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Think Pacific Action Project
16th of January, 2023 – Remote
Internship



Action Project Reference: 01-02

Organisation: Loving Islands

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1. The Organisation – Loving Islands

Founded in 2016, this social enterprise specialises in undertaking sustainable community development projects in the Fiji Islands, developing organic farming communities, promoting environmental conservation, manufacturing and retailing a range of organic, natural products to support local businesses and rural communities.

Mission/Aims & Visions

Support remote and rural community development that is environmentally sustainable and inclusive. Continue building a network of community-based organic farming entrepreneurs and businesses, building infrastructure and expertise for community training and education.

Action Project/ Aim of the Guide

A Facebook Guide to help local Fijians develop their own social media platforms, and to promote their businesses.

- ✚ Provide insightful and specific information/tips/strategies for entrepreneurs to start promoting their businesses
- ✚ Help to develop an understanding of using social media platforms – in this case Facebook – for advertising purposes
- ✚ Highlight key aspects/points of social media usage and general marketing that is applicable through various platforms

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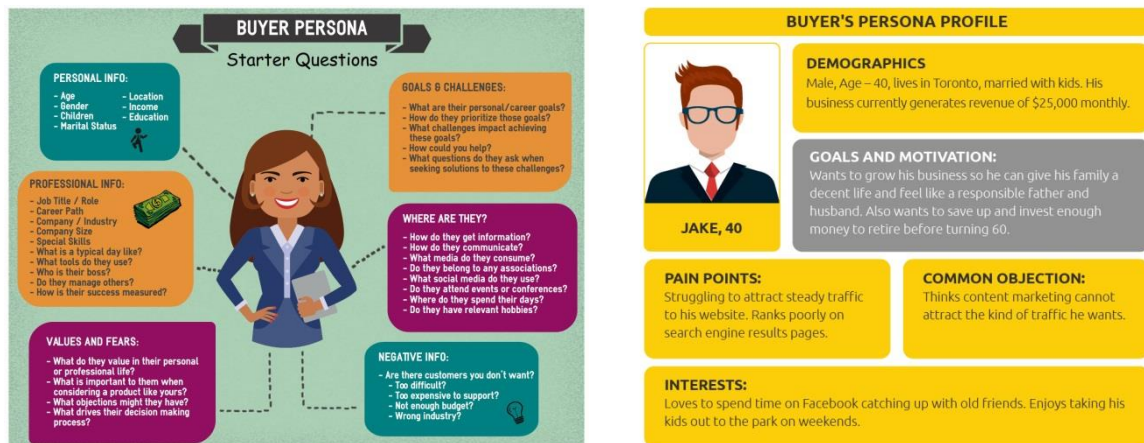
2. Marketing basics & tips

Social Media Marketing

- Increases brand awareness
- Advertises products/services to target audience
- Helps engaging with communities and providing social customer service

Getting to know your audience

- Create audience/buyer personas
 - Define age, location, job title, average income, interests etc.
 - Helps to reach out to different demographics



- Remain active on the social media platforms as much as possible and interact with the target audience even after posting; use comments, likes, reposting/re-sharing content
- Set a schedule for posting → create a bigger impact by timing your posts across different social media platforms
- The schedule should include day-to-day posting and content sharing for other social media campaigns/events
- Every content should be paced out as evenly as possible and posted during “peak times”

Posting frequency recommendations:

- Facebook: 1-2 times/day
- Instagram: 3-5 times/week
- Twitter: 1-3 tweets/day
- Youtube: 1-3 videos/week
- LinkedIn: 1-5 times/day

Best times to post on social media in 2023:

- Weekdays: 1pm-3pm and 5pm-6pm
- Weekends: 9am-2pm and 8pm-11pm (Saturday)

These are general guidelines but the best times to post on various platforms vary depending on the social media channel and audience you are targeting. For more about the best times to post on Facebook, see section **3.2** on Getting started with Facebook - Posting.

Decide on the type of content to post:

- There are various ways to break down the types of contents you want to share with your audience
- If you are starting from scratch, try **the 80-20 rule**:
 - 80% of your content should inform, educate, entertain your audience that will drive traffic back to your website (includes: content from other sources – shared links, videos, posts)
 - 20% of your content will directly promote your business/brand (company history, creation process, product advertisement)
- The other way of content strategy is **the social media content marketing rule of thirds**:
 - 1/3 of your content promotes your business, converts readers, and generates profit
 - 1/3 of your content shares ideas and stories from thought leaders in your industry or like-minded businesses
 - 1/3 of your content is personal interactions with your audience

The Fijian Context

Digital marketing strategies in Fiji include the wide usage of various social media platforms to reach local as well as international audiences across different age groups, genders, locations, and occupations. The most used platforms (other than the official websites) for marketing purposes are: **Facebook, Instagram and Youtube**. Effective advertising techniques that proved to attract a wider range of audience, successfully promote events, campaigns and raise awareness were all focused on these key points when it comes to marketing in Fiji:

- staying authentic – promoting culture, traditions and heritage
- focusing on the environment – sustainability, local wildlife and nature
- involving local communities – encouraging participation, inciting campaigns, announcing competitions, organising workshops, creating space for connecting with people
- showcasing achievements – supporting local talents, promoting impact goals, raising awareness of worldwide issues and Fiji's contribution to solving them

Examples:

BoxFit Fiji

- Sharing their aims and visions as well as all information, including contact details, class schedules and prices on their official website
- Promoting their events/classes, and sharing inspirational quotes, transformation success stories from their members on their Facebook and Instagram page



FemLink

- Sharing their mission and who they are, as well as their latest blogs/articles, various programs, and links to their other social media platforms on their official website
- Posting their latest news, events, achievements, and interacting with their audience on their Facebook, Instagram, and Twitter
- Sharing personal experiences, interviews, and stories on their Youtube and Soundcloud page

COMMUNITY RADIO TIMES

What's inside?

- Political Security Concerns
- Women's Access to Voting
- Rural Women Spaces - Critical to Ending Violence Against Women
- Melanesian Leaders to Prioritise Human Security
- Voices From the Field
- Leaders to Prioritise Access to Education
- Young Women Call for Leadership
- Our Rights to Register and Vote

Watch Station
femLINK Pacific
Temalesi Lewakila
TACLEVU WOMEN'S GROUP, SAVUSAVU

STRENGTHENING PACIFIC PATHWAY AND WOMEN'S REPRESENTATION THROUGH TRANSFORMATIVE MEDIA

in a multiple crisis, where are the girls?

by Luka Tullaa

Rural women in Vanua Levu have outlined that their personal safety was their biggest worry during the waves of the COVID-19 pandemic.

Personal safety was at the top of their list of concerns, followed by their mental health, their coping mechanism and ability to see their friends, as well as the obligation on them to care for others. Physical health was the fifth priority of their concerns. The women were asked 'What concerned you most during COVID-19 pandemic?' and the responses were as follows:

- No safety - 71.18%
- My mental health - 34.73%
- Ability to see friends - 34.52%
- Caring responsibilities - 30.28%
- My physical health - 24.58%

Seventy-four of the participants were from the ages of 14 to 35 years old and were also school girls and tertiary students. These young women highlighted that issues emerging from waves of concern to them included peer pressure, home loans and community tasks, child abuse (from disciplinary methods to physical and verbal abuse) and attempted rape and sexual abuse.

These responses were obtained last year from the first 10 intergenerational dialogues, that were conducted in the three regions of Vanua Levu. Melanesia and Melanesia is about the gender inequalities faced by school girls, and young women during this 'turbulent pandemic' - a term coined by the Rural Women Leaders' Community Media Network (RWLMN) to reflect their on-going struggle with tropical climates and to COVID-19 pandemic, in crisis within a crisis. 161 mothers, daughters, LGBTQI, and persons with disabilities gathered in their localities to share their struggles with oppressive cultural and religious norms, policies, and inadequate resources.

femLINK Pacific COVID-19 UPDATES
WOMEN'S WEATHER WATCH

COVID-19 UPDATES
femTALK BPFM Mar'23/DVD: Sucutolu Creation, Bulitika

COVID-19 UPDATES
femTALK BPFM (June'20) Rakiraki: WHSF - Rakiraki Convening

COVID-19 UPDATES
femTALK BPFM (June'20) Tavua: WHSF - Tavua Convening

Spotlight

104 Following 921 Tracks

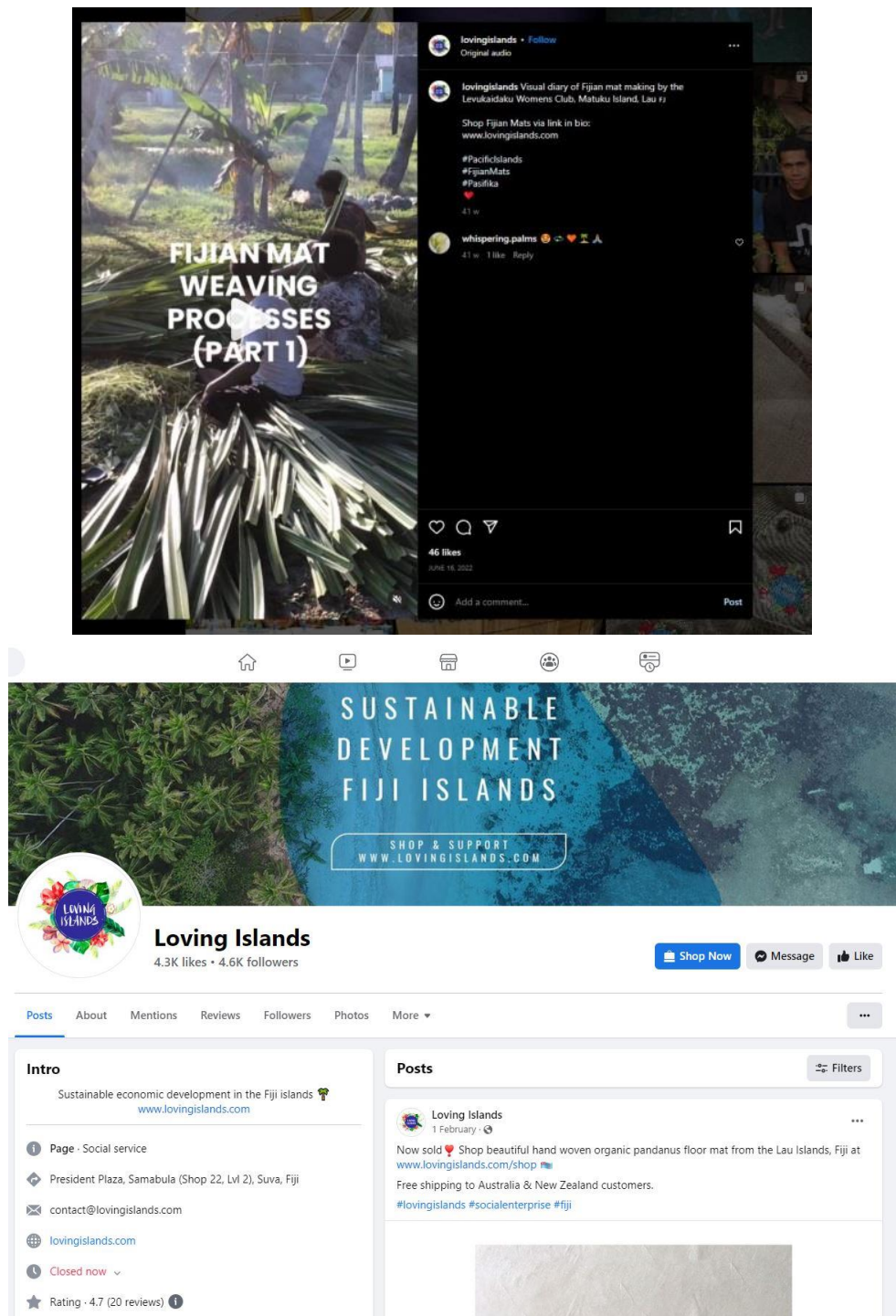
When disasters and conflict collide ...
1,700 0 0.1

QOI Think Chumpe
from Our Community Media Consult...

Inspired a production of Interfaith Y...
The Spiritual Side of Spooky

Loving Islands

- Supporting local communities by promoting and selling organic products made in Fiji. They have a shop for their products on their official website, with links to their other social media platforms, contact details, etc. They are also displaying their partner organisations with links to their social media.
- Posting about the latest news, updates, and products; promoting other businesses, their partners by tagging them, sharing informative, educational, as well as "behind the scenes", entertaining content on their Facebook and Instagram page.



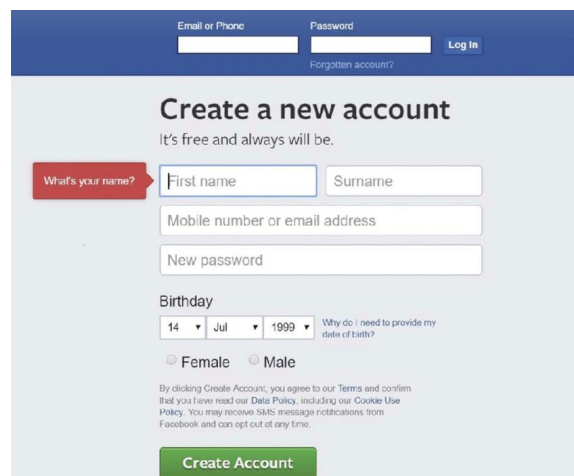
3. Getting started with Facebook

3.1 Creating a new account

- Signing up to Facebook is relatively easy: after following a few steps to fill in the required fields on the starter page (name, phone number, date of birth etc.) – a new account will be created, from which promoting initiatives can be started
- Clicking on your account in the upper-right corner will give you access to a variety of settings (general settings, privacy, help & support, display, etc.) – you might wish to make a few changes before starting to use Facebook
- By clicking on your profile in the upper-right corner of the page you can personalise your profile by adding a profile picture, cover photo, updating your page with extra details (add information about yourself, upload photos/videos, choose interests etc.) – please note that your profile page won't be the same as your business page, which you will be able to set up later

Features

- Most features on Facebook are self-explanatory: in the upper-right corner of the page you will find the “Notifications”, “Facebook Messenger”, and “Menu” icons that will give you instant access to further features such as: your Socials, Entertainment, and Create – to start posting, creating pages, ads, sharing stories, life events etc.
- In the upper-middle section of the page you will find other icons to your Home page, Facebook Watch, Marketplace, Groups, and Feeds
- On the left side of the page there are further icons to even more features, giving you easy & quick access to them

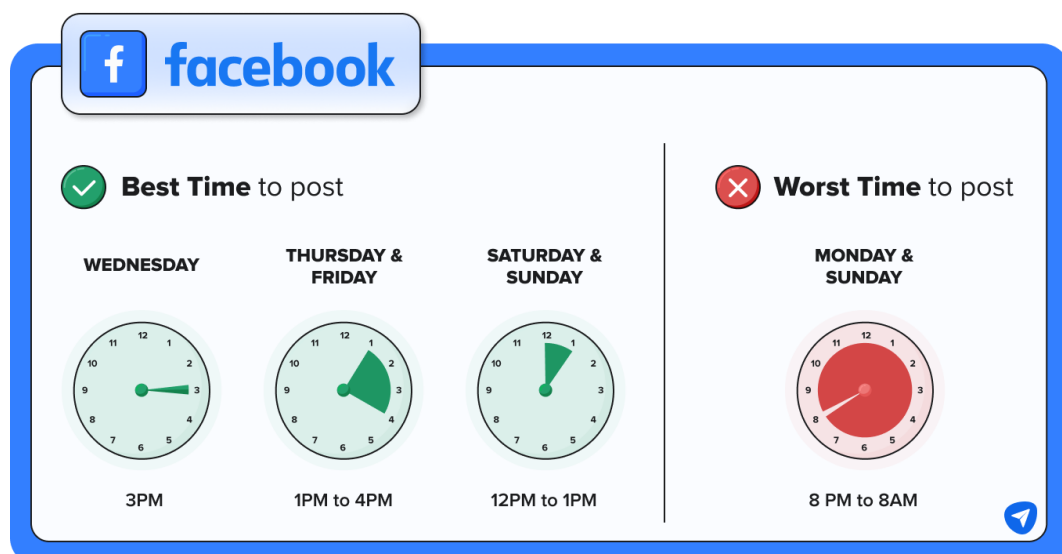
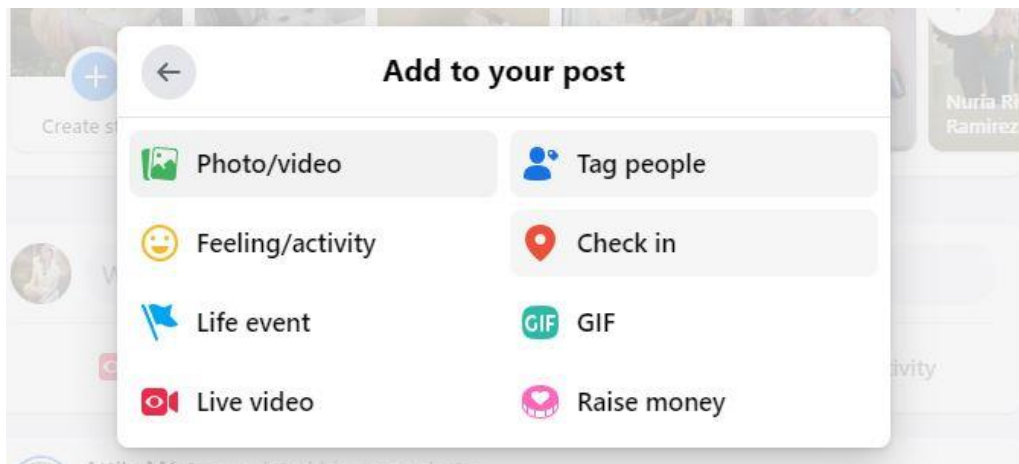


The image shows the Facebook sign-up page. At the top, there are fields for 'Email or Phone' and 'Password', with a 'Log In' button and a link for 'Forgotten account?'. Below this is the heading 'Create a new account' with the subtext 'It's free and always will be.' A red box asks 'What's your name?' with input fields for 'First name' and 'Surname'. Below these are fields for 'Mobile number or email address' and 'New password'. A 'Birthday' section includes dropdowns for day (14), month (Jul), and year (1999), with a note 'Why do I need to provide my date of birth?'. Gender options are 'Female' and 'Male'. A disclaimer states: 'By clicking Create Account, you agree to our Terms and confirm that you have read our Data Policy, including our Cookie Use Policy. You may receive SMS message notifications from Facebook and can opt out of any time.' A green 'Create Account' button is at the bottom.



3.2 Posting

- To start posting use the text box allocated in the middle of the home page that lets you instantly add text, photos or videos. Alternatively you can also use the drop-down menu from the upper-right corner of the page.
- It is possible to create a post with different coloured backgrounds, stickers, photos, videos, and links.
- In addition it is possible to share feelings, activities, and life events, check in from places, or even start raising money for a cause.
- Timing a post and setting up a frequency for posting is a key aspect of successful advertising, and although there is no “best time to post on Facebook” but there are different criteria for posting on weekdays and weekends that can help in boosting a post and reaching a wider audience.
 - Good times to post on the weekdays: between 1pm-4pm
 - Good times to post on the weekend: between 10am-2pm
 - Some hours to avoid posting on Facebook both weekdays and weekends: 10pm-8am
- Consistently track and monitor your Facebook analytics to ascertain when your audience and potential customers are online.

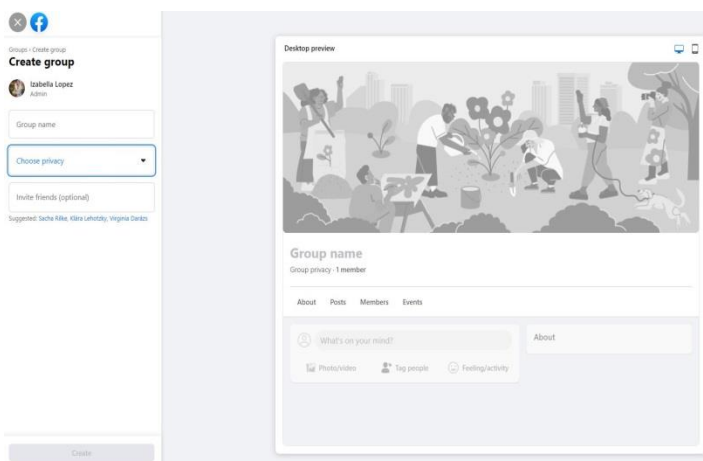


3.3 Facebook Groups

- According to Facebook themselves, the platform prioritizes content from Groups that users frequently engage with → by constantly posting in a group, interacting with its members, or letting its members contribute to the group too, you are feeding the Facebook algorithm.
- Data from the Sprout Social Index notes that nearly half of consumers join private communities so that they can engage with brands directly → Facebook Groups provide a direct line to your audience.
- Groups require members and administrators alike to post from personal accounts, which allow you to engage with your audience as a person first, and a brand second → provides an opportunity to connect to members on a more personal level → builds a good relationship and trust.

Creating a Facebook Group

- Go into the drop-down Menu on the upper-right corner of the home page and select "Group" from the "Create" section.
- Determine the settings of the group (name, privacy settings → private-public group, upload cover photo)
- A Facebook Group can either be private (a closed group) or public (accessible for anyone)
- Group settings can be edited at any given time: click on the three dots under the cover photo to access the edit mode
 - You can link the Group to your page if you wish, the "Linked Pages" option is in the same settings menu
- By clicking on the group's "Members" option it is possible to elect new or add more administrators to the group, who can assist with the group maintenance
- Establish your rules for the group to avoid link-dropping from spammers and general disorganisation, to limit self-promoting and encourage high-quality conversations, and to create a safe space for members.
- Facebook by default allows 10 rules for any group and has its own suggestions too:
 - Respect the privacy of fellow members
 - Take a firm stance on bullying and hate speech
 - Encourage positive comments, feedback and conversations
 - Outlaw spam and irrelevant links



Group Rules from the Admins

- 1 No Vague Brand Posts** ...
Brand posts should be formatted as follows:

Company Name:
Company Website:
Company Social Media:
Expectation from Influencer:
Compensation:

Try to include as much information as possible with your post.
- 2 No Self Promotion** ...
Give more than you take from the group.

In order to make this group as valuable as possible to all members, there will be no purely promotional posts on the wall of this group. Instead, please include a question or some advice along with your Instagram handle.
- 3 No Link Dropping in Inappropriate Threads** ...
If the post doesn't ask for a link to your Instagram, don't drop it. There are daily follow threads for a reason.
- 4 No Selling Followers or Other Spammy Behavior** ...
The members of this group are interested in creating genuine communities. Anything that promotes buying fake likes/followers will not be permitted.
- 5 No B/S/T** ...
No buying, selling, or trading items.

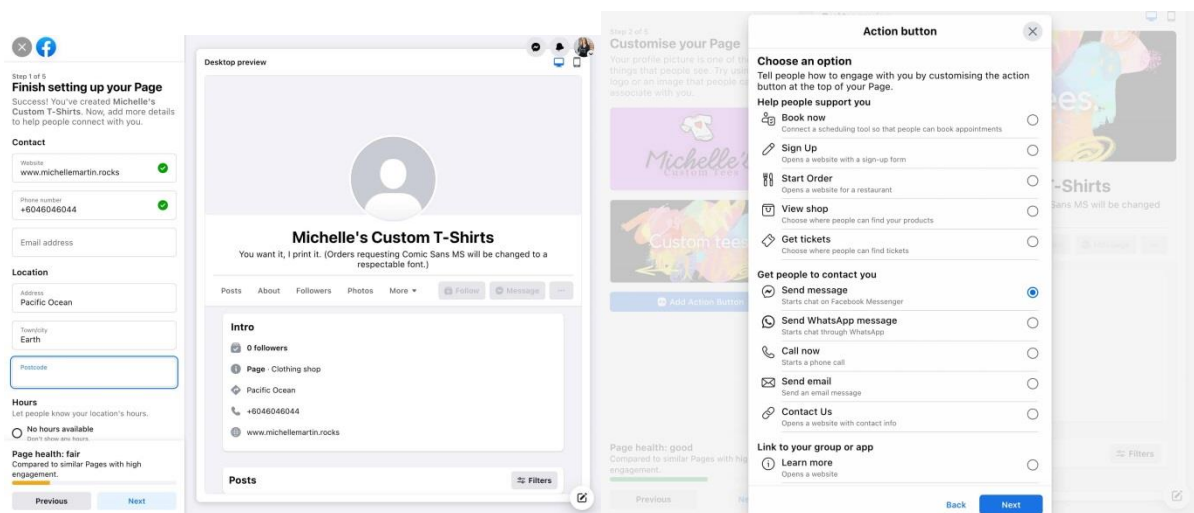
Experiment with different content formats for increased engagement

- User generated content (members' contribution to the group, photos, videos)
- Interactive content (polls, external links to surveys)
- Facebook Live and native Facebook Video
- Images (memes, gifs, infographics)

4. Creating a Facebook page for businesses

4.1 Setting up a page

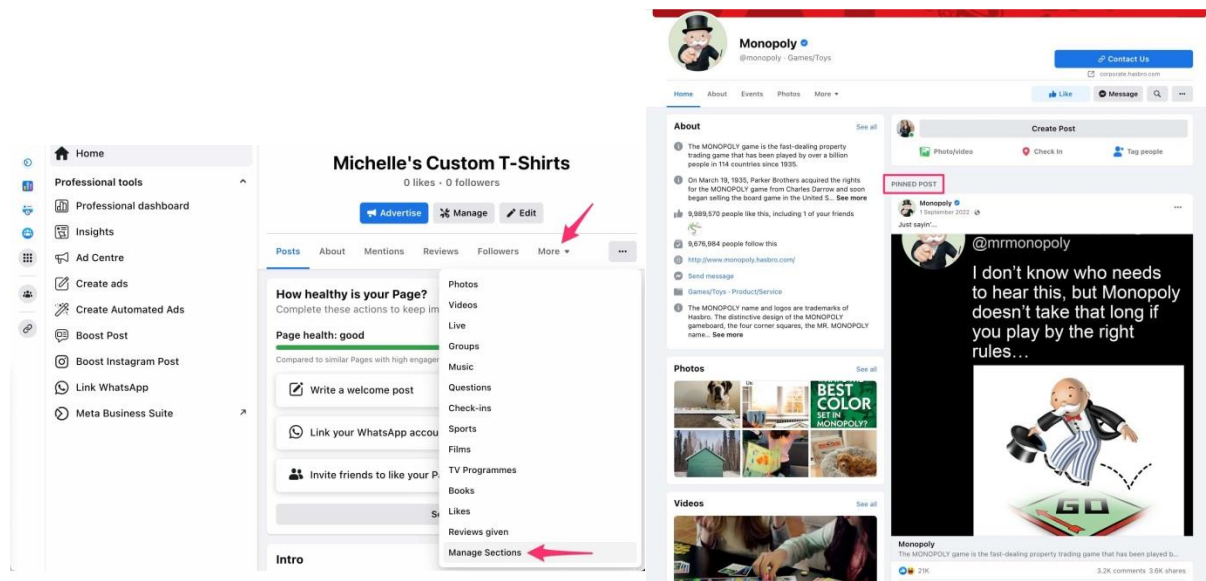
- A Facebook Business page is intended for promotional purposes, it is essential for running Facebook ads, open a **Facebook Shop**, use **Commerce** and other promotional tools on the platform
- Click on the Menu icon on the right and select Page under the Create section to start the process
- Start filling out the required information:
 - **Name** - in most cases the business name in itself is enough
 - **Category** - start typing a word to describe your business and Facebook will suggest options, choose what fits the best
 - **Description/Bio** - this is your elevator pitch, write one or two sentences to summarise your business
 - Follow the prompts to enter further details about your business (opening hours, website, contact details etc.)
- Add a cover photo and profile picture which should be the brand/business logo
- Add an action button to the top of your page that can be a link to the official website, offers, business specific services, etc.



4.2 Optimizing the business page

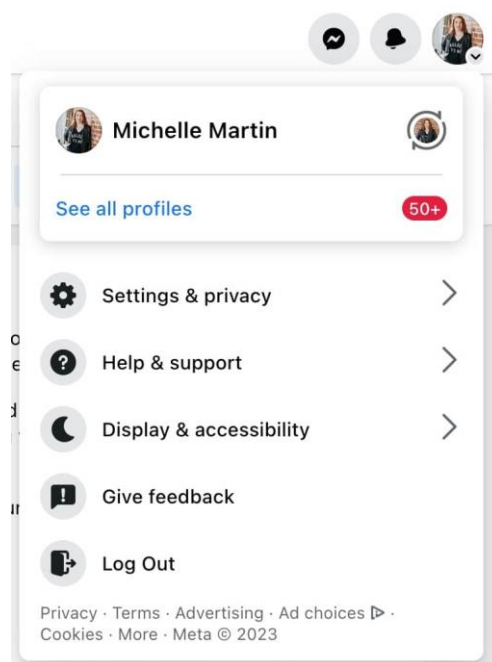
- **Edit your page tabs** - choose to hide irrelevant sections appearing on the page by choosing "More" from the Page management dashboard and then click on "Manage sections"
- **Create a custom URL to your business page** - this makes your page look more legitimate to your audience and it is easier to link
 - Select "Settings" → "General Page Settings" → then "Edit" right next to the "Username" field

- Create a pinned post – offer something exclusive to the page followers or have an important post always on display to raise awareness



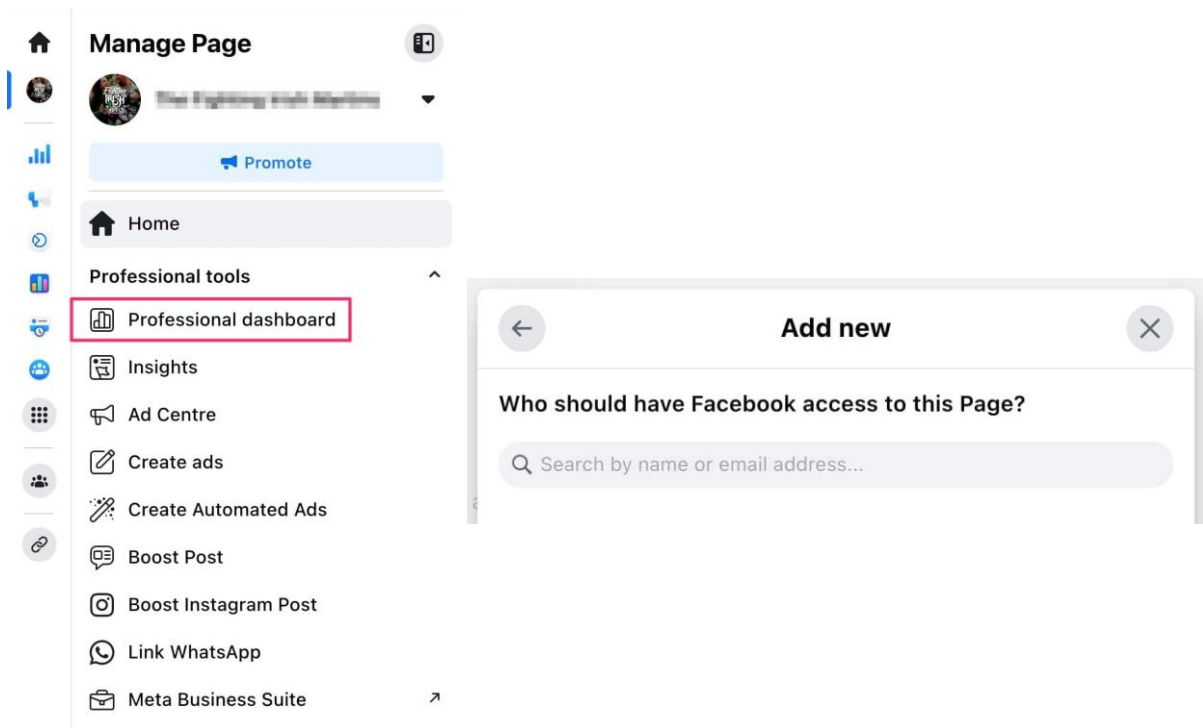
4.3 Adding another admin to the page

- Switch to using Facebook as your page → click on your profile photo at the top right and tap the circle icon to switch between profiles and access your business page



- Click on the "Professional Dashboard" accessible from the left Menu and select one from the available 5 types of access you can give to a new person:
 - People access: Personal Facebook profiles who can log in as your Page with full access to manage it.
 - Task access: Personal Facebook profiles who can't log in as your Page, but have access to a specific task or set of tasks to do for your Page.

- **Community managers:** Personal Facebook profiles who can moderate comments and live chat discussions and suspend or remove Page fans. They cannot change your Facebook Page settings or post content.
- **Business account access:** Grant access to a **Meta Business Suite** account to fully manage your Page, add or remove administrators, and even delete your Page.
- **Partner access:** Business Manager accounts with access to specific assets or tasks, such as helping run Page ads or analytics.
- From your page's **Professional dashboard**, click **"Add New"** next to whichever kind of page access you want to give. → For example, to add a staff member to post content for you, you'd choose either the People option (for full access), or Task (for specific access).



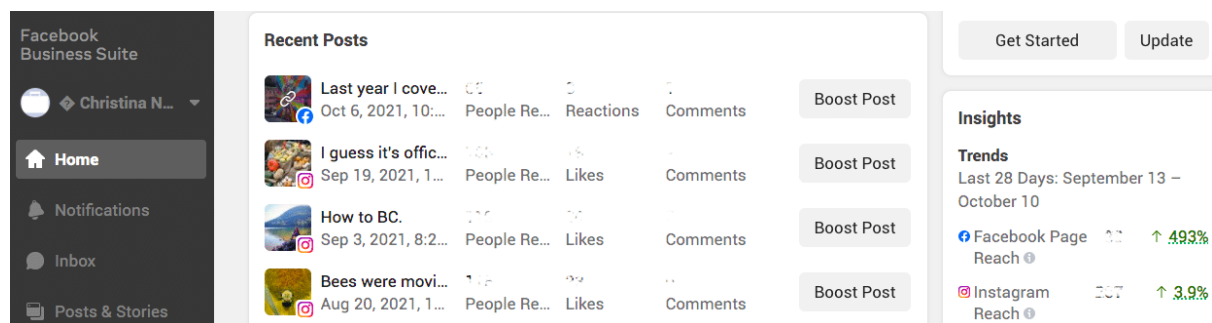
4.4 Unpublishing or deactivating a page

- Upon creating a Business page it will be automatically published and be visible to the public.
- Deactivating or unpublishing your business page can be a good idea when further maintenance/editing is needed, but you don't want your page to be visible to everyone while you still wish to work on it.
- Deactivating/unpublishing a page won't delete the page.
- On your Facebook Business Page enter the **"Settings"** menu → select **"Page Visibility"** → choose the **"Page Unpublished"** option and save it so that your page won't be visible anymore. If you wish to publish your page again, you can easily do this by following the same steps and select **"Page Published"**.

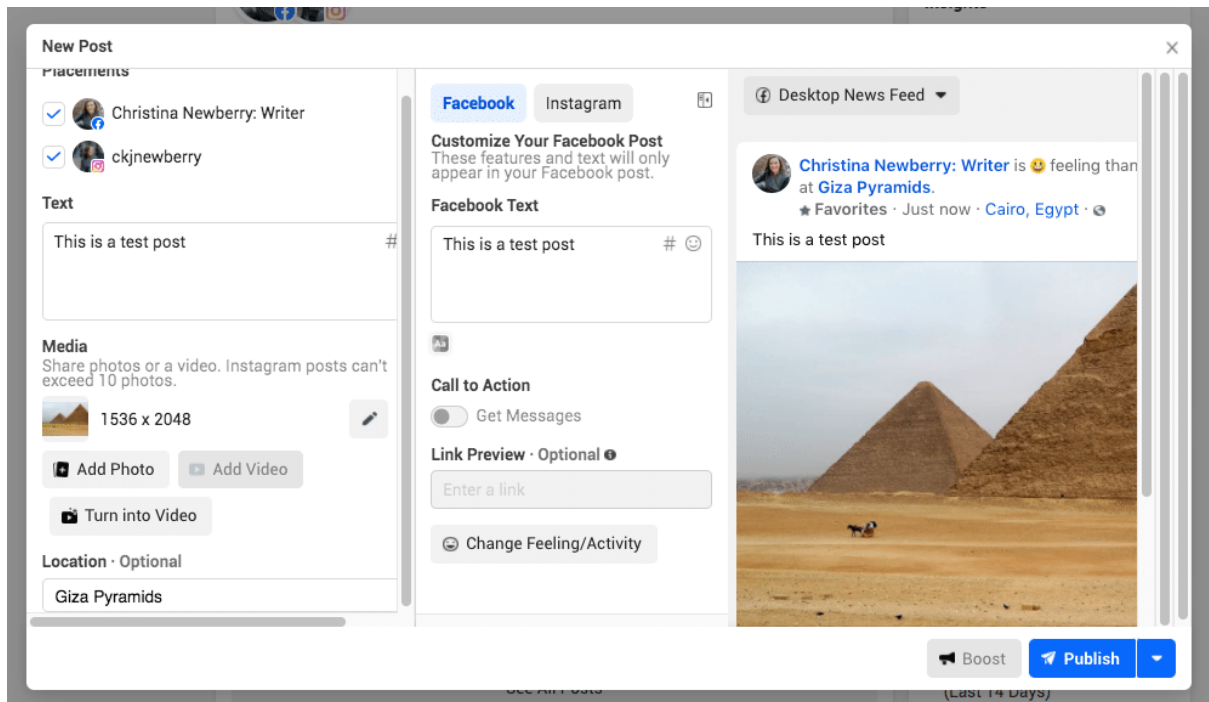
5. Advertising on Facebook – Meta Business Suite

5.1 Meta Business Suite – Introduction and Features

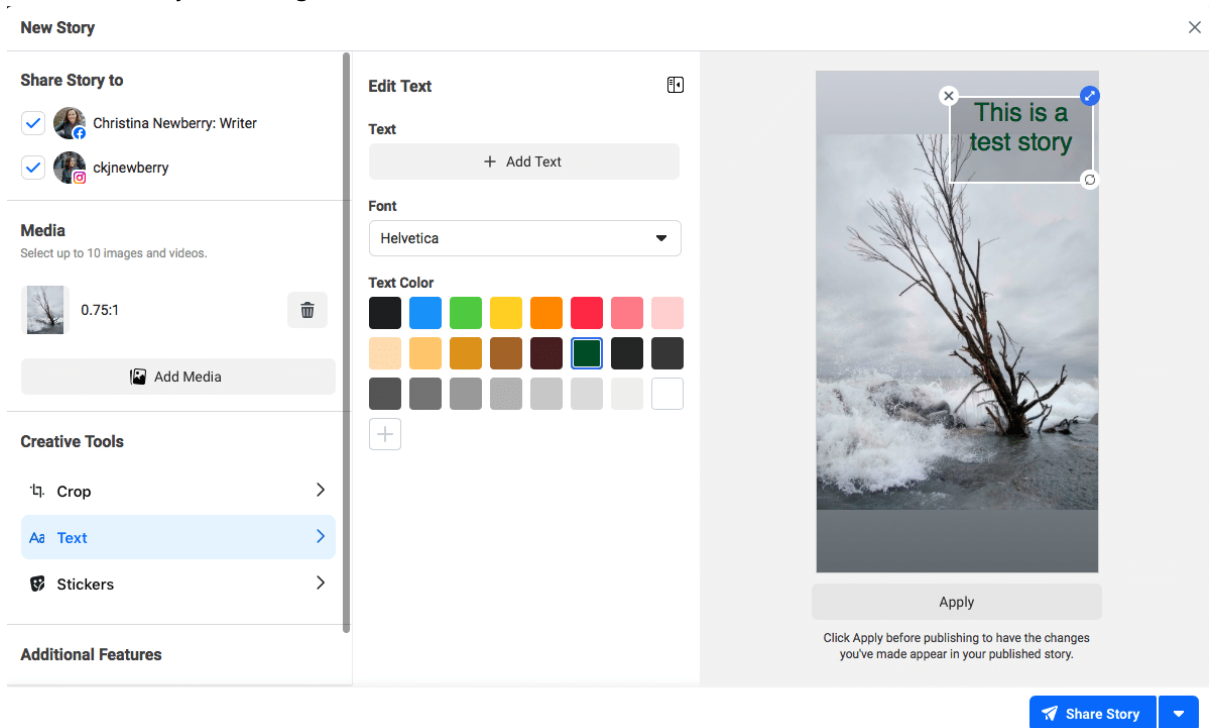
- You need Meta Business Suite to run ads, use Facebook Commerce, and connect your Facebook and Instagram business accounts. This is a free management tool provided by Facebook to use for commercial purposes.
- You will be able to manage all your marketing activities on Facebook and Instagram.
- Meta Business Suite will enable you to:
 - See notifications from both platforms
 - Respond to messages
 - Create and schedule posts, stories, and ads
 - Will provide you with insights on your marketing performance/audience/data
- You can access other useful tools through the Meta Business Suite such as Commerce Manager, Ads Manager and other business settings.
- Home Screen:
 - You can see summaries of your recent posts, ads, your calendar of scheduled posts, and a to-do list of tasks you need to attend to (like unread messages).
 - You can create and ad, post or story, or boost an existing story directly from the home page.
 - The left-hand menu allows you to access all of Facebook's business tools.



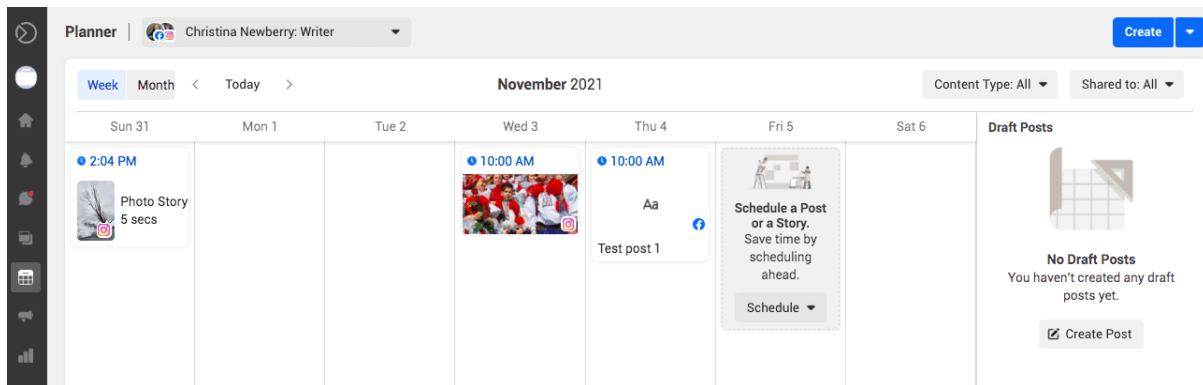
- Creating and Scheduling posts:
 - By clicking on the "Create Post" on the home screen you can select the placement of your content (to be posted on Facebook or Instagram).
 - Enter the content of your post: text, photos or video. You can also add a call to action and link preview.
 - To post right away, click "Publish". To schedule your post for later, click the down arrow next to the "Publish" button and select "Schedule Post". Then, enter the date and time when you want your post to go live.



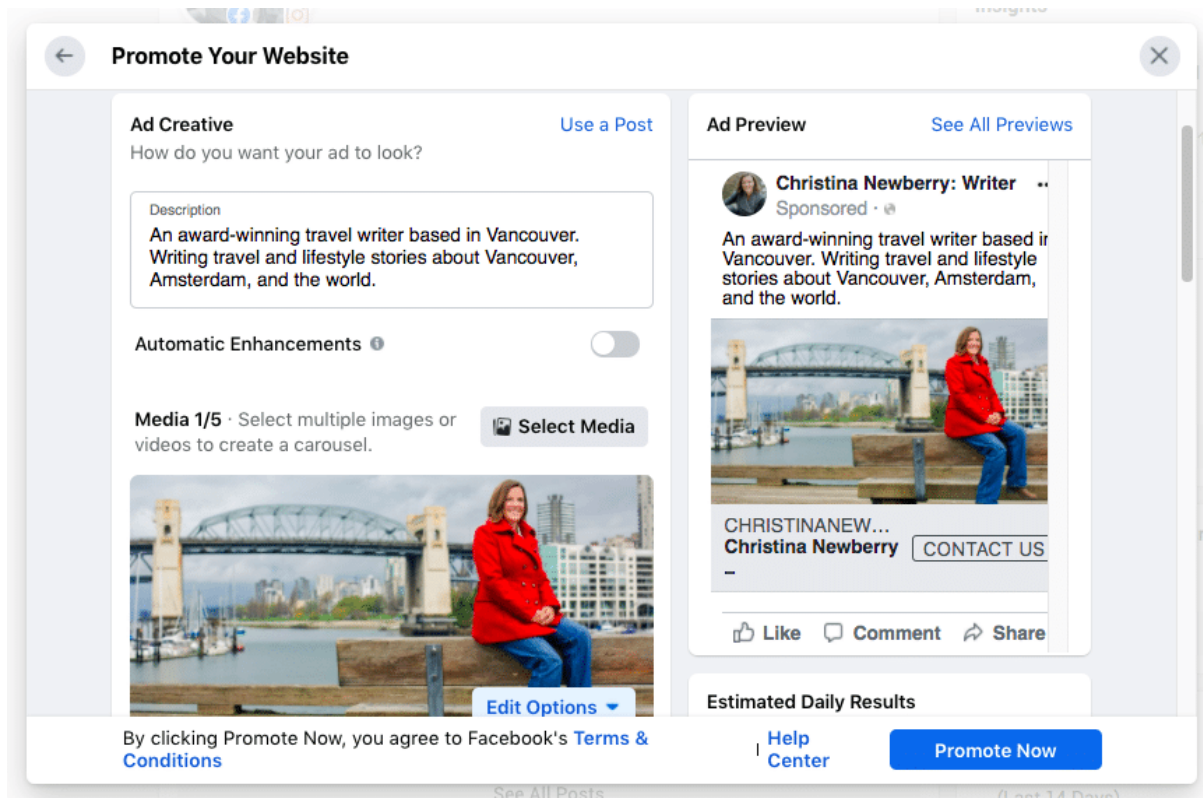
- Creating and scheduling stories is done following the same process by accessing the “Create Story” button from the home page; then uploading-editing the photo/video; then sharing the story immediately or adding a desired date and time to schedule it.



- You can also access the calendar view by clicking on the "Planner" in the left menu to see and edit your scheduled posts/stories or to preview them.



- Create ads by clicking on "Promote" from the home page → select a goal for your ad → create your ad on the next screen. The information and creatives you need to provide will vary depending on the goal you choose. When you're happy with your ad, click "Promote Now".



- If you'd rather **boost an existing post** instead of creating an ad from scratch, just click "Boost Post" next to any existing content from the home screen.
- Choose the appropriate options in the following screen, then click "Boost Post Now".

Boost Post

Goal
What results would you like from this ad?

Automatic
Let Facebook select the most relevant goal based on your settings. [Change](#)

Button

Button label
Send Message

Special Ad Category [Learn more](#)
Ads about credit, employment, housing, or social issues, elections or politics ☐

Messaging Apps
Choose where you want people to message you. Select at least one messaging app.

Ad Preview [See All Previews](#)

Christina Newberry: Writer · Sponsored ·

Last year I covered Amsterdam for Time Out. This year, I'm happy to be writing about my hometown again. I wrote up Mount Pleasant, Vancouver, for Time Out's list of the world's coolest neighbourhoods in 2021.

The 49 coolest neighbourhoods [SEND MESSAGE](#)

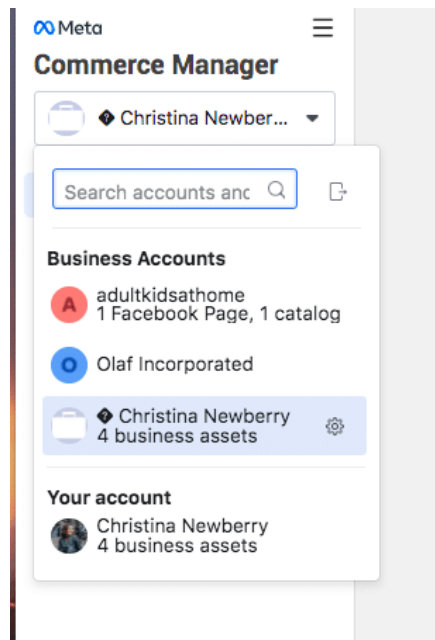
Like Comment Share

By clicking Boost Post Now, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#) [Boost Post Now](#)

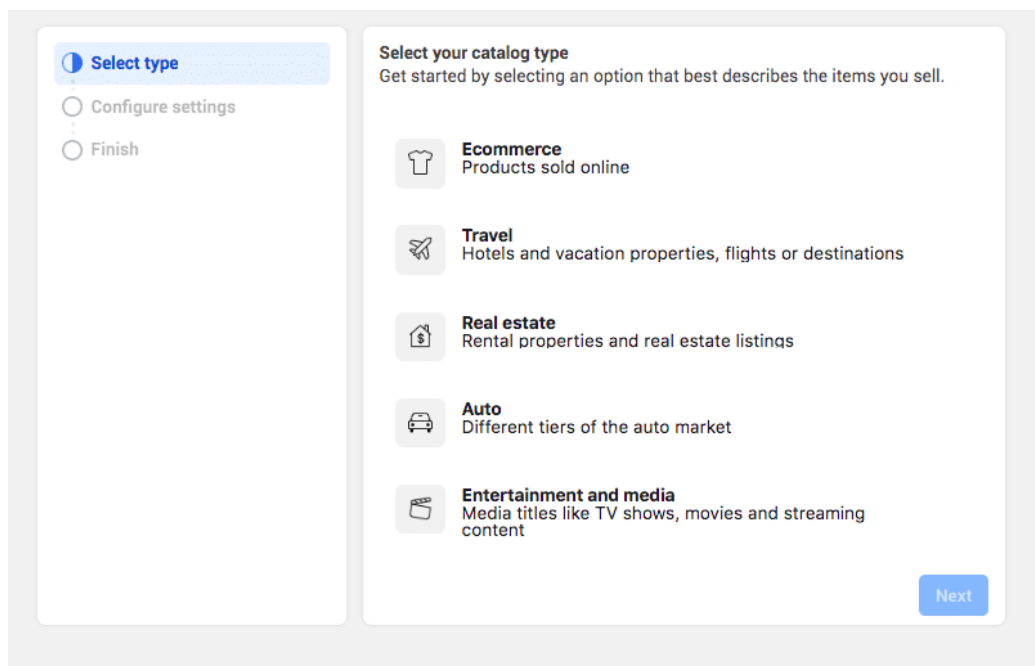
5.2 Commerce Manager

- It is a sales tool available within the **Meta Business Suite** and can be really useful for smaller businesses, whose primary advertising/selling platform is Facebook or Instagram, as it can manage both at the same time.
- You can review and manage all your selling activities, manage your product catalogues, set up a shop, or get useful performance insights about your sales activity and audience.
- You can directly advertise and sell products on Facebook by creating a Catalogue and Shop on the platform for your products.
- Only U.S.-based businesses can enable native, on-platform checkout on Facebook or Instagram, businesses based anywhere else need to select another website for checkouts, which can be done from **Commerce Manager**.

- Create and manage your catalogues:
 - Choose the business account you want to use in the left-hand menu.



- Scroll down to “Catalogues” and click “+Add catalogue”. Choose the type of offering you want to add to your Catalogue. If you want to set up a Shop later, remember that only **Ecommerce** products can be added to it. It doesn't apply to Travel, Real Estate, Auto, or Entertainment and media.



- If you have an official website/webshop for your products already, then you can import the catalogue information from a partner platform. If you don't you can upload the catalogue information yourself.

The screenshot shows a multi-step configuration interface. On the left, a sidebar contains three steps: 'Select type' (marked with a green check), 'Configure settings' (highlighted with a blue bar and an information icon), and 'Finish' (marked with a grey circle). The main area is titled 'Configure your settings' with the instruction 'Add a few details to complete your catalog.' Below this, the 'Upload method' section explains that users can either upload product info manually or connect a partner platform. Two large boxes represent these options: 'Upload product info' (with a grid icon) and 'Connect a partner platform' (with a link icon). Below these, the 'Catalog owner' is set to 'Christina Newberry' in a dropdown menu, and the 'Catalog name' is 'Books' in a text field. A paragraph of legal terms follows, and at the bottom right are 'Back' and 'Create' buttons.

Select type

- ☒ Select type
- ☒ **Configure settings**
- ☐ Finish

Configure your settings
Add a few details to complete your catalog.

Upload method
If you use a supported partner platform, connect your account to automatically import your items.



Upload product info
Add your items manually or in bulk, or use your Meta Pixel.



Connect a partner platform
Automatically import items using a partner platform like Shopify, BigCommerce and more.

Catalog owner ⓘ
Christina Newberry

Catalog name
Books

By using a catalog you agree to [Catalog terms](#) and certify that you are abiding by Facebook [Advertising policies](#) and [Commerce policies](#). Please review these policies and ensure that the items you upload to your catalog don't violate them.

Back Create

- You can easily add products/items to the catalogue by clicking on the “Add Items” button from your catalogue. You can do this manually (if you only have a few items) – or import them from a partner platform if you already have an inventory of a bigger size.

The 'Add Items' dialog box presents four options for adding products to a catalog. The 'Manual' option is selected, indicated by a blue radio button and a blue border. Each option includes an icon, a title, a description, and a 'Learn more' link. At the bottom, there are 'Cancel' and 'Next' buttons.

Add Items

Choose your preferred option



Manual

Fill in a form to add multiple items to your catalog.
Recommended for a small inventory that rarely changes.

[Learn more](#)



Data feed

Use a spreadsheet or file to add and update your items automatically.
Recommended if you manage inventory in a program like Excel or Google Sheets.

[Learn more](#)



Partner Platform

Use a partner platform like Shopify or BigCommerce to automatically add items from your website.
Recommended if your inventory already exists on another platform.

[Learn more](#)



Pixel

Use your Meta Pixel to automatically add items from your website.
Recommended if you use a pixel for dynamic ads.

[Learn more](#)

Cancel Next

- Set up a shop (for physical products only):
 - In the Menu click "Create your shop" → choose from the 3 options from the "Choose checkout method" section - here you can link your website to the shop, so customers will be redirected to you website when purchasing a product.
 - "Checkout with Facebook or Instagram" option is only available for US based businesses.
 - "Checkout with messaging" - customers will be redirected to send your business a message on Facebook Messenger or WhatsApp.
 - You can select your Facebook Business Page/your account to sell from → then select the countries you ship to → review your settings → click "Finish Setup".
 - Once your shop is reviewed, it will be added as a tab on your Facebook Page.

Create your shop Autosave progress ● ×

- ✓ Get started
- ✓ Choose checkout method
- ✓ Choose sales channels
- ✓ Add shipping destinations
- Preview**

Your shop overview
When you finish setup, we'll need to make sure your shop complies with our Seller Agreement before you publish any customizations.

Checkout method Change

 **Checkout on another website**
Customers can browse your shop on Facebook or Instagram. When they checkout, they'll be directed to your website from an item's details page.

Sales channels Change

 Olaf Incorporated

 Olaf's Large Sandwiches Facebook Page:1

Shipping destinations Change

1 country or region
Canada

☒ By submitting your shop for review, you agree to our [Seller Agreement](#).

Contact support Previous Finish setup

- You can also add Collections to your Shop by going into the "Edit" menu within your shop → click +Add new → click "Collection". This feature can help customers to find the right product for them by being able to use collection for specific products.

5.3 Meta Ads Manager – Introduction, types of ads

- It is a tool that lets you create and manage ads on Facebook to target your audience.
- They look similar to normal posts but always include a “sponsored” label to show they’re an ad. Facebook ads include more features than regular posts, like CTA (call to action) buttons, links, and product catalogues.
- Advertising on Facebook costs money but the amount you pay will vary depending on various factors:
 - **Audience targeting** - to put your ads in front of a narrower audience as opposed to a broader one will cost more
 - **Ad placement** - costs can change between ads shown on Facebook and Instagram
 - **Campaign duration** - the number of days and hours a campaign lasts impacts the final cost
 - **Your industry** - some industries are more competitive than others for ad space. Ad costs usually increase the higher the product price is or how valuable the lead you’re trying to capture is
 - **Time of year** - ad costs can fluctuate during different seasons, holidays, or other industry-specific events
 - **Time of the day** - during what times of the day your ad will appear on your audience’s screen will impact the costs
 - **Location** - average ad costs per country vary widely
- There are various types of ad types and formats for marketers to choose from depending on their content:
 - **Image** - use single images to promote your product/services/brand
 - **Video** - use a single video to promote (the shorter the better)
 - **Carousel** - showcase up to ten images or videos that users can click through, each has its own headline, description, or link
 - **Instant experience ads** - mobile-only interactive ads (photos or videos) - that users can tap on; zoom in-out
 - **Collection ads** - similar to carousel ads but more immersive, users can purchase products directly from the ad
 - **Lead ads** - mobile-only ads, great for collecting newsletter subscriptions, signing someone up for a trial of your product, or allowing people to ask for more information from you
 - **Slideshow ads** - 3-10 images or a single video that plays in a slideshow; uses less data than video ads → good for markets where people have slower internet connections
 - **Stories ads** - mobile-only ads that maximise screen potentials; more creative freedom with customization
 - **Messenger ads** - they show up in Facebook Messenger’s tab among the conversations; more personal and direct; good for smaller businesses promoting local products or services

5.4 Create your ads using Meta Ads Manager

- Using your Facebook Business Page head to the Ads Manager and start creating a Facebook ad campaign.
- In Facebook Ads Manager select the “Campaigns” tab then click “Create”.
- Facebook offers 11 marketing objectives based on what you want your ad to accomplish → choose a campaign objective based on your goals for this particular ad.

Search and filter This month: 1 Apr 2023-3 Apr 2023

Campaigns 1 selected Ad sets for 1 Campaign Ads for 1 Campaign

+ Create
Duplicate
Edit
A/B test
Rules
View Setup
Columns: Performance
Breakdown
Reports

Off/On	Ad set	Delivery	Bid strategy	Budget	Last significant edit	Attribution setting	Results	Reach	Impressions	Cost per result	Amo
☐	New Engagement ad set	In draft	Highest volume Conversations	£20.00 Daily	—	—	—	—	—	—	—
	Results from 1 ad set				—	—	—	Accounts Centre acco...	Total	—	—

Create new campaign Use existing campaign ×

Choose a Campaign Objective
[Learn more](#)

Awareness

☐ Brand awareness

☐ Reach

Consideration

☐ Traffic

☒ Engagement

☐ App installs

☐ Video views

☐ Lead generation

☐ Messages

Conversion

☐ Conversions

☐ Catalog sales

☐ Store traffic



Post engagement

Get more Page likes, event responses, or post reacts, comments or shares.

Cancel Continue

- Some of the options you see in the next steps will vary based on which objective you choose.
- Name your Facebook ad campaign and declare whether your ad fits into any special categories like credit or politics.
- Next, you decide how much money you want to spend on your Facebook ad campaign. You can choose a daily or lifetime budget. Then, set the start and end dates if you want to schedule your ad or you can choose to make it live right away. (You can only set a schedule if you create a lifetime budget for your ad.)

Campaign name

[Create template](#)

Special Ad Categories

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

Categories

Campaign details

Buying type

Auction

Campaign objective ⓘ

Post engagement

Show more options ▾

A/B Test

Create A/B Test

Try different images, ad text, audiences, and more to see which one performs best. [Learn more](#)

Advantage Campaign Budget +

Off

Advantage Campaign Budget will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn more](#)

Close

Ad set name

[Create template](#)

Optimization & delivery

Optimization for ad delivery

Post Engagement

Cost per result goal (optional) ⓘ

Meta will aim to spend your entire budget and get the most post engagements using the highest volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

Show more options ▾

Budget & schedule

Budget ⓘ

Daily Budget ▾

GBP

You'll spend up to £13.75 on some days, and less on others. You'll spend an average of £11.00 per day and no more than £77.00 per calendar week. [Learn more](#)

Schedule ⓘ

Start date

12:01 PM

Pacific Time

End - Optional

☒ Set an end date

12:01 PM

Pacific Time

Show more options ▾

22

- By scrolling down you can start building the target audience for your ads. Ads Manager provides you with a lot of customization options. You can even choose “Detailed targeting” field to specifically include or exclude people based on demographics, interests, and behaviours.

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

Reach Potential Travelers ⓘ
Prioritize delivery to **people** who may be planning to travel ☐ Off

Create new audience Use saved audience ▼

Custom audiences Create new ▼
Search existing audiences

Exclude

Locations
People living in or recently in this location ▼
United Kingdom
✓ United Kingdom
✓ Include ▼ Search locations Browse
[Add locations in bulk](#)

Age
18 ▼ 65+ ▼

Gender
☒ All ☐ Men ☐ Women

Detailed targeting
Include people who match ⓘ
Add demographics, interests or behaviors Suggestions Browse
Exclude

Audience definition
Your audience selection is fairly broad.
Specific ————— Broad
Estimated audience size: 31,900,000 - 37,500,000 ⓘ
Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results
Reach ⓘ
1.6K - 4.6K
Page Likes ⓘ
59 - 173
The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.
Estimates may vary significantly as people opt out of tracking on iOS 14.5 or use other data controls on Meta technologies.

Close ✓ All edits saved Back Next

- Scroll down to choose where your ads will appear. If you're new to Facebook advertising, the simplest choice is to use **Advantage+ Placements**. → Facebook will automatically place your ads across Facebook, Instagram, Messenger, and the Audience Network when they are likely to get the best results.
- Further down there is a “**Brand Safety**” section too where you can set what type of content you wish to exclude from your ad → you can choose to avoid sensitive content and add specific block lists that can include specific websites, publishers, and videos.
- Once you are satisfied with your settings you can choose your ad format, and then enter the text and media components for your ad. The formats available will vary based on the campaign objective you selected back at the beginning of this process.

Ad creative

1 recommendation

Select the media, text and destination for your ad. You can also customize your media and text for each placement. [Learn more](#)

[Clear All](#)



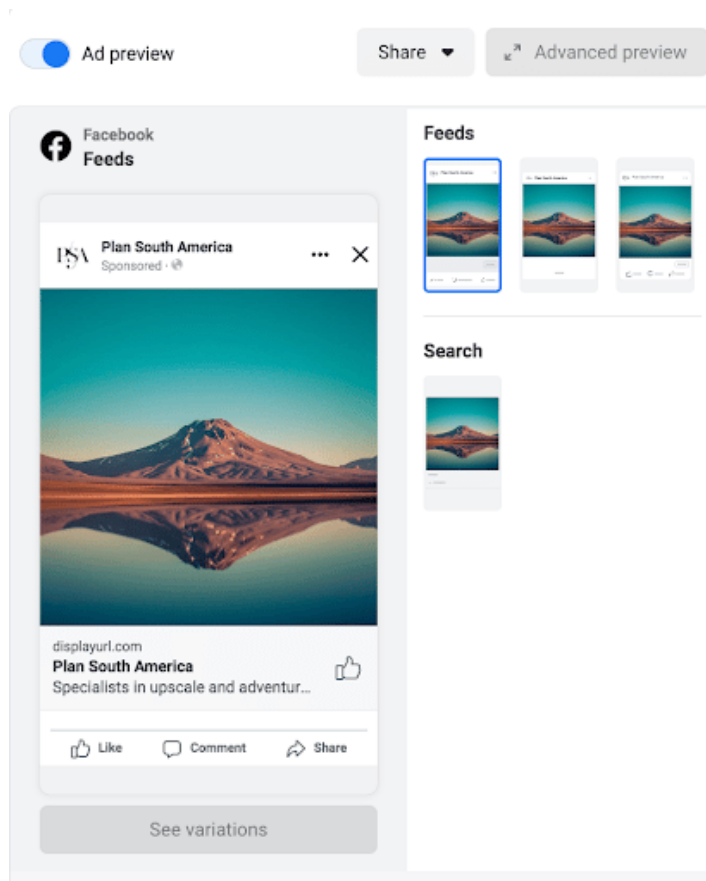
untitled
1080 × 1350

Edit

Primary text

What's your ad about? Try up to 5 options

- Select the right crop for your ad type to fill the placement → you can use the preview tool at the right of the page to make sure your ad looks good for all potential placements.



- Facebook ad sizes change frequently so make sure to check your selected videos and images fit the right dimensions.
- Once you are happy with your settings click on the "Publish" button to launch your ad.

6. Some useful links for further details and information

Meta for business: Marketing on Facebook:

<https://www.facebook.com/business>

Meta Business Suite: Manage Facebook and Instagram in one place:

<https://www.facebook.com/business/tools/meta-business-suite>

Facebook video requirements charts:

<https://www.facebook.com/business/m/one-sheeters/video-requirements#>

How to calculate and set your Facebook Ad budget:

<https://blog.hootsuite.com/facebook-ads-budget/>

