Nonprofit Social Media Management & Strategy on a Limited Budget

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@SceneStealrEric

City of Fort Collins, July 15 2016

#FoCoCreate

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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 …
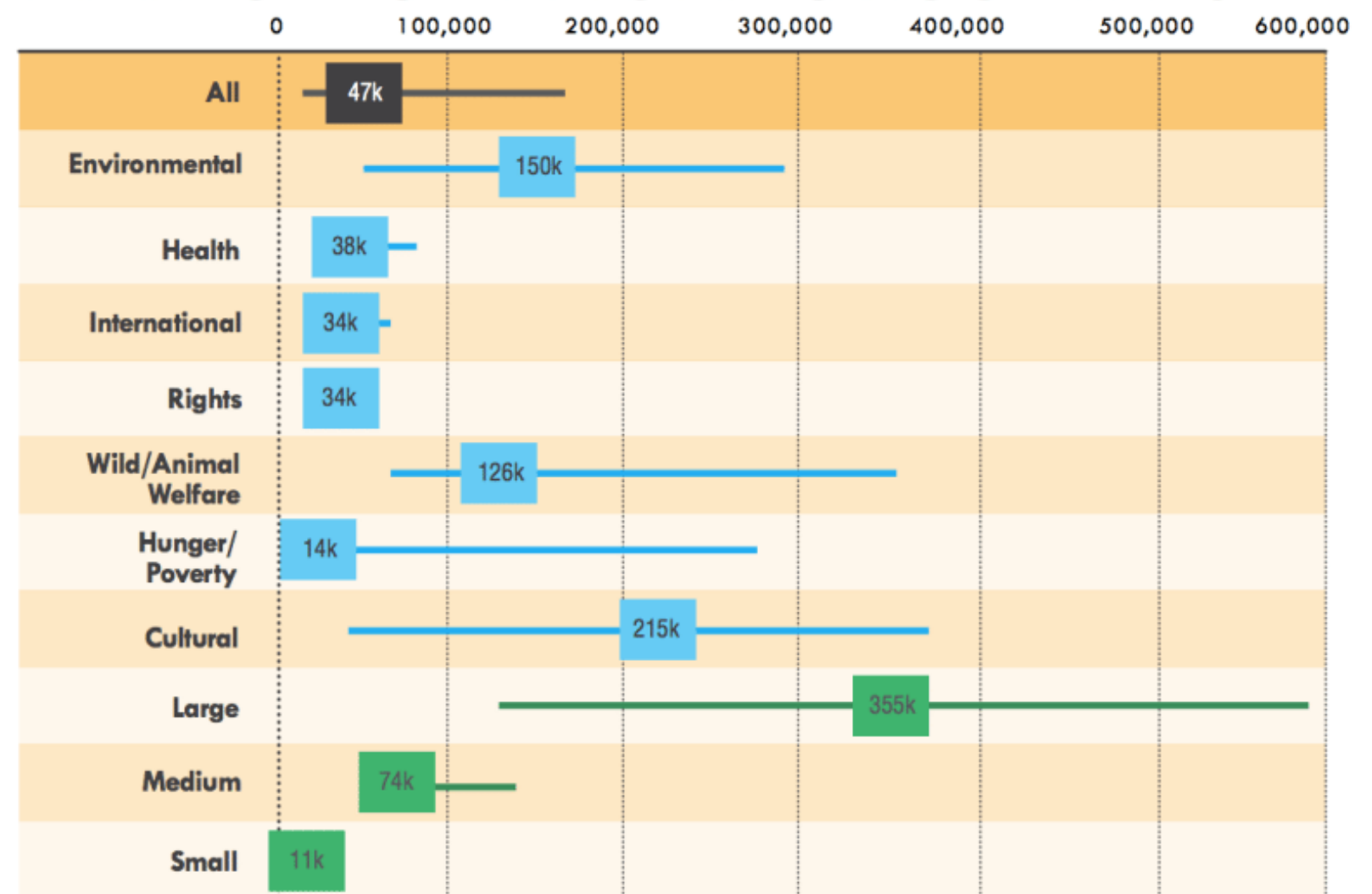

https://nonprofitquarterly.org/2014/03/13/social-media-nonprofits-engaging-with-community/

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Why Social Media?

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

- Email grew 11% in past year

- Facebook grew 42%

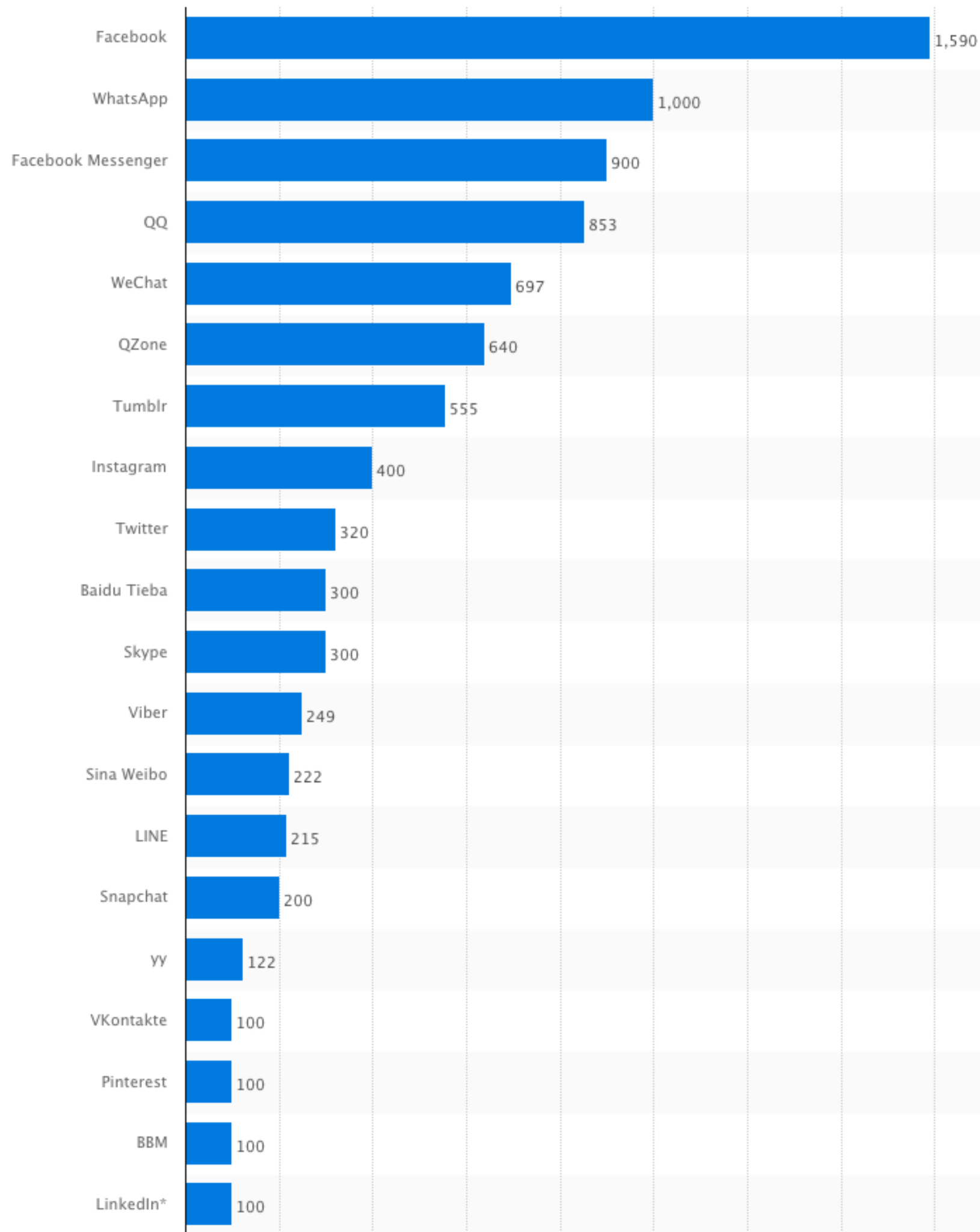- Twitter grew 37%

AVERAGE NUMBER OF FACEBOOK FANS

	0	100,000	200,000	300,000	400,000	500,000	600,000
All	47k						
Environmental		150k					
Health	38k						
International	34k						
Rights	34k						
Wild/Animal Welfare		126k					
Hunger/Poverty	14k						
Cultural			215k				
Large				355k			
Medium	74k						
Small	11k						

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%)

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Global Active Users

- Facebook has 1.50 billion global active users …

- … and they own WhatsApp, Messenger, and Instagram.

Platform	Users (millions)
Facebook	1,590
WhatsApp	1,000
Facebook Messenger	900
QQ	853
WeChat	697
QZone	640
Tumblr	555
Instagram	400
Twitter	320
Baidu Tieba	300
Skype	300
Viber	249
Sina Weibo	222
LINE	215
Snapchat	200
yy	122
VKontakte	100
Pinterest	100
BBM	100
LinkedIn*	100

Which Social Media Platform?

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

1.59 Billion
on **Facebook** each month

1 Billion
on **WhatsApp** each month

800 Million
on **Messenger** each month

400 Million
on **Instagram** each month
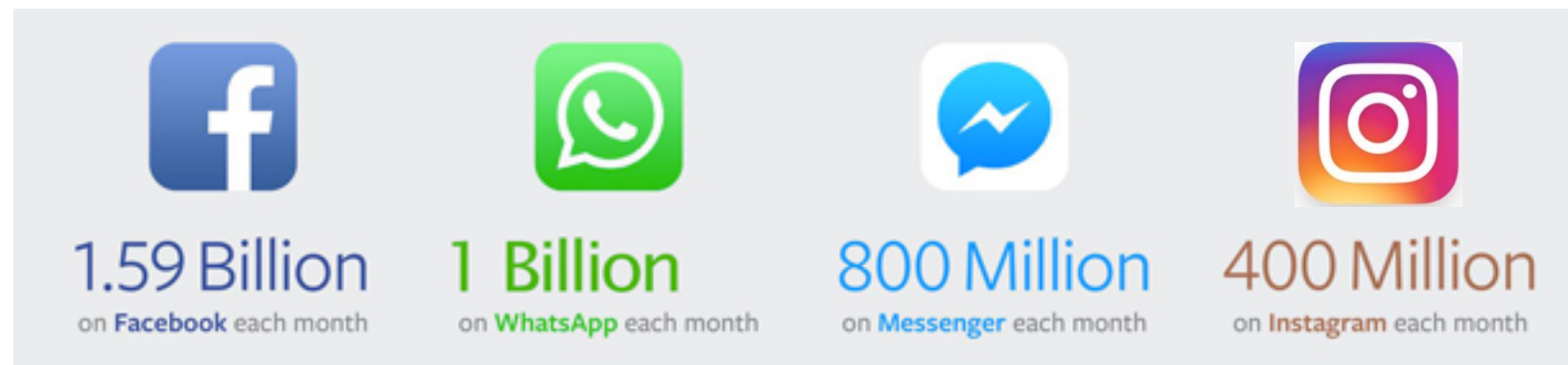
Instagram Usage Among Key Demographics

GENDER

22% MEN

29% WOMEN

AGE

18–29	53%
30–49	25%
50–64	11%
65+	6%

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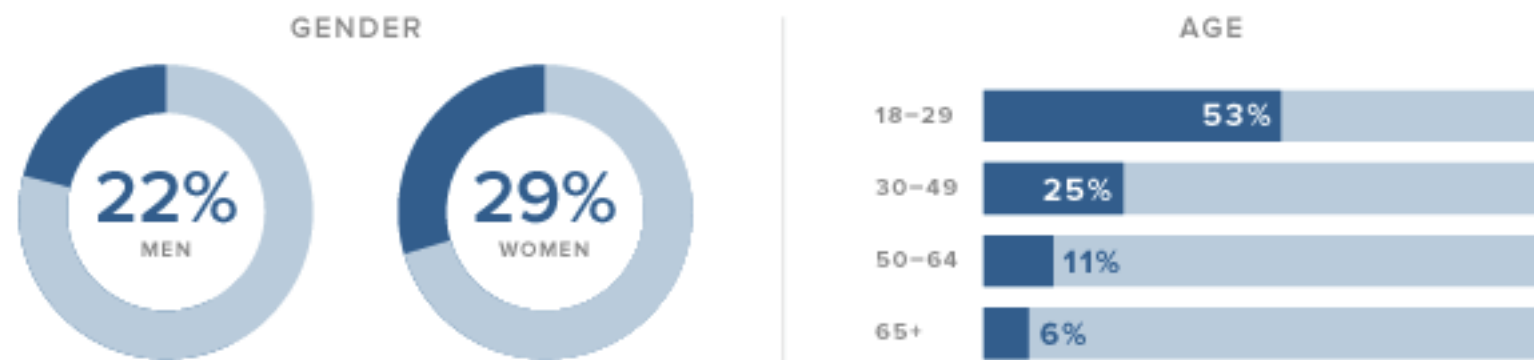
Average Monthly Minutes, U.S.

Age 18-34 Digital Audience Penetration vs. Engagement of Leading Social Networks
Source: comScore Media Metrix Multi-Platform, U.S., Dec 2015

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What is the Goal?

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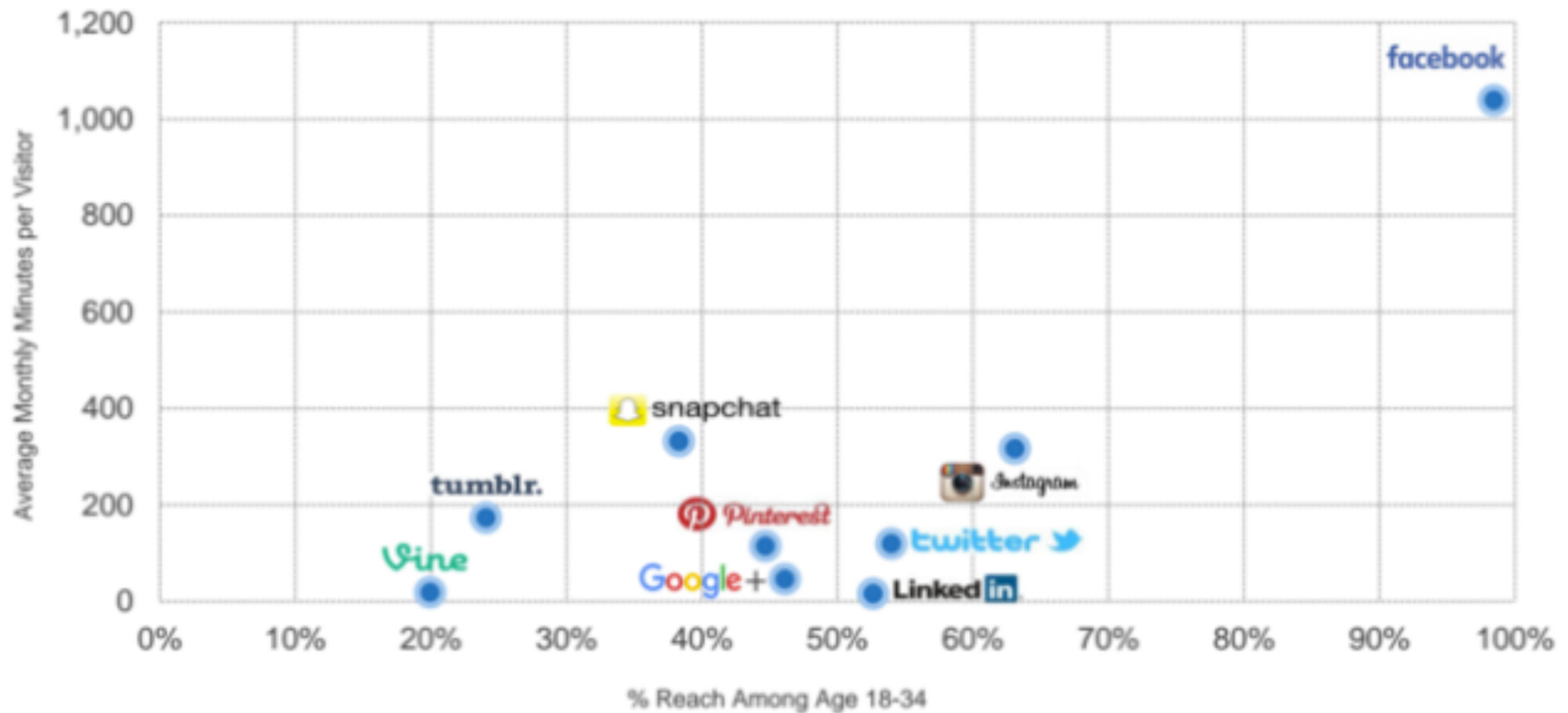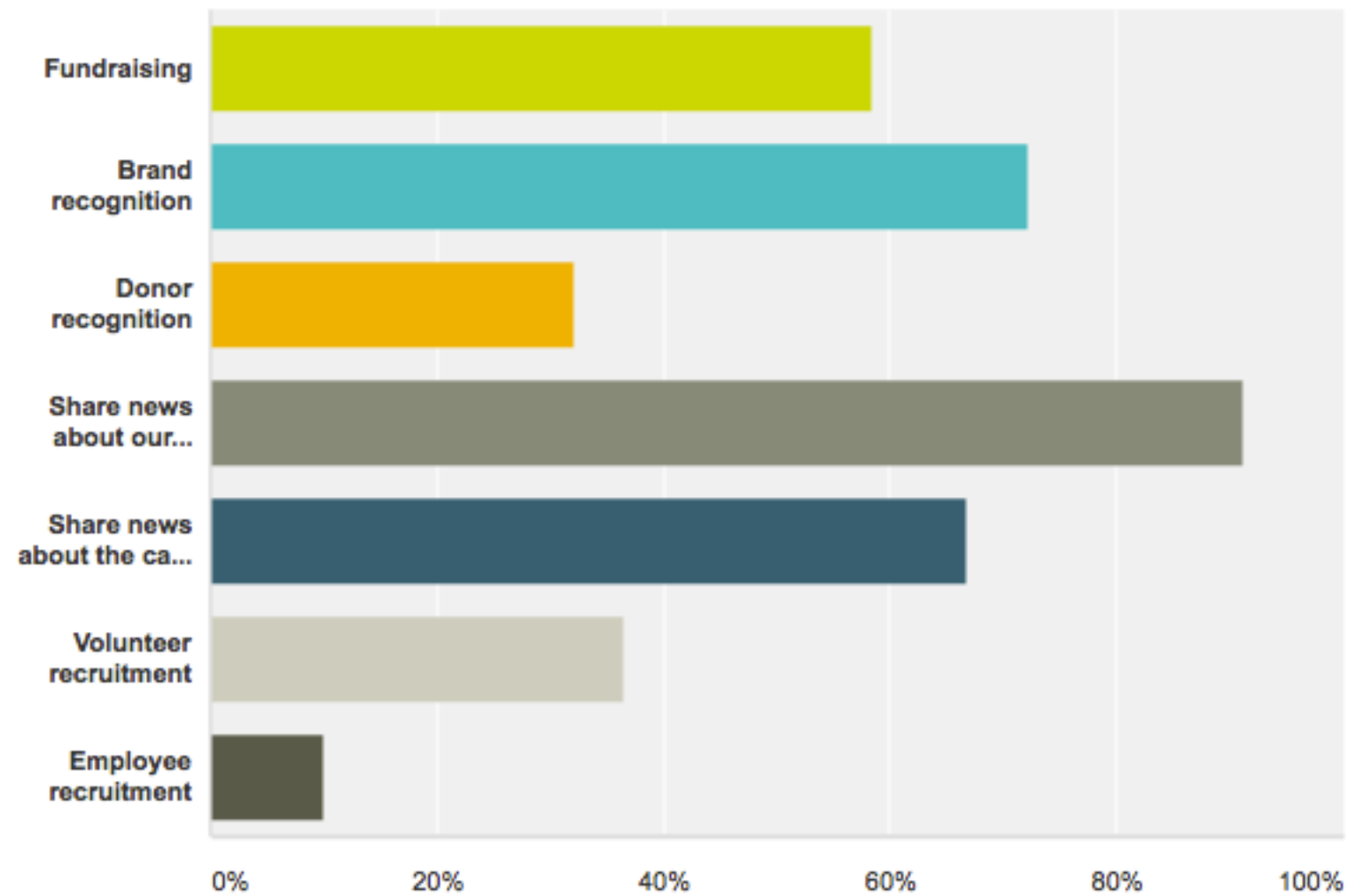
What is the Goal?

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.

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What is the Goal?

A mention?

A comment?

A share?

Illustrates advocacy.

Better. More active.

More personal.

Making emotional connections.

Callahan Creek added 4 new photos — with Cecilia Riegel and 3 others at ⦿ Callahan Creek.
Published by Eric Melin [?] · April 27 at 11:21am · Lawrence · 🌐

This morning's nonprofit breakfast was for Boys & Girls Club of Lawrence! Alissa Bauer, Colby Wilson, and Kenita Jarrett came to talk about all the great programs they have for local kids to exercise their minds and bodies - and all proceeds went to the club! Donate here: http://bgclk.org/donate/

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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.**

47%

This may have to do with the fact that for many nonprofits (47%), the pinnacle of engagement is a donation which is facilitated by email or website.

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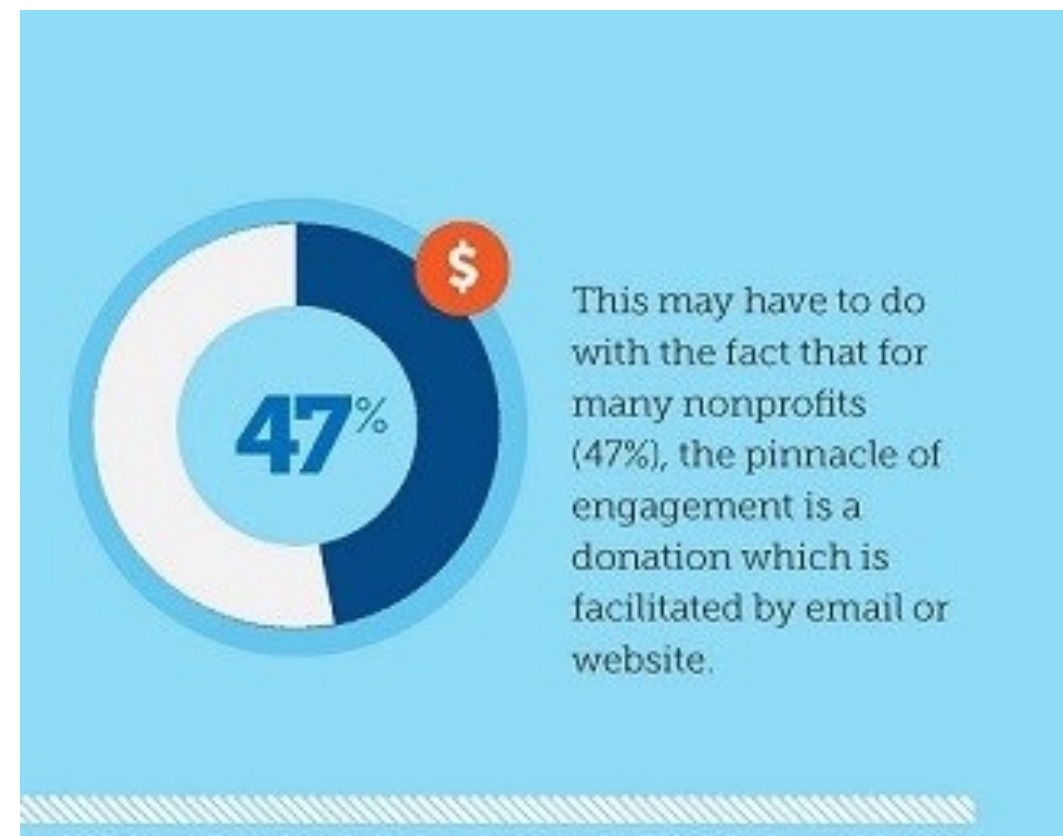
Why is this tough?

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.

all tech considered   TECH, CULTURE AND CONNECTION

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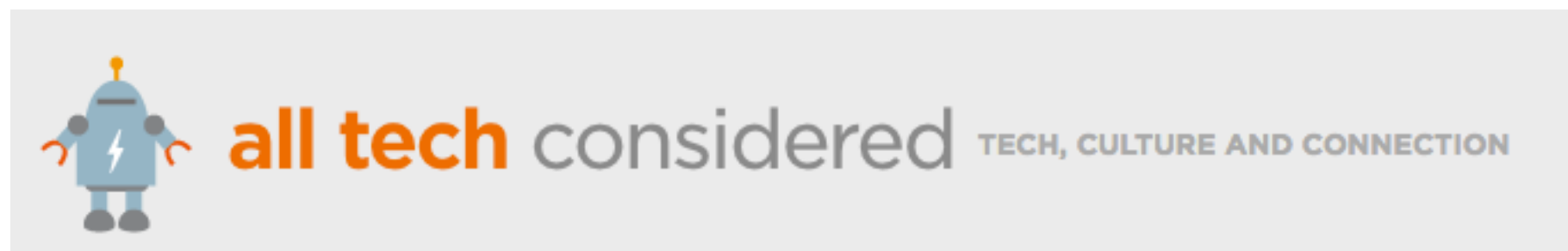
One Tactic: "Donate Now" button

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"Donate Now" Ideas

Design a cover photo that points people to it.

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"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.
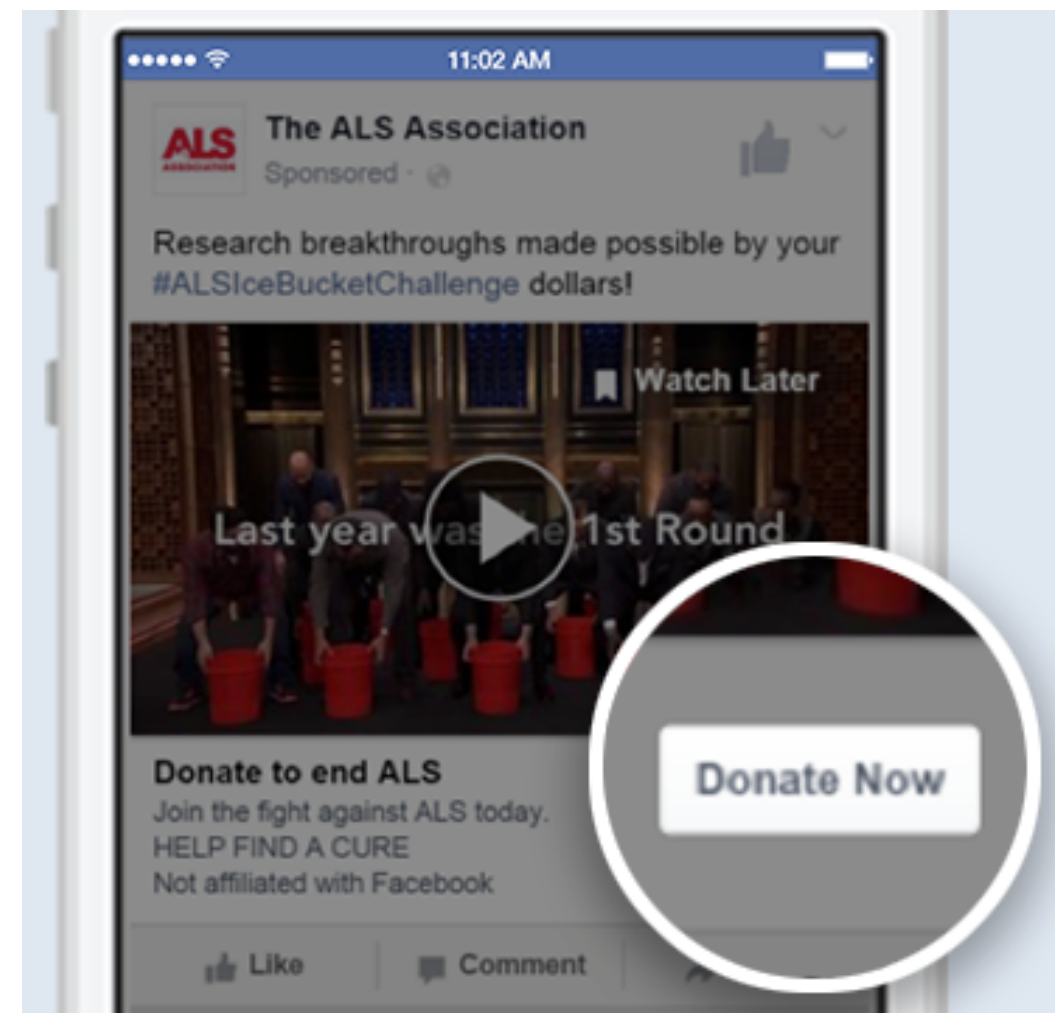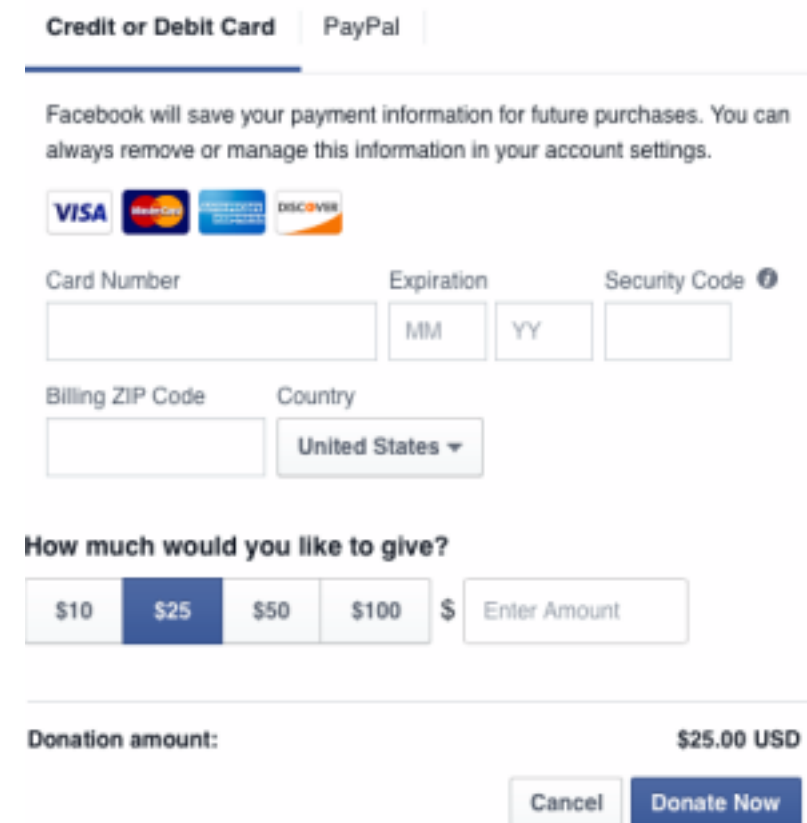
"Donate Now" Ideas

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

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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.

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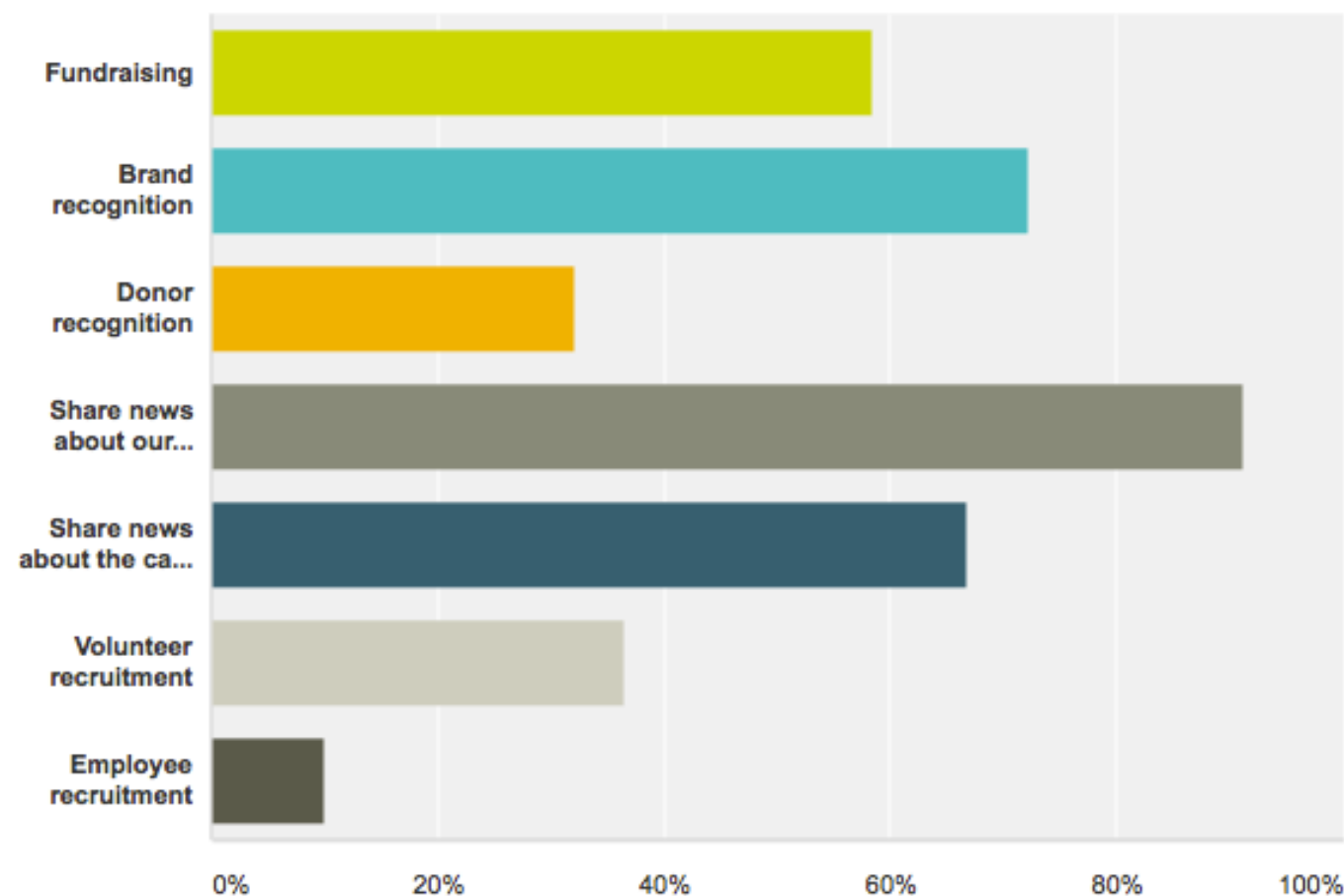
Building Community - Content Mix and Strategy

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/

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Building Community - Content Mix and Strategy

Non-Profit Social Media Strategy

1. Appreciation
recognize your donors, supporters, volunteers, and employees

2. Advocacy
engage and share with the content of others

3. Appeals
solicit donations or help

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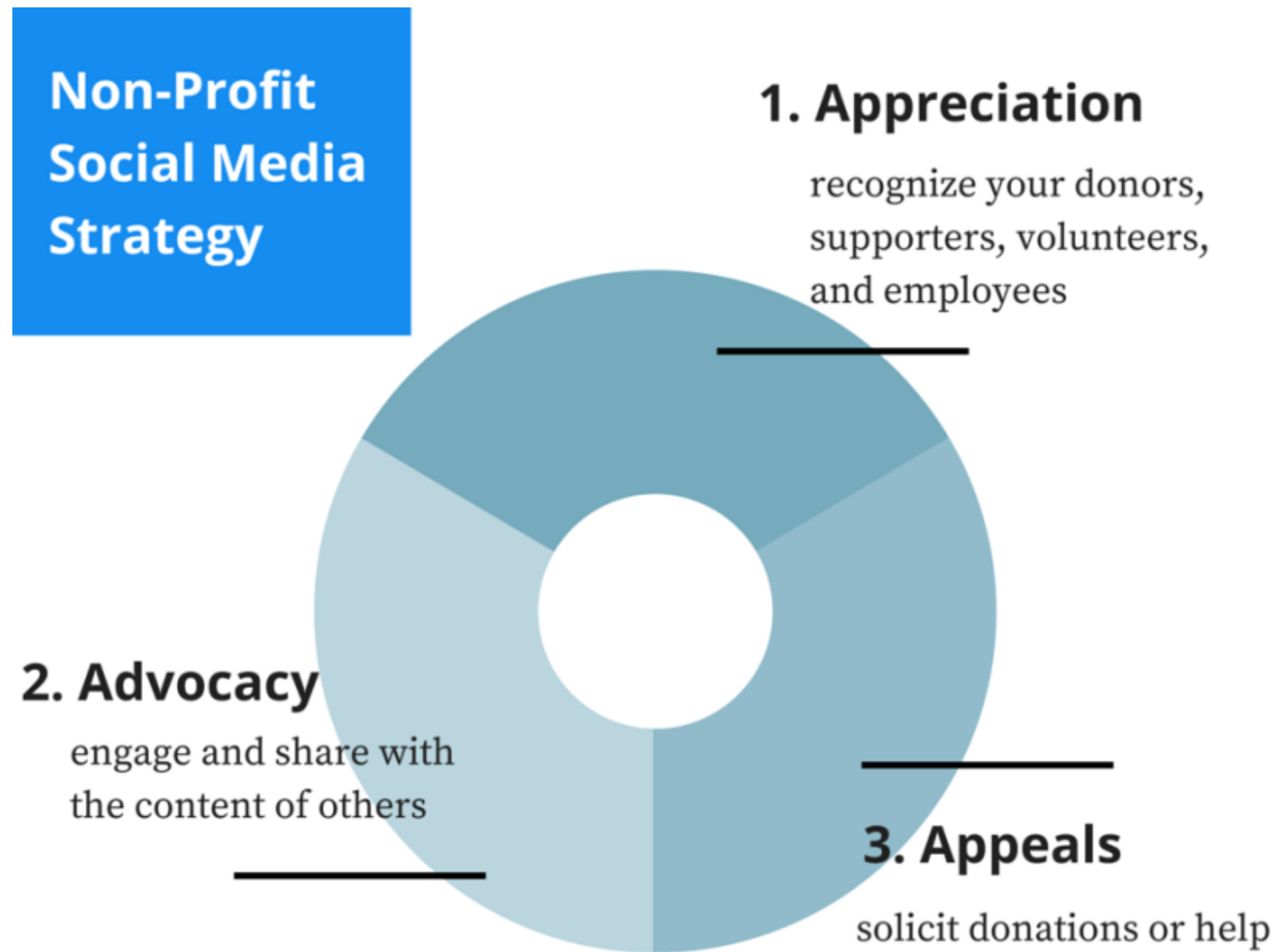
Content Mix and Strategy - How Often?

How Often Nonprofits Communicate

TWITTER UPDATES
Multiple times a day

FACEBOOK UPDATES
At least once a day

EMAIL NEWSLETTERS
Monthly

EMAIL APPEALS
Quarterly

DIRECT MAIL NEWSLETTERS
Quarterly*

DIRECT MAIL APPEALS
Twice a year

*But a third of nonprofits won't send one at all

Nonprofit Marketing Guide.com

npmg.us/2016

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Content Mix and Strategy - When to Post

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Content Mix and Strategy - What Kinds of Posts?

When Your Fans Are Online | **Post Types** | Top Posts from Pages You Watch

The success of different post types based on average reach and engagement.

Show All Posts ▾

■ Reach ■ Post Clicks ■ Reactions, Comments & Shares

Type	Average Reach		Average Engagement	
▣ Video	1,867		29 23	
▣ Shared Video	1,765		20 14	
▣ Photo	1,276		36 93	

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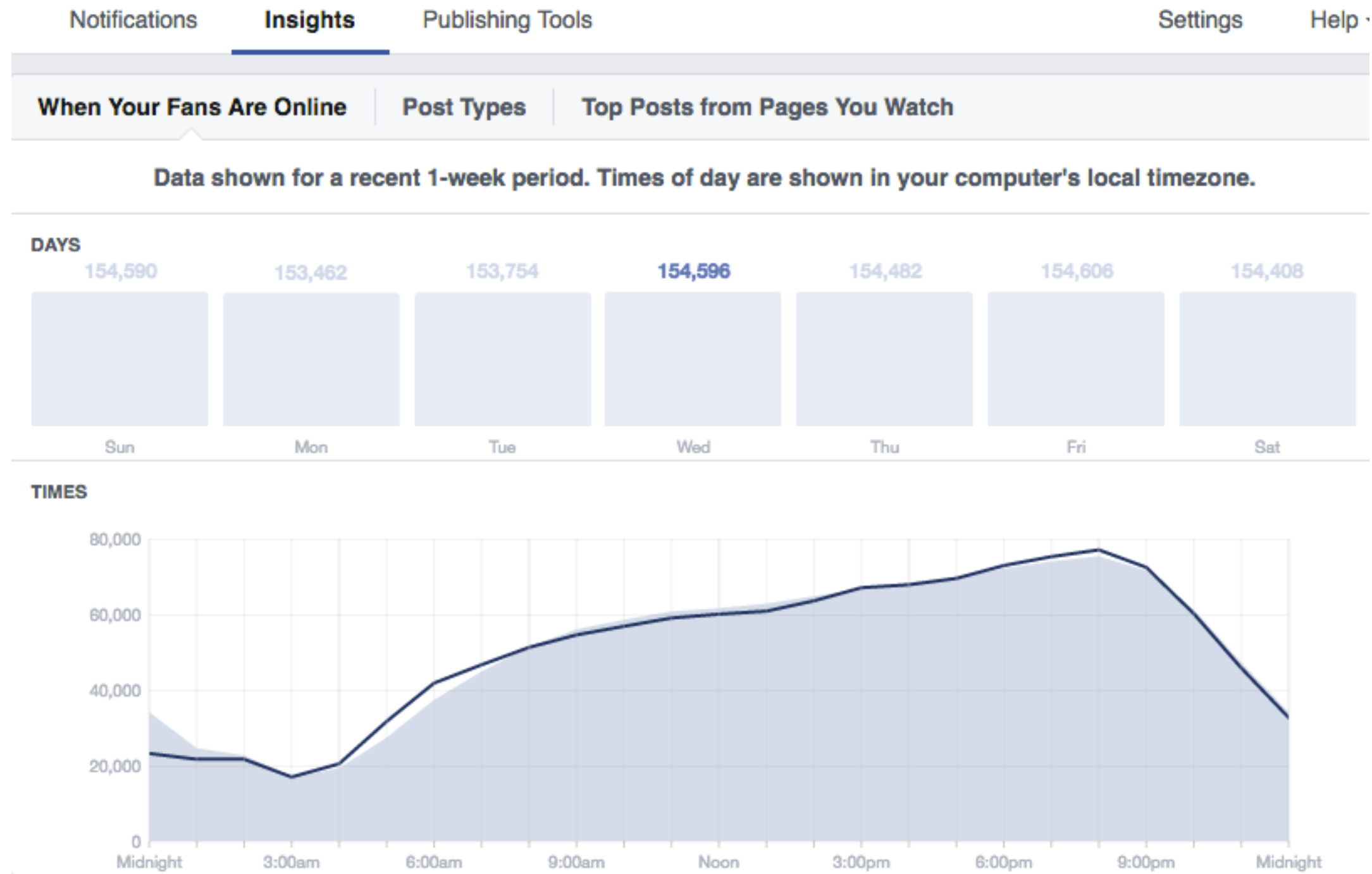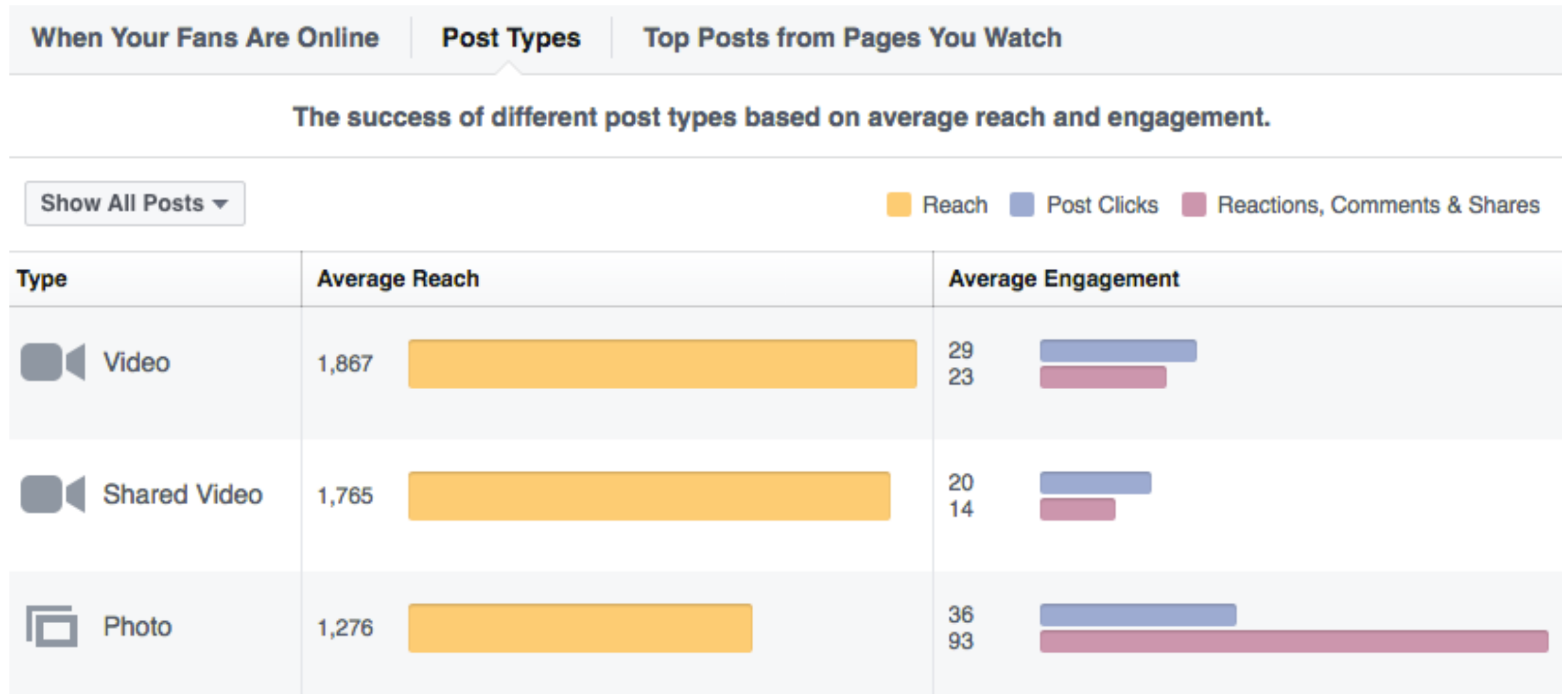
Content Mix and Strategy - What Kinds of Posts?

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.

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Content Mix and Strategy - What to Post?

Date		Post			Reach		Reactions		
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?

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Content Mix and Strategy Examples

Quotes from:

- Supporters
- Those who benefit
- Testimonials

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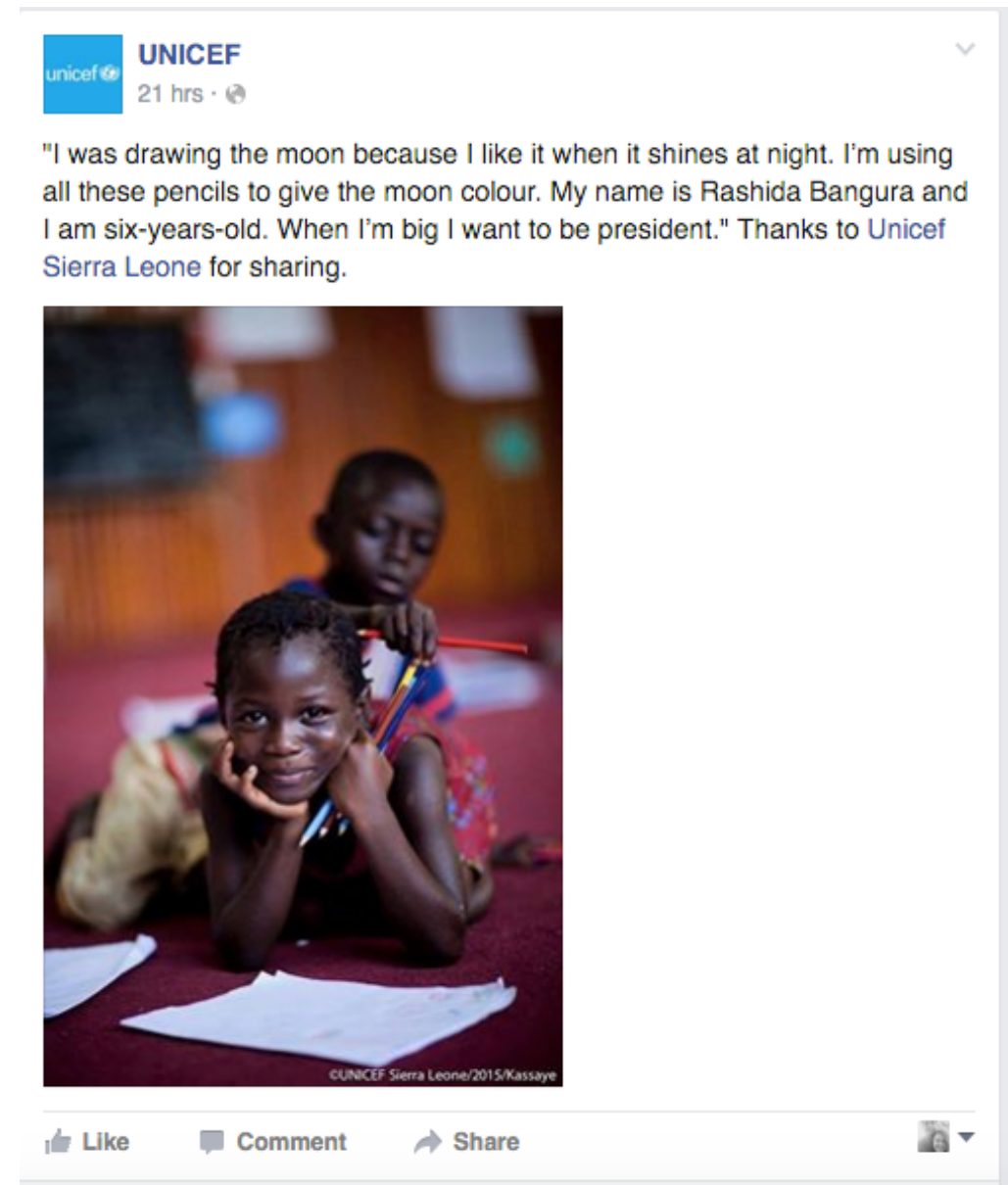
Content Mix and Strategy Examples

Quotes from:

- Leaders

- Authors

- Organization

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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/

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Content Mix and Strategy Examples

Spotlight donors/volunteers:

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Content Mix and Strategy Examples

Donor of the week?

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

Welcome to YT2FB

Make your YouTube Video look BIG and AWESOME on Facebook
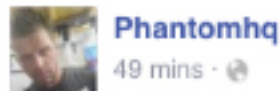
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Content Mix and Strategy Examples

Positive stats:

- Showcase change
- Create movement
- Inspire sharing

Avoid "guilt marketing."

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

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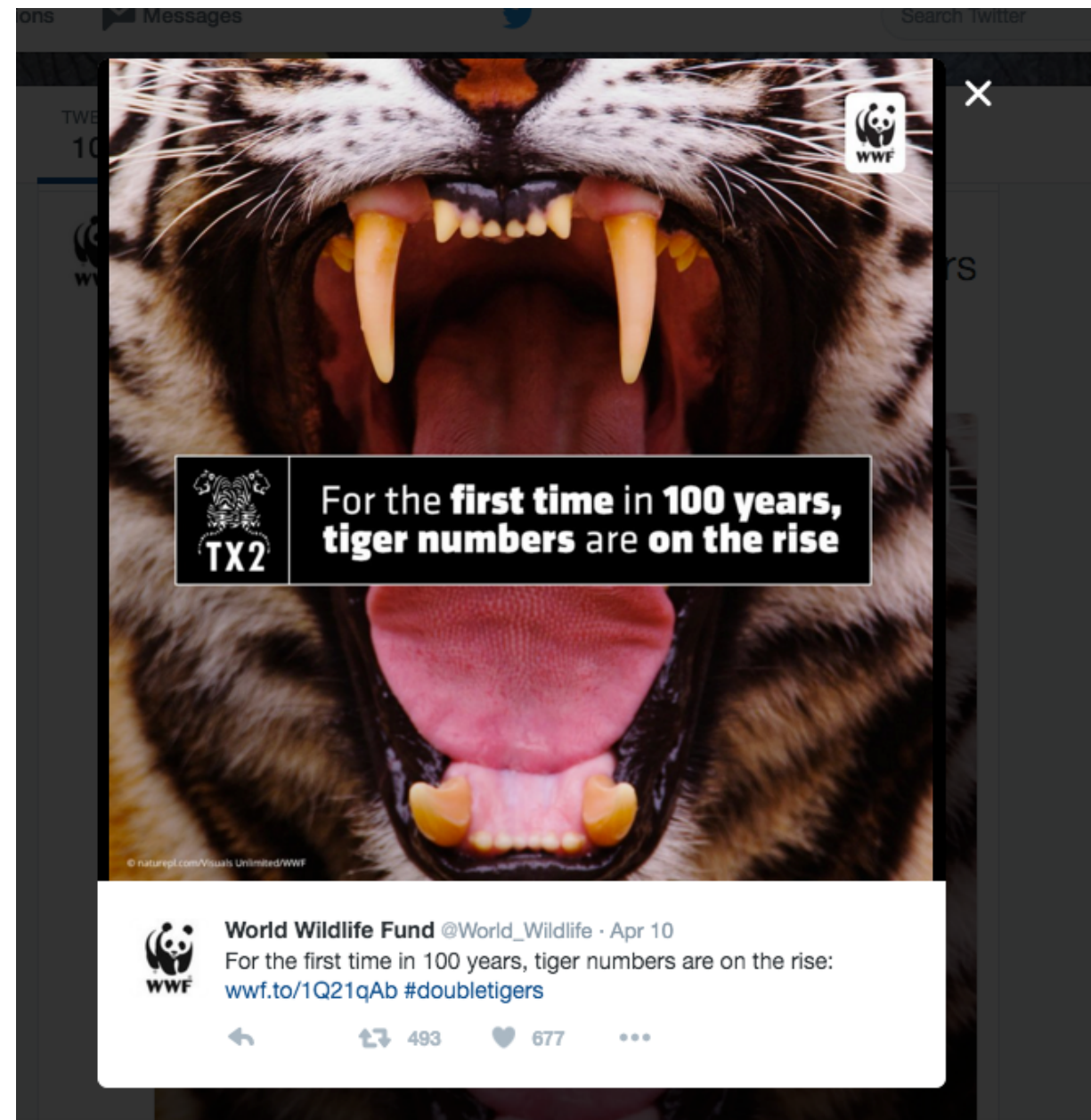
Content Mix and Strategy Examples

Respond to world events.

- Thought leaders
- News sources
- Milestones
- Progress

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Content Mix and Strategy Examples

Trendjacking — with a personal touch.

- Shared experience

- Nostalgia

- Go beyond issue.

- People talking

  to people

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Sidenote: Pro Tip

Uploader HD for Instagram

By ThinkTime Creations LLC

Open the Mac App Store to buy and download apps.

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.

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

Screenshot

Uploader HD for Instagram

Upload high-resolution photos to your Instagram account

Square or non-square, however you want it!

Super convenient cropping tool

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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

Sidenote: Pro Tip

Content Mix and Strategy Examples

Keep it simple.

- Clean message
- Simple positivity

PRIORITIZE YOUR HEALTH

susan G. komen.

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

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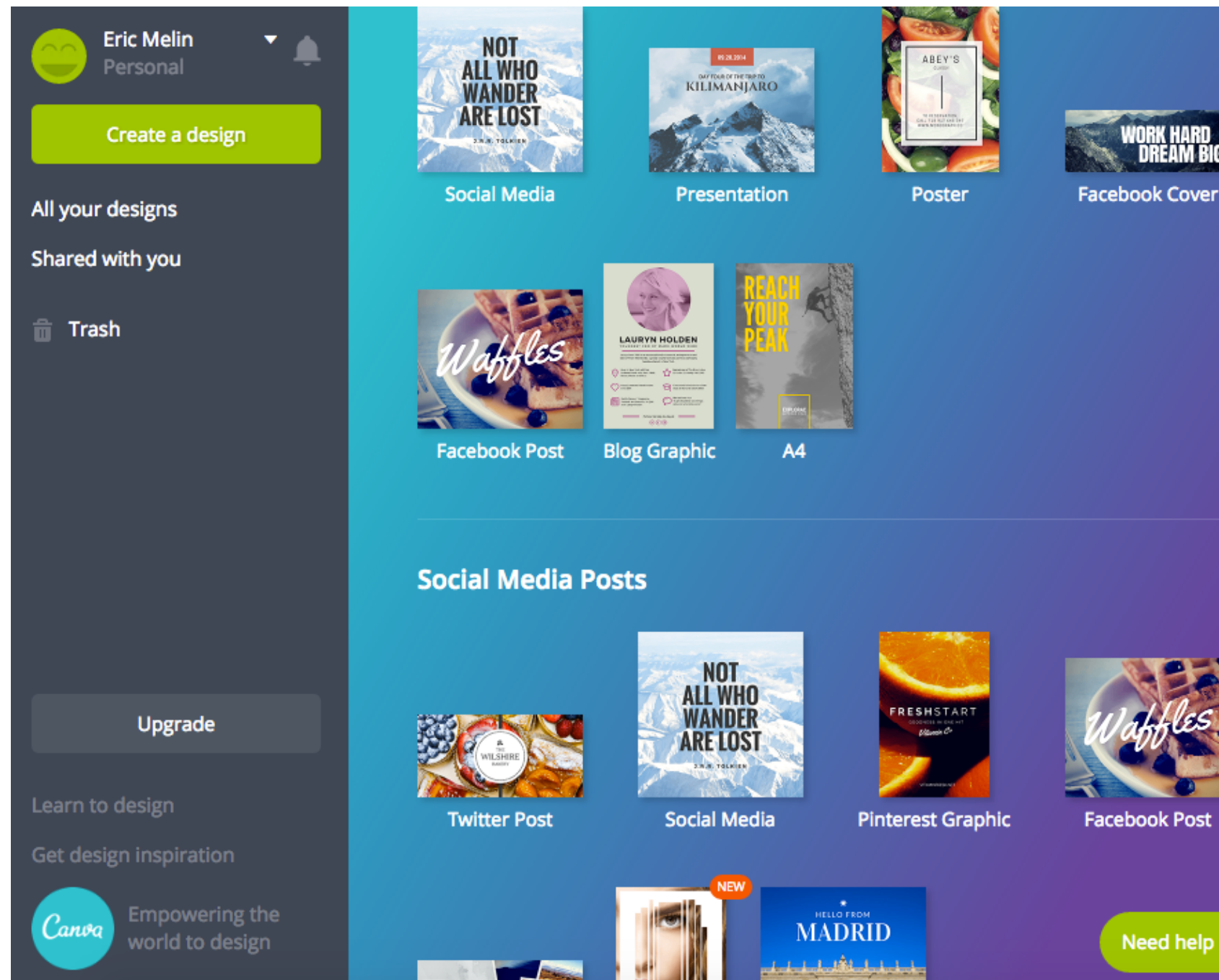
Sidenote: Pro Tip
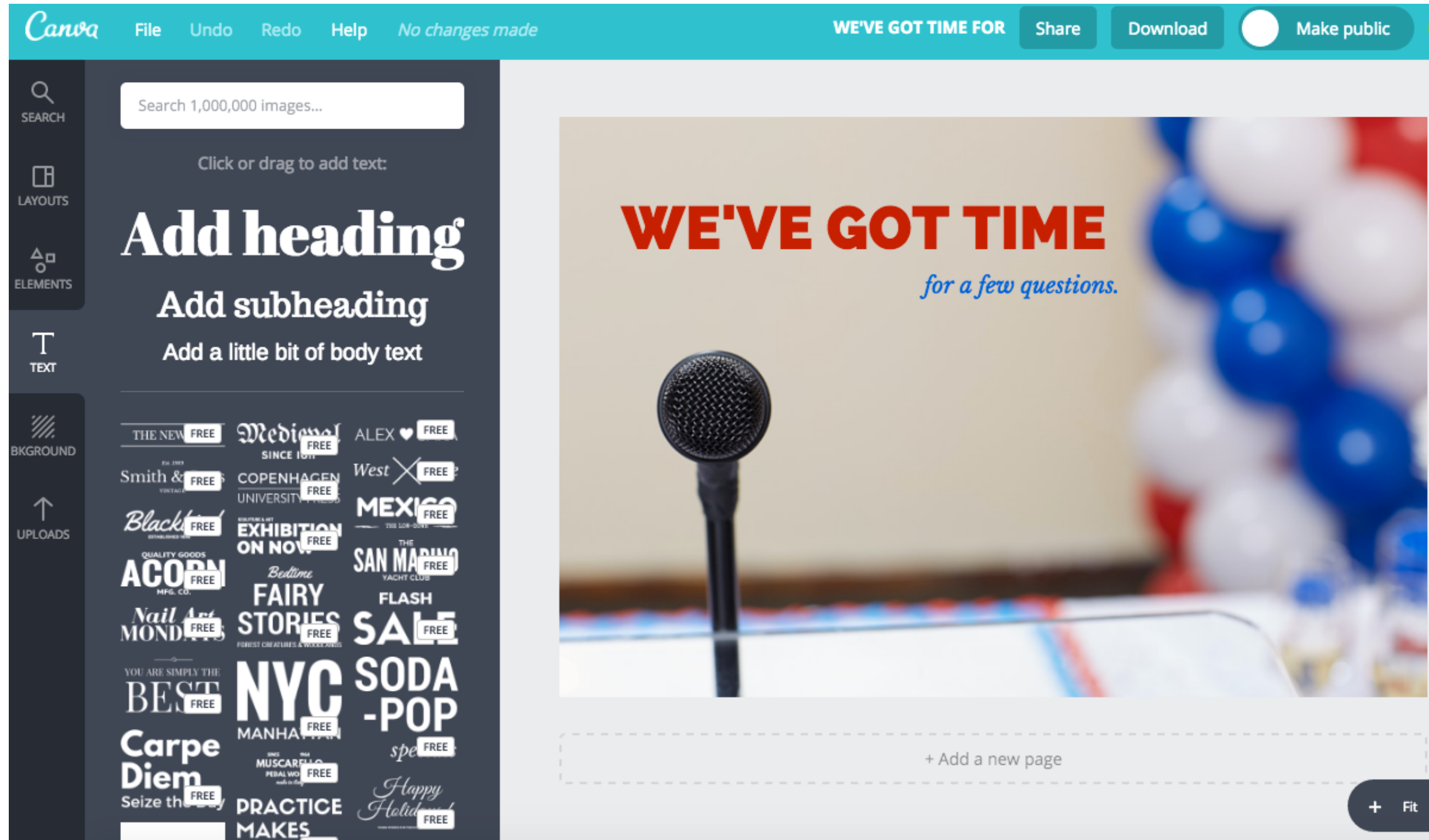
Sidenote: Pro Tip

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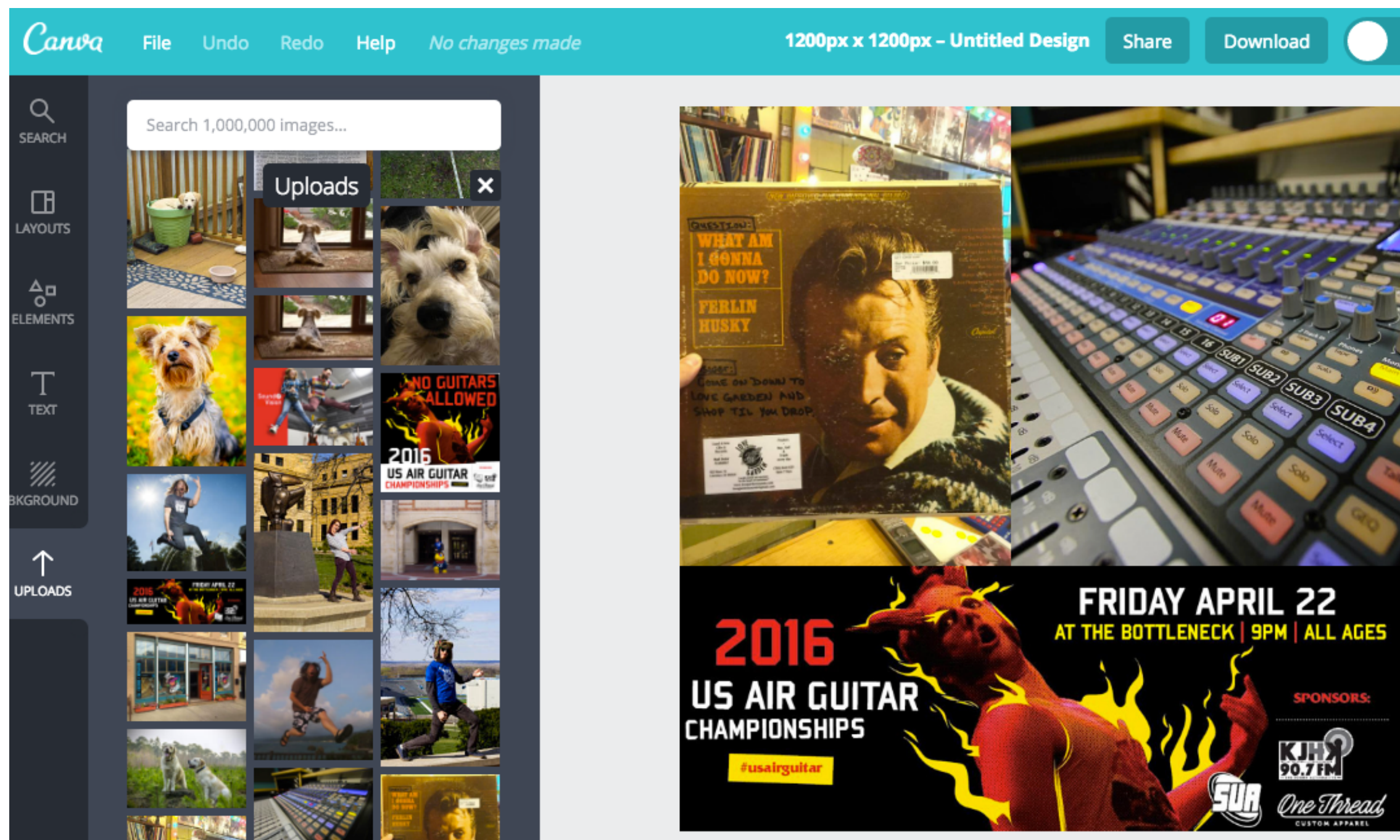
Content Mix and Strategy Examples

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.0000wnkixpkbldcqv7c1tcgqt5ja0

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Recycle, Reuse, Repost

- Examine success metrics

- Repost at different times

- Experiment

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Sidenote: Pro Tip

Sidenote: Pro Tip

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.

Videos Reach More Fans
on Facebook

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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.

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

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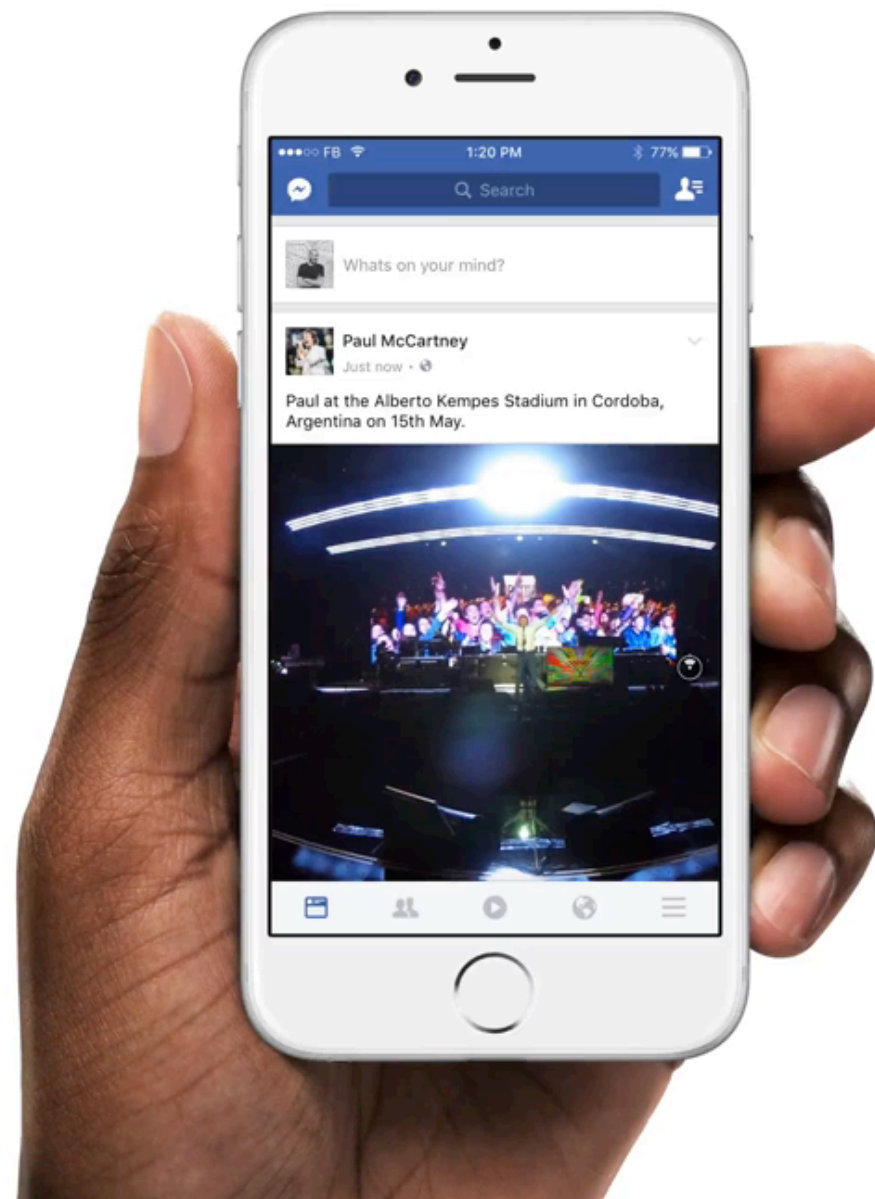
2016 Content Trends // 360 Photos/Video

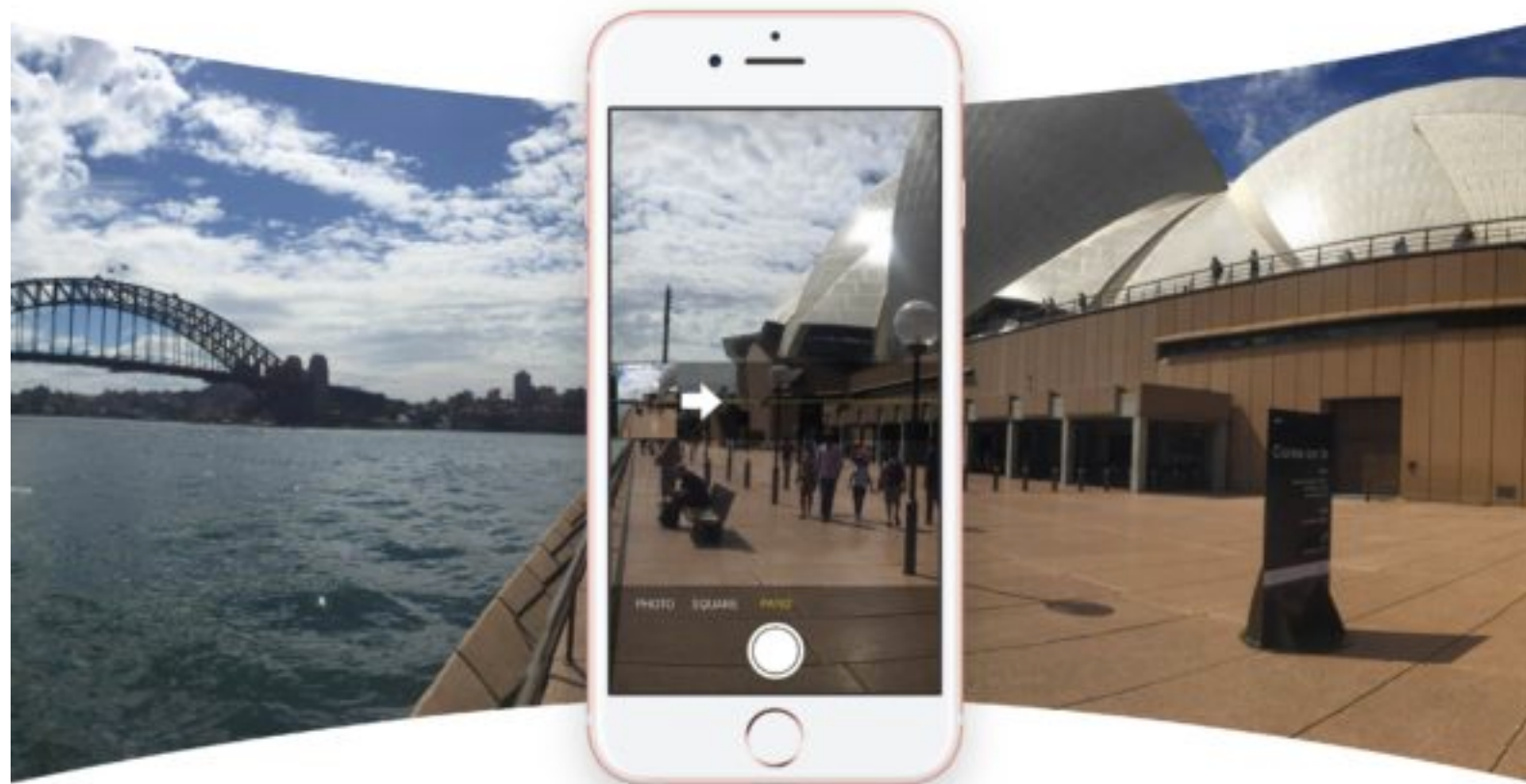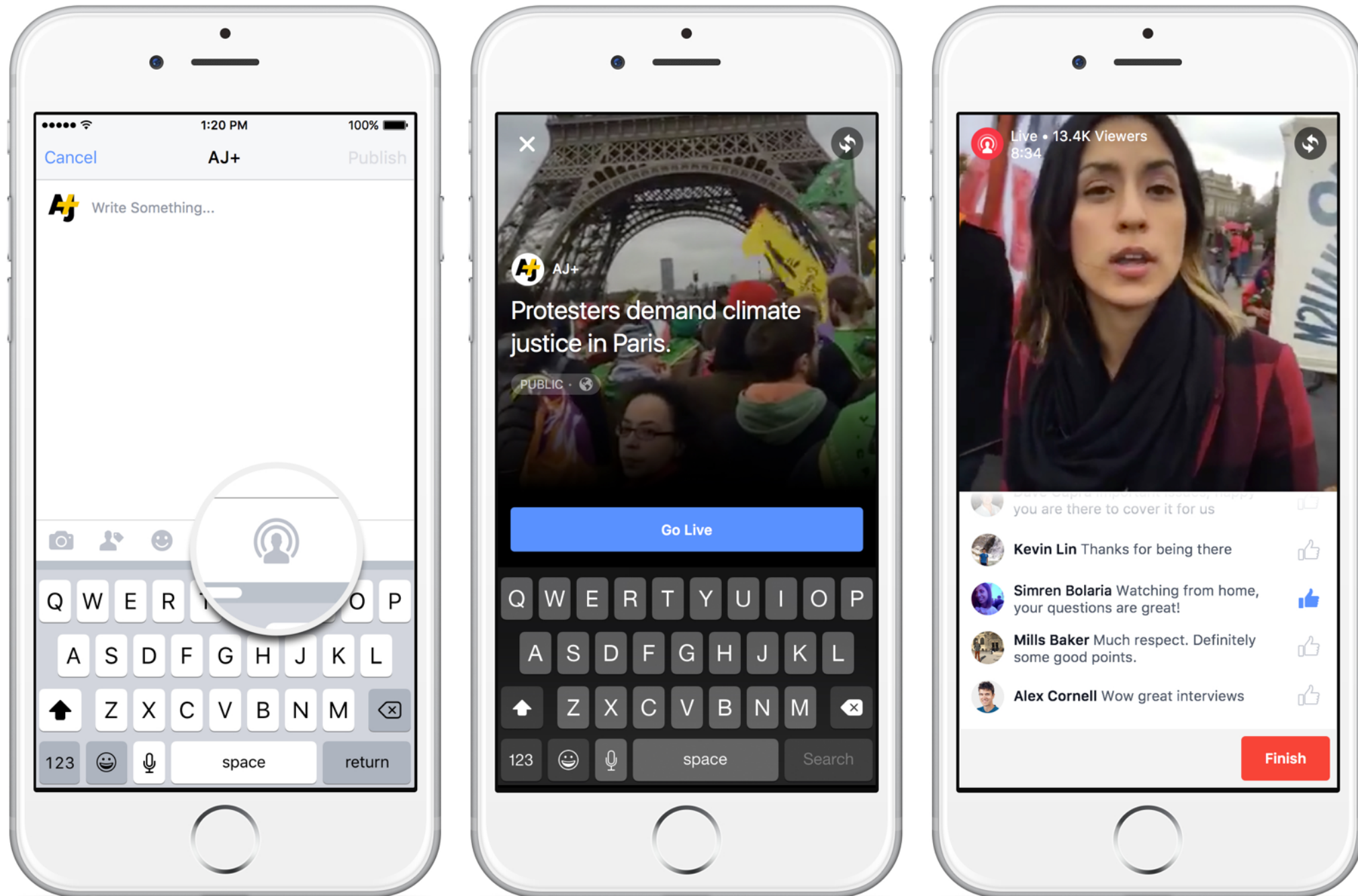**Facebook rolled out 360 video in the News Feed for everyone in June.**

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

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2016 Content Trends // Live-streaming

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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.

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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.

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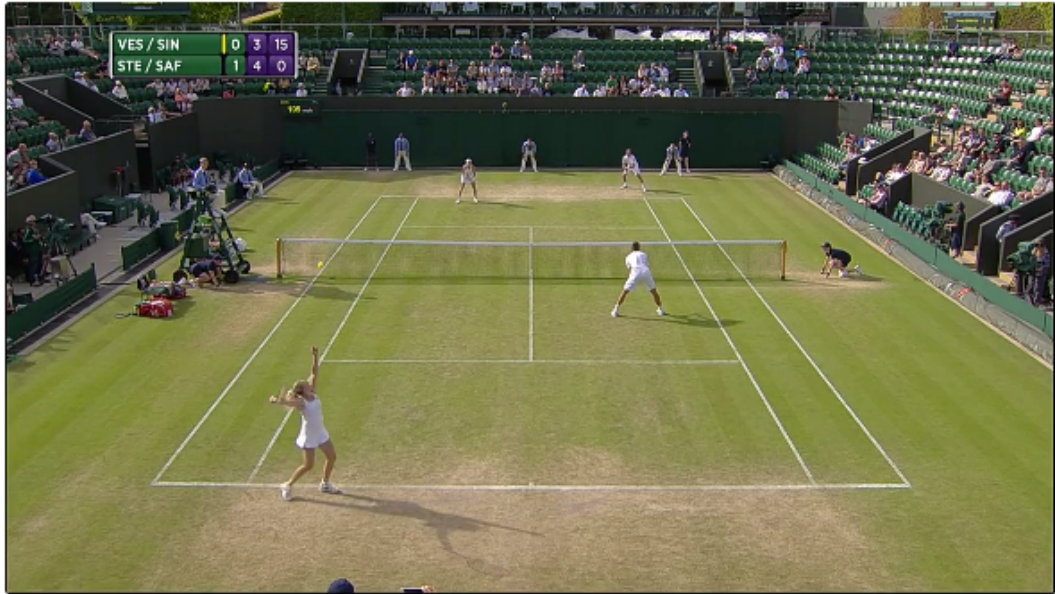# 2016 Content Trends // Live-streaming Broadcasts

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

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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.
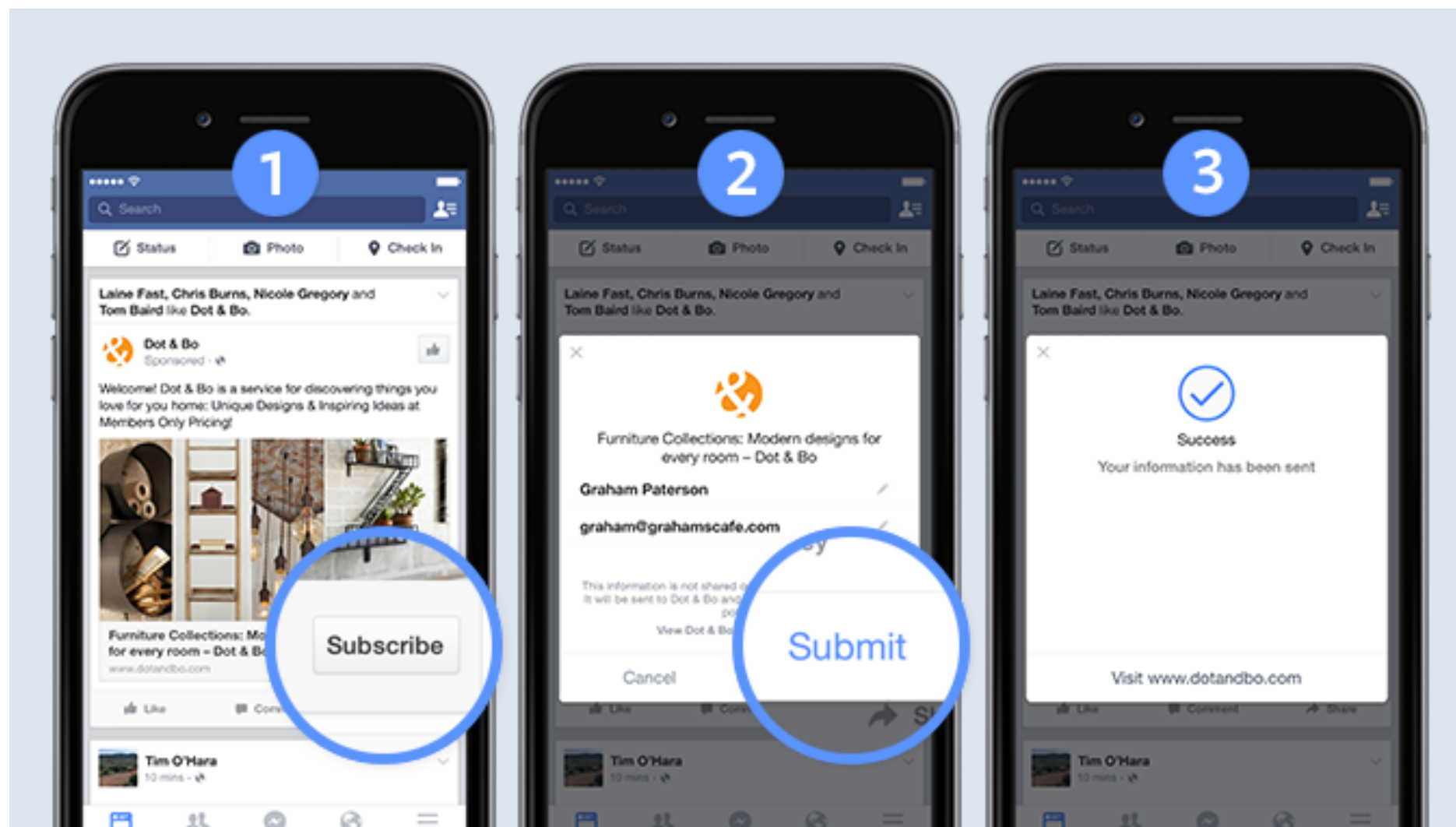
2016 Content Trends // Facebook Lead Ads

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

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

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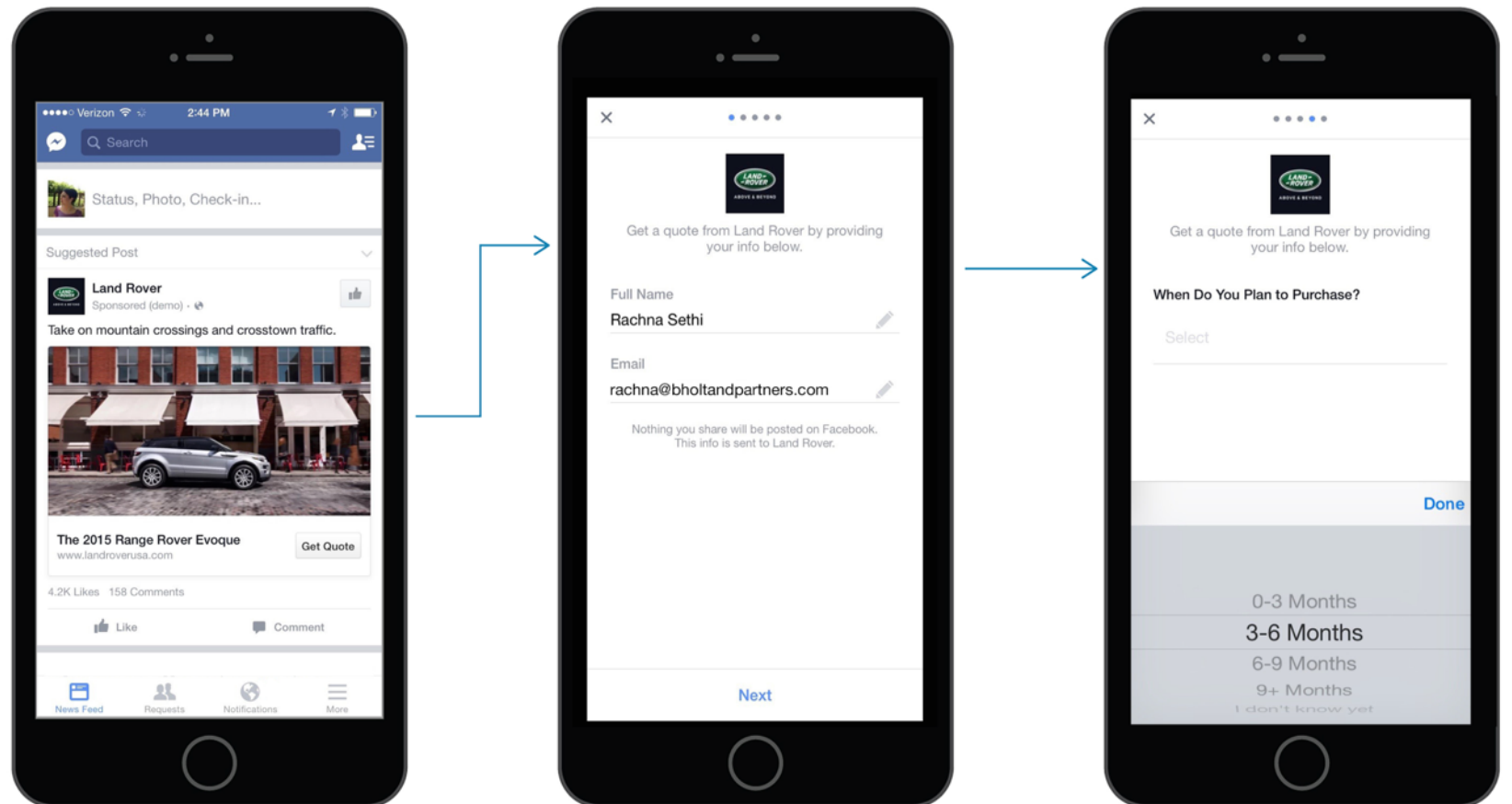
2016 Content Trends // Facebook Fundraiser Pages

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.
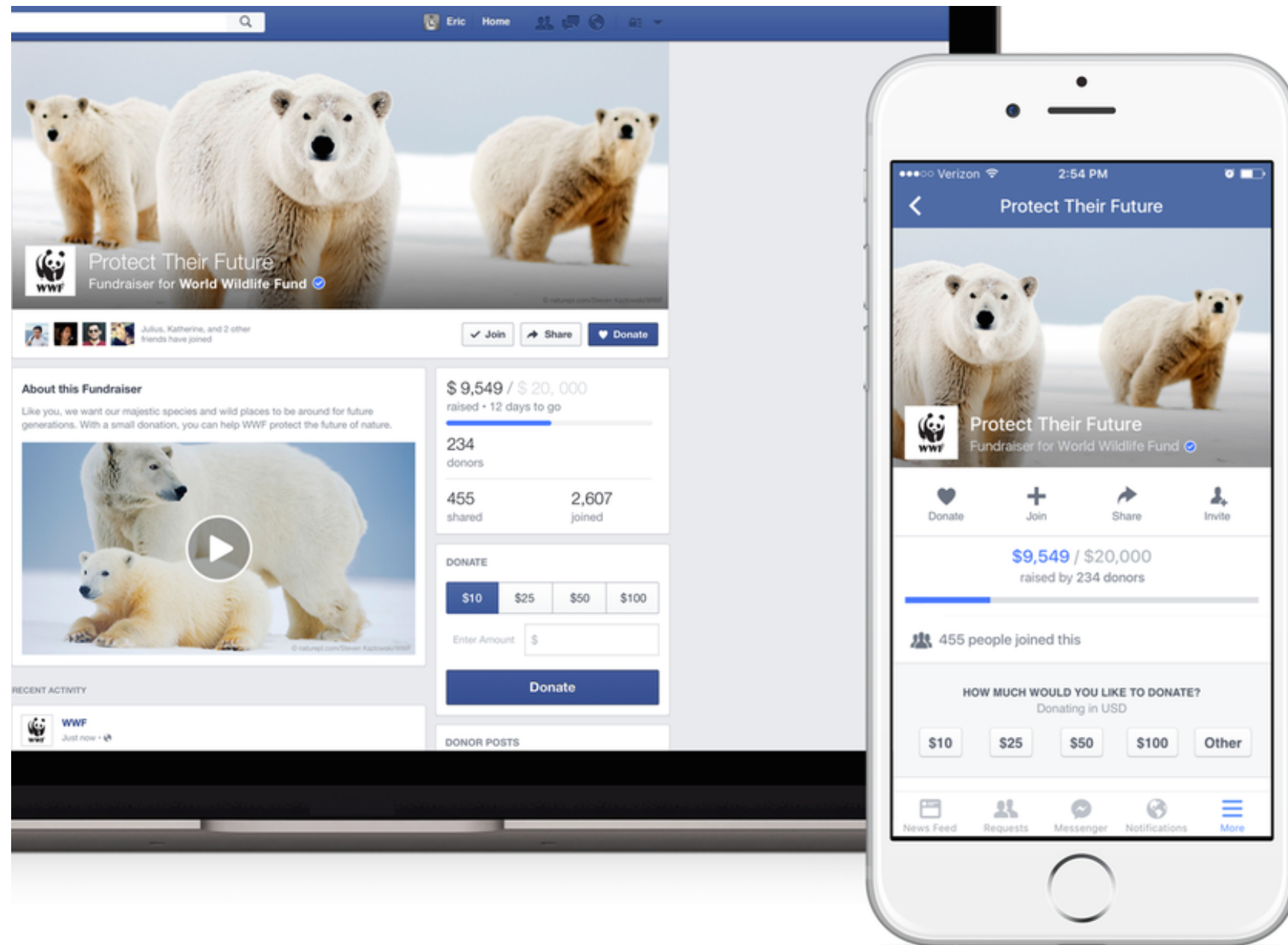
2016 Content Trends // Facebook Fundraiser Pages

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
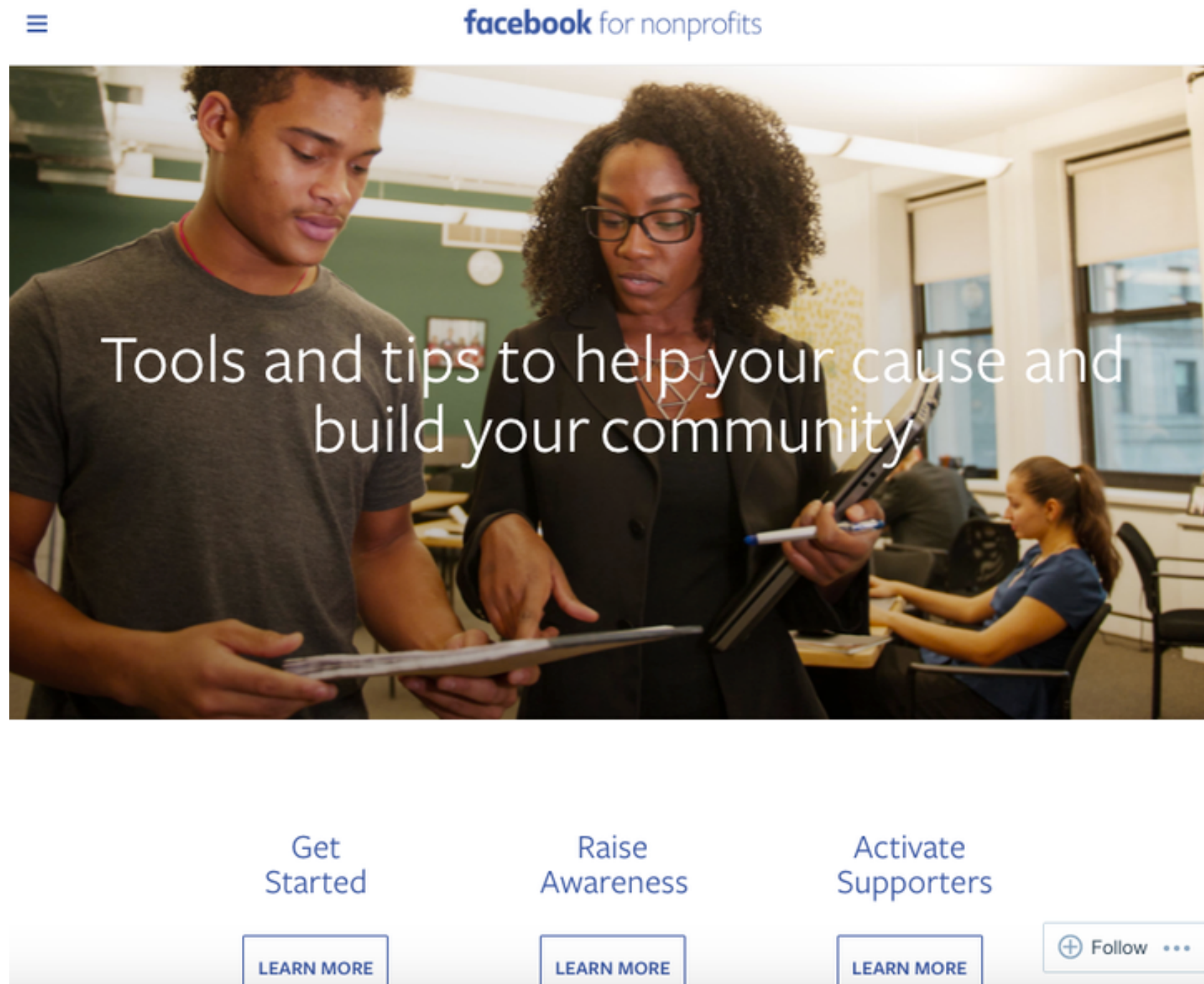
nonprofits.fb.com

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How to Create Targeted Facebook Ads

@benasmith

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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.

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Why Facebook?

- Quality of targeting and reporting.

- Instant deployment.

- Ease of optimization.

- Mobile friendly.

- People not pixels.

- Efficient and affordable.

- Ease of use.

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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.

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Facebook Ads Manager

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Facebook Ads Manager

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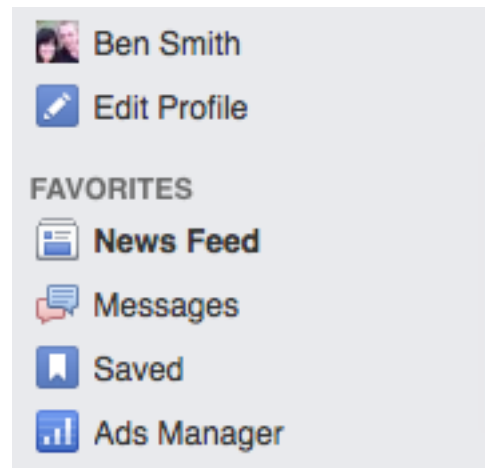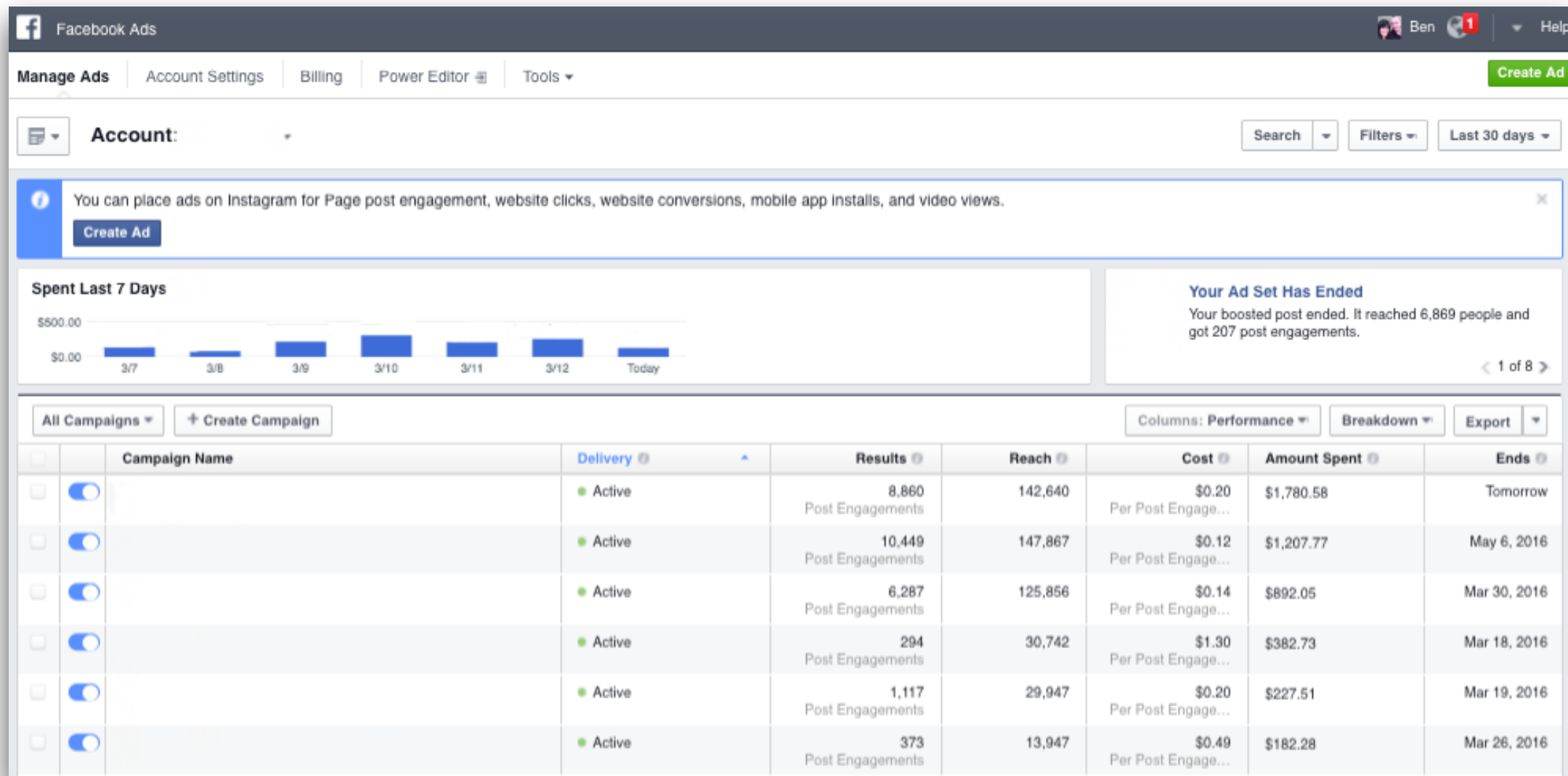
Campaign Structures
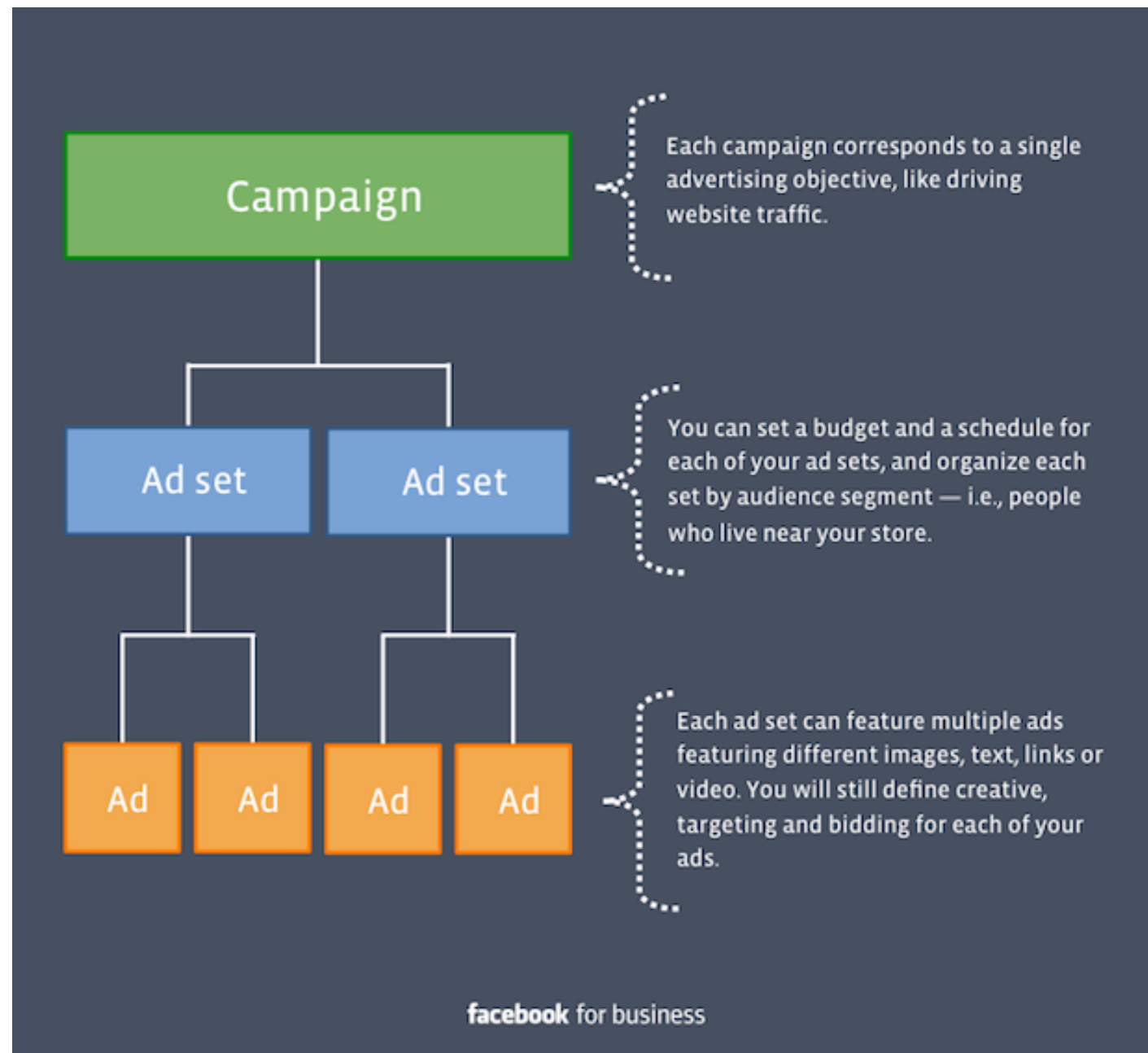
You create a campaign aligned to a single, specific objective.

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.

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Getting Started

Getting Started

CAMPAIGN
Objective

AD SET
Audience
Budget & Schedule

AD
Media
Text

Choose the objective for your campaign

Boost your posts

Promote your Page

Send people to your website

Increase conversions on your website

Get installs of your app

Increase engagement in your app

Reach people near your business

Raise attendance at your event

Get people to claim your offer

Get video views

Collect leads for your business   NEW

Increase brand awareness   NEW

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Getting Started

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Getting Started

Getting Started

CAMPAIGN
Objective

AD SET
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Text

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Step One: Creating the Campaign

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Setting the Campaign Objective

Choose the objective for your campaign

- Boost your posts
- Promote your Page
- Send people to your website
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views
- Collect leads for your business `NEW`
- Increase brand awareness `NEW`
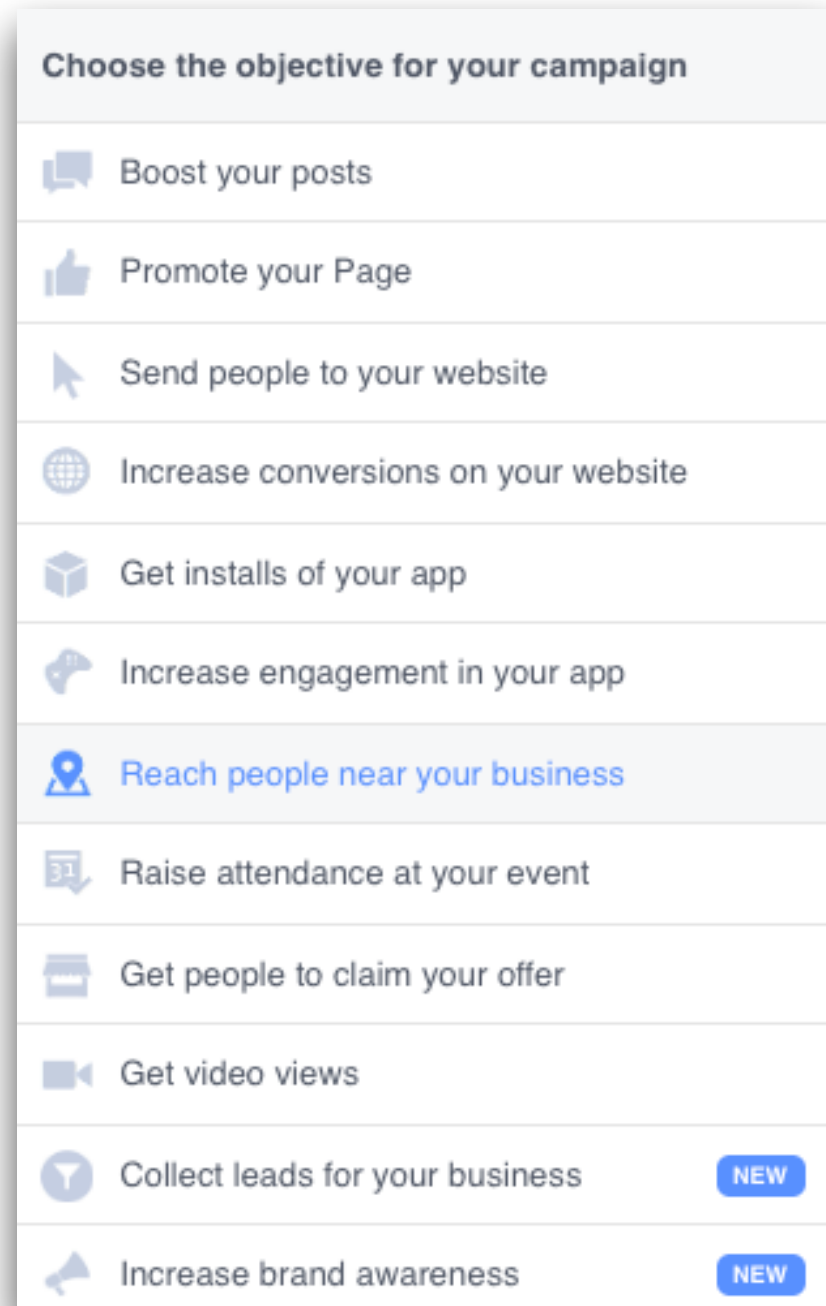
Your campaign objective should match your advertising goal - what you want to accomplish with your ad.

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.

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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.

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Step Two: Creating the Ad
Set Target Audience

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Defining Your Audience

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

Today, we'll walk though all possible options.

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Using a Custom Audience

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.

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Setting the Location

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

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Setting the Location

Options to both "Include" and "Exclude."

Multiple locations, and "Include" and "Exclude" can be combined.

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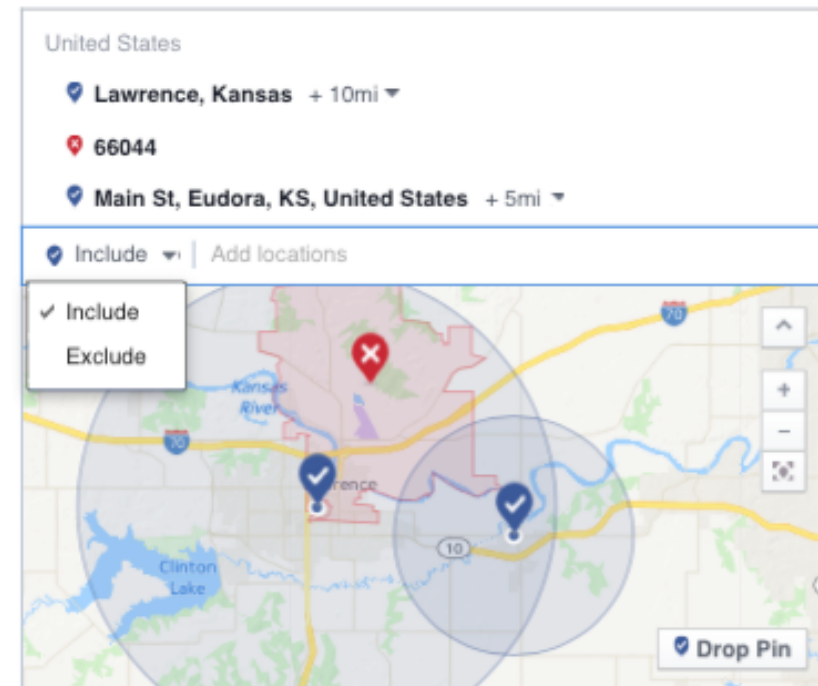
Setting the Location

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.

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Setting Age, Gender and Language

Narrow your audience by age, gender or language.

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Detailed Targeting

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

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

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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

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Detailed Targeting

Demographics:

Lifestyle Spending:

Who They Work For:

Specific Spending Habits:

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Detailed Targeting

Use "Exclude" and "Narrow" to layer multiple targeting criteria.

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Existing Connections

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

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Saving Your Audience

Save your audience for future use.

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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
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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.

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Setting the Budget and Schedule

How much do you want to spend?

Budget: Daily Budget ▾ $25.00
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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).

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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
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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.

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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
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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

"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

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Setting the Budget and Schedule

How much do you want to spend?

Budget: Daily Budget ▾ $25.00
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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

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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.

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Example One

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

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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.

Specific   Broad

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

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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.

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Example Two

We can layere 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.

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Step Four: Creating the Ad

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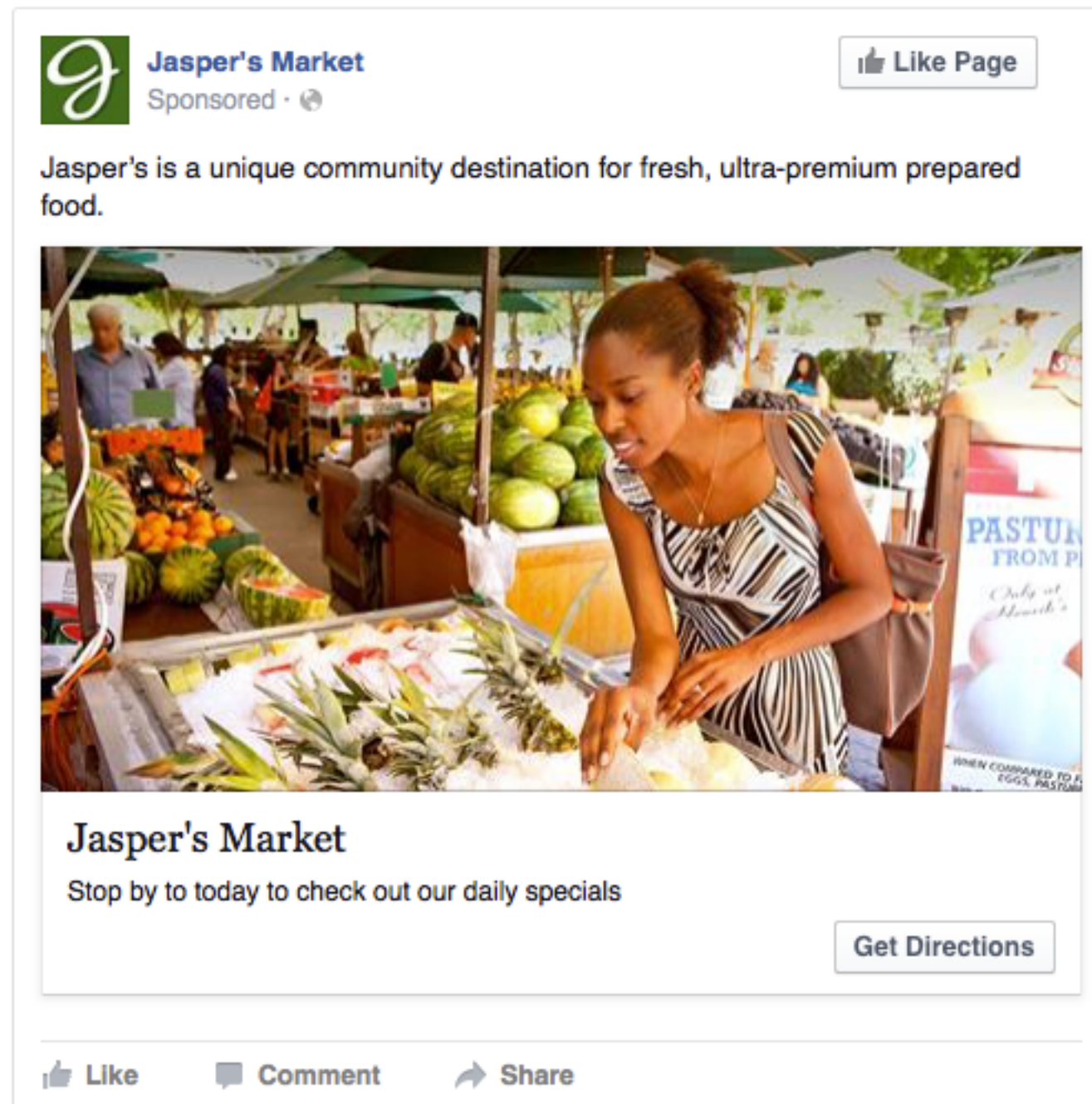
The types of ads you'll be able to create will depend on the Objective you select.

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

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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

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

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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

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Clicks to Website - Link Ads

- 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

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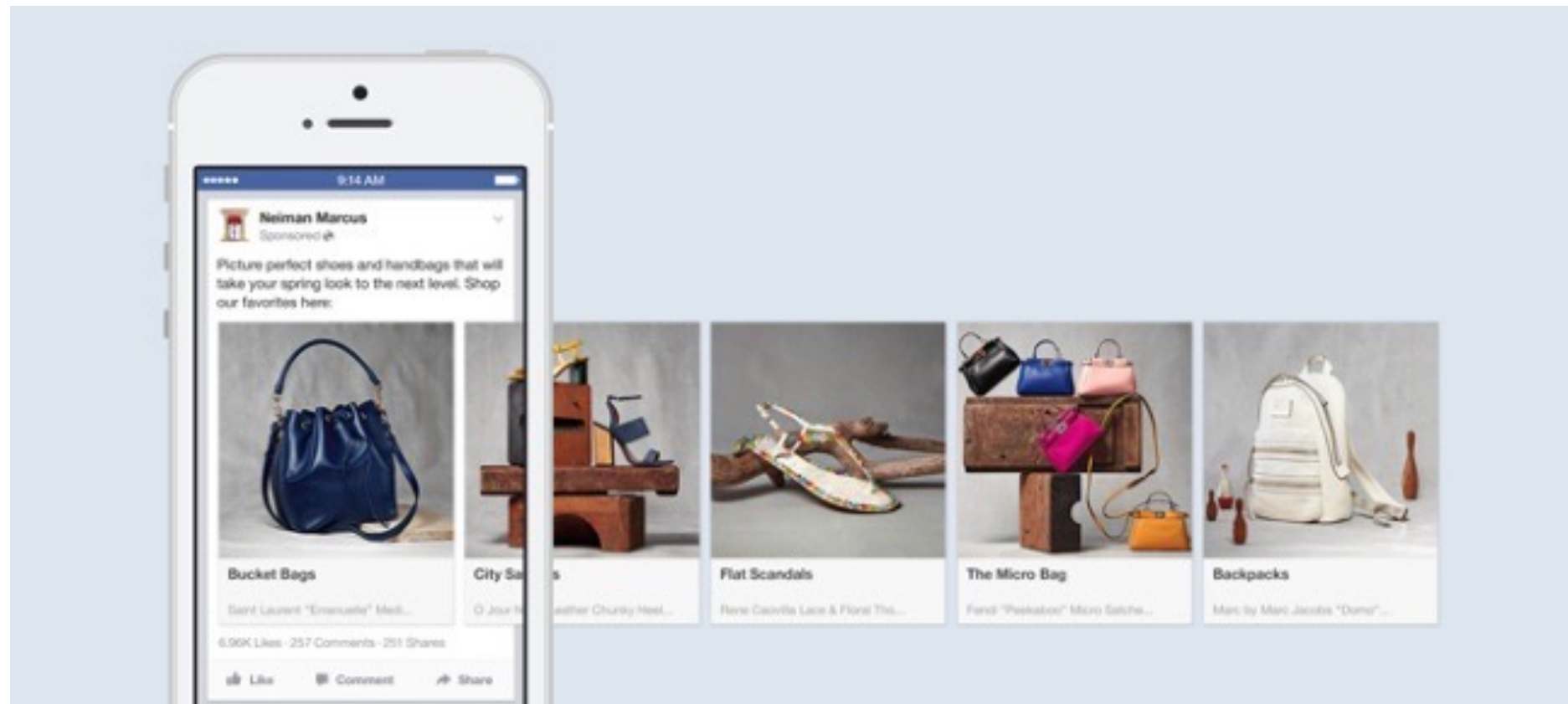
3-5 images and links within a single ad unit to direct people to specific locations on your website

- 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

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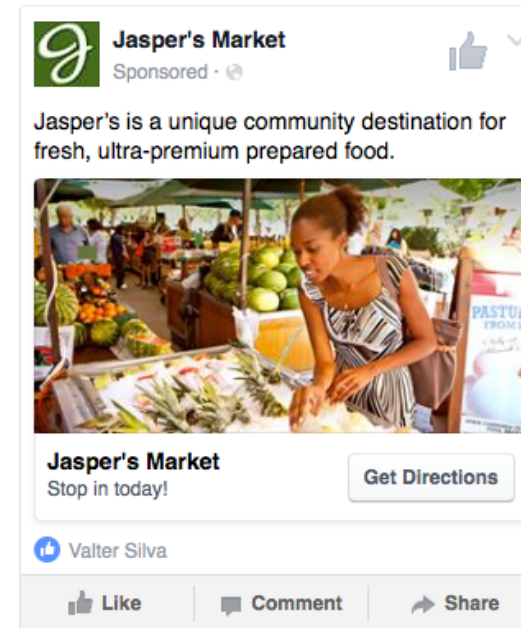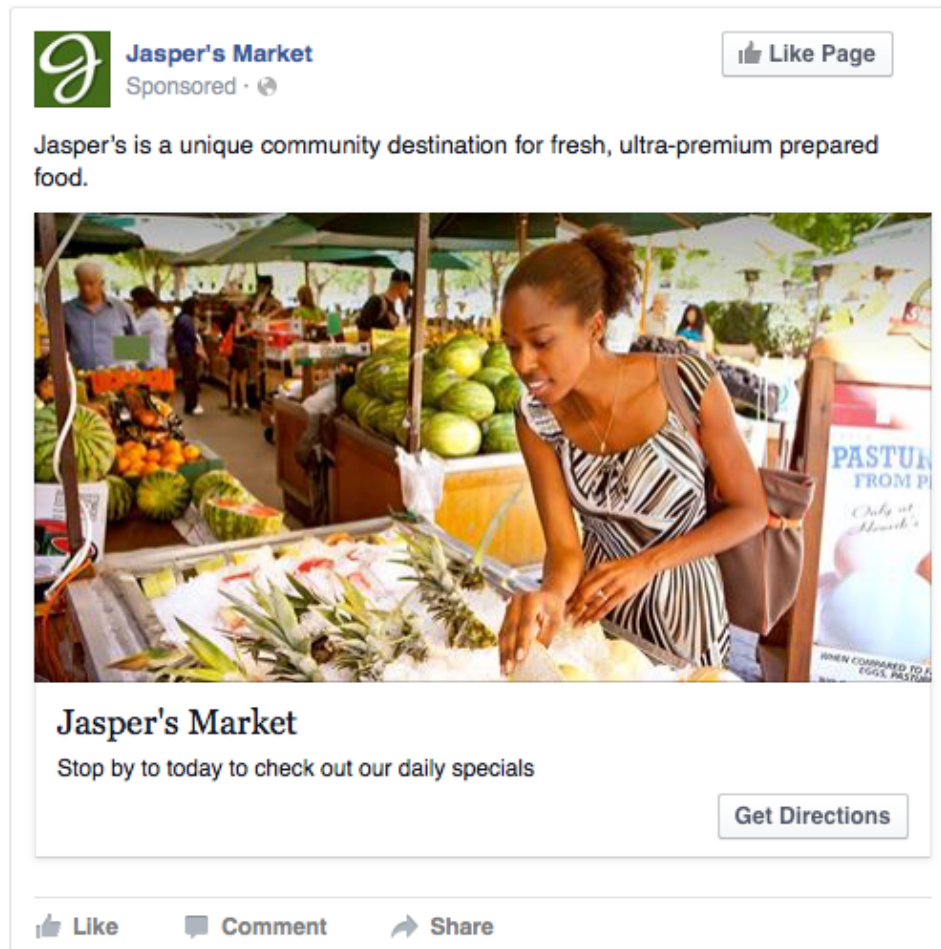
- Recommended image size: 1200 x 628 pixels
- Text: Approximately 200 characters - TEST USING MOBILE PREVIEW
- Headline: 25 characters
- Link description: 30 characters
- Your image may not include more than 20% text
- Optional Call to Action button

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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

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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.

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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.
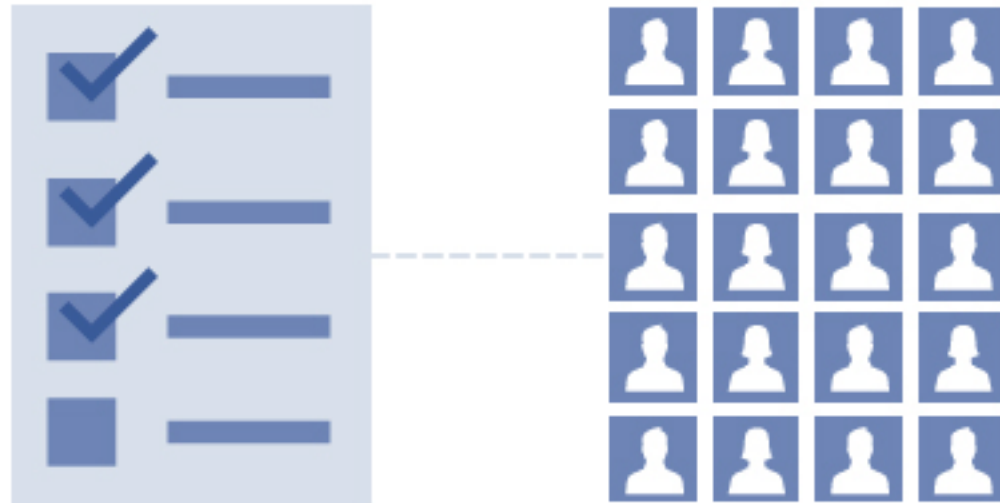- Ensure context, value proposition and call to action are clearly visible to mobile users.
- Avoid small images, logos or text that might be difficult to decipher on a mobile screen.

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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

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Recommended Next Steps

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

Try Facebook Lead Ads: http://on.fb.me/1pHs0tB

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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City of Fort Collins, July 15 2016

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