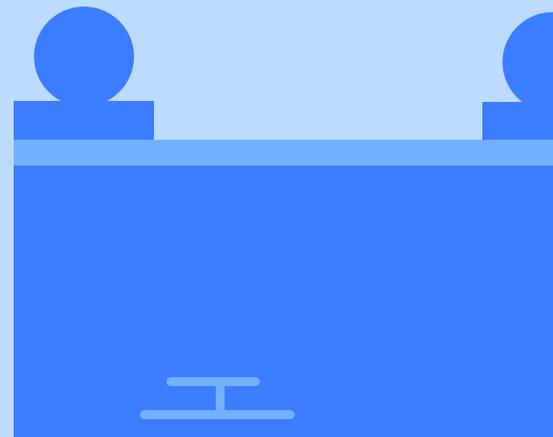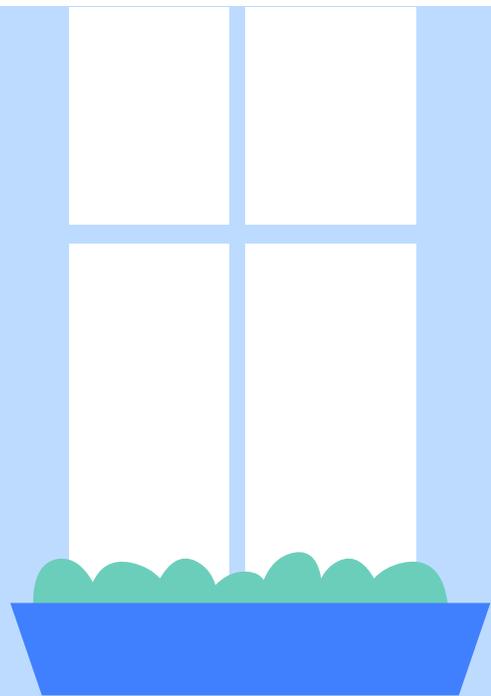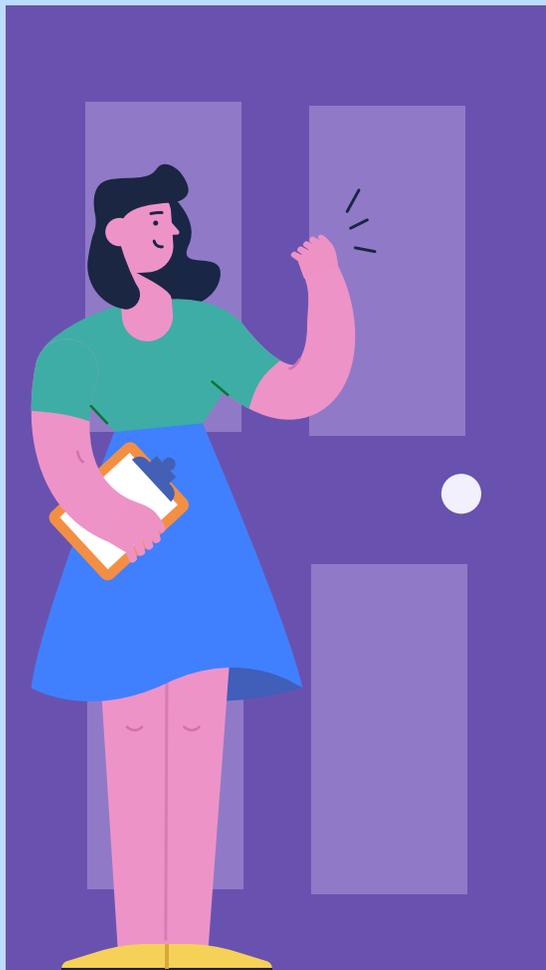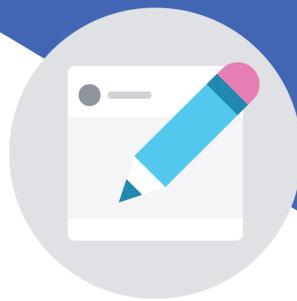# How to Get Out the Vote On Facebook

Find effective ways to increase voter turnout during an election

How to use this guide

Each phase of the get-out-the-vote process has multiple goals that require their own approach. Below, we've outlined specific strategies for each, including best practices on **objectives**, **targeting**, **creative** and more.

Goal: Facilitate online direct registration where applicable.

When: Up to six weeks ahead of voter registration deadlines.

Note: Not all states allow direct online registration. Please be sure to follow all applicable state and local laws.

When

Up to 6 weeks ahead of voter registration deadlines.

Campaign objective

- Conversions: If registering people on your own website
- Traffic: If directing to a third-party site like the Secretary of State or party voter registration website

Audiences and targeting

Focus on finding unregistered voters and voters who need to update their voter registration.

Include:

- Custom lists of unregistered voters or voters who need to update their registration
- Location targeting
- Interest targeting and lookalike audiences if you need to broaden your audience (see note below)

Exclude:

- Custom lists of registered voters

Note: Keep your audience as broad as possible for conversion campaigns to take advantage of Facebook's ad delivery optimization. Our delivery system will find efficiencies and deliver ads to those who are most likely to convert at the right time.

Placements

We recommend running on automatic placements to maximize ad delivery and drive more efficient campaign outcomes.

Bidding, budget and optimization

For conversion campaigns, optimize for conversions to reach those in your audience who are most likely to convert.

For traffic campaigns, using the Landing Page Views ad delivery optimization will ensure that your ads are delivered to users who click the ad and wait for the landing page to load.

- **Tip:** If your landing page takes a long time to load, consider building a Canvas, which loads 10x faster than an offsite website. Learn more about Canvas ads.

Generally, bid the true value of a conversion or landing page view. If you value a voter registration at $20, then bid $20.

- Due to competitive ad auction markets around voter registration deadlines, you may need to bid very high to win auctions.
- For smaller audiences or if you are having trouble scaling, you may need to optimize towards clicks (while still tracking conversions) until there is enough conversion data for our system to optimize towards. Once you've scaled and are achieving at least 50 conversions a week, you can switch back to optimizing for conversions.

Ads and creative

Creative messages should urge voters to register to vote online at that moment. Some ideas for creative types below:

- Mobile-optimized video
- Instagram Stories ads
- Carousel
- Canvas
- Static images

Tip: Remember that people consume content on the platform in different ways, so having a mix of creative will allow you to connect and engage with as many people in your audience as possible.

Tip: Check out this guide on creative best practices.

Measure success

- Leverage split testing to determine which placement, targeting, optimization or ad variation drove the most efficient outcomes.
- Measure success of online registration campaigns in Ads Manager by examining which strategies drove the most conversions at the lowest cost per conversion.
- Measure the success of traffic and landing page views campaigns in Ads Manager by examining which strategies drove the most traffic/landing page views at the lowest cost.
- Measure the real world impact of your program using offline conversions. Upload a list of new registrants and see which ads and strategies drove the most conversions.

Goal: Inform voters about how, when and where they can get registered to vote.

When: Up to six weeks ahead of voter registration deadlines.

Campaign objectives

- Video views: If you have video creative and the goal is to get audiences to see your video message
- Reach: If you'd like to reach as many people in your audience as possible
- Brand Awareness: If you'd like more people in your audience to recall your ads

Audiences and targeting

Focus on finding unregistered voters and voters who need to update their voter registration.

Include:

- Custom lists of unregistered voters or voters who need to update their registration
- Location targeting
- Interest targeting & lookalike audiences if you'd like to broaden your audience
- Consider retargeting your creative using engagement custom audiences.

Exclude:

- Custom lists of registered voters

Placements

We recommend running on automatic placements to maximize ad delivery and drive more efficient campaign outcomes.

Bidding, budget and optimization

- Optimize ad delivery for reach in order to saturate the audience and make sure that as many people in the audience as possible have a chance to see the message
- Otherwise, optimize ad delivery for the campaign objective you've selected in order to drive those campaign outcomes most efficiently

Ads and creative

Creative messages should inform voters about how, when and where they can get registered to vote. Some ideas for creative types are:

- Mobile-optimized video
- Instagram Stories ads
- Carousel
- Canvas
- Static images

Tip: Remember that people consume content on the platform in different ways, so having a mix of creative will allow you to connect and engage with as many people in your audience as possible.

Tip: Check out guides on creative best practices and branding campaigns.

Tip: Consider utilizing creative sequencing in Reach and Frequency to tell a story or present information to people in a specific order.

Measure success

For **Reach** campaigns, measure success in Ads Manager by looking at the reach, frequency and CPM of your campaign.

- Tip: Aim for an average minimum frequency of 3 impressions per person per week for the campaign to resonate.

For **Brand Awareness** campaigns, measure success in Ads Manager by looking at estimated ad recall and cost per estimated ad recall.

Tip: When estimated ad recall stops increasing, you have likely saturated your audience with this message. Consider rotating in new creative to continue to increase estimated ad recall.

For **Video View Campaigns**, measure success in Ads Manager by looking at the total number of video views and cost per video view.

- Tip: Once the number of daily video views begins to decline or cost per video view begins to increase, you have likely saturated your audience with this message. Consider rotating in new creative to continue to achieve good results.

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Goal: Inform voters about when, where and how to vote early.

When: Several weeks ahead of early voting deadlines.

Campaign objectives

- Video views: If you have video creative and the goal is to get audiences to see your video message
- Reach: If you'd like to reach as many people in your audience as possible
- Brand Awareness: If you'd like more people in your audience to recall your ads
  - > Note: With Brand Awareness, you'll typically reach a smaller subset of your audience than the reach objective, but more of those in the audience will recall the ads
- Traffic: If planning on driving to an outside site like a Secretary of State site or other body where you can learn more about the early voting process

Audiences and targeting

Focus on connecting with voters who are likely to vote early.

Include:

- Custom lists of potential or likely early voters
- Location targeting
- Interest targeting

Exclude:

- Custom lists of early voters

Placements

We recommend running on automatic placements to maximize ad delivery and drive more efficient campaign outcomes

Bidding, budget and optimization

- When using the Traffic objective, using the Landing Page Views ad delivery optimization will ensure that your ads are delivered to users who click the ad and wait for the landing page to load.
- Otherwise, optimize ad delivery for the campaign objective you've selected in order to drive those campaign outcomes most efficiently

Ads and creative

Creative should focus on messages that informs people when, where and how to vote early. Mobile-optimized video and creative are a great way to deliver informational messages about the early voting process. To do so, leverage:

- Instagram Stories ads, an innovative and highly engaging ad format for vertical videos
- Canvases to explain the early voting process and deliver more complex messages
- Carousels showing early voting locations
- Promoted Facebook Live videos after they've been posted

Video is a great way to deliver informational messages on the early voting process. Leverage Facebook's video options with mobile-optimized video.

Tip: Remember that people consume content on the platform in different ways, so having a mix of creative will allow you to connect and engage with as many people in your audience as possible

Measure success

For **Reach** campaigns, measure success in Ads Manager by looking at the Reach, Frequency and CPM of your campaign.

- **Tip:** Aim for an average minimum frequency of 3 impressions per person per week for the campaign to resonate.

For **Brand Awareness** campaigns, measure success in Ads Manager by looking at estimated ad recall and cost per estimated ad recall.

- **Tip:** When estimated ad recall stops increasing, you have likely saturated your audience with this message. Consider rotating in new creative to continue to increase estimated ad recall.

For **Video View** campaigns, measure success in Ads Manager by looking at the total number of video views and cost per video view.

- **Tip:** Once the number of daily video views begins to decline or cost per video view begins to increase, you have likely saturated your audience with this message. Consider rotating in new creative to continue to achieve good results.

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Goal: Remind early voters to request and turn in their ballots for vote by mail.

When: Within 2 weeks of early voting deadline.

Campaign objectives

- Video views: If you have video creative and the goal is to get audiences to see your video message
- Reach: If you'd like to reach as many people in your audience as possible
- Brand Awareness: If you'd like more people in your audience to recall your ads
  - > Note: With Brand Awareness, you'll typically reach a smaller subset of your audience than the Reach objective, but more of those in the audience will recall the ads
- Traffic: If planning on driving to an outside site (like a Secretary of State site) where you can learn more about the early voting process

Audiences and targeting

Focus on connecting with people who are likely to request a ballot by mail or who have already requested a ballot by mail if reminding them to turn in their ballots.

Include:

- Custom lists of likely vote-by-mail voters or voters who have requested a vote-by-mail ballot.
- Location targeting
- Interest targeting

Exclude:

- Custom lists of early voters who have already requested or turned in their ballot

Placements

We recommend running on automatic placements to maximize ad delivery and drive more efficient campaign outcomes

Bidding, budget and optimization

- For Traffic campaigns, using the Landing Page Views ad delivery optimization will ensure that your ads are delivered to users who click the ad and wait for the landing page to load
- Otherwise, optimize ad delivery for the campaign objective you've selected in order to drive those campaign outcomes most efficiently

Ads and creative

Creative messages should remind voters to request and turn in their vote by mail ballots. Some ideas for creative types below:

- Mobile-optimized video
- Instagram Stories ads
- Promoted Facebook Live videos
- Carousel
- Canvas
- Static images

Tip: Remember that people consume content on the platform in different ways, so having a mix of creative will allow you to connect and engage with as many people in your audience as possible.

Measure success

Use Ads Manager reporting to understand campaign performance:

- For **Reach** campaigns, measure success in Ads Manager by looking at the reach, frequency and CPM of your campaign.
  - > Tip: Aim for an average minimum frequency of 3 impressions per person per week for the campaign to resonate.
- For **Brand Awareness** campaigns, measure success in Ads Manager by looking at estimated ad recall and cost per estimated ad recall.
  - > Tip: When estimated ad recall stops increasing, you have likely saturated your audience with this message. Consider rotating in new creative to continue to increase estimated ad recall.
- For **Video View** Campaigns, measure success in Ads Manager by looking at the total number of video views and cost per video view.
  - > Tip: Once the number of daily video views begins to decline or cost per video view begins to increase, you have likely saturated your audience with this message. Consider rotating in new creative to continue to achieve good results.
- For **Traffic** campaigns, measure success in Ads Manager by looking at the total number of landing page views and the cost per landing page view.

Measure the impact of your program using offline conversions. Upload a custom list of those who have requested their ballots or turned in their ballots to the Offline Events section in Business Manager to see the impact of your ads.

Goal: Reinforce main campaign messages to voters.
When: 2 weeks out from Election Day.

Campaign objectives

Use the Reach and Video Views objectives to reinforce any final campaign messages ahead of Election Day

- **Tip:** This is the last time your candidate or organization will have a chance to connect with voters. Aim for a high frequency of around one impression per person per day.

Audiences and targeting

Focus on turnout audiences, such as those who might need a reminder to turn out to vote.

Include:
- Custom lists of voters interested in your candidate who might need reminder to turn out
- Location targeting
- Interest targeting

Exclude:
- Custom lists of those who have already voted (early voters for example)

Placements

We recommend running on automatic placements to maximize ad delivery and drive more efficient campaign outcomes

Bidding, budget and optimization

Keep bid caps high on Reach and Video View campaigns to ensure delivery and maintain high frequencies.

- Remember, auction markets are often highly competitive before elections so you'll likely experience higher CPMs in the lead up to an election
- We recommend budgeting for at least one impression per person day leading up to Election Day.
- For Reach and Video View campaigns, optimize for reach to reach as many people in your audience as possible

Ads and creative

Creative should remind potential voters of why they should turn out and why they should support their candidates. Some ideas for creative types below:
- Mobile-optimized video
- Instagram Stories ads
- Carousel
- Canvas
- Static images

Tip: Remember that people consume content on the platform in different ways, so having a mix of creative will allow you to connect and engage with as many people in your audience as possible.

Tip: Check out this guide on creative best practices.

Tip: Consider utilizing creative sequencing in reach and frequency to tell a story or present information to people in a specific order.

Measure success

Use Ads Manager reporting to understand campaign performance:

- For **Reach** campaigns, measure success in Ads Manager by looking at the reach, frequency and CPM of your campaign.
  - **Tip:** In the lead up to the election, we recommend aiming for at least one impression per person per day to reinforce your final messages.

For **Video View** campaigns, measure success in Ads Manager by looking at the total number of video views and cost per video view.

- **Tip:** Once the number of daily video views begins to decline or cost per video view begins to increase, you have likely saturated your audience with this message. Consider rotating in new creative to continue to achieve good results.

Goal: Inform and remind people of when, where and how to vote on Election Day.

When: 2 weeks out from Election Day

Campaign objectives

For polling place lookup campaigns, use the website conversions or traffic objectives if you're driving people to a site or tool where they can look up their polling place.

Use the reach and video views objectives for Election Day reminders.

- Goal is to get a high frequency here, especially in the last 2 weeks, in order to drive ad recall and brand metrics

Audiences and targeting

Your audience should focus on those who you'd like to turn out on Election Day.

Include:

- Custom lists of voters that you'd like to turn out
- Location targeting
- Interest targeting: If looking to expand audiences

Exclude:

- Custom lists of those who have already voted (early voters for example)

In general, we recommend making your audiences as large as possible to ensure delivery. Once audience size gets below 100,000, underdelivery is possible and CPMs tend to be higher. We recommend bundling audiences where possible and layering interest targeting to expand your audience where possible.

Placements

We recommend running on automatic placements to maximize ad delivery and drive more efficient campaign outcomes

Bidding, budget and optimization

- For polling place lookup campaigns using the conversion objective, bid true value. For polling place lookups, this likely is no more than a few dollars. If you're unsure of value here, try running on lowest cost bidding to get a baseline cost and then make bid cap or average bid adjustments from there. We recommend optimizing for conversions on these campaigns, but if you're driving people to a 3rd party site like a Secretary of State site, use the traffic objective.
- The ad auction can be competitive in the weeks ahead of an election. We recommend setting a higher bid cap or average bid than normal. Monitor your ad sets closely and if you start to see underdelivery, increase your bid cap or average bid.

- In general, optimize for conversions on conversion campaigns.
- For reach and video views, optimize for reach to reach as many people in your audience as possible.
- Budget for reach and video views campaigns should be high enough to reach a high frequency in the target audience.

Ads and creative

Creative should focus on messages that remind people when, where, how and who to vote for. To do so, leverage:
- Mobile-optimized video driving home any final messages and reminding your audience to vote
- Polling place lookup ads
- Instagram Stories ads
- Carousel
- Canvas
- Static images

Measure success

Use Ads Manager reporting to understand campaign performance:
- For reach campaigns, measure success in Ads Manager by looking at the reach, frequency and CPM of your campaign.
  - **Tip:** Aim for an average minimum frequency of 3 impressions per person per week for the campaign to resonate.
- For **Brand Awareness** campaigns, measure success in Ads Manager by looking at estimated ad recall and cost per estimated ad recall.
  - **Tip:** When estimated ad recall stops increasing, you have likely saturated your audience with this message. Consider rotating in new creative to continue to increase estimated ad recall.
- For **Video View** campaigns, measure success in Ads Manager by looking at the total number of video views and cost per video view.
  - **Tip:** Once the number of daily video views begins to decline or cost per video view begins to increase, you have likely saturated your audience with this message. Consider rotating in new creative to continue to achieve good results.
- For **Traffic** campaigns, measure success in Ads Manager by looking at the total number of landing page views and the cost per landing page view.

Goal: Remind voters that it's Election Day, and get them to the polls.

When: Election eve and Election Day

Campaign objectives

- Reach: If you want to reach as many people in your Election Day turnout audience as possible

- Website conversions: If you'd like to direct people to look up their polling place on your website where the Facebook pixel has been placed

- Traffic: If you're directing people to look up polling place on a 3rd party website like a Secretary of State website

Audiences and targeting

Your audience should focus on those you'd like to turn out on Election Day.

Include:

- Custom lists of voters
- Location targeting
- Interest targeting

Exclude:

- Custom lists of those who already voted (for example, early voters)

In general, we recommend making your audiences as large as possible to ensure delivery. If your audience is below 100,000, underdelivery is possible and CPMs tend to be higher. We recommend combining audiences and layering interest targeting to expand your audience where possible.

Placements

We recommend running on automatic placements to maximize ad delivery and drive more efficient campaign outcomes

Bidding, budget and optimization

- The ad auction is typically more competitive around Election Day. We recommend setting a higher bid cap or average bid than normal. Monitor your ad sets closely and if you start to see underdelivery, increase your bid cap or average bid.

- On election eve and Election Day, we recommend turning on accelerated delivery in order to maximize ad delivery to your audience. CPMs are typically higher with accelerated delivery turned on because our delivery system will deliver as many ads to your audience as possible while accelerated delivery is turned on.

> Accelerated delivery will spend through your budget as fast as possible, so we recommend keeping a close eye on your budget on Election Day to ensure that you don't overspend

- For Election Day campaigns, we recommend optimizing delivery for reach across all objectives in order to reach as many people in your audience as possible.

Ads and creative

Creative should focus on messages that remind people when, where, how and who to vote for. To do so, leverage:

- Mobile-optimized video driving home any final messages and reminding your audience to vote
- Polling place lookup ads
- Instagram Stories ads
- Carousel
- Canvas
- Static images

Measure success

Use Ads Manager reporting to understand campaign performance:

- Delivery: Keep a close eye on reach, frequency and spend on Election Day because often times this is the final opportunity to connect and remind potential voters ahead of the election. For most political advertisers, the goal is to maximize reach and frequency. You'll also want to keep a close eye on budgets in order to make sure you're not spending through your budget too fast or too slow.