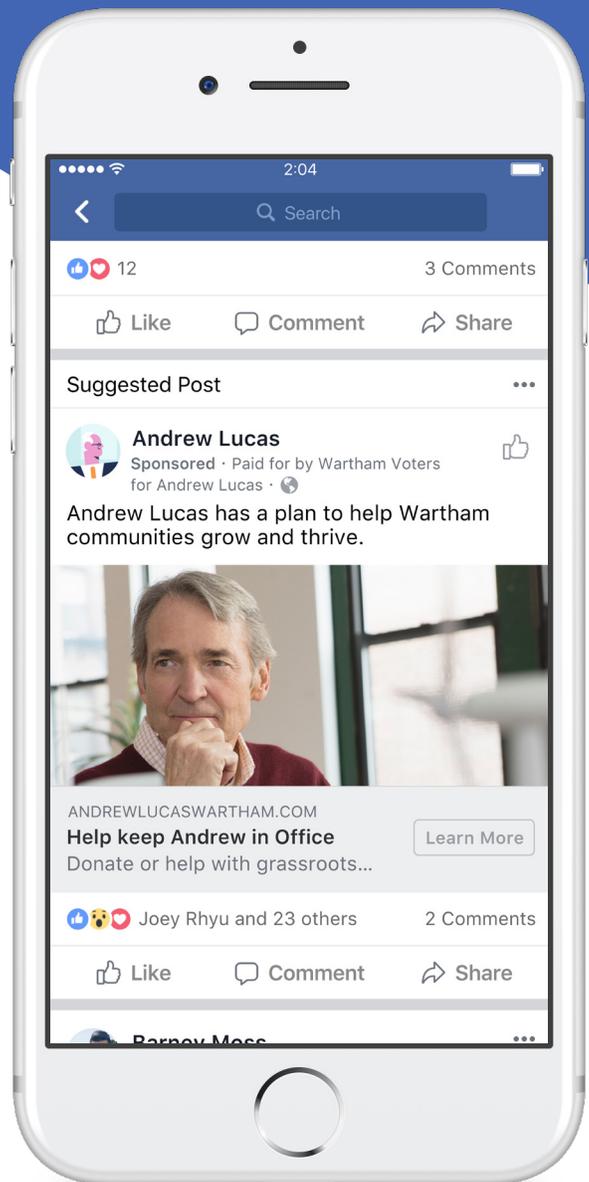




Getting Started with Facebook Ads

Facebook advertising can help you deliver a message directly to constituents so you can better understand and engage with them on issues they care most about.





Introduction

Around the globe, people are turning to Facebook to find, follow and connect with candidates and elected officials.

Facebook advertising can help you deliver a message directly to constituents so you can better understand and engage with them on issues they care most about.

This guide will help you understand the basics of Facebook advertising: how to set up your account, the structure of a campaign, the elements of effective advertising, billing and more.

WHAT'S INSIDE

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- Become authorized to run ads with political content
- Understanding the Facebook campaign structure
- Choosing an objective
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- Managing your ads
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SETTING UP BUSINESS MANAGER



To get started running ads on Facebook and Instagram, you'll need a Business Manager account.

Business Manager is a free Facebook tool to organize and manage your assets—like pages, ad accounts, and more—from one location. If your organization does not have a Business Manager, you can quickly create one at business.facebook.com/overview.

Next, you'll want to set up an ad account and add the people you work with and the pages you work on to your Business Manager.

Managing ad accounts

If you want to manage an ad account, there are 3 ways to add the ad account to your Business Manager.

1. Go to Business Settings: business.facebook.com/settings
2. Click Accounts and click Ad Accounts
3. Click + Add
4. Choose one of the 3 options: Add an Ad Account, Request Access to an Ad Account or Create a New Ad Account.
 - Add an Ad Account: Adding an ad account moves it permanently into Business Manager. You must be both the owner of the ad account and an admin in Business Manager to add the ad account. Please note, once you add an ad account and it's moved into your Business Manager, this action can't be reversed. All management of your ad account must be completed within your Business Manager profile. You can't add an ad account that's owned by another Business Manager. If you still want to work on an ad account that's owned by a different business, you can request access to it.
 - Request Access to an Ad Account: If you request access to an ad account in Business Manager, the admin of that Business Manager can grant you permission to work on it.
 - Create a New Ad Account: If you create a new ad account in Business Manager, it'll permanently belong to that Business Manager. Once created within Business Manager, the ad account can't be transferred to an individual owner who doesn't own a Business Manager.
5. If you choose to request access or add an ad account, enter the ad account ID.

Managing Pages

1. Go to Business Settings: business.facebook.com/settings
2. Click Accounts and click Pages
3. On the right hand side of the Pages column, click + Add
4. Select one of the 3 options: Add a Page, Request Access to a Page or Create a New Page
5. If you choose to request access or add a Page, enter the Facebook Page name or URL

Note: You can't transfer ownership of a Page to another Business Manager. However, if a business removes a Page, it'll be available to be added by another business. To add a Page, you must also be an admin on the Page. If you aren't an admin on the Page, you'll have to request access to it.

Note: Anyone who had access to the Page before it was added to Business Manager will still be able to access and manage the Page.

SETTING UP BUSINESS MANAGER



Managing People

1. Go to Business Settings: business.facebook.com/settings
2. Under Users, click People
3. Select the person you want to give asset access to
4. Click Assign Assets and select either Pages, Ad Accounts or Catalogs
5. Select the specific assets you'd like to share access to and choose a role
6. Click Save Changes

BECOME AUTHORIZED TO RUN ADS WITH POLITICAL CONTENT



Below are the steps you must take to meet Facebook’s requirements for running ads with political content. Learn more about how Facebook defines an ad with political content [here](#).

Anyone placing an ad with political content and at least one Page admin from any Page with political content needs to be authorized.

1. Confirm your identity

1. To get started, go to facebook.com/id.
2. In the Two-Factor Authentication section, under Secure Your Account, click on Turn on Two-Factor Authorization. Two-Factor Authentication is a security mechanism that requires you to enter a specific code when someone tries to access your information from an unrecognized device.
 - Click Get Started and choose a security method. You can choose to receive the code via text message, or by downloading an authentication app. Then click Next.
 - Enter the 6-digit code sent to your device or to your authentication app.
 - If this was done successfully, you will see a message that says Two-Factor Authentication Is On.
 - The first part of confirming your identity by enabling Two-Factor Authentication is complete. Click Confirm Identity to proceed to the next step.
3. Next, you’ll need to provide a residential mailing address. We’ll send a letter to this address that includes a verification code within 3-7 business days. This code is connected to your Facebook account, so nobody else can use it. When your letter arrives, visit facebook.com/id and enter your code.
 - Commercial addresses and PO boxes are not accepted.
 - If your letter doesn’t arrive within 3-7 business days, you can request a new one on this status screen.
4. Now, you’ll need to upload a picture of your photo ID (either a US passport or US driver’s license), and enter the last 4 digits of your Social Security Number.
 - Your photo ID should be approved or denied within minutes. You can check the status at facebook.com/id.
 - If it’s denied due to the quality of the photo file, you can try again. If it’s denied for a reason not stated in the interface, you can click appeal.
5. Your ID confirmation is now complete! The verification of your identity will be applied to all Pages and ad accounts you have current or future admin access to.

2. Link ad accounts to corresponding Pages and add disclaimers

1. Navigate to a political Page you manage on Facebook (via Business Manager if that’s how you have access, or via your personal Facebook account if you don’t have access through Business Manager).
2. Go to Page Settings and click on the Authorizations tab on the left. Under Step 2: Link Your Ad Accounts, click Begin.
3. You’ll see the terms and conditions for running ads with political content. You can visit facebook.com/legal/politicaladtools to review these terms, and you must agree to these to continue.
4. On the Ad Accounts screen, click the Enable check box next to every ad account you’ll be using to fund ads with political content for this Page. If you don’t see an account listed, use the search box to enter an ad account number and add it to the list. You do not need to be an admin or advertiser on an ad account in order to enter an ad account number. You can return to this screen at any time to add more accounts.
5. Next, enter the disclaimer you want to appear in the header of the ads with political content running from this Page. This is the “paid for by” information. This disclaimer must accurately reflect the organization or person responsible for your ads. It’s important to note that this field is not a substitute for including any disclaimers or disclosures required by law, which you remain responsible for. We will review each disclaimer to make sure it adheres to our advertising policies. You can edit your disclaimers at any time, but after each edit your disclaimer will need to be reviewed again and not be immediately available to use. Each ad account you link can have a different disclaimer (if needed).
6. Review the information you’ve entered and submit it for approval.
7. Once your disclaimers have been approved, you are ready to place political ads.

BECOME AUTHORIZED TO RUN ADS WITH POLITICAL CONTENT



3. Place ads with political content

1. Log into your authorized and linked ad account and click Create to get started creating an ad.
2. Choose your ad objective, placements and budget as you would for any other campaign. The placements available to run ads with political content across the Facebook family of apps and services include Facebook Mobile News Feed, Facebook Desktop News Feed, Instagram and Instagram Stories.
3. When you reach the ad creation section, check the box that says “This ad includes political content.” This will automatically ensure that the disclaimer information you previously entered is included with your ad.
4. Choose your ad format. The ad formats available to run ads with political content across the Facebook family of apps and services include image, carousel and video. You can link your ads to an external website or a Canvas.
5. Check that your disclaimer information is correct in the ad preview section.
6. Enter all other text and creative inputs.
7. Complete the ad setup and publish your ad.

UNDERSTANDING THE FACEBOOK CAMPAIGN STRUCTURE



Facebook's campaign structure makes it easier for you to organize, optimize and measure the performance of your ads. The structure has 3 levels: campaign, ad set and ad.

Campaign: this is where you select your objective

- Set up campaigns based on your ultimate marketing objective
- Create a new campaign each time you have a new goal or initiative you want to promote

Ad set: this is where you select your audience, schedule, and budget

- Organize ad sets by audience segment. Avoid targeting the same audiences in multiple ad sets by creating mutually exclusive, collectively exhaustive ad sets based on your segmentation strategy.
- Select multiple placements to maximize reach and results.
- Set bidding and budgets to meet your goals.

Ad: this is where you upload your creative

- Customize creative to your audience to ensure relevancy
- Create multiple ads for each ad set to test multiple messages and/or ad formats per audience

CHOOSING AN OBJECTIVE



Facebook offers many advertising objectives to help you reach your business goals. Your advertising objective is what you want people to do when they see your ads. For example, if you want to show your website to people interested in your campaign or organization, you can create ads that encourage people to visit your website.

When you create an ad, you first choose your objective. The objective you choose aligns with your overall organization goals. Here are some recommended objectives with example use cases:

Brand awareness

Reach people more likely to recall your ads and increase awareness for your brand

- Political campaign example: Increase candidate name ID with an image post
- Government organization example: Increase awareness of your office's accomplishments with a carousel ad
- Advocacy organization example: Increase awareness of an upcoming piece of legislation with a video ad

Reach

Show your ad to the maximum number of people in your audience

- Political campaign example: Reach a custom audience file of likely voters leading up to Election Day
- Government organization example: Reach a congressional district with a public service announcement
- Advocacy organization example: Reach your supporter list before a key vote

Video views

Promote videos to raise awareness about your candidate or cause

- Political campaign example: Promote a video about your candidate leading up to Election Day
- Government organization example: Promote your public service announcement video
- Advocacy organization example: Promote your video advocating for specific legislation leading up to a key vote

Traffic

Increase the number of visits to your website

- Political campaign example: Encourage people to learn more about a candidate's record by sending them to your website
- Government organization example: Educate citizens about a new government service by sending them to your website to read about it
- Advocacy organization example: Raise awareness for your cause by sending people to your website to learn more

Lead generation

Collect lead information, such as email addresses, from people interested in your campaign or cause

- Political campaign example: Collect email addresses from potential donors so you can later reach them with fundraising emails
- Government organization example: Gain volunteers for a public service project by collecting their name and phone number
- Advocacy organization example: Encourage supporters to add their name and zip code to a petition supporting your cause

Conversions

Drive specific actions on your website, including email sign-ups and donations

- Political campaign example: Encourage people to support your campaign with a donation on your website
- Government organization example: Encourage citizens to sign up for a government service on your website
- Advocacy organization example: Encourage supporters to sign up for an event on your website

App installs

Send people to an app store where they can download your app

- Political campaign example: Boost app installs of your campaign app
- Government organization example: Boost app installs of your government service app
- Advocacy organization example: Boost app installs of your volunteer app

TARGETING ON FACEBOOK



With our audience selection tools, you can find the people that matter to you. You choose your audience at the ad set level of your campaign.

- **Core Audiences:** Create audiences based on location, demographics, interests, behaviors and connections to your Page.
- **Custom Audiences:** Create audiences from your website visitors with the Facebook pixel, or by uploading lists of supporters' emails, phone numbers and more.
- **Lookalike Audiences:** Find additional people who are similar to the people in your Custom Audience by using lookalike audiences.

Political targeting options (US only)

5 point political targeting: Target and reach voters according to a 5 point scale: very liberal, liberal, moderate, conservative or very conservative. You can find this targeting option in the Detailed Targeting field.

Likely to engage politically targeting: We offer 3 audiences (liberal, conservative and moderate) who are actively engaged with public political content and have a high propensity to re-share content. You can find this targeting option in the Detailed Targeting field.

Congressional district targeting: You no longer have to rely on third-party data to reach the people in the districts that matter to you. With native congressional district targeting, Facebook has the ability to generate this targeting independently for more accuracy and coverage. You can find this targeting option in the Location field.

CREATIVE FORMATS AND BEST PRACTICES



Ad formats

There are several ad formats that you can use on Facebook and Instagram, including:

- **Video:** Tell your story with sight, sound and motion. You can also add a call-to-action button to send people to important parts of your website, a lead ad or a Canvas.
- **Slideshow:** Create a looping video ad quickly and easily with up to 10 images or videos directly in Ads Manager. You can also add a call-to-action button to send people to important parts of your website, a lead ad or a Canvas.
- **Photo:** Use powerful images to convey your message. You can also add a call-to-action button to send people to important parts of your website, a lead ad or a Canvas.
- **Carousel:** Show up to 10 images or videos alongside unique links and calls-to-action in a single ad unit. People can scroll through the carousel cards by swiping on their mobile devices or clicking arrows on a desktop.
- **Collection:** Tell a story with a single ad that also showcases your products.
- **Canvas:** Create an immersive and expressive full-screen experience that combines videos, still images and call-to-action buttons to tell your story, promote an event, raise awareness or raise money for a cause.

For more information, visit facebook.com/business/ads-guide

Upload your ad to the Creative Hub within your Business Manager to see how it renders in different spaces (desktop, mobile, Instagram, etc.) at facebook.com/ads/creativehub

Make the most of your video strategy with these best practices

Capture attention quickly

- Start with your most captivating elements
- Put your hero and brand front and center (in the first 3 seconds)
- Hook people with engaging post copy and thumbnail images
- Keep the video to 15 seconds or less

Design for sound off

- Tell your story visually
- Use built-in text and graphics to help deliver your message
- Try captions with video

Framing

- Try 1:1 or vertical framing

MANAGING YOUR ADS



How can I manage my ads?

You can go to Ads Manager at any time to see how your ads are performing, make changes, update your payment info, control your settings and more.

If you need to give permissions to multiple people, you can also use Business Manager. Business Manager is a more secure tool for managing access to Pages and ad accounts on Facebook.

How do I turn my ads off and on?

You can check the current status of your campaign, ad set or ad [by reviewing the Delivery column](#).

To turn your ad on or off:

1. Go to [Ads Manager](#).
2. Click Campaigns, Ad Sets or Ads.
3. Click the toggle next to each campaign, ad set or ad you want to turn on or off.

Turning off a campaign turns off any ad set or ad in that campaign.

Turning off a campaign, ad set or ad doesn't delete it. Learn more about [deleting your campaign, ad set or ad](#).

If you can't turn on your campaign, ad set or ad again, try to [reset your account spending limit](#) or [update your payment information](#).

What if my ad was not approved?

We make sure each ad you create follows our policies before we start showing it. You can view our ad policies at facebook.com/policies/ads.

If your ad was disapproved due to our [Political Advertising policy](#), and you have already been authorized to run ads with political content, you can submit an appeal via 2 methods:

- The appeal button located in Ads Manager next to our disapproval message at the ad level (if available)
- This [form](#)

If you have not yet been authorized to run ads with political content, you can go to facebook.com/id to get started, and visit our [Help Center](#) to learn more.

If your ad was not approved for a different reason and you believe it is an error, you can submit an appeal via this [form](#).

What if my ads are underdelivering?

Underdelivery typically occurs due to one of the following 3 broad themes:

- **Bid strategy:** Your bid strategy is not competitive in the auction, which impacts your ad rank. Consider increasing your bid.
- **Targeting:** Your targeting is too narrow or your ad sets have overlapping audiences. You can determine if your audiences are overlapping [here](#).
- **Creative:** Your creative is not resonating with your audience, which also impacts your ad rank. Consider refreshing your creative.

We have developed a [visual guide](#) to also help you address underdelivery.

Finally, you can find more granular recommendations on how to improve your ad performance based on the above 3 themes [here](#).

How will I be charged?

After choosing an objective and selecting your audience and placements, you'll see the option to make decisions on your budget and schedule.

An important part of setting up your campaign is making a decision around your bidding strategy. For each ad impression, our ad auction system selects the best ads to run based on the ads' maximum bids and ad performance. All ads on Facebook compete against each other in this process, and the ads that our system determines are most likely to be successful will win the auction.

When you are first getting started with Facebook ads, we recommend you choose automatic bidding. Later, to help your competitive positioning at auction, you may want to consider raising your bid. We'll only charge you the bid necessary to win the auction. The bid that wins may be lower than the maximum bid you've set for your ads, so we recommend you enter your true maximum bid. This may help ensure you don't miss out on clicks or impressions that you otherwise could've received.

Next, you'll want to make a decision on when you'll get charged. For many optimization goals, you'll pay each time your ad is seen (this is known as an impression). For other optimization goals, you can choose between impressions and actions (such as link clicks or video views). The choice you have depends on which objective you choose.

Learn more about ad costs and bidding [here](#).

Keep track of your billing information in the [Billing section of Ads Manager](#) or Payments section of Business Settings in Business Manager.

YOUR FACEBOOK TOOLKIT



facebook.com/blueprint

Online training sessions to help you and your team become Facebook experts.

facebook.com/ads/about

Learn more about why you see the ads you do.

politics.fb.com

All of the latest tools, best practices and case studies for campaigns, politicians and government.

facebook.com/govtpolitics

Great content and best practices from around the world.

facebook.com/safety

Keep your personal account and your public presence secure.