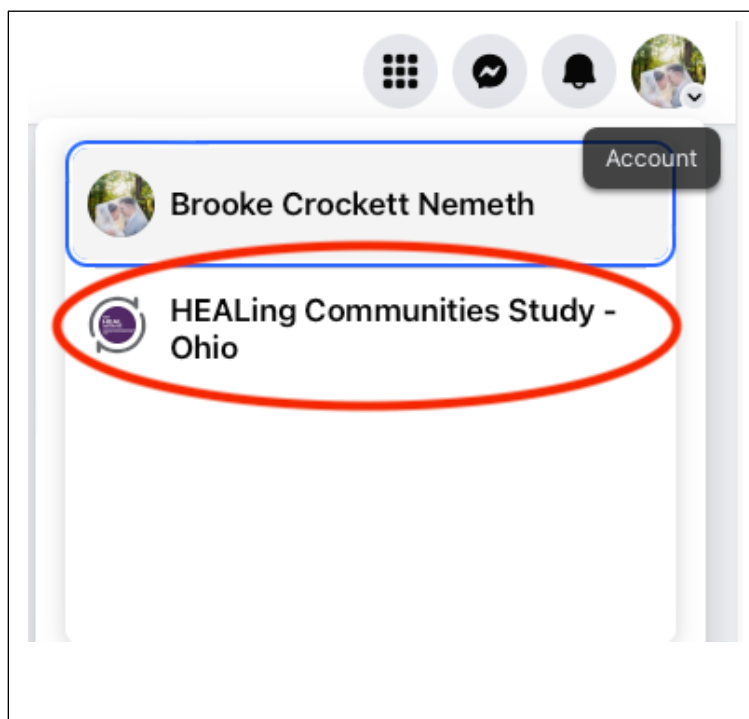
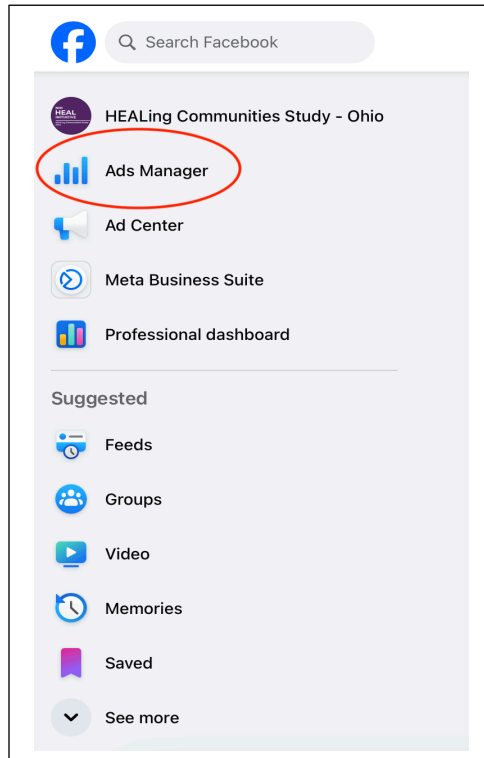


Meta Ad Guidance - 2024

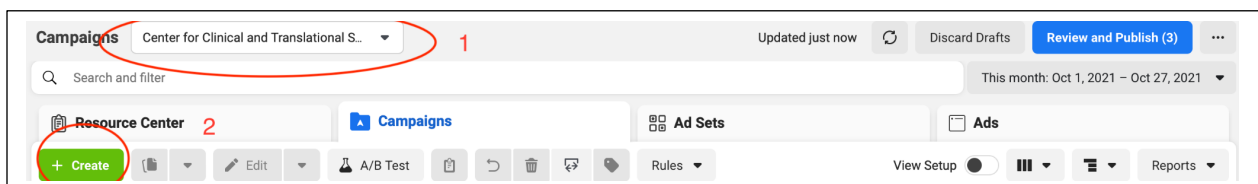
1. Login to Facebook- ensure you are an administrator on the page you plan on running an advertisement on. If you are not an administrator, you will not have access to run advertisements.
2. In the top left corner, select the drop down arrow. You should see an option to select your personal profile or select one of your pages. Select the page you want to run an ad on.



3. This will take you to your page's newsfeed. On the left side, click "Ad Center" and select "All Ads," then in the middle select "Show more details in Ads Manager".



4. First, ensure that your page's ads manager is selected, not your personal page. Once you have checked that you are on the right page, **BOOKMARK THIS!** That way, you don't have to go through the first 3 steps every time. Then select "Create".



5. Select what type of ad you would like. Refer to the table below to select the best option for your goal. Keep the buying type as “auction” to increase the flexibility and efficiency of your ad.

[Create new campaign](#) New ad set or ad ×

Buying type

Auction ▾

Choose a campaign objective

☐ Awareness

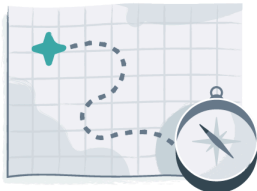
☐ Traffic

☐ Engagement

☐ Leads

☐ App promotion

☐ Sales



Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

[About campaign objectives](#) Cancel Continue

Reach	Show your ads to people who are most likely to remember them. Good for reach, brand awareness, video views and store location awareness
Traffic * Recommended	Send people to a destination, like your website, app, Instagram profile, or Facebook event. Good for link clicks, landing page views, Instagram profile visits, getting people to message with you and calls.
Engagement	Get more messages/purchases through messaging, video views, post engagement, page likes or event responses. Good for getting people to message you, video views, post engagement, conversions and calls.
Leads	Collect leads for your business or brand. Good for instant forms, Messenger/Instagram, conversions and calls.
App Promotion	Find new people to install your app and continue using it. Good for app installs and app events.
Sales	Find people likely to purchase your product or service. Good for conversions, catalog sales, getting people to message you and calls.


6. When it comes to choosing a campaign set up, you can choose either the recommended settings or a manual campaign. Recommended settings will optimize your ad to help meet your goals, but it may show your ad to people who aren't in your targeted audience. Manual traffic campaigns allow you to start from scratch and will not vary from your targeted audience. Choose the option that best fits your ad.

Choose a campaign setup

Create your traffic campaign using a recommended setup to maximize performance, or manually build your campaign. Suggestions may vary based on your recent ad account activity.

⚡ Streamlined ★ Best practices


☒



Recommended settings

Use preset campaign optimizations to help meet your goals. Preset settings include Advantage+ audience, Advantage+ placements and more.

☐



Manual setup

Manual traffic campaign

Create a traffic campaign from scratch using the standard setup.

Back Continue

7. On the next page, the only thing you need to do is name your campaign. Everything else on this page is set based on your previous selections. Do not change anything unless you want to change how the ad is shown.

Sample Ad

New Traffic Ad Set

New Traffic Ad

Sample Ad

1 Ad set

1 Ad

In draft

...

Edit Review

✓ Campaign name

Sample Ad

Create template

✓ Special ad categories

Declare if your ads are related to credit, employment, housing, social issues, elections or politics. Requirements differ by country. [Learn more about special ad categories](#)

Benefits of declaring Special Ad Categories

Accurately declaring your ad categories helps you run ads compliant with our advertising standards and helps prevent potential ad rejections.

Categorize your ads

Categories

Select the categories that best describe what this campaign will advertise.

Declare category if applicable

✓ Campaign details

Buying type

Auction

Close

✓ All edits saved

2

Next

8. After clicking “Next,” it will take you into your ad set. This can be named as well, and this is where you will set your budget and audience.
- You can set a daily budget or a lifetime budget. Just select the drop down to change that. You can also set a start date/time and end date/time.
 - The more money you spend over the smaller amount of time, the greater return on investment.
 - Example: An ad that is set for \$200 for 2 weeks will not run as good as an ad that is \$300 for 2 weeks. Since you are spending more money over a shorter time span, your ad will be shown more.
 - For the audience, you can tweak the age and location as well as interests and behaviors. Do not start typing into the “Custom Audience” box unless you have a pre-created audience.
 - For Detailed Targeting, please note:** In January 2021, Facebook (Meta) changed their privacy policy so we can no longer target audiences based on race/ethnicity, sexual orientation, religious affiliation, or anything protected under HIPAA. This significantly limits the amount of “detailed targeting” you can do. For instance, if you type in “Black”, the options you get are “Black History” and “Black Entertainment Television (BET)”, etc.

Budget & Schedule

Budget ⓘ

Daily Budget ▼ \$20.00

Actual amount spent daily may vary. ⓘ

Schedule ⓘ

Start Date

Oct 27, 2021 10:30 AM

Eastern Time

End - Optional

☐ Set an end date

[Show More Options](#) ▼

Audience

Define who you want to see your ads. [Learn More](#)

Create New Audience Use Saved Audience ▼

Custom Audiences [Create New](#) ▼

Locations

Location:

- United States

Age

18 ▼ 65+ ▼

Gender

All genders

Detailed Targeting

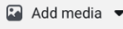
All demographics, interests and behaviors

Detailed Targeting Expansion:


- Off

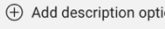
9. When you move forward, this is where you will create your ad. For example's sake, "Single Image or Video" was selected. However, you can create a carousel of images or videos if you want!
- Add the photos/videos by selecting the "add media" button.

Ad creative
View content insights or choose existing content to create an ad. You can also customize media and text for each placement. [Learn more](#)

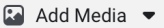

*** Media** ⓘ


Primary text (1 of 5) ⓘ Not optimized
Sample ad

Headline 1 of 5
Sample Ad


Description ⓘ 1 of 5
Sample Ad


- Add your primary text (main ad copy), headline (bolded text) and description (optional- gives a brief overview of the website).
 - Main ad copy should be between 6th grade and 8th grade reading level.
Check reading level here: <https://www.wordcalc.com/readability/>.

Ad Setup <div>Create Ad ▼</div> Format Choose how you'd like to structure your ad. <div><input checked="" type="radio"/> Single Image or Video One image or video, or a slideshow with multiple images</div> <div><input type="radio"/> Carousel 2 or more scrollable images or videos</div> <div><input type="radio"/> Collection Group of items that opens into a fullscreen mobile experience</div> Fullscreen Mobile Experience <div><input type="checkbox"/> Add an Instant Experience</div>	Ad Creative Select the media, text, and destination for your ad. You can also customize your media and text for each placement. Learn More Media <div> </div> Primary Text <div>Tell people what your ad is about</div> Headline <div>Write a short headline</div> Description · Optional <div>Include additional details</div>
---	--

- c. Link to the website and tweak your call-to-action if you wish.

Destination
☒ Website
☐ Facebook Event
☐ Phone Call

Website URL

Enter the website URL field for your ad.

[Build a URL Parameter](#)

Display link · Optional



Call Extension
☐ Show call extension on your website

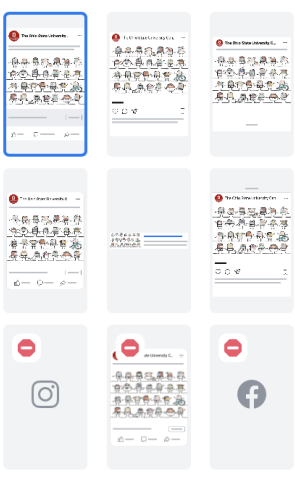
Call to Action ⓘ


Learn More ▼

10. Review your mock-ups and ensure they look how you want them to.

18 Placements [View More Variations](#)

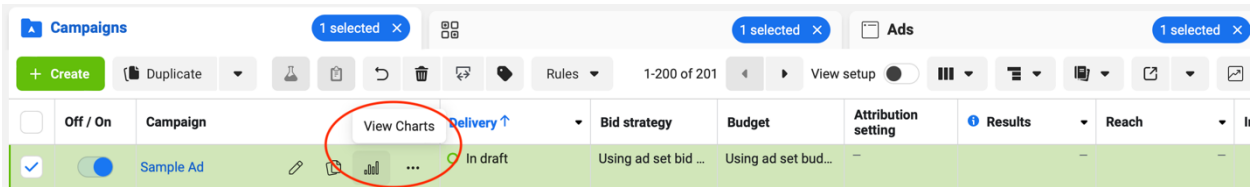
Facebook Feeds



Feeds


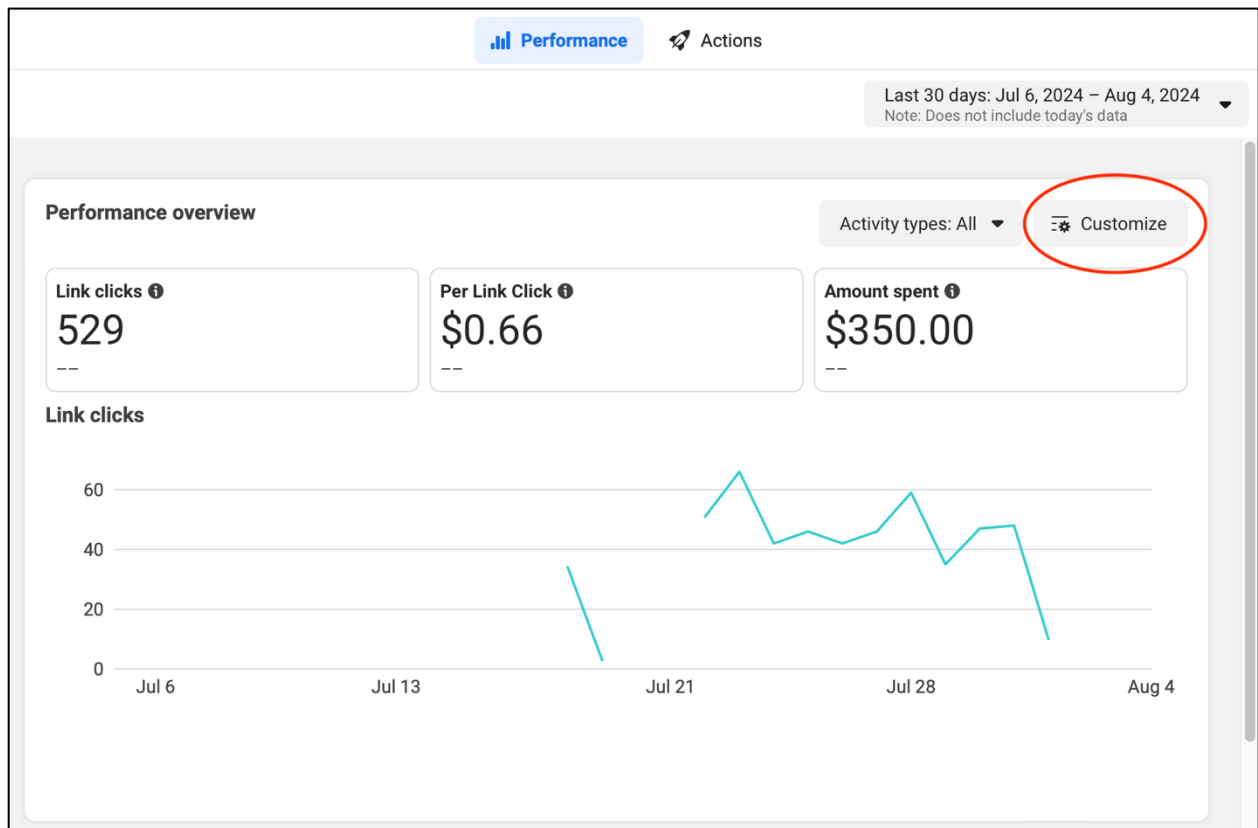
Stories and Reels


11. Hit the green “Publish” button at the bottom. It will take a few hours for Facebook to review your ad and for it to start running.

12. To see the impact of your ad, go back to the main page of your ads manager, hover over the ad you want to look at and select the icon of a bar graph. It is called “View Charts.”



13. In this dashboard, you can see how much you’ve spent, how many people have clicked your ad, and more. You can change what is on your main dashboard by selecting the “Customize” tool. Options here include frequency, reach, amount spent, impressions and many more.



14. Scrolling down, you can see your metrics by demographic and platform. Select the drop down in the top left corner to change what metrics you want to see (results, amount spent, reach, impressions).

