 (3.2%)	54 (7.8%)
	Giving recognition and thanks	44 (5.8%)	59 (8.6%)
	Live posting	37 (4.9%)	46 (6.7%)
Action	Event	162 (21.6%)	74 (10.7%)
	Call for action	78 (10.4%)	100 (14.5%)

<http://nonprofitquarterly.org/2016/04/25/social-media-effectiveness-for-public-engagement-an-example-of-small-nonprofits/>

Building Community - Content Mix and Strategy



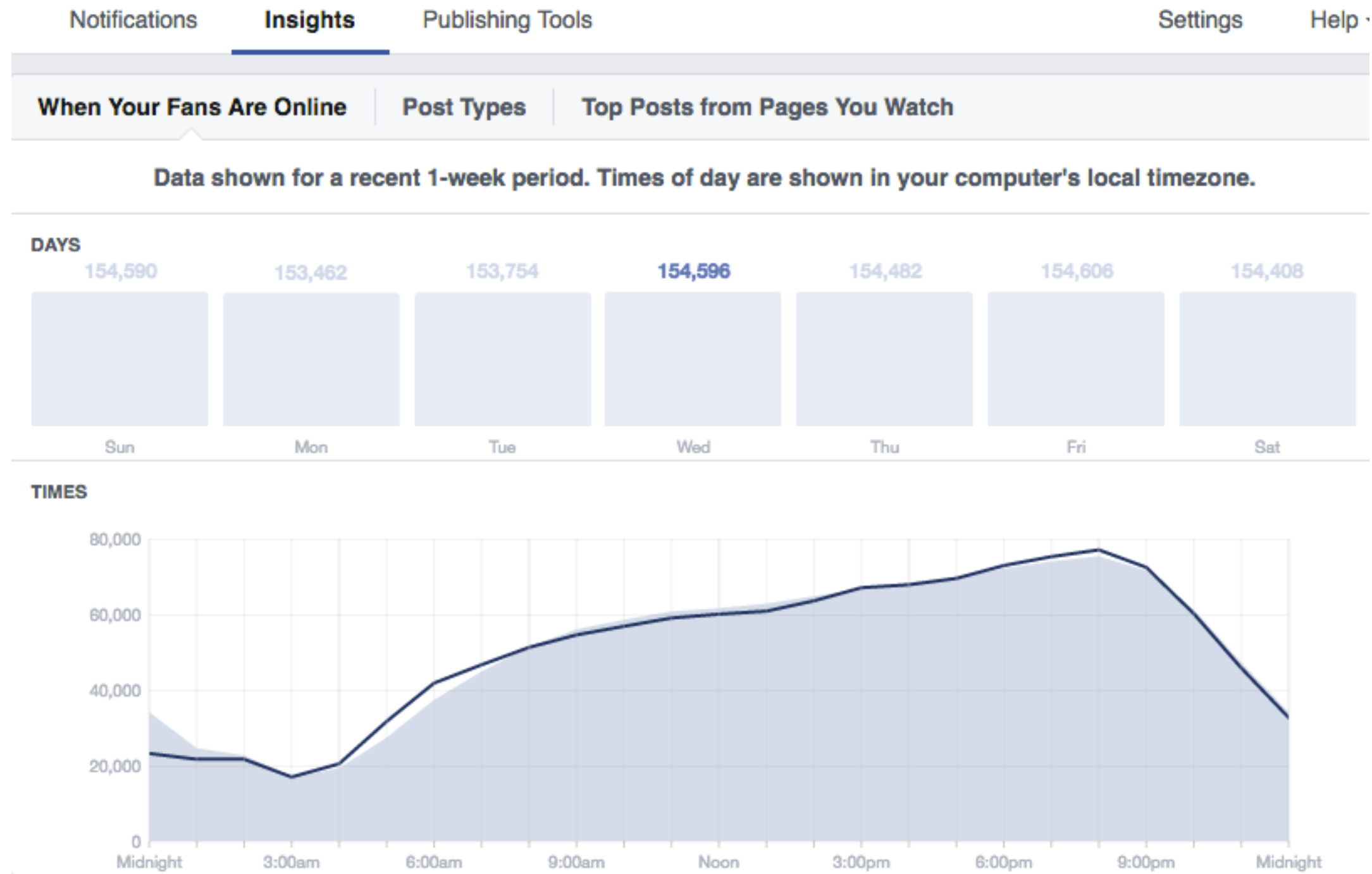
<http://blog.hubspot.com/marketing/nonprofit-three-as-social-media-ht#sm.0000wnkixpkbldeqv7c1tcgqt5jao>

Content Mix and Strategy - How Often?

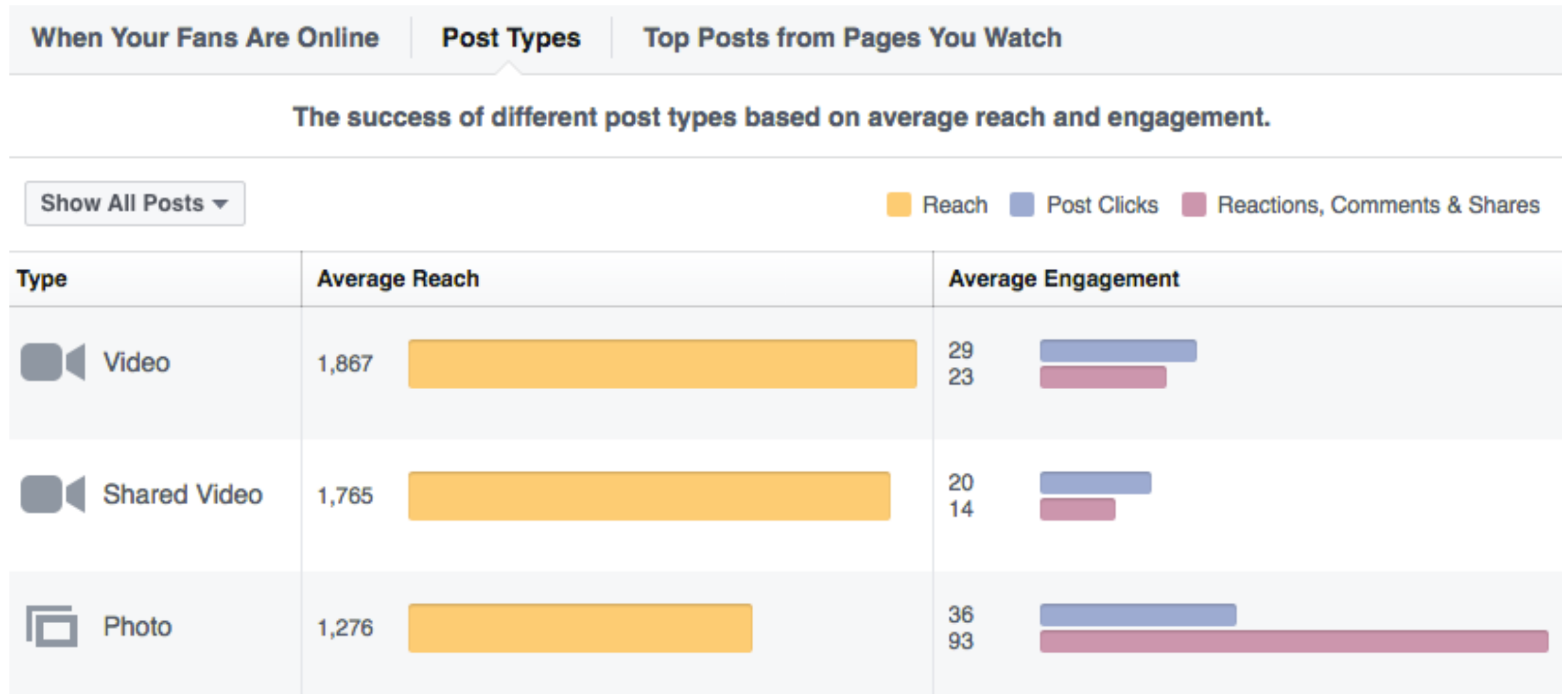


2016 Nonprofit Communications Trends Report

Content Mix and Strategy - When to Post



Content Mix and Strategy - What Kinds of Posts?



Content Mix and Strategy - What Kinds of Posts?

Page

Messages

Notifications 19

Insights

Publishing Tools

Settings

Overview


Likes

Reach

Page Views







































Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.




Pages to Watch helps you compare the performance of your Page and posts with similar Pages on Facebook. [Add Pages](#) to get started.

Content Mix and Strategy - What to Post?

04/26/2016 2:23 pm	 To celebrate the birthday of our favorite British import (Ben Smit			1.9K		149 38		Boost Post
04/25/2016 4:06 pm	 Our own Josh Lake competed Friday night at The Bottleneck for t			1.1K		42 34		Boost Post
04/25/2016 9:32 am	 What you don't know about clicks COULD KILL YOU. How to ma			333		9 3		Boost Post
04/22/2016 2:22 pm	 It's that day once a year when the street outside our office is con			457		14 8		Boost Post
04/21/2016 10:05 am	 Proud of new client work for Westar Energy: Kansas ranks 6th in			686		32 22		Boost Post
04/20/2016 12:26 pm	 VP, Chief Strategy Officer Jan-Eric Anderson speaking to J420 Pr			542		27 11		Boost Post
04/20/2016 10:23 am	 Two more key insights from Ben as he presented F8 takeaways t			560		20 14		Boost Post
04/19/2016 4:54 pm	 Have you ever had a creative problem so tough that you couldn't			1.4K		49 44		Boost Post

Content Mix and Strategy - What to Post?

**All Popular Posts** Past 30 days
Your latest posts are looking good, keep it up!

Recent



Most Popular

Least Popular

All Posts

30 Days ▾

Monday 11th April




De...
life...
...possibility + engagement with civic
...ew <http://buff.ly/1S5PCo8>


10:01 AM via Web

18 Retweets	14 Likes	0 Mentions	45 Clicks	322k Potential
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Sunday 17th April



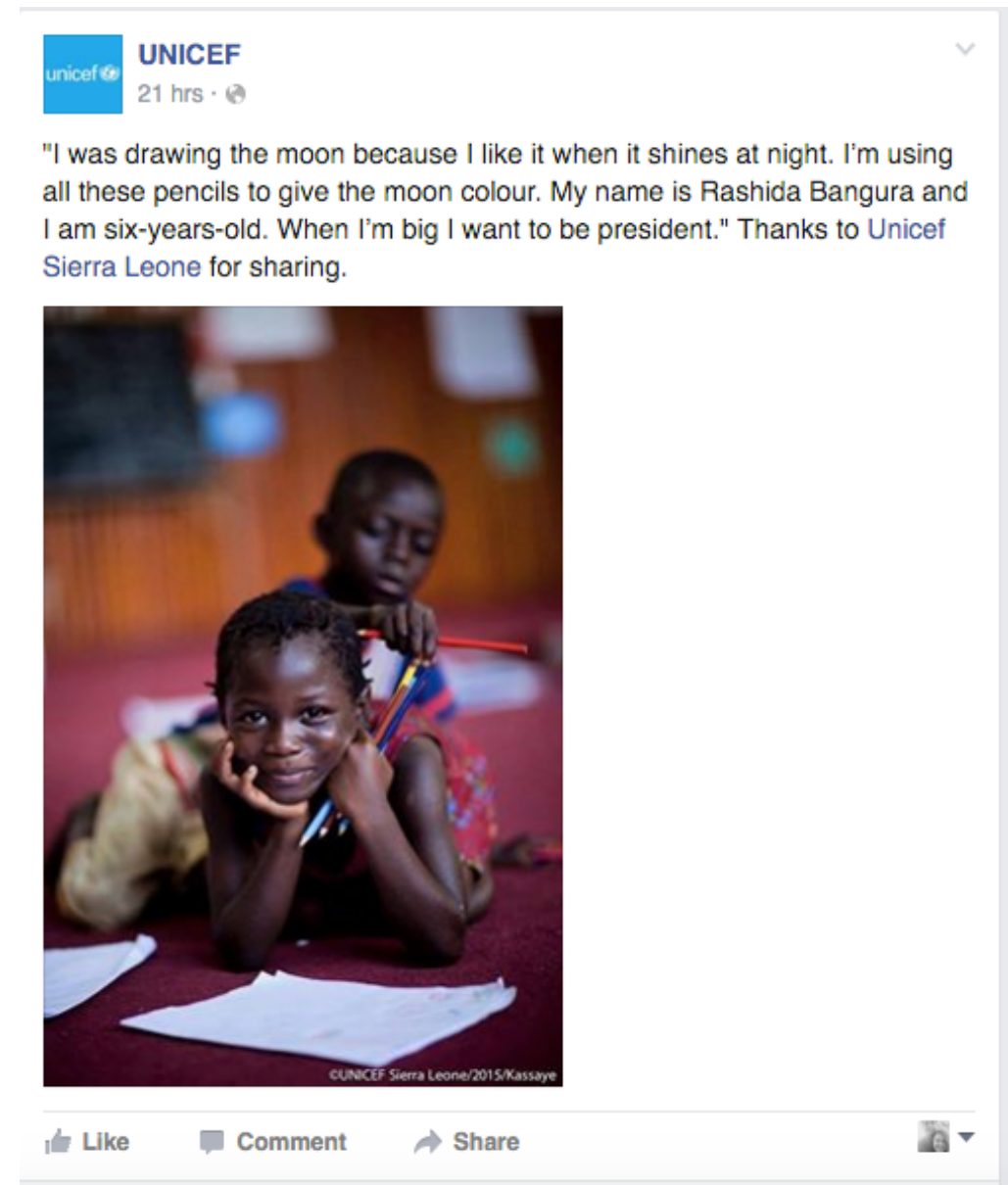
More #job openings & internship opportunities!
<http://buff.ly/22AlAsp> #aafkc #kciabc #amakc #kcdma
#kcbma



Content Mix and Strategy Examples

Quotes from:

- Supporters
- Those who benefit
- Testimonials



<http://www.thenerdnonprofit.com/inspiration-from-best-nonprofit-social-media/>

Content Mix and Strategy Examples

Quotes from:

- Leaders
- Authors
- Organization



<http://www.thenerdnonprofit.com/inspiration-from-best-nonprofit-social-media/>

Content Mix and Strategy Examples

Event posting:

- Based on holidays
- Local
- National
- Tell stories

American Red Cross It's National Volunteer Week! We honor the 330,000+ Red Cross volunteers who so generously serve their communities -- volunteers like the Devyn, James and Sherri Brown, who responded as a family to the flooding in Missouri earlier this year. Want to get involved in your community? Visit redcross.org/volunteer



Like (385) • Comment (12) • Share • 13 days ago

<http://www.thenerdynonprofit.com/inspiration-from-best-nonprofit-social-media/>

Content Mix and Strategy Examples

Spotlight donors/volunteers:

[American Red Cross](#) Every wondered what a day-in-the-life looks like for our staff in Service to the Armed Forces (SAF)? Check out this Q&A with Jonathan Glenn, SAF regional program manager at the naval station in Rota, Spain.



What Red Cross Service to the Armed Forces Work Looks Like in Spain -

[redcrosschat.org](#) • You may be a long-time blood donor, a disaster volunteer or a proud CPR-trained citizen. But how much do you know about our work with United States Armed Forces across the world? For Red Cross Month, we have a Q&A with Jonathan Glenn, Service to...

Like (76) • Comment (1) • Share • 1 month ago

👍 Varsha Clare, Daniel Ryan +74

<http://www.thenerdnonprofit.com/inspiration-from-best-nonprofit-social-media/>

Content Mix and Strategy Examples

Donor of the week?

**Zero Percent** at The Signature Room at the 95th

December 8, 2014 · 🌐

Like Page

Our featured fresh-food-donor of the day is The Signature Room at the 95th! "Our mission is to be a restaurant Chicago looks up to... we want to be leaders in the community," says General Manager Angela Aspito.

Many thanks to Angela and the rest of her team for working with us to provide nutrition, dignity and care to under-resourced communities. Watch this short video created by a group of Loyola students to see the direct impact of our partnership. (cc: [Thresholds](#))



Wasted | Zero Percent Partners with The Signature Room to Help End Hunger in Chicago

YOUTUBE.COM

Like · Comment · Share · Buffer

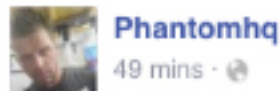
<https://blog.bufferapp.com/social-media-non-profits>

Sidenote: Pro Tip

Display YouTube links on Facebook like they're native Facebook videos

Welcome to YT2FB

Make your YouTube Video look BIG and AWESOME on Facebook



what a typical YouTube share looks like



People Are Awesome 2015 #1 - Best GoPro videos!

Compilation of best GoPro videos of 2015! People are awesome! People are amazing! People are incredible! People are insane! People are unbelievable! Only coo...

YOUTUBE.COM

Like Comment Share

VS



What a yt2fb share looks like !



Like Comment Share

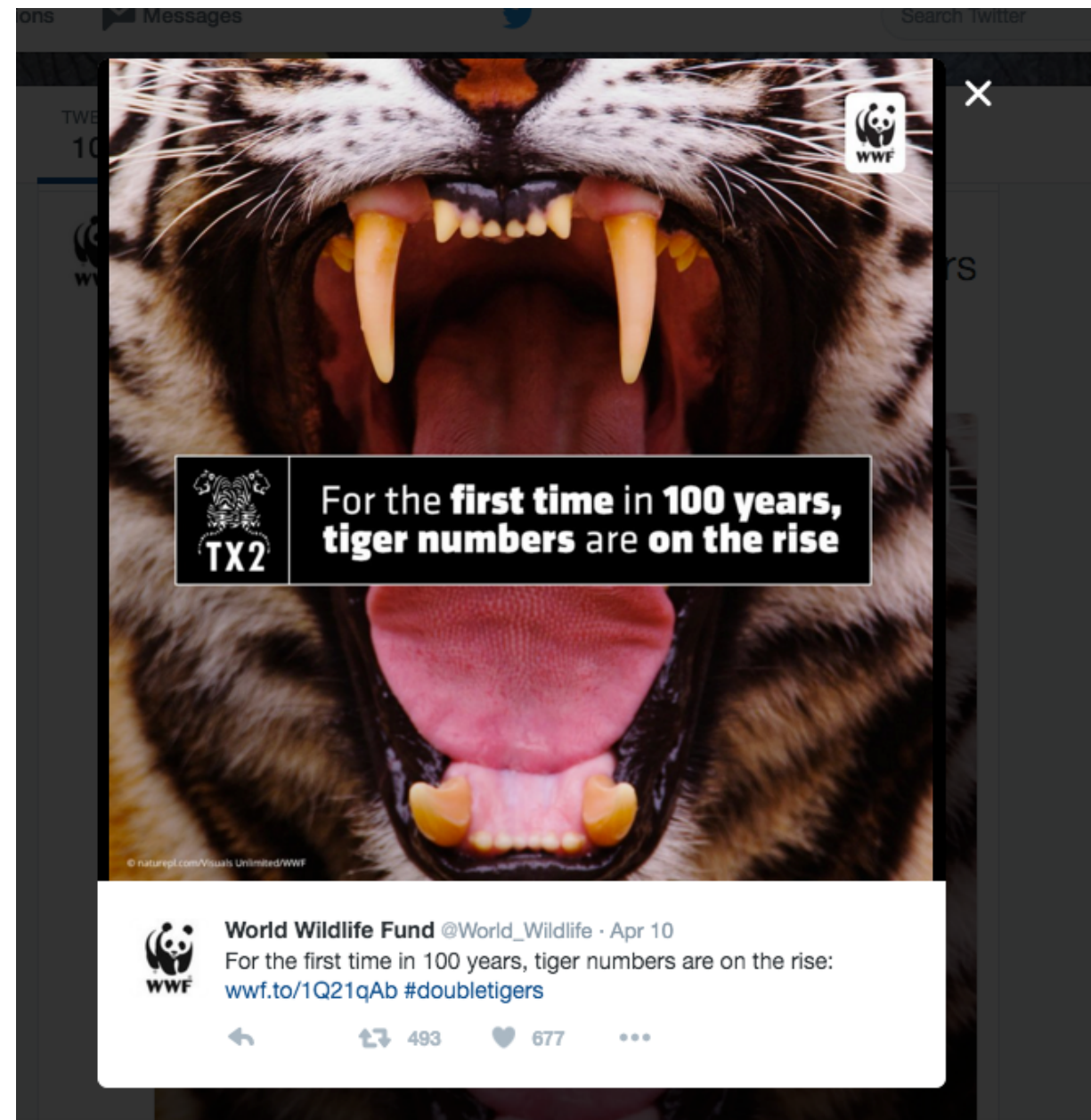
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Content Mix and Strategy Examples

Positive stats:

- Showcase change
- Create movement
- Inspire sharing

Avoid “guilt marketing.”



<http://www.thenerdnonprofit.com/inspiration-from-best-nonprofit-social-media/>

Content Mix and Strategy Examples

Respond to world events.

- Thought leaders
- News sources
- Milestones
- Progress



<http://www.thenerdnonprofit.com/inspiration-from-best-nonprofit-social-media/>

Content Mix and Strategy Examples

Trendjacking — with a personal touch.

- Shared experience
- Nostalgia
- Go beyond issue.
- People talking to people



<http://www.thenerdnonprofit.com/inspiration-from-best-nonprofit-social-media/>

Sidenote: Pro Tip

Uploader HD for Instagram

By ThinkTime Creations LLC

Open the Mac App Store to buy and download apps.



[View in Mac App Store](#)

\$4.99

Category: [Social Networking](#)

Updated: Jan 19, 2016

Version: 1.0.2

Size: 10.1 MB

Language: English

Seller: ThinkTime Creations LLC

© 2016 ThinkTime Creations LLC

[Rated 4+](#)

Compatibility: OS X 10.8 or later, [64-bit processor](#)

Customer Ratings

Current Version:

★★★★ 58 Ratings

All Versions:

★★★★ 59 Ratings

Description

The first and only app in the app store that can upload high-resolution, non-square pictures to Instagram from your Mac!

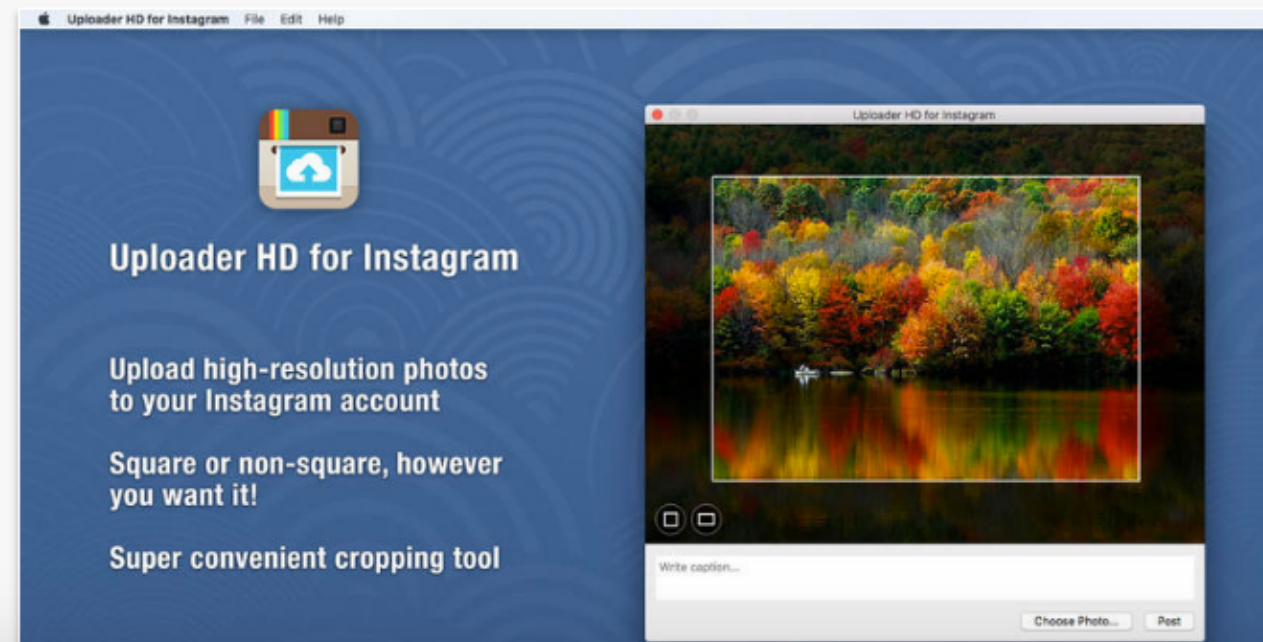
[Uploader HD for Instagram Support](#) ▶

[...More](#)

What's New in Version 1.0.2

– Fixed the bug that caption with special characters may fail to upload.

Screenshot



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Content Mix and Strategy Examples

Reach out,
message influencers,
form partnerships.

- Message before campaign
- Get on board
- Launch together



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Sidenote: Pro Tip



TweetDeck

The screenshot displays the TweetDeck interface with four columns:

- New Tweet:** A sidebar for composing a new tweet. It includes a 'From' section with profile pictures, a 'Tweet' section with a text input area (placeholder: 'What's happening?'), and a bottom section with 'Add images', 'Schedule Tweet', and 'Direct message' buttons. A '140' character count and 'Buffer'/'Tweet' buttons are also visible.
- Great Content @Callahan_...:** A column showing tweets from the 'Great Content' list. The top tweet is from **TAXI @designtaxi** (36s) about a 'Platinum-plated, tequila frosted doughnut' with a link and a picture of a doughnut. Below it is a tweet from **Robert Caruso @fondalo** (43s) about Instagram and Twitter changes. The bottom tweet is from **Ad Age @adage** (1m) about a creativity pick.
- Simplicity @Callahan_Creek:** A column showing tweets from the 'Simplicity' list. The top tweet is from **ONLY SOURCE** about a 'Panama paper trail' with a link and a network diagram. Below it is a tweet from **Reuters Tech News @ReutersTech** (9m) about a startup connecting breached data. The bottom tweet is from **Creativity Editors @creativitymag** (16m) about US agency employment.
- employees/clients @Call...:** A column showing tweets from the 'employees/clients' list. The top tweet is a retweet from **Ben Smith** about a tweet from **Product Hunt @ProductHunt** (6h) about the 'Axon Suit'. Below it are tweets from **Tommy Kelley @DillaWu** (2h) about TLC impressions, and three tweets from **Sally Holman-Hebert @SalHolma...** (3h) about chocolate chip sandwiches, Mother's Day, and a carb day.

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Sidenote: Pro Tip



ManageFlitter

Clean-up Your Twitter Account

Manage

Search

Analytics

Engagement

Dashboard

Not Following Back

No Profile Image

Non-English

Inactive

Fake (Spam)

Following Ratio

Talkative/Quiet

Influence

er Unfollow/Follow

Manage Muted Users

Everyone You Follow

Power Mode

Unfollow

You've discovered **1,199** people who are not following you back → [Tweet this](#)

Overview

Order

Display

Page

123...1112next >

Select All Accounts

<input type="checkbox"/>		Charlotte Wake @CharlotteWake5 Mala es la droga, peor su ausencia.	9h ago	8,372nd Person You Followed
<input type="checkbox"/>		Haydn Davies @hayzeuslazarah @keeneTV @MattGoldberg @adamchitwood Ive just listening to your podcast. Please check my Netflix shows into movies bit.ly/1TFXPg4	5 May	8,371st Person You Followed
<input type="checkbox"/>		Jesse jara @jess9923 I liked a @YouTube videoyoutu.be/3ESdOSb2UYQ?a Modern Baseball "Wedding Singer" (Live at the Rolling Stone Australia Office)	13m ago	8,370th Person You Followed
<input type="checkbox"/>		Emily EF @emilyorthoclase RT @1follower nodad: My best quality is probably how I admit to more minor character flaws to distract from the truly horrific ones that I've...	2 May	8,369th Person You Followed

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Content Mix and Strategy Examples

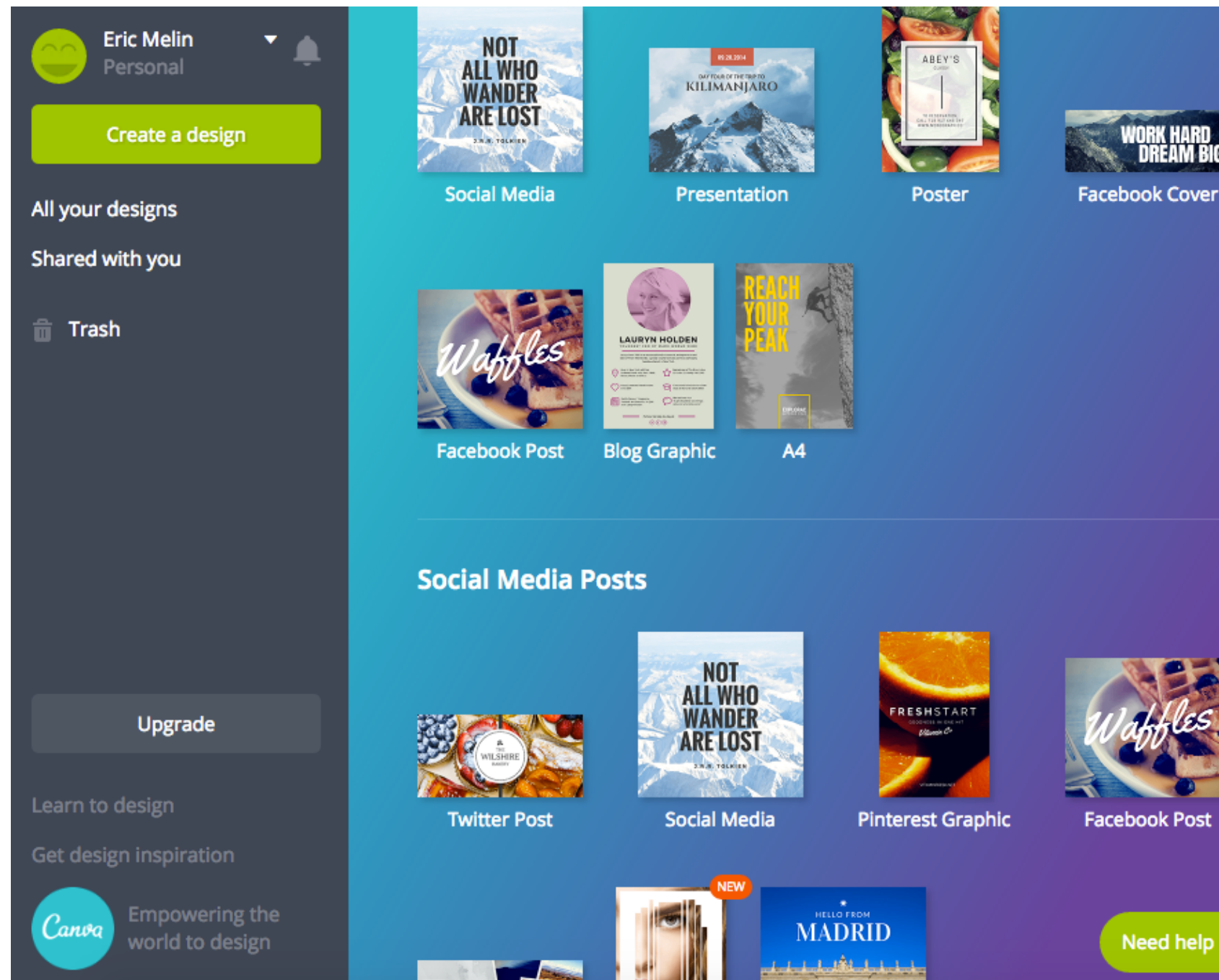
Keep it simple.

- Clean message
- Simple positivity

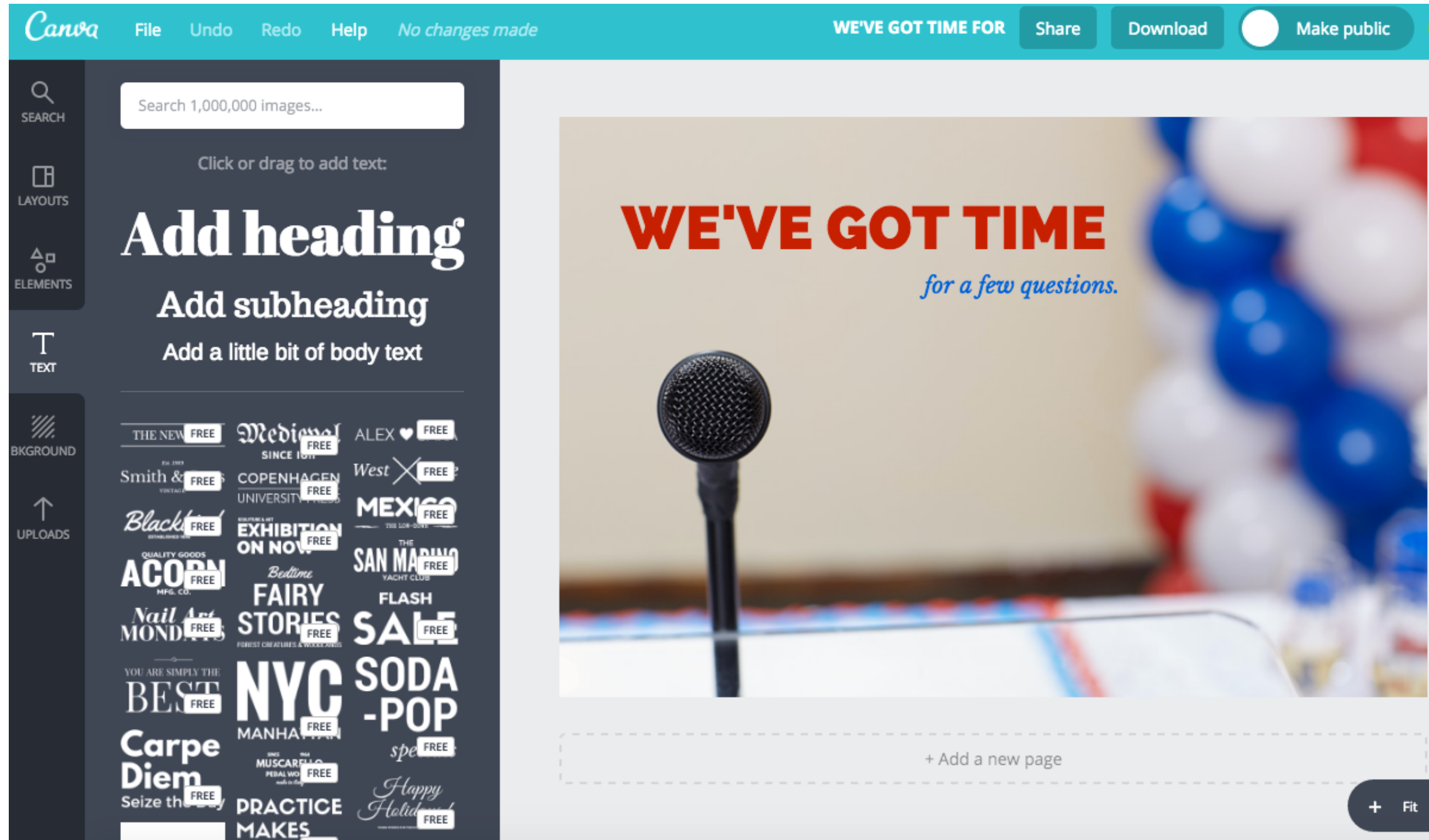


<http://www.thenerdnonprofit.com/inspiration-from-best-nonprofit-social-media/>

Sidenote: Pro Tip

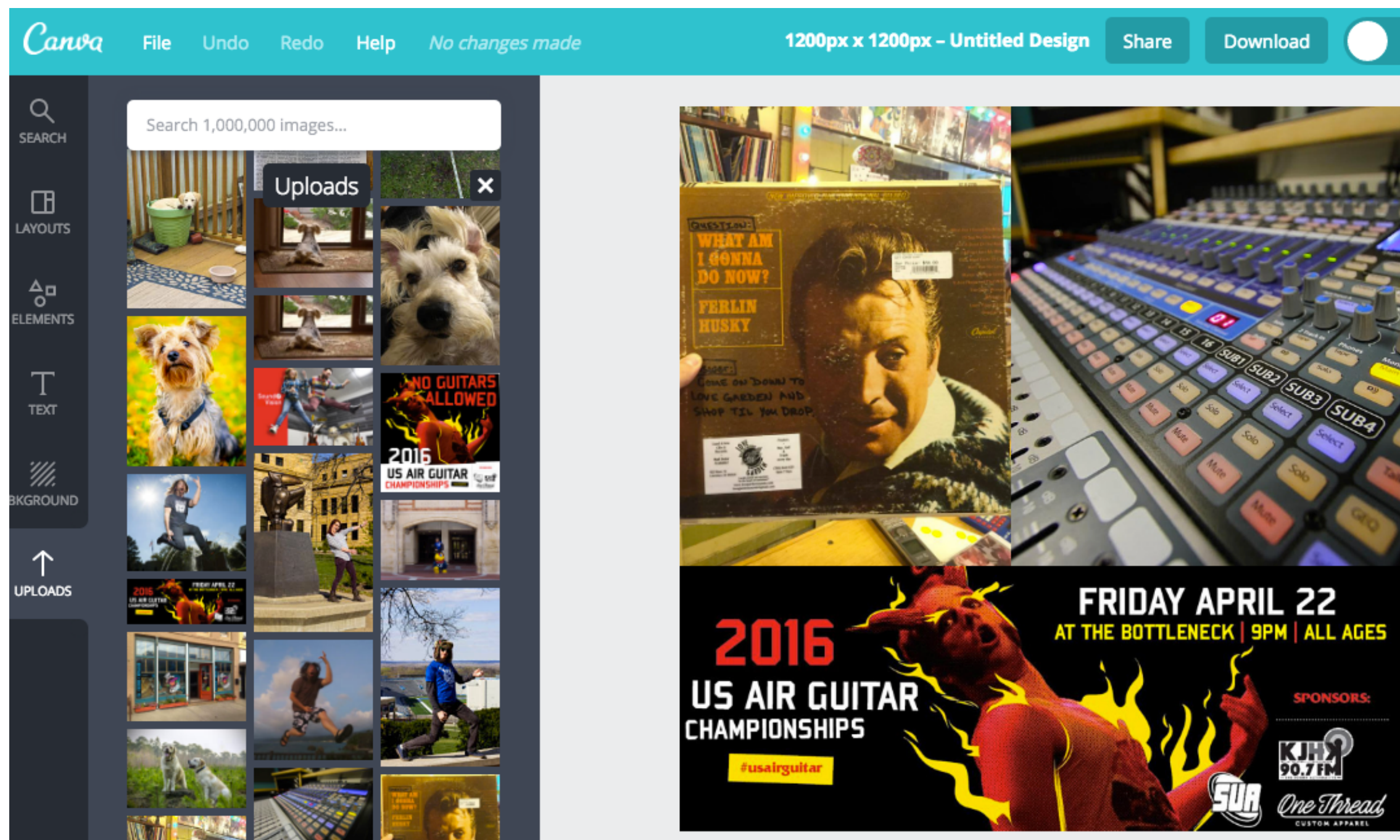


Sidenote: Pro Tip





Sidenote: Pro Tip



Content Mix and Strategy Examples

Visually define
the impact of a
donation.

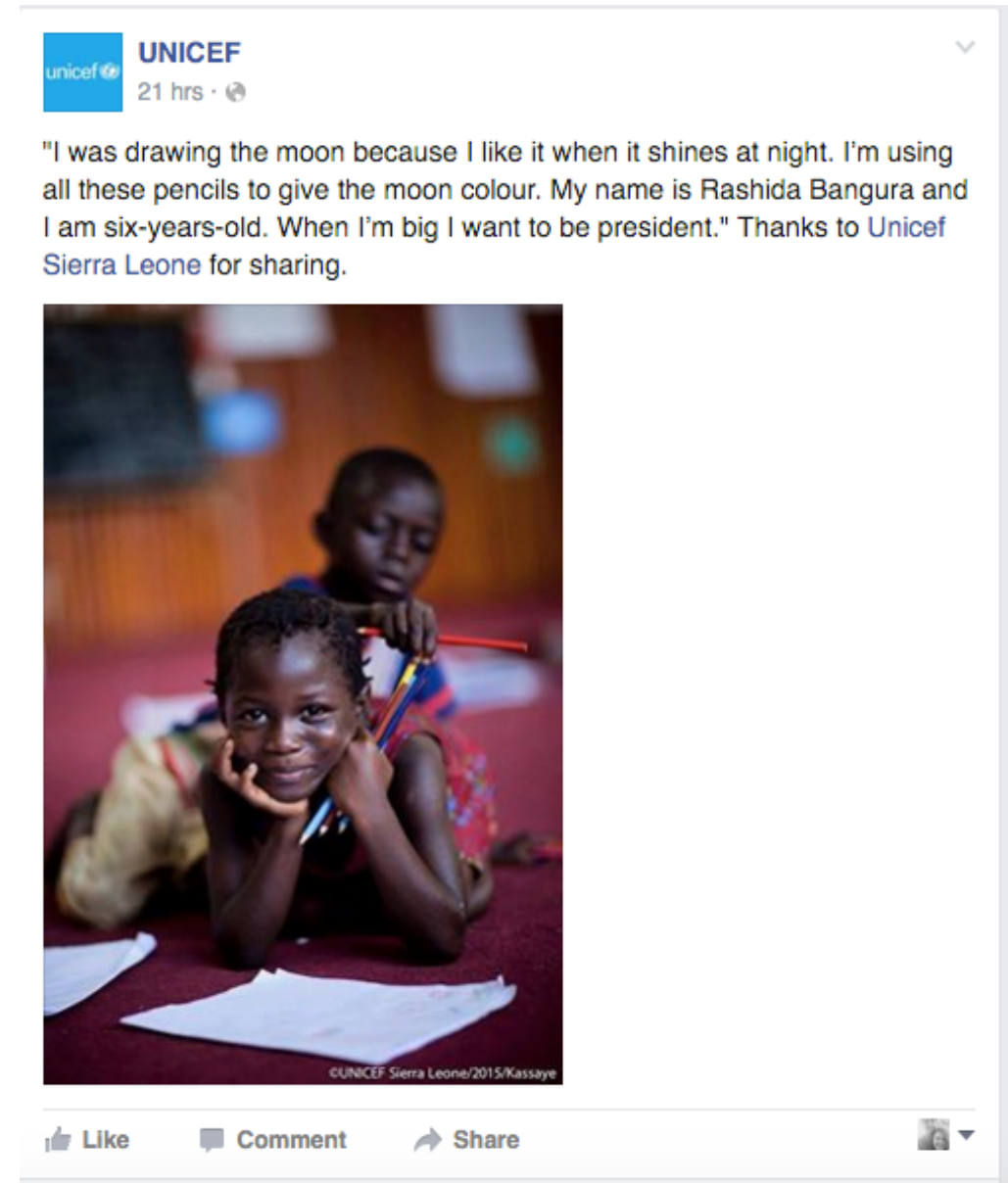
	\$5/MONTH =	OUTFIT A VOLUNTEER W/ PPE
	\$10/MONTH =	INCIDENT MANAGEMENT TRAINING FOR 1 VOLUNTEER
	\$25/MONTH =	TOOLS, TACTICS & TECHNIQUES TRAINING FOR 1 VOLUNTEER
	\$50/MONTH =	DEPLOY A STRIKE TEAM
	\$100/MONTH =	BUILD A FORWARD OPERATING BASE

<http://blog.hubspot.com/marketing/5-communication-strategies-to-grow-your-nonprofits-monthly-giving-program#sm.000ownkixpkbldcqv7c1tcgqt5jao>

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Recycle, Reuse, Repost

- Examine success metrics
- Repost at different times
- Experiment



<http://www.thenerdnonprofit.com/inspiration-from-best-nonprofit-social-media/>

Sidenote: Pro Tip



Accounts +

NudgesL
Twitter 42

SceneSti
Twitter 0

usaiguit
Twitter 0

Callahan_Cre
Twitter

aafkc
Twitter 1

Callahar
LinkedIn 1

AGWC
Twitter 7

Facebook
Connect i

Connect
Profiles a

Content

Analytics

Schedule

Settings

Schedule for this Twitter profile

You've set up 11 posting times across 3 posting schedules.

So, when would you like your posts to be sent?
Choose your timezone, schedule your times and
we'll make sure your posts are sent out even when
you're asleep! You can customize your schedule
for each profile.

Schedule Timezone

Chicago, IL - United States

[Change all 7 profiles and pages to this
timezone?](#)

Perhaps keen for 24 hour time? [You can change it here.](#)

Every Mon, Tue, Wed, Thu

Every Fri x

Every Weekend x

New Posting Schedule

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

Post at these 5 times Every Mon, Tue, Wed, Thu :

10 00 AM

11 33 AM

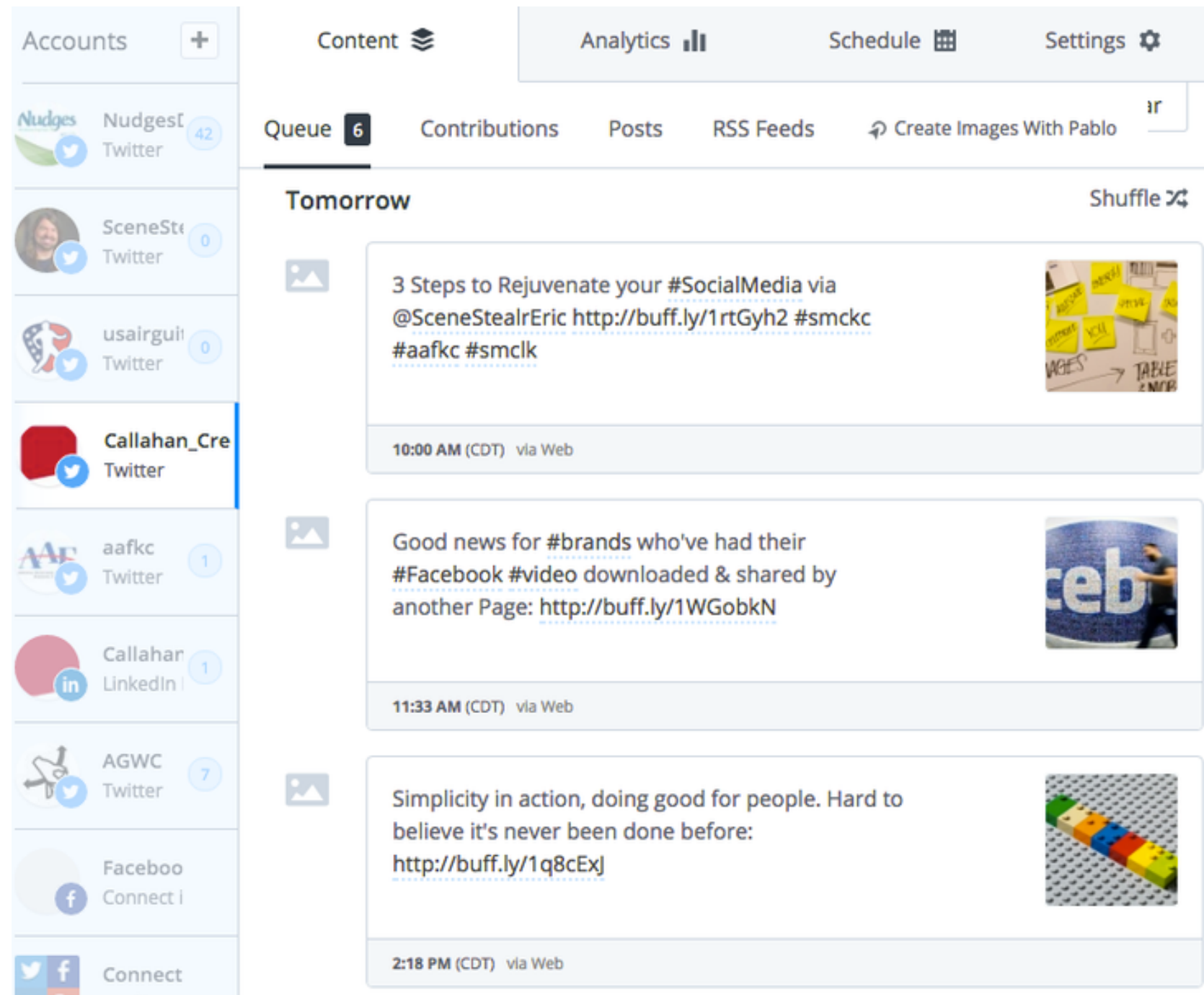
02 18 PM

05 20 PM

07 44 PM

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Sidenote: Pro Tip




The screenshot shows the Buffer dashboard interface. On the left is a sidebar with 'Accounts' and a list of connected accounts: Nudges Twitter (42), SceneStealr Twitter (0), usaiguit Twitter (0), Callahan_Cre Twitter (highlighted), aafc Twitter (1), Callahan LinkedIn (1), AGWC Twitter (7), Facebook Connect i, and a Connect button. The main area has tabs for 'Content', 'Analytics', 'Schedule', and 'Settings'. Under 'Content', there's a 'Queue' tab with 6 items, and sub-tabs for 'Contributions', 'Posts', and 'RSS Feeds'. A button 'Create Images With Pablo' is also visible. The 'Queue' tab shows a list of posts for 'Tomorrow'. Each post includes a thumbnail, text, a time slot, and a source. The first post is about rejuvenating social media, the second is about Facebook video sharing, and the third is about simplicity in action.

Accounts +


Content Analytics Schedule Settings

Queue 6 Contributions Posts RSS Feeds Create Images With Pablo


Tomorrow Shuffle

 3 Steps to Rejuvenate your #SocialMedia via @SceneStealrEric <http://buff.ly/1rtGyh2> #smckc #aafc #smclk

10:00 AM (CDT) via Web

 Good news for #brands who've had their #Facebook #video downloaded & shared by another Page: <http://buff.ly/1WGobkN>

11:33 AM (CDT) via Web


 Simplicity in action, doing good for people. Hard to believe it's never been done before: <http://buff.ly/1q8cExj>

2:18 PM (CDT) via Web

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Sidenote: Pro Tip



**All Popular Posts** Past 30 days
Your latest posts are looking good, keep it up!

Recent



Most Popular

Least Popular

All Posts

30 Days ▾

Monday 11th April



De...
life

Most Retweets


Most Likes

Most Replies

Most Clicks

Most Reach

possibility + engagement with civic
new <http://buff.ly/1S5PCo8>



10:01 AM

via Web

18 Retweets


14 Likes

0 Mentions


45 Clicks

322k Potential

Sunday 17th April



More [#job openings](#) & internship opportunities!
<http://buff.ly/22AlAsp> [#aafkc](#) [#kciabc](#) [#amakc](#) [#kcdma](#)
[#kcbma](#)



Sidenote: Pro Tip



Compose and plan your post in the Buffer dashboard or mobile app.



Receive a push notification through the Buffer mobile app at the scheduled time.



Select 'Open in Instagram' to view your photo and paste your caption.



Complete and share your post from the Instagram app.

2016 Content Trends // Video continues dominance

In 2016, consumer viewing habits continue to move away from TV, toward streaming video.

- Consumer video will account for 80% of all Internet traffic by 2019.
- Shoppers who view videos are 1.8 times more likely to purchase than non-viewers.
- Facebook generates 8 billion video views a day.
- Video posts have 135% greater organic reach than photos.



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2016 Content Trends // Video continues dominance

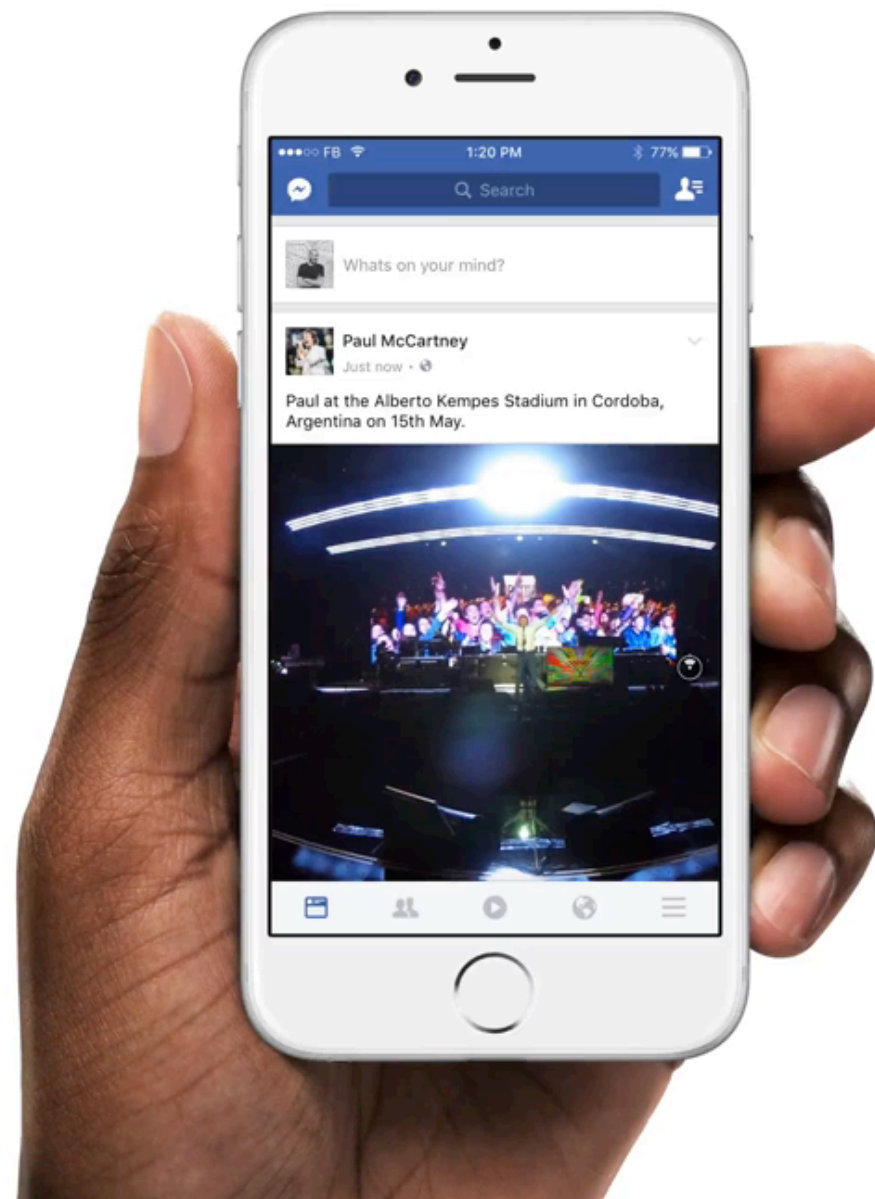
Tips for 2016 Video Success

- Start with an arresting visual. You have 2 seconds to catch their attention.
- Make it short.
- Make sure the storytelling works for silent viewing.
- 85% of Facebook video views happen with the sound off. Use onscreen text and/or auto-captioning (on Facebook mobile).
- Logo and/or call to action first, not last.
- Create a seamless call to action, again, depending on your goal. Click-through? Sign up? You're telling a story. Let the user supply the ending.



2016 Content Trends // 360 Photos/Video

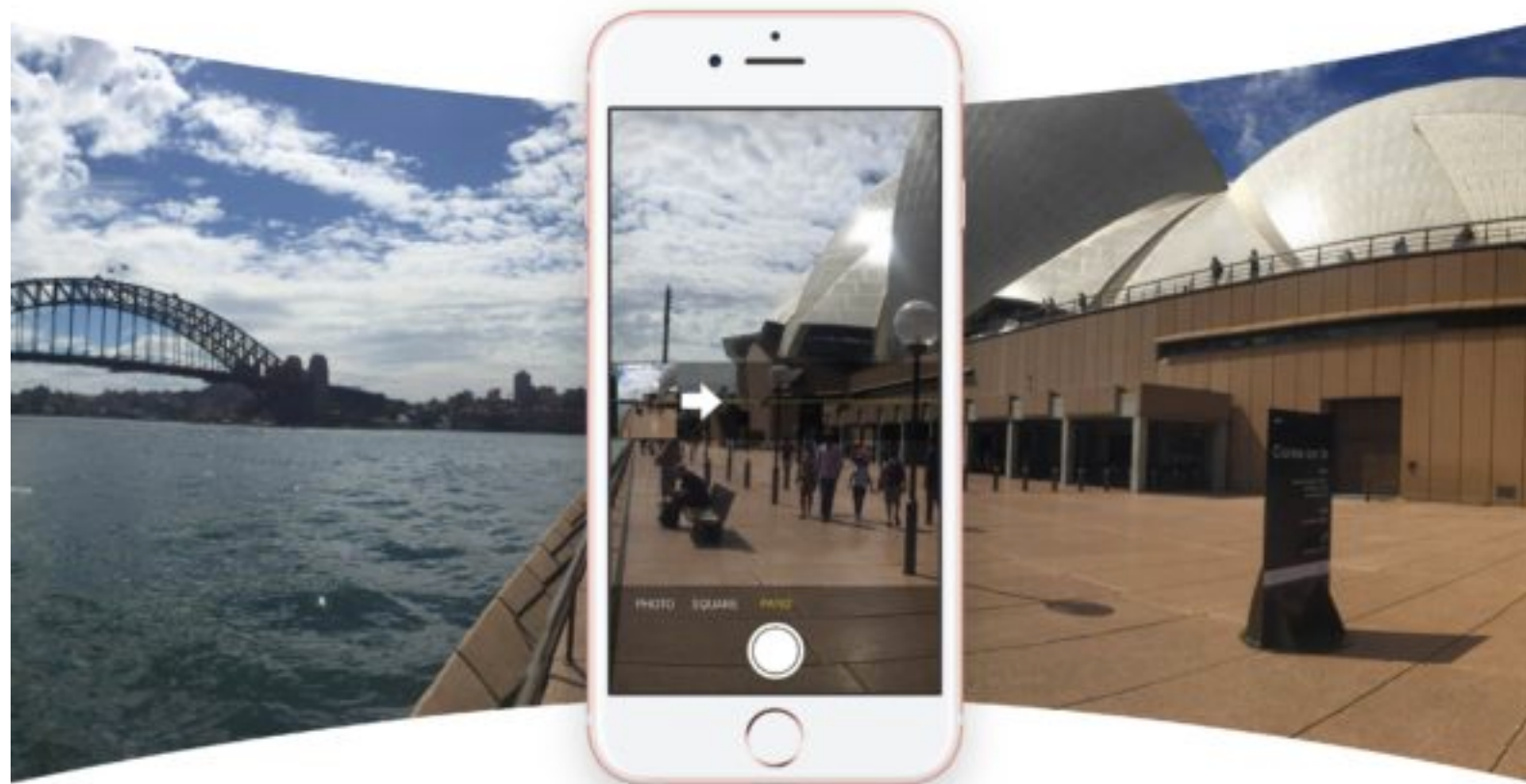
Facebook rolled out 360 in the News Feed for everyone in June.



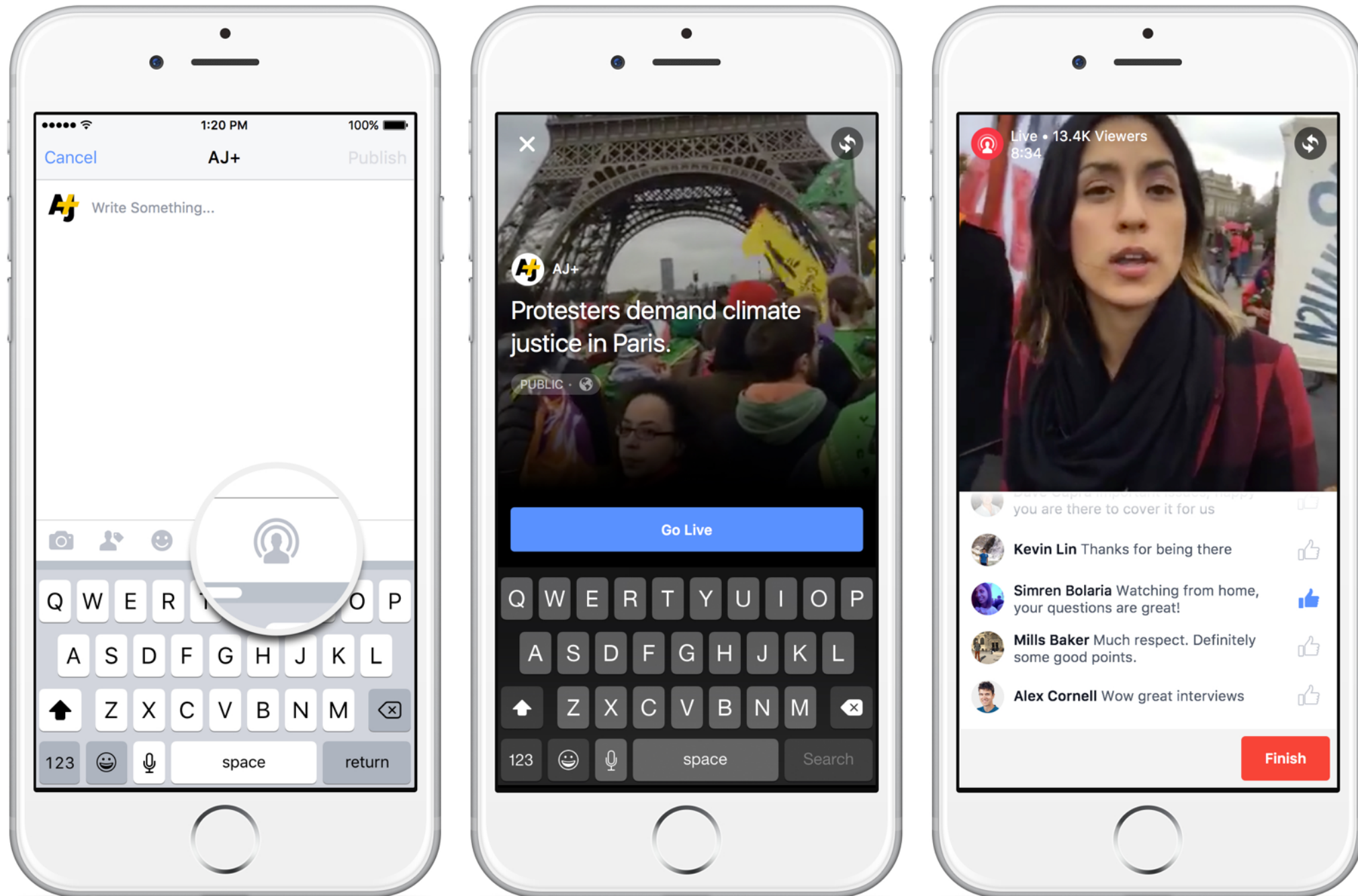
2016 Content Trends // 360 Photos/Video

Facebook rolled out 360 video in the News Feed for everyone in June.

- Easy to create: Use iOS camera, 360 photo app, or consumer 360 cams



2016 Content Trends // Live-streaming



2016 Content Trends // Live-streaming

- Majority leadership called recess and stopped C-SPAN feed
- C-SPAN started broadcasting Facebook Live and Periscope feeds from inside the sit-in.



2016 Content Trends // Live-streaming

As users' desire for community and powerfully shared experiences increases, live video streaming has gone mainstream.

Nonprofits can effectively use this for breaking announcements, behind-the-scenes looks, event broadcasting, live broadcasts “from the field,” Q&As, crowd-sourcing feedback, how-tos, etc.

- Automatically archived on the Page
- Can be edited, re-purposed as a video ad, and embedded
- **Periscope** rolled out live broadcasts within Twitter timeline.
- **Twitter** debuted live broadcasting last week with Wimbledon.
- **Google Hangouts & Meerkat** are becoming also-rans in this market.

2016 Content Trends // Live-streaming Broadcasts

Home

Moments

Notifications

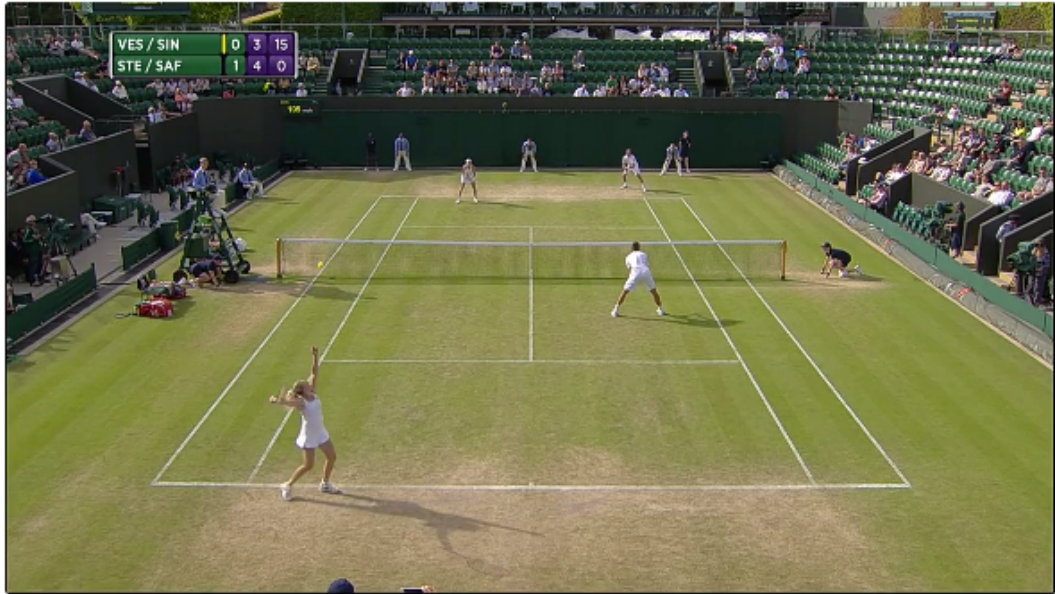
Messages

Search Twitter


Tweet


Live @ Wimbledon Day 9

LIVE



Brought to you by


 ESPN @espn


 Wimbledon @Wimbledon


Watch live coverage on ESPN: <http://www.espnplayer.com/espnplayer/console>


Tweet about #Wimbledon


View 20 new Tweets


 **Waqas ur Rahman** @WakasRahman · 3m
@aisamhqureshi / Shvedova through to the quarter-finals #Wimbledon
#MixedDoubles

 **Fiona da Wabbitt** @cocolechat · 3m
Just noticed Herbert/Mahut came through a tough QF in 4 sets. #Wimbledon

 **Jorge** @jorgesilva_20 · 3m
Watching Wimbledon is making me wanting to go play some tennis but idk bout playing in this 100 degree weather

 **Damien O'Meara** @damien_omeara · 3m
Shortly on @drivetimerte, @rogerfederer post his remarkable #Wimbledon QF win while we'll be live to @GaryMoran66 at #ECH2016

 **Rochelle** ★★★★★ @spiderxmilk · 3m
Roger Federer has never lost a Wimbledon semifinal. This is his eleventh. I want to die.

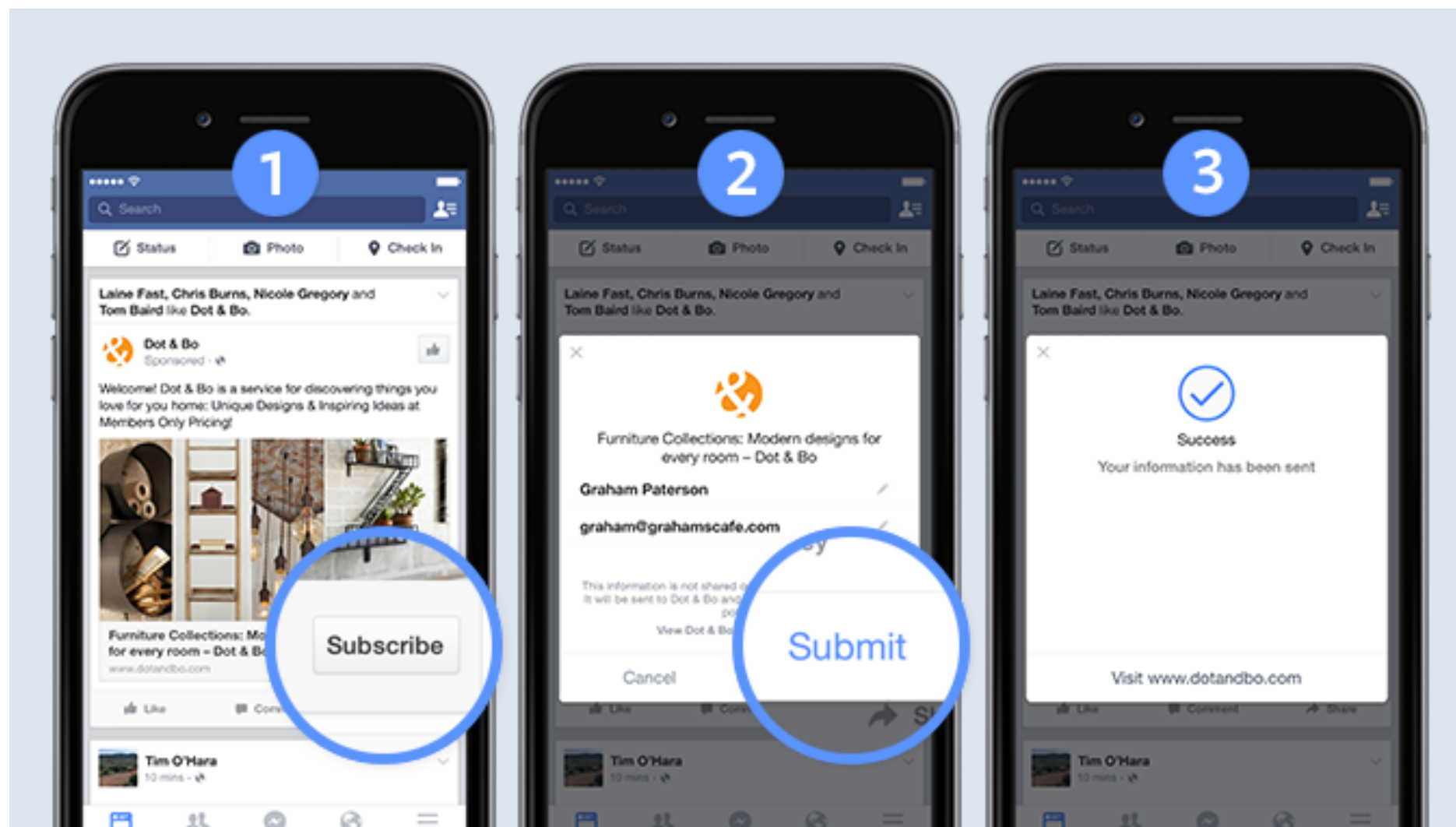
 **Baseline Sports** @BaselineSports1 · 3m
The longest match in professional #tennis history was the 2010 #Wimbledon first round match between John Isner and Nicolas Mahut.

- Real-time comments
- Hashtag pre-populated for easy trending
- Twitter closed a deal with NFL in April

2016 Content Trends // Facebook Lead Ads

Quick way for mobile users to sign up for recurring donations, subscribe to emails, etc.

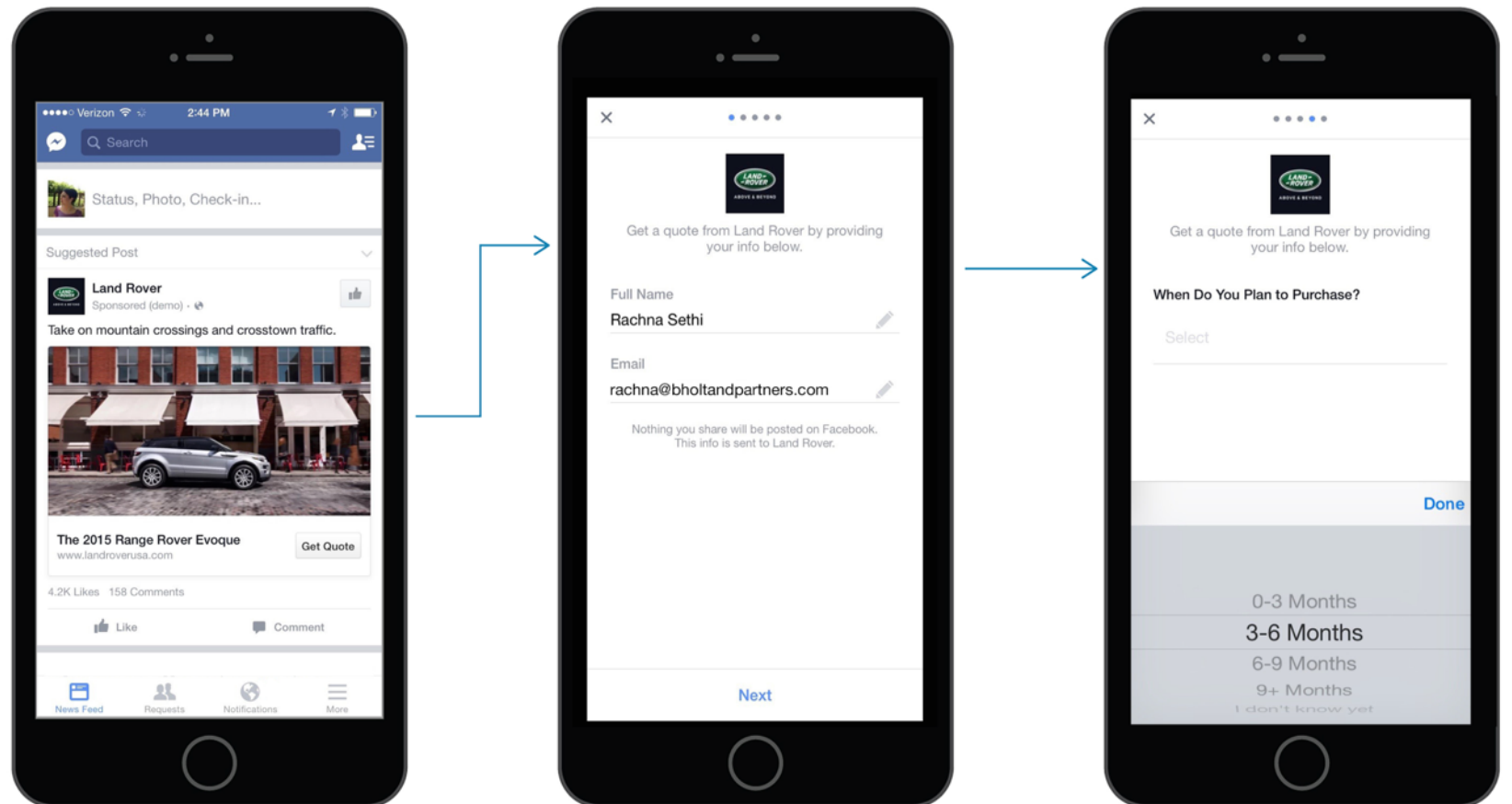
Early adopters reported 4x reduction in cost per lead, 3x increase in # of leads.



2016 Content Trends // Facebook Lead Ads

Call-to-action button
is customizable
(Subscribe, Sign Up,
Apply Now,
Learn More, etc.)

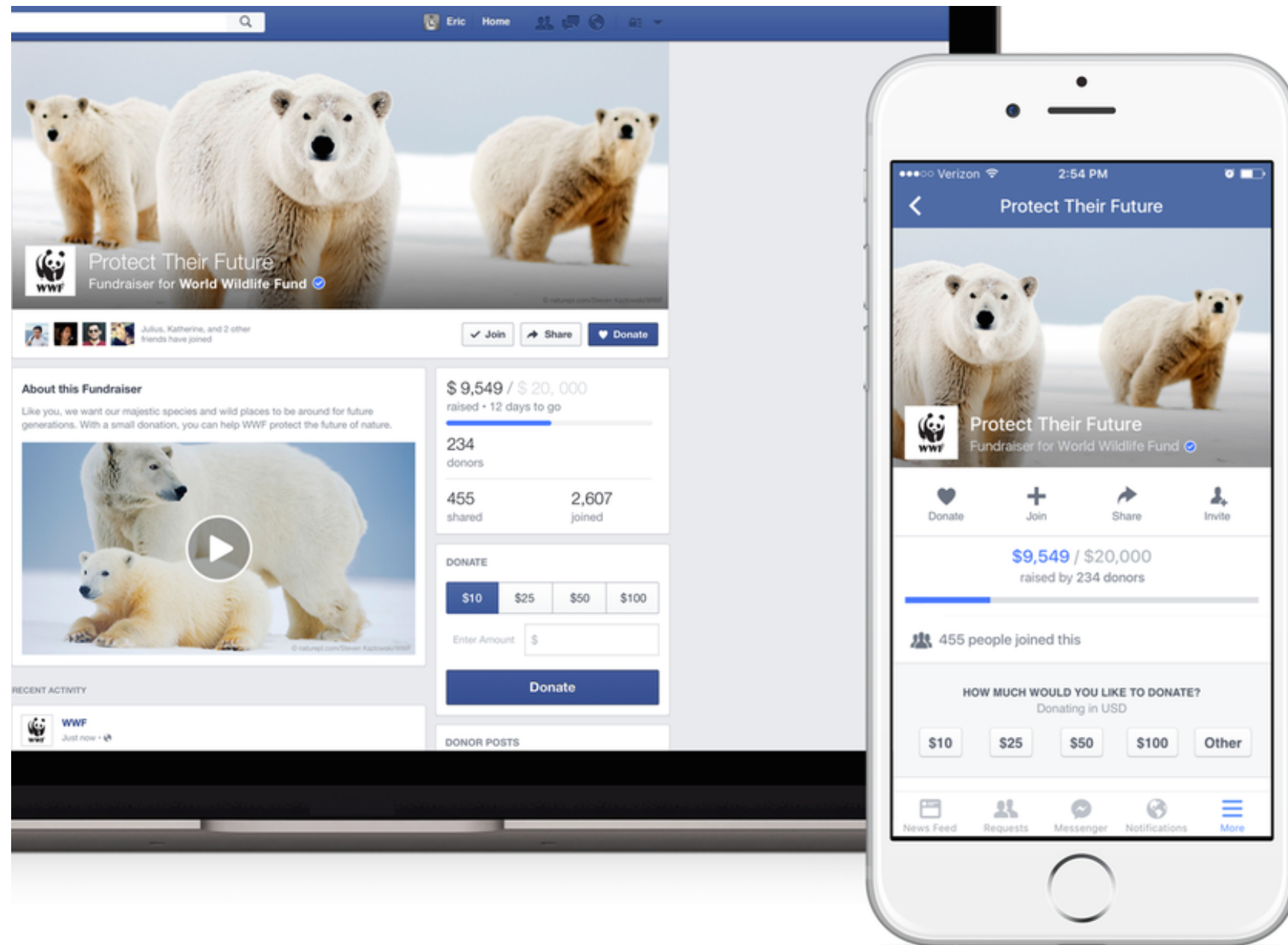
Ad itself is
customizable (Image,
video, slideshow,
carousel)



2016 Content Trends // Facebook Fundraiser Pages

Revolves around one specific event like an Event Page, but instead that event is a fundraiser **with a goal**.

Nonprofit describes campaign, donors can **give money** right on Fundraiser Page, and **invite others** to join the cause.



2016 Content Trends // Facebook Fundraiser Pages

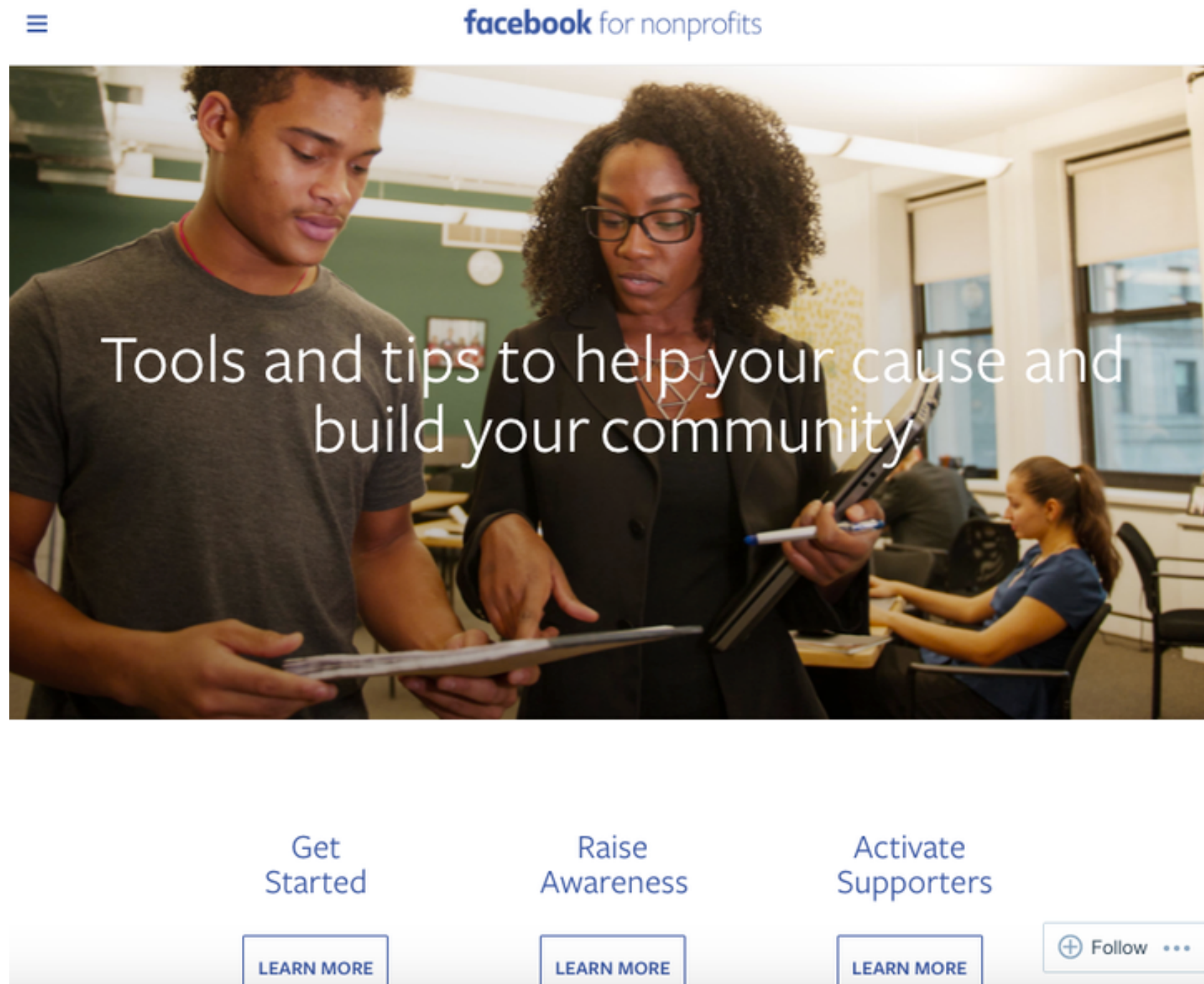
Progress Bar at top gives campaign urgency.

If user shares the Page, the **Donate CTA button** is included, making it easier to join cause/donate directly from the shared post.

Page is easily updated with video, photos, links, updates on goal, comments, all focused on campaign - to spur discussion.



Facebook For Nonprofits - Launched in Feb 2016



nonprofits.fb.com

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How to Create Targeted Facebook Ads

@benasmith

callahancreek

Spend Less, Reach Better Prospects

It's about:

- Shifting focus from mass reach to smaller, better audiences.
- Using smart, data-driven targeting.
- Maximizing budgets - large or small - and paying to reach only the people you want to reach.
- Optimizing messaging.
- Aligning goals with outcomes for meaningful results.

Why Facebook?

- Quality of targeting and reporting.
- Instant deployment.
- Ease of optimization.
- Mobile friendly.
- People not pixels.
- Efficient and affordable.
- Ease of use.



Why Facebook?

Instagram Advertising Solutions Support the Following Objectives



Clicks to Website

- Send people to important sections of your website
- Available Ad Formats: Photo, Video, Carousel



Mobile App Installs

- Get people to install your mobile app
- Available Ad Formats: Photo, Video, Carousel



Video Views

- Tell a story using video
- Available Ad Formats: Video



Mass Awareness*

- Drive mass awareness to a broad audience with guaranteed impressions and placement in the top ad position of Instagram's feed
- Available Ad Formats: Photo, Video, Carousel

*Available through Insertion Order only. Contact your sales partner for availability



What's **even more** exciting is that Facebook integrated all **custom audiences**, pixels and retargeting tools for Instagram. What does this mean? Audiences you have previously created within Facebook are now available on Instagram! You don't have to worry about embedding yet another pixel or losing any data.

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Ways to Advertise on Facebook

Boost Post

Easy and accessible - simply click “Boost Post” in the lower right corner of any post on your page’s timeline.

Ads Manager

facebook.com/ads/manage

Better targeting options, more control over who, when, how much.

Reporting and audience insights.

Power Editor

facebook.com/ads/manage/powereditor

Must use Chrome browser.

Advanced toolset plus ability to deploy unpublished posts.

Ways to Advertise on Facebook

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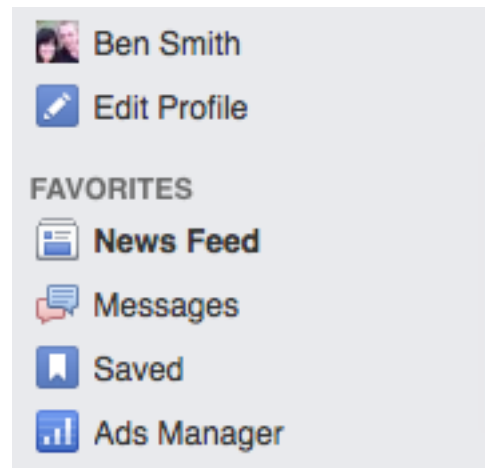
Advanced toolset plus ability to deploy unpublished posts.

Facebook Ads Manager

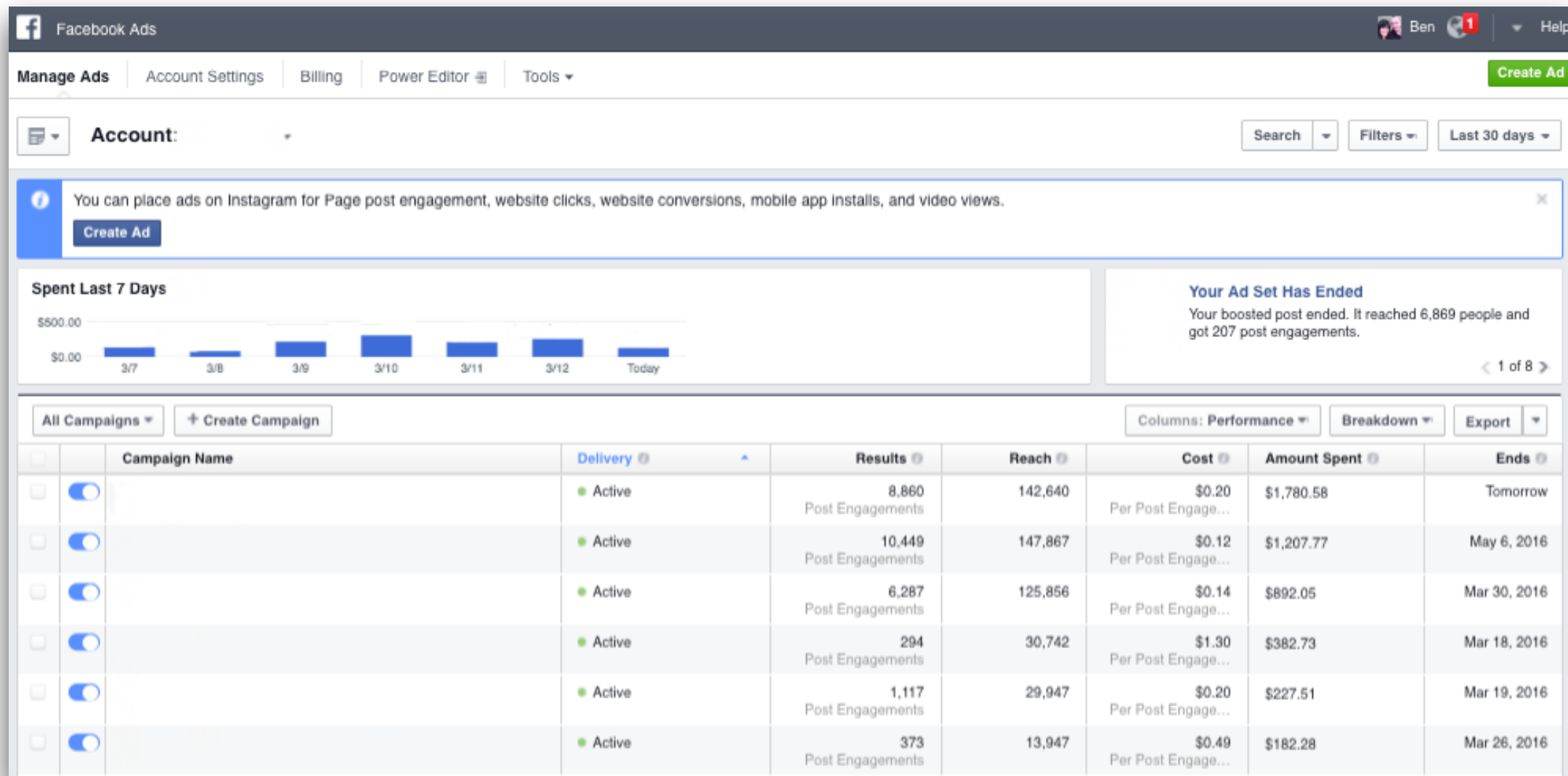
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Facebook Ads Manager

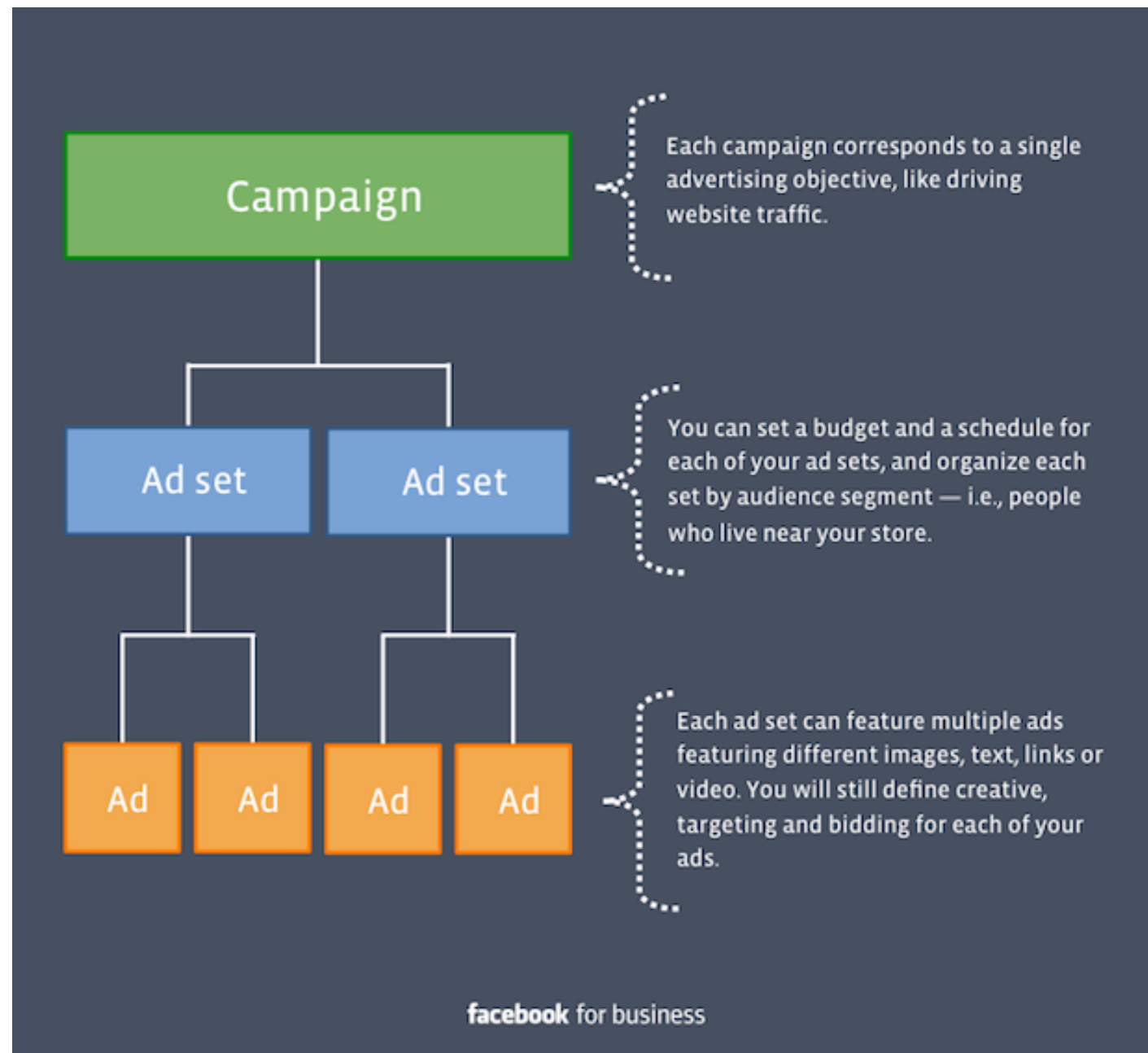
facebook.com/ads/manage



Facebook Ads Manager



Campaign Structures



You create a campaign aligned to a single, specific objective.

The Ad Sets represent the audiences you want to reach in the campaign.

Test different photos, links, videos or copy to better optimize, based on what resonates.

Getting Started

Facebook Ads

Ben 1 Help

Manage Ads | Account Settings | Billing | Power Editor | Tools


Account: Search Filters

Create Ad

You can place ads on Instagram for Page post engagement, website clicks, website conversions, mobile app installs, and video views.

Create Ad

Spent Last 7 Days



Your Ad Set Has Ended

Your boosted post ended. It reached 6,869 people and got 207 post engagements.

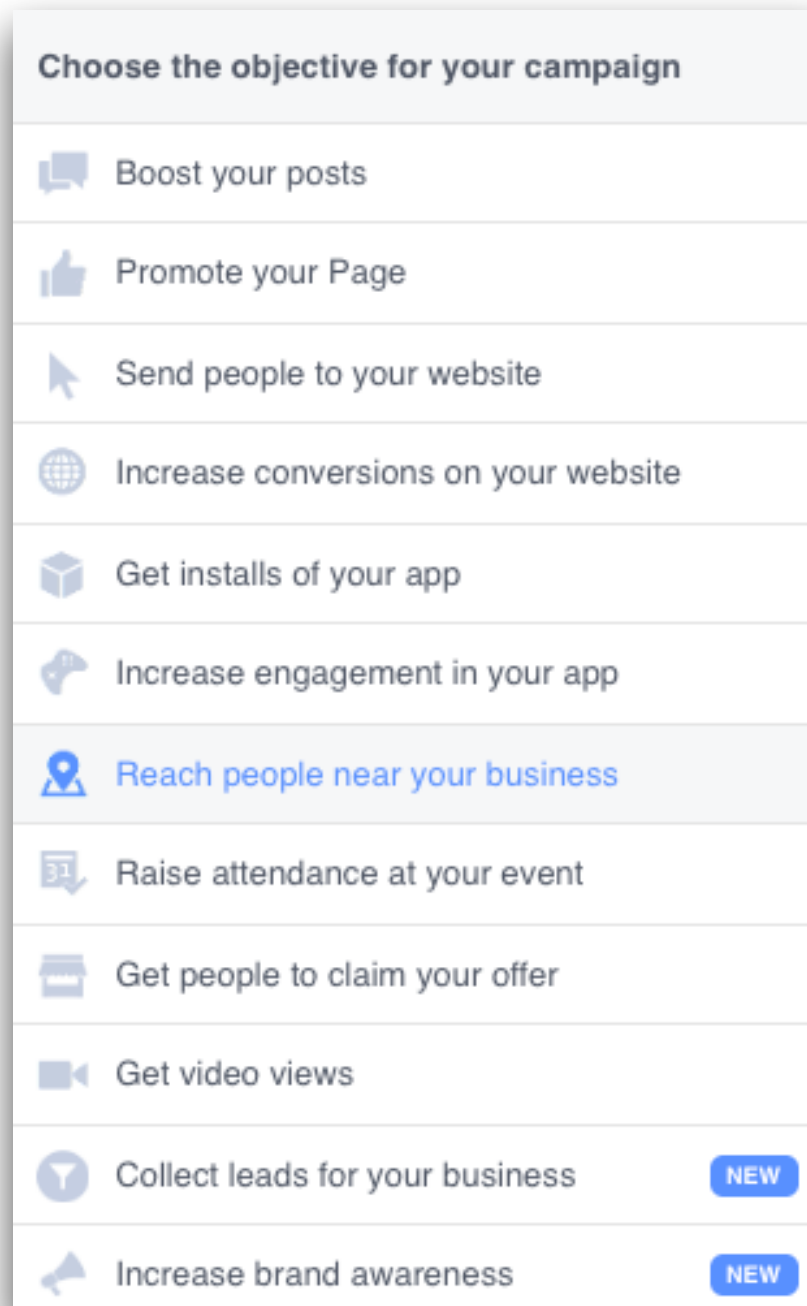
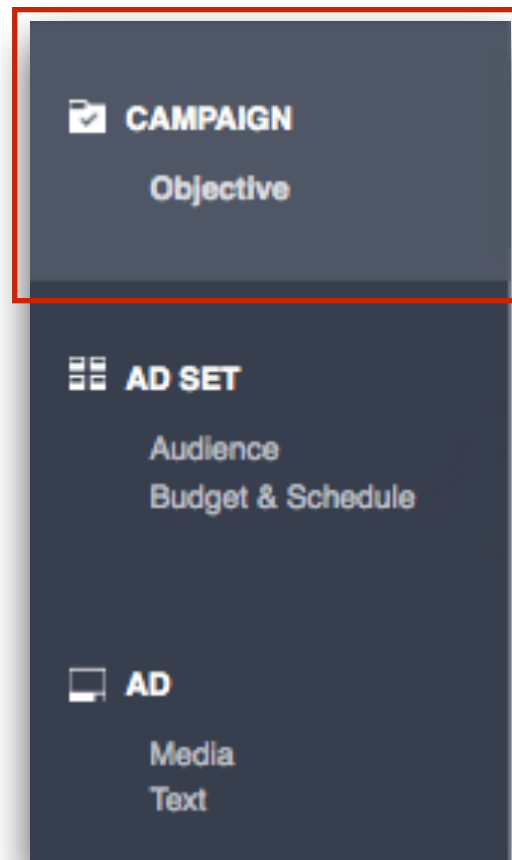
< 1 of 8 >

All Campaigns Create Campaign


Columns: Performance Breakdown Export

		Campaign Name	Delivery	Results	Reach	Cost	Amount Spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Active	8,860 Post Engagements	142,640	\$0.20 Per Post Engage...	\$1,780.58	Tomorrow
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Active	10,449 Post Engagements	147,867	\$0.12 Per Post Engage...	\$1,207.77	May 6, 2016
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Active	6,287 Post Engagements	125,856	\$0.14 Per Post Engage...	\$892.05	Mar 30, 2016
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Active	294 Post Engagements	30,742	\$1.30 Per Post Engage...	\$382.73	Mar 18, 2016
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Active	1,117 Post Engagements	29,947	\$0.20 Per Post Engage...	\$227.51	Mar 19, 2016
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Active	373 Post Engagements	13,947	\$0.49 Per Post Engage...	\$182.28	Mar 26, 2016


Getting Started




Getting Started

 **CAMPAIGN**

Objective

 **AD SET**


Audience
Budget & Schedule


 **AD**



Media
Text


Who do you want your ads to reach? [Help: Choose Your Audience](#)


NEW AUDIENCE ▾


Custom Audiences  Choose a Custom Audience [Browse](#)
[Create New Custom Audience...](#)



Locations  Everyone in this location ▾


United States
 **United States**
 Include ▾ | [Add locations](#)
[Add Bulk Locations...](#)

Age  18 ▾ - 65+ ▾

Gender  **All** Men Women


Languages  Enter a language...

Detailed Targeting  INCLUDE people who match at least ONE of the following 
Add demographics, interests or behaviors | [Suggestions](#) | [Browse](#)
[Exclude People](#)

Connections  Facebook Pages ▾ ×
Exclude people who like your Page ▾
Add a Page

☐ Save this audience

Audience Definition

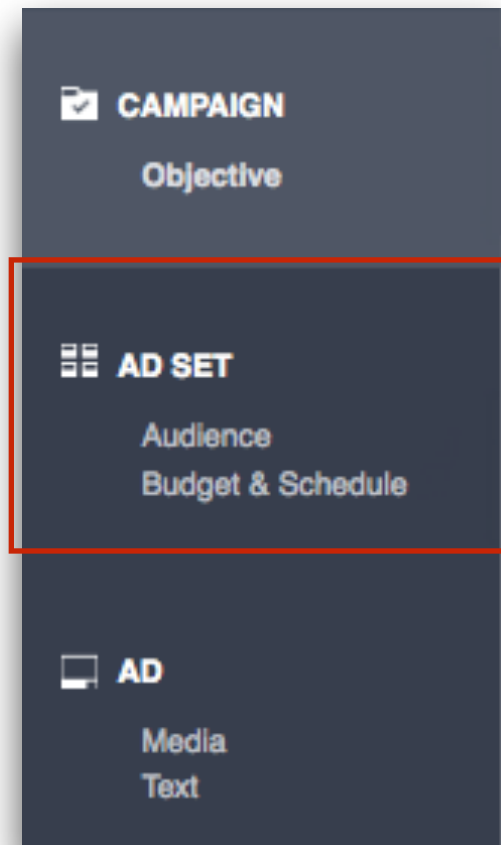
 Your audience selection is fairly broad.

Audience Details:



- Location:
 - United States
- Age:
 - 18 - 65+


Potential Reach: 190,000,000 people



Getting Started




How much do you want to spend?


Budget  **Daily Budget**  \$25.00
\$25.00 USD


Schedule  ☐ Run my ad set continuously starting today
☒ Set a start and end date


Start  3:05 PM
End  3:05 PM
(Pacific Time)


Your ad will run until **Wednesday, April 13, 2016**.
You'll spend up to **\$775.00** total.

Optimization for Ad Delivery  **Page Likes** - We'll deliver your ads to the right people to help you get more Page likes at the lowest cost.

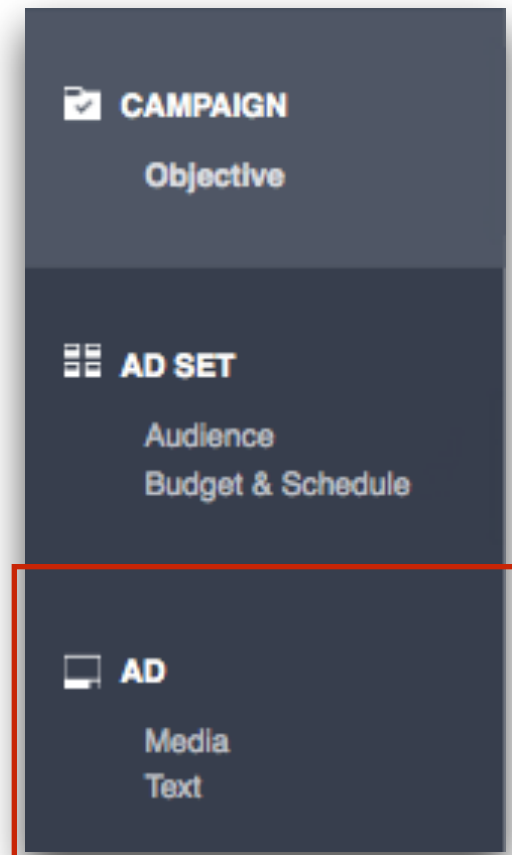
Bid Amount  ☒ **Automatic** - Let Facebook set the bid that helps you get the most Page likes at the best price.
☐ Manual - Enter a bid based on what Page likes are worth to you.

When You Get Charged  **Impression (CPM)**
[More Options](#)

Ad Scheduling  **Run ads all the time**
[More Options](#)

Delivery Type  **Standard** - Show your ads throughout the day - Recommended
[More Options](#)

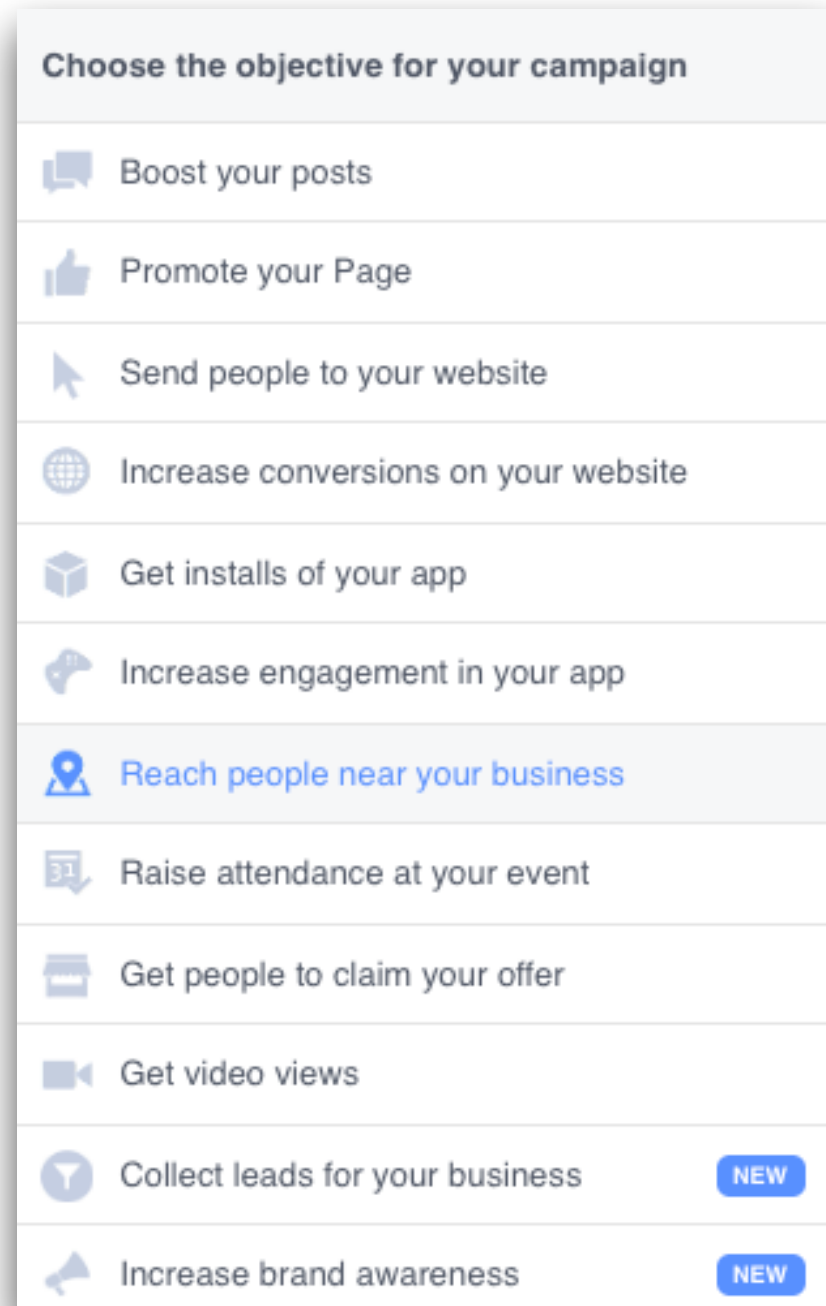
Getting Started



Step One: Creating the Campaign

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Setting the Campaign Objective



Your campaign objective should match your advertising goal - what you want to accomplish with your ad.

The objective you select can impact both the format of the ad created and the type of audience it's displayed to.

Examples:

Selecting "Send people to your website" will reach users more likely to click on your ad.

Selecting "Get people to claim your offer" will create an ad with a coupon or special deal.

Setting the Campaign Objective

Boost your posts:

Promotes an existing post on your business' Page. Effective for increasing engagement on your post and getting people seeing, liking, commenting on and sharing your Page content.

Promote your Page:

Optimizes your ad to reach people in your audience who are likely to take the action of liking your Page.

Send people to your website:

Optimizes your ad to reach people who are more likely to click thru to your website or other desired destination.

Raise attendance at your event:

Promotes a Facebook Event.

Get video views:

Creates an ad that includes embedded video.

Increase conversions on your website:

You'll need to add a piece of code to the HTML on your website to track conversions and desired outcome - for example, how many people saw your ad and went on to purchase. Your ad will be optimized to reach people in your audience who are most likely to convert.

Reach people near your business:

Targets people in and around your local community by setting a radius around your business. Optimal for increasing in-store sales or foot traffic and building local awareness.

Get people to claim your offer:

Creates an ad with a coupon, discount or other special deal. You can also decide how many people can claim your offer.

Collect leads for your business:

Create a form for people to sign up, opt-in or to request information from your business - newsletter opt-in, price estimate, product demos etc. Mobile optimized, prep-populated response forms.

Increase Brand Awareness:

Optimizes ad delivery based on a combination of reach and dwell time to connect with people in your audience who are most likely to view and recall your ad.

Get installs of your app:

Links to the app store where people can install your app.

Increase engagement in your app:

Send people to specific areas in your app.

Step Two: Creating the Ad Set Target Audience

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Defining Your Audience

Who do you want your ads to reach?

Help: Choose Your Audience

NEW AUDIENCE

Custom Audiences

Choose a Custom Audience

Browse

Create New Custom Audience...

Locations

Everyone in this location

United States

United States

Include | Add locations

Add Bulk Locations...

Age

18 - 65+

Gender

All Men Women

Languages

Enter a language...

Detailed Targeting

INCLUDE people who match at least ONE of the following

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or Narrow Audience

Connections

Facebook Pages

Exclude people who like your Page

Add a Page

Save this audience

Audience Definition



Your audience selection is fairly broad.

Audience Details:

Location:

United States

Age:

18 - 65+

Potential Reach: 190,000,000 people

Targeting and scheduling options will vary based on the objective you define.

Today, we'll walk through all possible options.

Using a Custom Audience

Who do you want your ads to reach? [Help: Choose Your Audience](#)

NEW AUDIENCE ▾

Custom Audiences ⓘ

Choose a Custom Audience [Browse](#)

[Create New Custom Audience...](#)

Locations ⓘ [Everyone in this location ▾](#)

United States

📍 **United States**

📍 Include ▾ | [Add locations](#)

[Add Bulk Locations...](#)

Age ⓘ [18 ▾](#) - [65+ ▾](#)

Gender ⓘ [All](#) [Men](#) [Women](#)

Languages ⓘ [Enter a language...](#)

Detailed Targeting ⓘ **INCLUDE** people who match at least ONE of the following ⓘ

[Add demographics, interests or behaviors](#) | [Suggestions](#) | [Browse](#)

[Exclude People](#) or [Narrow Audience](#)

Connections ⓘ [Facebook Pages ▾](#) ×

[Exclude people who like your Page ▾](#)

[Add a Page](#)

☐ [Save this audience](#)

Audience Definition



Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+

Potential Reach: 190,000,000 people

Custom Audiences are created by importing customer emails or phone numbers to match against Facebook accounts.

Use the Custom Audience function to target existing customers or contacts.

Setting the Location

Who do you want your ads to reach? [Help: Choose Your Audience](#)

NEW AUDIENCE ▾

Custom Audiences ⓘ [Browse](#)
[Create New Custom Audience...](#)

Locations ⓘ

United States

United States

Include ⓘ | [Add locations](#)

[Add Bulk Locations](#)

Age ⓘ -

Gender ⓘ

Languages ⓘ

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

| [Suggestions](#) | [Browse](#)

[Exclude People](#) or [Narrow Audience](#)

Connections ⓘ ⓘ

☐ Save this audience

Audience Definition



Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+

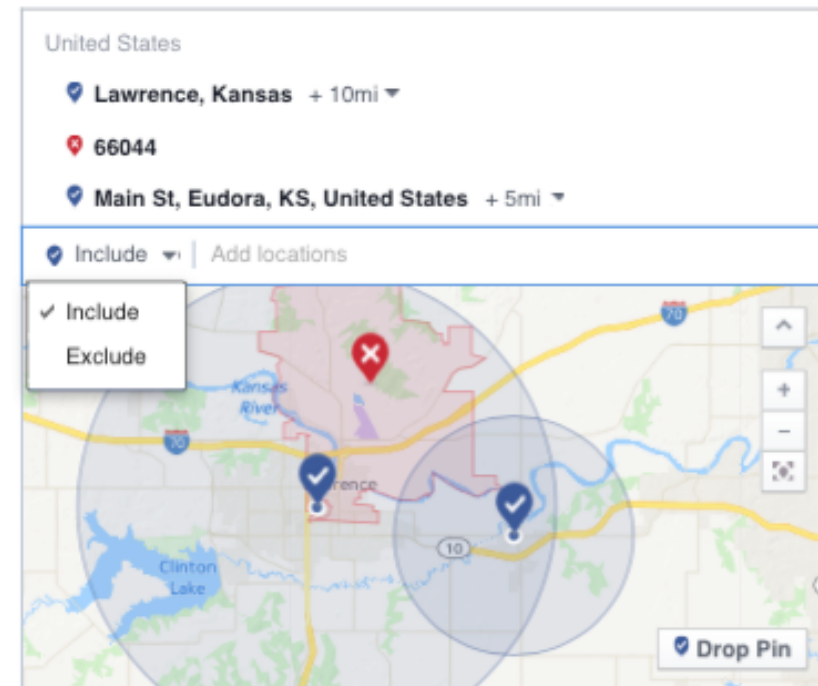
Potential Reach: 190,000,000 people

Location can be set to country, state, city, zip code, a specific address or by placing a pin on a map.

Setting the Location

Options to both “Include” and
“Exclude.”

Multiple locations, and “Include” and
“Exclude” can be combined.



Setting the Location

You can also select to target users based on where they live, their realtime location, or as out-of-town visitors.

Everyone in this location ▼

Everyone in this location:

People whose home or most recent location is within the selected area.

People who live in this location:

People whose home is with the selected area.

People recently in this location:

People whose most recent location is within the selected area.

People traveling in this location:

People whose most recent location is within the selected area but whose home is more than 125 miles away.

Setting Age, Gender and Language

Who do you want your ads to reach? [Help: Choose Your Audience](#)

NEW AUDIENCE ▾

Custom Audiences ⓘ [Browse](#)
[Create New Custom Audience...](#)

Locations ⓘ

United States

United States

Include ▾ | [Add locations](#)

[Add Bulk Locations...](#)

Age ⓘ -

Gender ⓘ

Languages ⓘ

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

| [Suggestions](#) | [Browse](#)

[Exclude People](#) or [Narrow Audience](#)

Connections ⓘ ×

☐ Save this audience

Audience Definition



Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+

Potential Reach: 190,000,000 people

Narrow your audience by age, gender or language.

Detailed Targeting

Who do you want your ads to reach? [Help: Choose Your Audience](#)

NEW AUDIENCE ▾

Custom Audiences ⓘ Choose a Custom Audience [Browse](#)
[Create New Custom Audience...](#)

Locations ⓘ Everyone in this location ▾
United States
📍 United States
📍 Include ⓘ | [Add locations](#)
[Add Bulk Locations...](#)

Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ All Men Women

Languages ⓘ Enter a language...


Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ
Add demographics, interests or behaviors | [Suggestions](#) | [Browse](#)

[Exclude People](#) or [Narrow Audience](#)

Connections ⓘ Facebook Pages ▾ ×
Exclude people who like your Page ▾
Add a Page

☐ Save this audience

Audience Definition

 Your audience selection is fairly broad.

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+

Potential Reach: 190,000,000 people

Search or browse detailed targeting criteria by demographics, interests and behaviors.

Target people who match **at least one** of the targeting criteria specified.

Detailed Targeting

Detailed Targeting: Demographics, Interests, Behaviors

Facebook Signals

- Profile Data
- Status Updates
- Check-Ins
- Likes and Interests
- Video Views

Third-Party Signals

- Offline Purchase Behavior
- Online Purchase Behavior
- Loyalty Card Data
- Census, Surveys, Public Records
- Facebook Third-Party Data Partners: Datalogix, Epsilon, Experian - Can include transaction-level household purchase data

Detailed Targeting

Demographics:

Parents	Suggestions	Browse	
Parents (All)	Demographics		14,001,300 people Demographics > Parents > Moms > Moms of grade school kids Description: People whose activities strongly suggest they are moms of grade school kids. Source: U.S. consumer data on where consumers shop, how they shop, what products and brands they purchase, the publications they read, and their demographic and psychographic attributes. Report this as inappropriate
(18-26 Years) Parents with Adult Children	Demographics		
(13-18 Years) Parents with Teenagers	Demographics		
Parents > Moms > Soccer moms	Demographics		
Parents > Moms > Moms of grade school kids	Demographics		
Parents > Moms > Big-city moms	Demographics		
(03-05 Years) Parents with Preschoolers	Demographics		
Parents > Moms > Moms of preschool kids	Demographics		
(08-12 Years) Parents with Preteens	Demographics		

Lifestyle Spending:

Restaurant	Suggestions	Browse	
Mid-range restaurants/non quick serve	Behaviors		3,991,100 people Behaviors > Purchase behavior > Purchase types > Restaurant > Fine dining Description: Individuals who are high spenders at high end restaurants Source: MasterCard - anonymous, aggregated transactions data Report this as inappropriate
Restaurant > Fine dining	Behaviors		
Restaurant	Behaviors		
Quick serve restaurants	Behaviors		
Subway (restaurant)	Interests		
Restaurant City	Interests		
Restaurant Management	Job Titles		
Restaurant City	Employers		
Restaurant Supervisor	Job Titles		

Who They Work For:

walmart	Suggestions	Browse	
Walmart	Interests		1,889,338 people Demographics > Work > Employers > Walmart Description: People who listed their employer as Walmart in their Facebook profile. Report this as inappropriate
walmart	Interests		
Walmart	Employers		
Walmart	Schools		
Walmart México	Interests		
Walmart Canada	Interests		
Walmart.com	Interests		
people walmart	Interests		
Walmart Canada	Employers		

Specific Spending Habits:

Dog Food	Suggestions	Browse	
Pedigree Dog Food	Interests		10,372,300 people Behaviors > Purchase behavior > Pet products > Dog food and products Description: People in households that are heavy buyers of dog products. Source: Loyalty card and transaction-level household purchase data with multi-channel coverage across all product categories. Report this as inappropriate
Gravy Train (dog food)	Interests		
First Class Dog Food	Interests		
Good Dog Food Company	Interests		
The Dog Food Project	Interests		
Dog food and products	Behaviors		
Chuck Wagon (dog food)	Employers		
Fast Food	More Categories		
Health food > Fresh produce	Behaviors		

Detailed Targeting

Who do you want your ads to reach? [Help: Choose Your Audience](#)

NEW AUDIENCE ▾

Custom Audiences ⓘ [Browse](#)
[Create New Custom Audience...](#)

Locations ⓘ

United States

📍 United States

📍 Include ▾

 | [Add locations](#)

[Add Bulk Locations...](#)

Age ⓘ -

Gender ⓘ

Languages ⓘ


Detailed Targeting ⓘ **INCLUDE** people who match at least ONE of the following ⓘ
 | [Suggestions](#) | [Browse](#)

[Exclude People or Narrow Audience](#)

Connections ⓘ ✕

☐ Save this audience

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Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+

Potential Reach: 190,000,000 people

Use “Exclude” and “Narrow” to layer multiple targeting criteria.

Existing Connections

Who do you want your ads to reach? [Help: Choose Your Audience](#)

NEW AUDIENCE ▾

Custom Audiences ⓘ Choose a Custom Audience [Browse](#)
[Create New Custom Audience...](#)

Locations ⓘ Everyone in this location ▾
United States
📍 United States
📍 Include ⓘ | [Add locations](#)
[Add Bulk Locations...](#)

Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ All Men Women


Languages ⓘ Enter a language...

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ
[Add demographics, interests or behaviors](#) | [Suggestions](#) | [Browse](#)
[Exclude People](#) or [Narrow Audience](#)

Connections ⓘ Facebook Pages ▾ ×
Exclude people who like your Page ▾
[Add a Page](#)

☐ Save this audience

Audience Definition

 Your audience selection is fairly broad.

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+

Potential Reach: 190,000,000 people

Optional: Narrow your audience based on whether or not they're connected to any of your Pages, Apps or Events.

Saving Your Audience

Who do you want your ads to reach?

Help: Choose Your Audience

NEW AUDIENCE

Custom Audiences

Choose a Custom Audience

Browse

Create New Custom Audience...

Locations

Everyone in this location

United States

United States

Include | Add locations

Add Bulk Locations...

Age

18 - 65+

Gender

All Men Women

Languages

Enter a language...

Detailed Targeting

INCLUDE people who match at least ONE of the following

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or Narrow Audience

Connections

Facebook Pages

Exclude people who like your Page

Add a Page

Save this audience

Audience Definition



Your audience selection is fairly broad.

Audience Details:

Location:

United States

Age:

18 - 65+

Potential Reach: 190,000,000 people

Save your audience for future use.

Step Three: Setting the Ad Set Budget and Schedule

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Setting the Budget and Schedule

How much do you want to spend?

Budget ⓘ

Daily Budget ▾

\$25.00

\$25.00 USD

Schedule ⓘ

☐ Run my ad set continuously starting today

☒ Set a start and end date

Start

3/13/2016

3:05 PM

End

4/13/2016

3:05 PM

(Pacific Time)

Your ad will run until **Wednesday, April 13, 2016**.

You'll spend up to **\$775.00** total.

Optimization for Ad Delivery ⓘ

Page Likes

- We'll deliver your ads to the right people to help you get more Page likes at the lowest cost.

Bid Amount ⓘ

☒ Automatic

- Let Facebook set the bid that helps you get the most Page likes at the best price.

☐ Manual

- Enter a bid based on what Page likes are worth to you.

When You Get Charged ⓘ

Impression (CPM)

[More Options](#)

Ad Scheduling ⓘ

Run ads all the time

[More Options](#)

Delivery Type ⓘ

Standard




- Show your ads throughout the day - Recommended

[More Options](#)


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Setting the Budget and Schedule


How much do you want to spend?


Budget  **Daily Budget**  \$25.00 

\$25.00 USD

Schedule  ☐ Run my ad set continuously starting today

☒ Set a start and end date


Start 


End 

(Pacific Time)


Your ad will run until **Wednesday, April 13, 2016**.


You'll spend up to **\$775.00** total.


Optimization for **Ad Delivery**  **Page Likes** - We'll deliver your ads to the right people to help you get more Page likes at the lowest cost.

Bid Amount  ☒ **Automatic** - Let Facebook set the bid that helps you get the most Page likes at the best price.


☐ **Manual** - Enter a bid based on what Page likes are worth to you.

When You Get Charged  **Impression (CPM)**


 [More Options](#)

Ad Scheduling  **Run ads all the time**

[More Options](#)

Delivery Type  **Standard** - Show your ads throughout the day - Recommended

[More Options](#)

Daily Budget 

☒ **Daily Budget**

☐ Lifetime Budget

Select a daily or lifetime budget for your ad.

If you are setting a lifetime budget, make absolutely sure “lifetime” is selected on the drop down menu.

Setting the Budget and Schedule

How much do you want to spend?

Budget  **Daily Budget**  \$25.00
\$25.00 USD

Schedule  ☐ Run my ad set continuously starting today
☒ Set a start and end date

Start  3:05 PM

End  3:05 PM
(Pacific Time)

Your ad will run until **Wednesday, April 13, 2016**.
You'll spend up to **\$775.00** total.

Optimization for **Page Likes** - We'll deliver your ads to the right people to help you get more Page likes at the lowest cost.

Ad Delivery 

Bid Amount  ☒ **Automatic** - Let Facebook set the bid that helps you get the most Page likes at the best price.
☐ **Manual** - Enter a bid based on what Page likes are worth to you.

When You Get Charged **Impression (CPM)**
 [More Options](#)

Ad Scheduling  **Run ads all the time**
[More Options](#)



Delivery Type  **Standard** - Show your ads throughout the day - Recommended
[More Options](#)


Either run your ad continuously (daily budget).


Or, set a start and end date and time (lifetime budget).


Setting the Budget and Schedule

How much do you want to spend?

Budget  **Daily Budget**  \$25.00
\$25.00 USD


Schedule  ☐ Run my ad set continuously starting today
☒ Set a start and end date


Start  3:05 PM

End  3:05 PM
(Pacific Time)


Your ad will run until **Wednesday, April 13, 2016**.
You'll spend up to **\$775.00** total.


Optimization for **Page Likes** - We'll deliver your ads to the right people to help you get more Page likes at the lowest cost.


Ad Delivery 

Bid Amount  ☒ **Automatic** - Let Facebook set the bid that helps you get the most Page likes at the best price.

☐ **Manual** - Enter a bid based on what Page likes are worth to you.

When You Get Charged **Impression (CPM)**
 [More Options](#)

Ad Scheduling  **Run ads all the time**
[More Options](#)

Delivery Type  **Standard** - Show your ads throughout the day - Recommended
[More Options](#)

Automatic bidding allows Facebook to help you get the most of what you're optimizing for and at the best price.

Setting the Budget and Schedule

How much do you want to spend?

Budget **Daily Budget**
\$25.00 USD

Schedule ☐ Run my ad set continuously starting today
☒ Set a start and end date

Start

End
(Pacific Time)

Your ad will run until **Wednesday, April 13, 2016**.
You'll spend up to **\$775.00** total.

Optimization for **Page Likes** - We'll deliver your ads to the right people to help you get more Page likes at the lowest cost.

Ad Delivery

Bid Amount ☒ **Automatic** - Let Facebook set the bid that helps you get the most Page likes at the best price.
☐ Manual - Enter a bid based on what Page likes are worth to you.

When You Get Charged **Impression (CPM)**
 [More Options](#)

Ad Scheduling ☐ Run ads all the time
☒ Run ads on a schedule
[More Options](#)

Delivery Type **Standard** - Show your ads throughout the day - Recommended
[More Options](#)

“Ad Scheduling” allows you to run your ad on specific days and during specific times within your schedule dates.

Available only with Lifetime Budgets.

Ad Scheduling ☐ Run ads all the time
☒ Run ads on a schedule



Ad scheduling only works with lifetime budgets.
Your ads will be served in your audience's time zone.
For example, if you select 8am - 10am, your ad will be served to people from 8am to 10am in their local time.


	12am	3am	6am	9am	12pm	3pm	6pm	9pm
Monday								
Tuesday								
Wednesday								
Thursday								
Friday								
Saturday								
Sunday								
Every Day								



Scheduled hours are shaded blue

Setting the Budget and Schedule

How much do you want to spend?


Budget  **Daily Budget**  \$25.00
\$25.00 USD


Schedule  ☐ Run my ad set continuously starting today
☒ Set a start and end date


Start 3/13/2016  3:05 PM
End 4/13/2016  3:05 PM
(Pacific Time)


Your ad will run until **Wednesday, April 13, 2016**.
You'll spend up to **\$775.00** total.


Optimization for **Page Likes** - We'll deliver your ads to the right people to help you get more Page likes at the lowest cost.

Ad Delivery 


Bid Amount  ☒ **Automatic** - Let Facebook set the bid that helps you get the most Page likes at the best price.
☐ **Manual** - Enter a bid based on what Page likes are worth to you.

When You Get Charged **Impression (CPM)**
 [More Options](#)

Ad Scheduling  **Run ads all the time**
[More Options](#)

Delivery Type  **Standard** - Show your ads throughout the day - Recommended
[More Options](#)

“Delivery Type” allows you to switch from paced ad delivery to deliver ASAP.

- Delivery Type  ☒ **Standard** - Show your ads throughout the day - Recommended
☐ **Accelerated** - Show your ads as quickly as possible

Examples

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Example One

Business based in Lawrence, KS.

Sells a product or service exclusively to dog owners.

Typical customer is female, aged 30+.

The city has a total population of around 92,000. The business can't afford local TV, radio or newspaper advertising but wants to find an affordable way of reaching new prospects.



Example One

By setting specific location, age and gender, we have narrowed our audience to 20,000 Facebook users.

United States


📍 Lawrence, Kansas ▾

📍 Include ▾ | Add locations

📘

Your audience location has been changed from United States to Lawrence. [Undo Change](#)

✕



Add Bulk Locations...

Age ⓘ

30 ▾

 -

65+ ▾


Gender ⓘ

All

Men

Women

Audience Definition



Your audience is defined.

Audience Details:

- Location:
 - United States: Lawrence Kansas
- Age:
 - 30 - 65+
- Gender:
 - Female

Potential Reach: 20,000 people

Example One

By selecting specific behaviors, we have narrowed our audience down to 6,600.

A smaller, better audience.

Audience members fit the exact geographic and demographic profile, and are known dog owners. We only target those people.

INCLUDE people who match at least ONE of the following ⓘ


Behaviors > Purchase behavior > Pet products

- Dog food and products
- Dog owners
- Dog products
- Dog products

Add demographics, interests or behaviors

Suggestions | Browse

Audience Definition



Your audience is defined.

Audience Details:

- Location:
 - United States: Lawrence Kansas
- Age:
 - 30 - 65+
- Gender:
 - Female
- People Who Match:
 - Behaviors: Dog owners, Dog food and products, Dog products or Dog products

Potential Reach: 6,600 people

Example Two

Business based in Lawrence, KS.

Provides a home-based service exclusively to dog and cat owners.

Customers are both male and female of all ages, and are typically home owners - not renters.

The city has a total population of around 92,000. The business can't afford local TV, radio or newspaper advertising but wants to find an affordable way of reaching new prospects.



Example Two

Here, location is set to Lawrence, KS and minimum age is set to 24 to help eliminate students and others who are unlikely to qualify as prospects.


Create New Custom Audience...

Locations ⓘ **Everyone in this location ▼**

United States

📍 **Lawrence, Kansas ▼**

📍 Include ▼ | Add locations




Add Bulk Locations...

Age ⓘ **24 ▼** - **65+ ▼**

Gender ⓘ **All** Men Women

Audience Definition

 Your audience is defined.

Audience Details:

- Location:
 - United States: Lawrence Kansas
- Age:
 - 24 - 65+

Potential Reach: 51,000 people


Example Two


We can layer two types of detailed targeting.

First, home ownership.

Second, dog or cat owners.

We now have 15,000 prospects who live in the city, are home owners and who own a dog or cat.


Detailed Targeting 

INCLUDE people who match at least ONE of the following 

Demographics > Home > Home Ownership

Homeowners

Add demographics, interests or beh... | Suggestions | Browse

and MUST ALSO match at least ONE of the following 

Behaviors > Purchase behavior > Pet products

Cat food and products

Cat owners

Cat products

Cat products

Dog food and products


Dog owners

Dog products

Add demographics, interests or beh... | Suggestions | Browse

Exclude People or Narrow Further

Audience Definition

 Your audience is defined.

Audience Details:

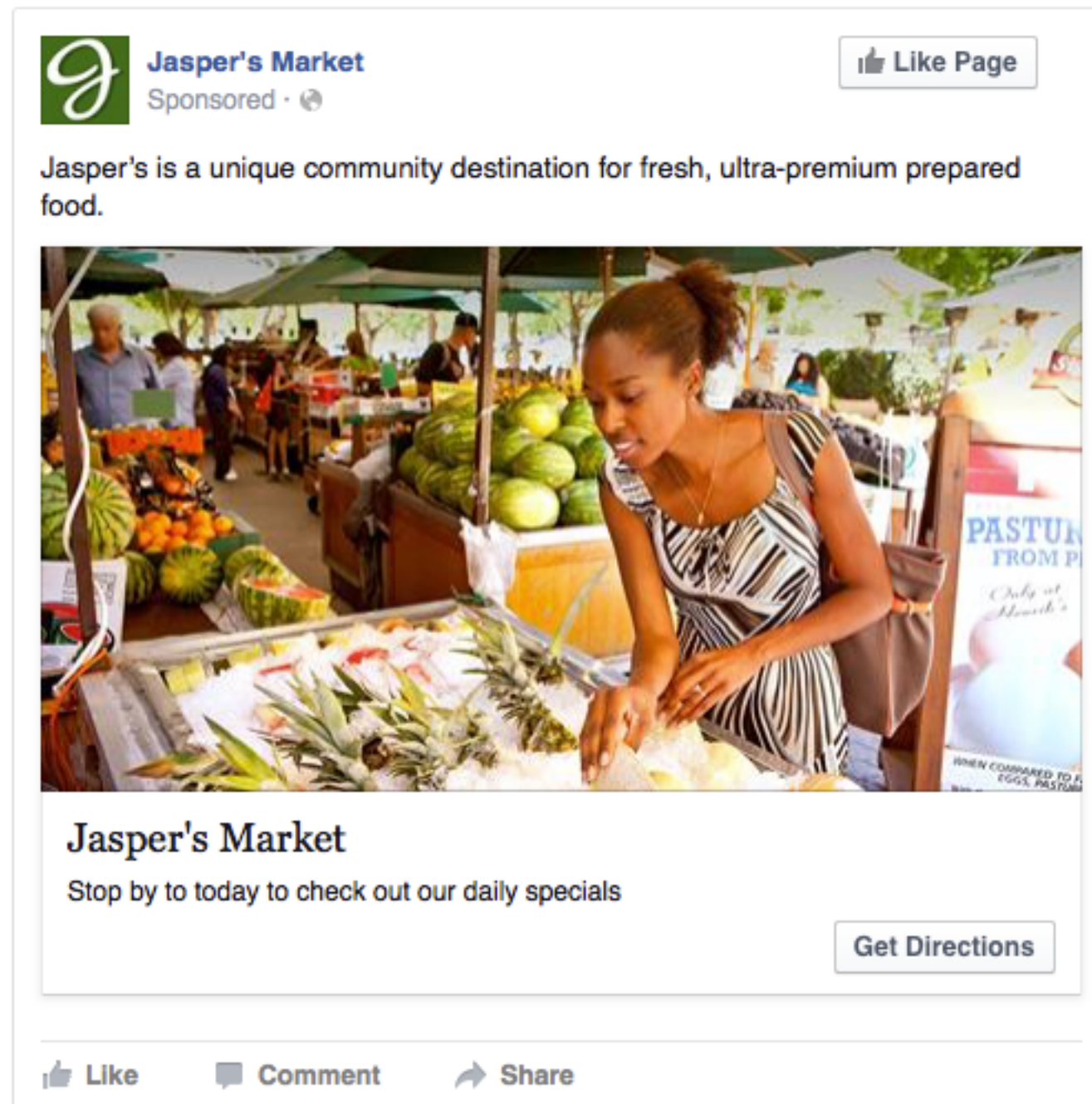
- Location:
 - United States: Lawrence Kansas
- Age:
 - 24 - 65+
- People Who Match:
 - Behaviors: Dog owners, Cat owners, Other pet products, Pet products, Pet care products, Cat food and products, Dog food and products, Cat products, Dog products, Dog products or Cat products
- And Must Also Match:
 - Home Ownership: Homeowners

Potential Reach: 15,000 people

Step Four: Creating the Ad

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Types of Ads



The types of ads you'll be able to create will depend on the Objective you select.

Depending on the Objective, you'll also be able to select ad placements from:

- Desktop News Feed
- Mobile News Feed
- Right Rail
- Instagram
- Facebook Audience Network

Types of Ads



The types of ads you'll be able to create will depend on the Objective you select.

Depending on the Objective, you'll also be able to select ad placements from:

- **Desktop News Feed**
- **Mobile News Feed**
- Right Rail
- Instagram
- Facebook Audience Network

Page Post Engagement - Photo





- Recommended image size: 1,200 x 900 pixels
- Text: Approximately 200 characters - TEST USING MOBILE PREVIEW
- Your image may not include more than 20% text

Page Post Engagement - Video



- Text: Approximately 200 characters - TEST USING MOBILE PREVIEW
- Thumbnail image may not include more than 20% text
- mp4 format preferred
- File size: up to 1.75GB
- Maximum length: 45 min

Clicks to Website - Link Ads

 **Jasper's Market**
Sponsored · 

Like Page

It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.











Fig Tart with Almonds
The simplicity of this tart perfectly accents ripe figs. If you don't have enough time to make a handmade crust, pick up one of Jasper's pre-made pie crusts.

WWW.JASPERS-MARKET.COM [Learn More](#)

78 Likes 5 Comments 11 Shares

 Like  Comment  Share

 **Jasper's Market**
Sponsored · 

It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.








Fig Tart with Almonds
The simplicity of this tart perfectly ... [Learn More](#)

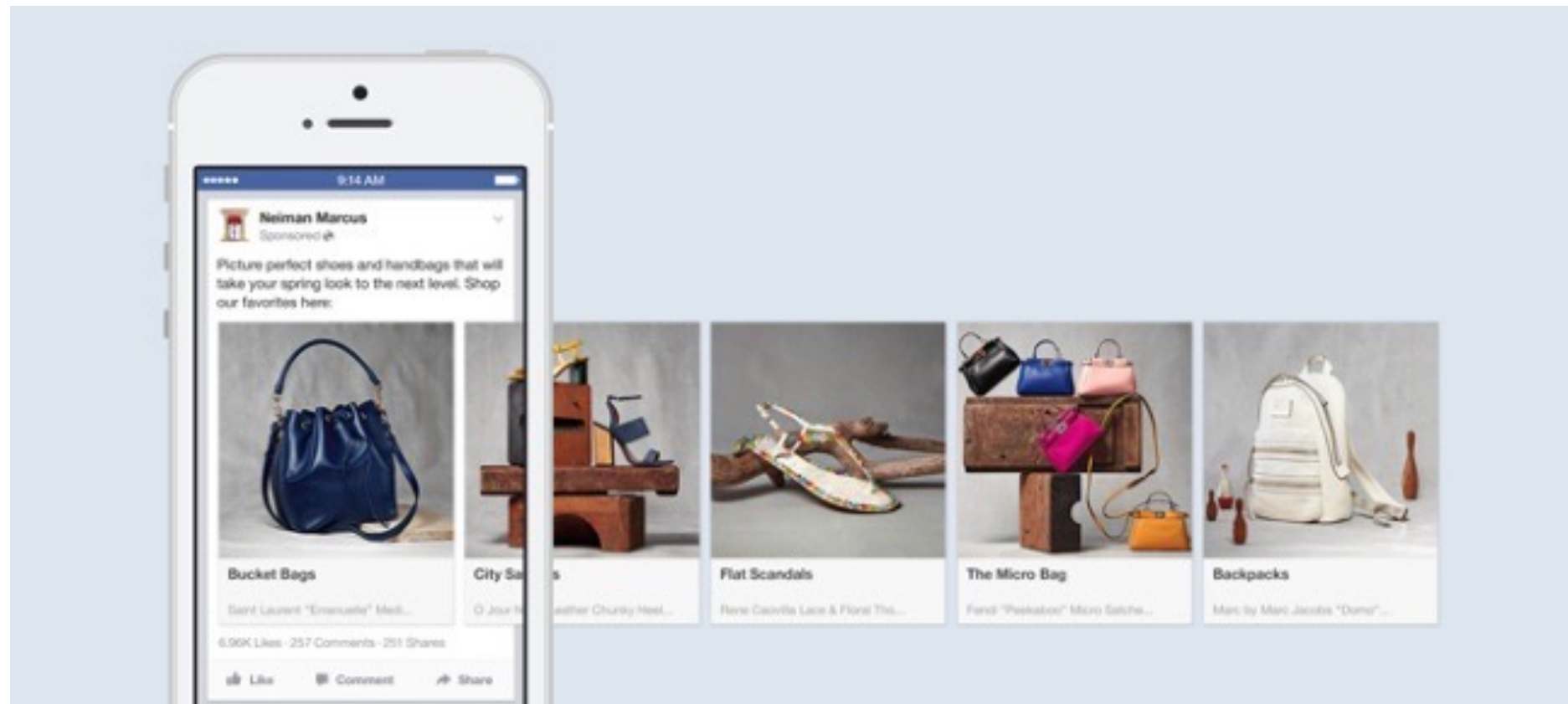
www.jaspers-market.com

 78 5 Comments 11 Shares

 Like  Comment  Share

- Recommended image size: 1,200 x 628 pixels
- Text: Approximately 200 characters - TEST USING MOBILE PREVIEW
- Headline: 25 characters
- Link description: 30 characters
- Your image may not include more than 20% text
- Includes optional Call to Action Button

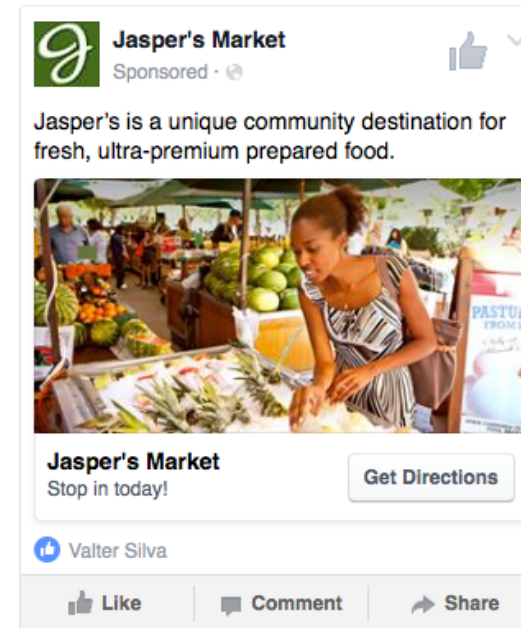
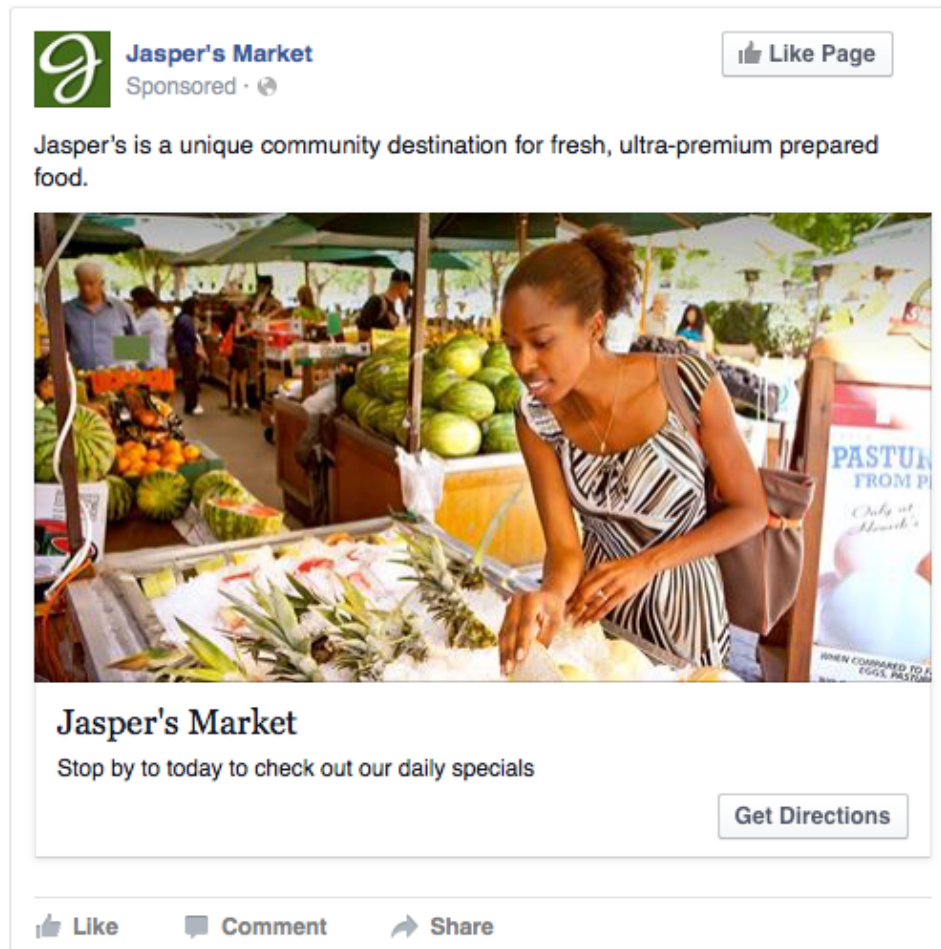
Clicks to Website - Carousel Ads



3-5 images and links within a single ad unit to direct people to specific locations on your website

- Recommended image size: 600 x 600 pixels
- Text: Approximately 200 characters - TEST USING MOBILE PREVIEW
- Headline: 25 characters
- Link description: 30 characters
- Your image may not include more than 20% text

Local Awareness



- Recommended image size: 1200 x 628 pixels
- Text: Approximately 200 characters - TEST USING MOBILE PREVIEW
- Headline: 25 characters
- Link description: 30 characters
- Your image may not include more than 20% text
- Optional Call to Action button

The 20% Text Rule

“Ads that have more than 20% text in their image won't be approved to run on Facebook or Instagram. Too much text can look like spam and make people think that your ad is low quality.”

https://www.facebook.com/ads/tools/text_overlay

The 20% Text Rule



This text does not fill 20% of the image.

BUT, using Facebook's Grid Tool it counts as 24%.

Click on all boxes that contain text to see whether your image is covered by less than 20% text. [Learn more about how to do this in the Help Center.](#)

Based on the boxes you've selected, your image is covered by 24% text. If marked properly, this image may not be used for an ad on Facebook or Instagram.

Optimize for Mobile



What looks great on this screen



Might be difficult to decipher on this screen

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Optimize for Mobile

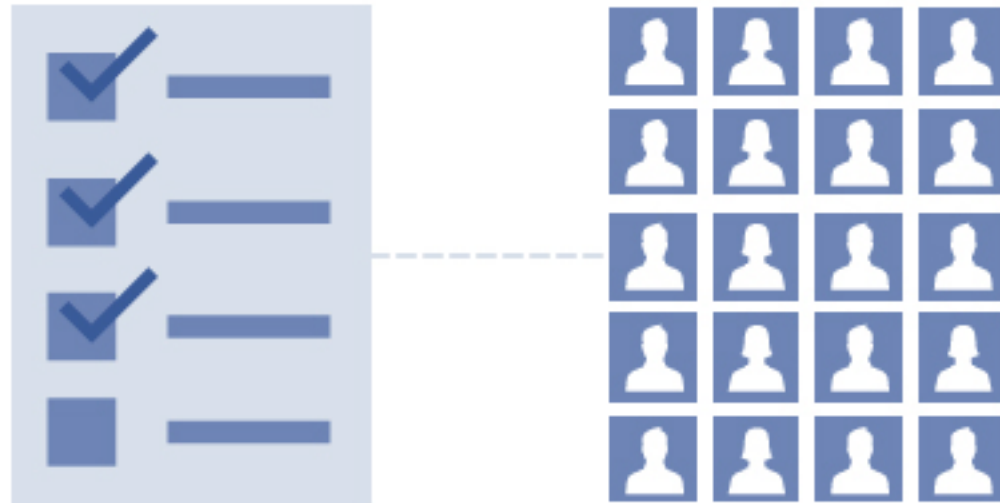


- When you create your ad, check text using the MOBILE PREVIEW to avoid cutting off text.
- Ensure context, value proposition and call to action are clearly visible to mobile users.
- Avoid small images, logos or text that might be difficult to decipher on a mobile screen.

Additional Resources and Recommended Future Learnings

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Creating Custom Audiences



- 1 Create a list of either email addresses or phone numbers using your customer data
- 2 Save your list in CSV or TXT format
- 3 Go to the **Audiences tab** in Ads Manager
- 4 Click the Create Audience button, select the Custom Audience option and then choose **Customer List**
- 5 Upload the CSV or TXT file list you previously saved or easily drag and drop your file to the Custom Audience box
- 6 Your Custom Audience will be ready in about 30 minutes

Recommended Next Steps

Connect Your Facebook Ad Account to Instagram: <http://bit.ly/1Uc3tZU>

Try Facebook Lead Ads: <http://on.fb.me/1pHsotB>

Add Facebook Audience Networks to Your Targeting: <http://on.fb.me/1Uc3zkr>

Add a Facebook Pixel to Your Website: <http://on.fb.me/21rWfAc>

Move from Automatic to Manual Bidding: <http://on.fb.me/1pq8L7P>

Use Facebook Audience Insights: <http://bit.ly/1SJzmrT>

Understand and Use Facebook Ads Manager Reporting: <http://on.fb.me/1pq8O3z>

Nonprofit Social Media Management & Strategy on a Limited Budget

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[@SceneStealrEric](#)

City of Fort Collins, July 15 2016

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