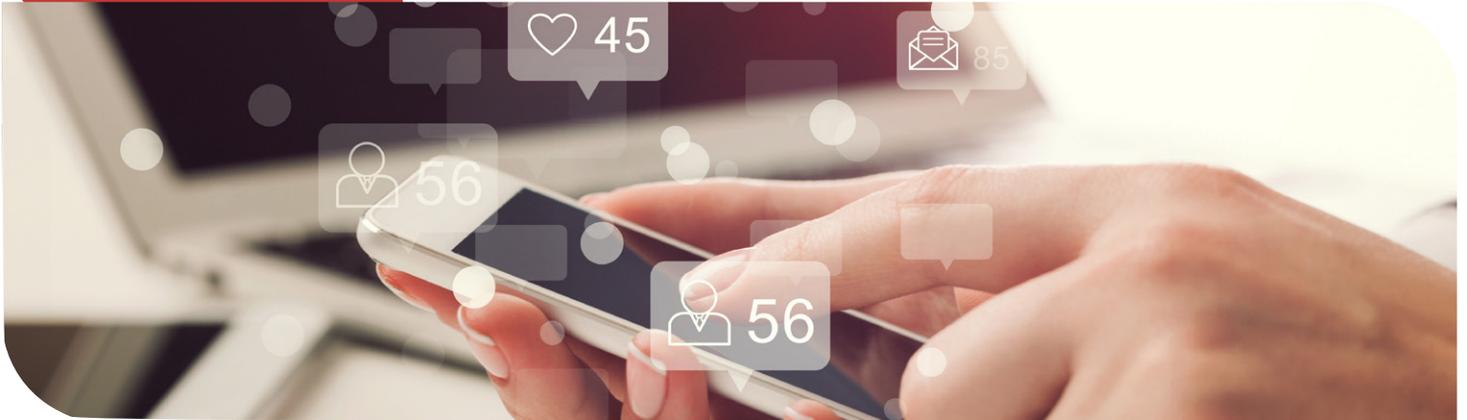


TIP SHEET



SOCIAL MEDIA ADVERTISING 101

WHAT IS SOCIAL MEDIA ADVERTISING?

Like other forms of advertising, social media advertising can elevate your organization's messaging within a set budget. It can take place on platforms such as Facebook, Twitter, Instagram, TikTok, and WhatsApp.



When to Consider Using Social Media Advertising

If your organization has an existing social media presence, social media advertising can increase the number of people who see your content, click through to your website, attend events, or watch videos. Social media advertising also is cheaper than you might think. For example, on Facebook, just \$5 will promote a message to an extra several hundred or even thousands of people.

If you answer "yes" to any of the following questions, your organization should consider pursuing social media advertising options.

- Do you have an upcoming event or activity that people need to know about?
- Do you have an existing presence on social media (e.g., Facebook, Twitter, Instagram)?
- Are there pages on your website that more people should visit?
- Do you have a new product, such as an infographic, that more people should see?

Advertising Tips

- **TO COMPLY** with the Children's Online Privacy Protection Act (COPPA), do not direct or target social media advertising to children under 13 years old.
- **PEW RESEARCH CENTER** is an excellent source for accurate data about social media user demographics. Use its **2018 SOCIAL MEDIA GUIDE** to determine what social media platforms your audience uses.

Strategy Checklist

If your organization decides to start advertising on social media, answer the following questions that can help you develop an appropriate advertising strategy:

- What social media platforms does your audience use?
- What messages and activities are available to promote on social media? Would they be better suited for a different type of advertising, like a magazine or radio ad?
- Does your organization have staff with time to manage social media advertising?
- How will you determine social media advertising success? What results do your leadership and funders want to see?

Advertising Options

FACEBOOK

Advertising options are based on your objective for each ad. Facebook has the following objectives you can use to start advertising:

- App Installs
- Brand Awareness
- Engagement
- Lead Generation
- Messages
- Reach
- Traffic Video Views

If you do not have a lot of time, the simplest way to start using Facebook advertising is to click the blue “Boost Post” button by any post on your organization’s page.

TWITTER

Like Facebook, Twitter advertising is organized by the objective of the ads you want to promote. Twitter has the following objectives you can use to start advertising:

- App Installs or Reengagement Awareness
- Followers
- In-stream Video Views
- Quick Promote
- Tweet Engagements
- Video Views
- Website Clicks and Conversions

Because Twitter has a larger audience than Facebook, you will pay more for Twitter ads and see less reach. However, if your audience is on Twitter more than Facebook, it may still be an appropriate option.

INSTAGRAM

If you already advertise on Facebook, it’s easy to cross-promote content on Instagram because Facebook owns Instagram. When creating Instagram ads, keep in mind the following best practices:

- Instagram is a highly visual platform, so your ad should be visually engaging! Keep text on the ad itself to a minimum and let your picture “speak a thousand words.”
- Instagram does not use hyperlinks, so it is not a good advertising option if you are driving website traffic or clicks to a video or app.
- Unlike Facebook, Instagram is a hashtag-friendly platform. Use up to 20 hashtags at the end of the post to expand the reach of your content.



Resources and Further Reading

- **[FACEBOOK BLUEPRINT](#)**
Facebook’s training program for advertising
- **[TWITTER FLIGHT SCHOOL](#)**
Twitter training program for advertising
- **[INSTAGRAM ADS 101](#)**
A thorough guide from Hootsuite about Instagram ad types and best practices
- **[SOCIAL MEDIA ADVERTISING & PAID SOCIAL GUIDE](#)**
An online guide from Sprout Social covering LinkedIn and Snapchat, among other platforms
- **[BEST PRACTICES FOR FACEBOOK ADVERTISING](#)**
Tips and pointers to get started and optimize Facebook ads