Guide to Paid Social

2023

compulse

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Facebook Ad Objectives

Clicks to Website (Traffic) - drive people to your website or app

Reach - maximize the number of people who see your ads and how often they see them.

Brand Awareness - show ads to people who are more likely to recall them.

Post Engagement - get people to see and engage with your Facebook post

Video Views - show your video to people who are more likely to watch it

Facebook Ad Specs

Requirements:

- **Creative**
- **Copy**
- **Quote Request / IO Form**
- **Signed Services Agreement**
- **Advertiser Access Granted to Compulse**

Design Recommendations

The recommended image size ensures your image always looks high quality. The recommended text length is how many characters of ad copy could be displayed on smaller screens. No text within images as each ad unit has required text areas.

Single Image Ad:

- File type: JPG or PNG
- Ratio: 1.91:1 to 1:1
- Resolution: at least 1080x1080 pixels
- Primary text: 125 characters
- Headline: 40 characters
- Description: 30 characters

Video Ad:

- File Type: MP4, MOV or GIF
- Ratio: 1:1
- Video settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+
- Resolution: at least 1080x1080 pixels
- Primary Text: 125 characters
- Headline: 40 characters
- Description: 30 characters
- Recommended video length: no longer than 30 sec

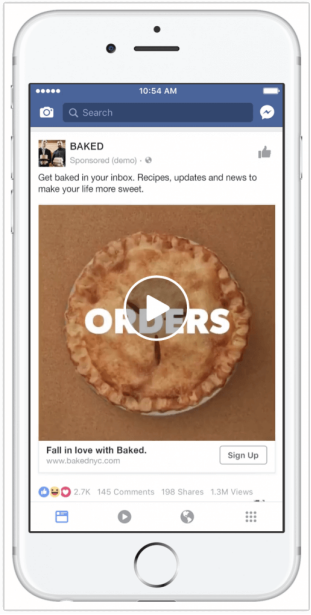
Carousel Ad:

- File type: JPG, PNG, MP4, MOV or GIF
- Ratio: 1:1
- Primary text: 125 characters
- Headline: 40 characters
- Description: 20 characters

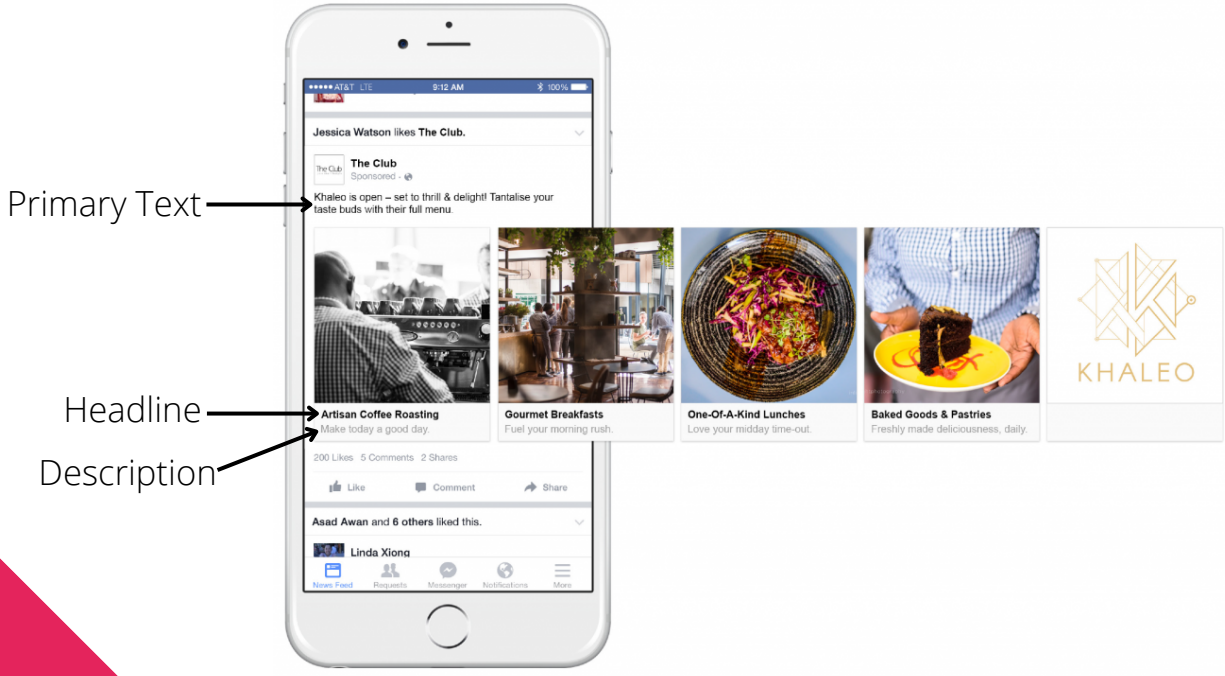
Facebook Ad Formats

IMAGE

VIDEO



CAROUSEL



Instagram Ad Objectives

Clicks to Website (Traffic) - drive people to your website or app

Reach - maximize the number of people who see your ads and how often they see them.

Brand Awareness - show ads to people who are more likely to recall them.

Post Engagement - get people to see and engage with your Facebook post

Video Views - show your video to people who are more likely to watch it

Instagram Ad Specs

Requirements:

- **Quote Request**
- **Creative**
- **Copy**
- **Signed Services Agreement**
- **Advertiser Access Granted to Compulse**

Design Recommendations

Use these guidelines to design an ad that looks good everywhere it appears on Instagram. The recommended image size ensures your image always looks high quality. The recommended text length is how many characters of ad copy could be displayed on smaller screens. No text within images as each ad unit has required text areas.

Single Image Ad:

·Image size: 1080 x 1080 pixels
·Image Ratio 1:1
·Text (below creative): 125 characters
Maximum Number of Hashtags: 30

Video Ad:

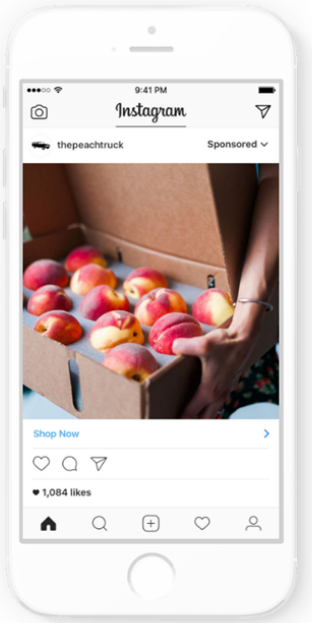
- File Type: MP4, MOV or GIF
- Ratio: 1:1
- Video settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+
- Resolution: at least 1080x1080 pixels
- Primary Text: 125 characters
- Headline: 40 characters
- Description: 30 characters
- Recommended video length: no longer than 30 sec

Carousel Ad:

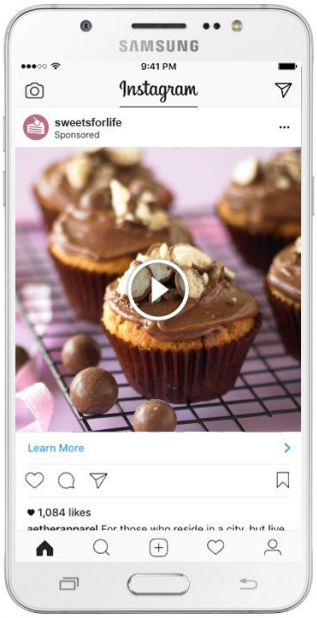
- File type: JPG, PNG, MP4, MOV or GIF
- Ratio: 1:1
- Primary text: 125 characters
- Headline: 40 characters
- Description: 20 characters

Instagram Ad Formats

IMAGE



VIDEO



CAROUSEL

LinkedIn Ad Objectives

Clicks to Website (Traffic) - drive people to your website or app

Brand Awareness - get more people to know your brand through impression-based campaigns.

Sponsored Content - Promote your company updates to targeted audiences on desktop, mobile, and tablet.

Engagement - drive clicks, social actions and company page follows.

Video Views - tell your product or business story through video.

LinkedIn Ad Specs

Requirements:

- Quote Request
- Creative
- Copy
- Signed Services Agreement
- Admin & Sponsored Content Creator Access Granted to Compulse

Design Recommendations

Use these guidelines to design an ad that looks good everywhere it appears on LinkedIn. The recommended image size ensures your image always looks high quality. The recommended text length is how many characters of ad copy could be displayed on smaller screens.

Single Image Ad:

- File Type: jpg or png
- File Size: 5 MB
- Image Ratio: 1.9:1 or 1:1
- Image
  - Horizontal: 1200x628
  - Square: 1200x1200
- Text Ad Name (optional): 255 characters
- Headline: 70 characters
- Introductory Text: 150 characters

Video Ad:

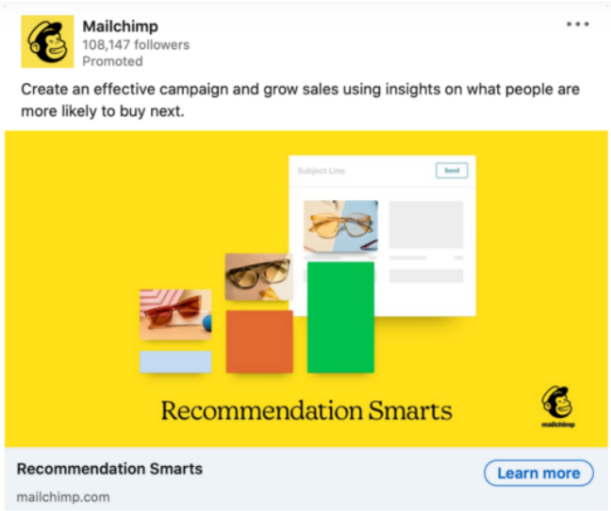
- File Type: MP4
- Sound Format: AAC or MPEG4
- Frame Rate: 30 frames per second
- Video Size: 75 KB - 200 MB
- Ratio
  - Horizontal: 16:9
  - Square: 1:1
- Video Duration: 3-30 minutes
  - Recommendation is 30 sec max
- Headline: 70 characters
- Introductory Text: 150 characters

Carousel Ad:

- File Type: jpg or png
- Image: 1080x1080 pixels
- Card Headline: 45 characters
- Introductory Text: 255 characters

LinkedIn Ad Formats

IMAGE



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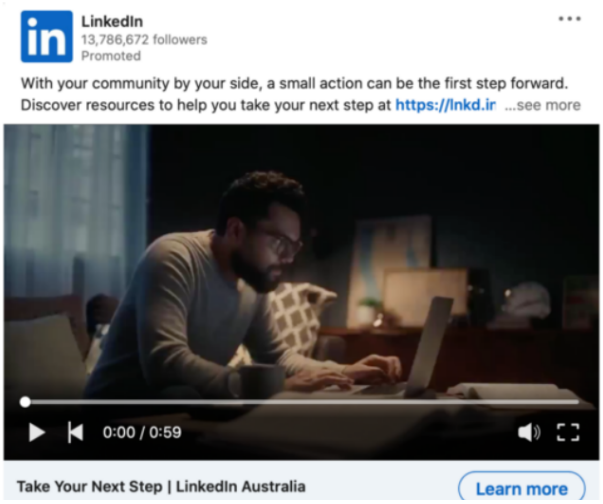
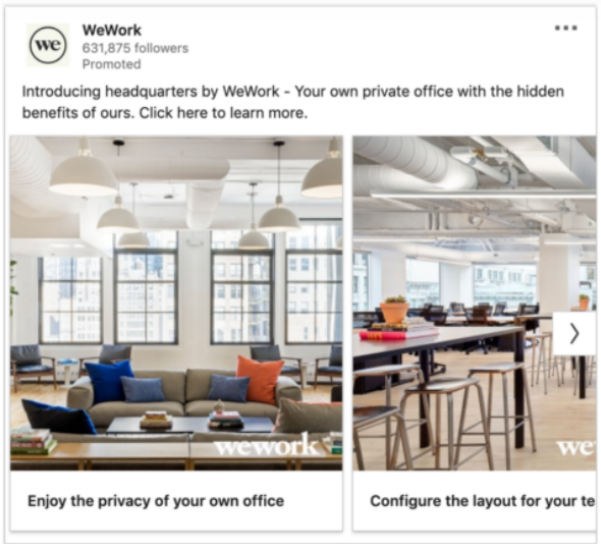


CAROUSEL

Introductory Text →

Headline Text →



You can only run one ad format per campaign. If a client wishes to run a carousel ad and video ad, we will have to split the budget and run two separate campaigns or just run with one creative.

Targeting FB & IG

With all social campaigns, we will ask for targeting. This will include geos, age, gender, interests, demographics and behaviors. Below are things that we can and cannot target looking at Facebook and Instagram.

Things we CAN target

Location	Country State City + Radius County DMA Zip Codes Address +Radius (not all addresses will populate)
Gender	All/Male/Female
Age	18+ and include interest targeting
Interests	General interest categories based on pages and content people like (ex: fitness, dogs, architecture, shopping, etc)
Demographics	Education (level, field, school) Major life events that can be selected on social Parents of various children ages Relationship status Work (employer, industry, job title)
Behaviors	Travel Engaged shoppers Mobile device users (option to select specific devices)

Targeting - FB & IG

With all social campaigns, we will ask for targeting. This will include geos, age, gender, interests, demographics and behaviors. Below are things that we can and cannot target looking at Facebook and Instagram.

Things we CANNOT target

Location	Someone's specific residence
Gender	Non-binary, Agender
Age	Anyone under the age of 18
Interests	Someone interested in buying a specific type of product
Demographics	Household income Ailments/health problems people may or may not have Specific things owned (house, car, dog, etc) Nationality
Behaviors	Purchasing types

Targeting LinkedIn

LinkedIn is going to be very similar when it comes to things that we can and cannot target. Below are some minor differences when it comes to targeting on those platforms. Anything outside of this our team will address during the quote process.

Linkedin

- Geos
  - Country, state, city, town
  - No zips, counties or exact addresses
- Interests, demographics,
  - Think professional networking (job titles, industries, companies, career interests, etc)

Facebook Retargeting

Basic Information

- We set a campaign budget and create two separate ad sets/targets
  - **Outreach:** ad set to target customers based on geo and interests
    - This ensures that we are getting the client in front of their target audience and providing some instant results
  - **Retargeting:** ad set that utilizes pixel data to retarget potential customers that have visited the clients website
    - We do this because often times, the client has just set up their pixel and there is no data/audience built up to effectively run retargeting
- Setting the budget at the campaign level **does not** allow us to set a specific budget for the retargeting portion. Facebook will use the budget to get the best possible outcomes
  - This typically means that the outreach campaign will have greater numbers and more of the ad spend than the retargeting budget
  - If the client wishes to have a specific amount of money go to outreach and retargeting then they will need to have a separate budget for each
- We recommend that when you bring on a client, you have them set up the Facebook pixel on their site that way it can begin collecting data in case they decide to run a retargeting campaign in the future. They will already be a giant step ahead!

Facebook Retargeting

Creating and Adding Pixels for Facebook Retargeting Campaigns

Please Note: client must have a verified Business Manager in order to create a pixel. If the client does not have a verified Business Manager, they will need to navigate to the Security Center in order to complete the process prior to following the below steps*

To Create a Facebook Pixel:

1. Navigate to the Facebook Events Manager
2. Click the "Green Plus Icon" - **Connect Data Sources**
3. In the "Connect a New Data Source" menu - select Web and click **Get Started**
4. Select **Facebook Pixel** and click **Connect**
5. **Name Your Pixel - pixel name must match your business name!** Enter your Website URL for easy setup in the next step.
6. Click **Continue**

Sharing your Pixel with Compulse

1. Log into your **Facebook Business Manager**
    a. Navigate to Business Settings > Data Sources > Pixels
2. Choose **Assign Partner**
3. Choose the **Admin Access - Manage the Pixel** role. Enter one of the following Business Manager IDs
    a. Compulse: 567665973359023
4. Select **Confirm**

Facebook Retargeting

Adding the Facebook Pixel to Your Website:

Email Setup Instructions to your CMS provider:

- **Navigate to the Facebook Events Manager**
- **Select the pixel you want to add.**
- **Click Continue Pixel Set Up**
- **Click Email Instructions in the lower right hand**
- **Enter the recipient's email address and hit Send**

Manually Place Pixel:

1. Copy base code from Facebook Events Manager
2. Paste the pixel code into the bottom of the header section just above the tag. Install the base code on every page of your website
3. For more information and tips on manual installations, see Facebook's resource.

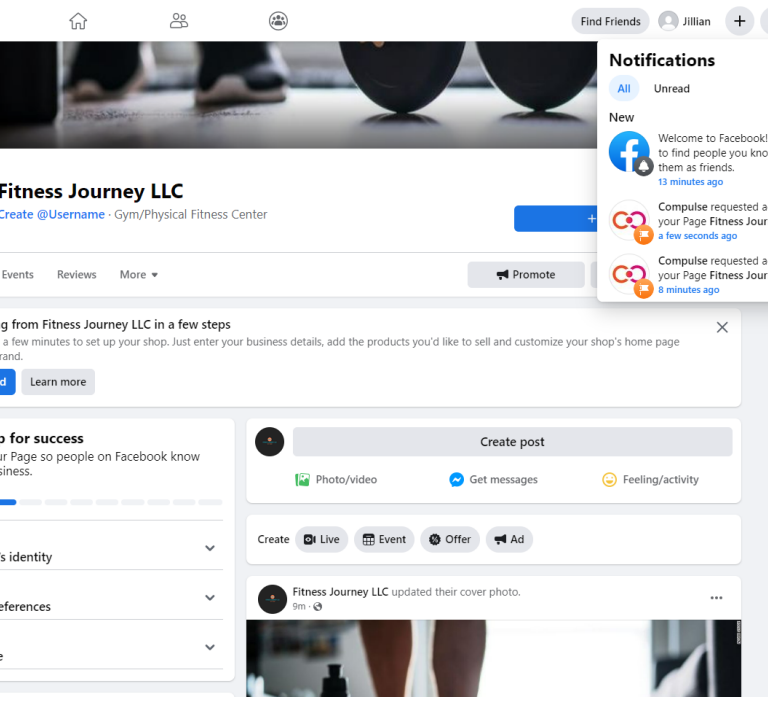
Use Partner Integrations:

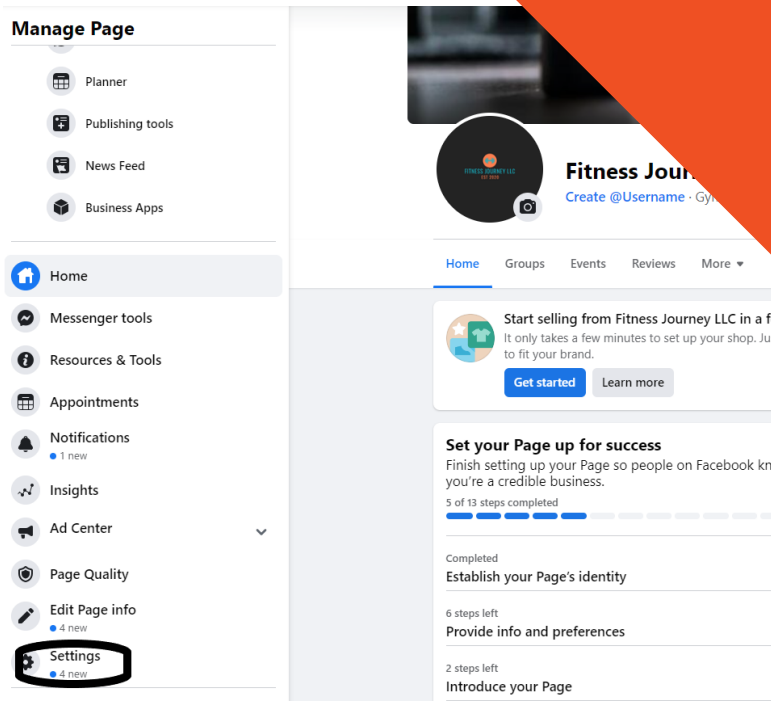
(Please note, Partner Integrations do not refer to DRIVE Auto or Compulse)

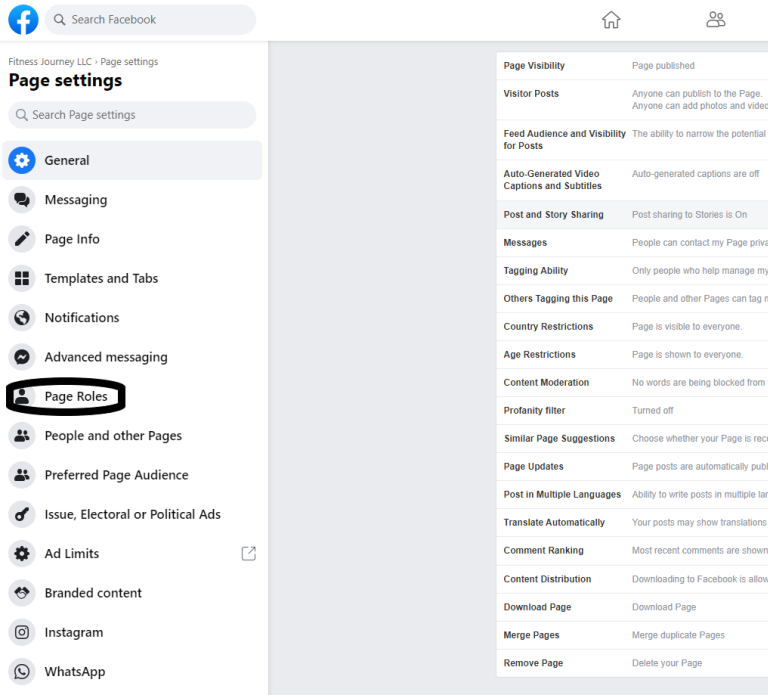
1. Navigate to the **Facebook Events Manager**
2. Select the pixel you want to add
3. Click **Continue Pixel Set Up**
4. Click **Use a Partner Integration**
5. Select and click a partner from the List
6. Follow the setup instructions to add your pixel

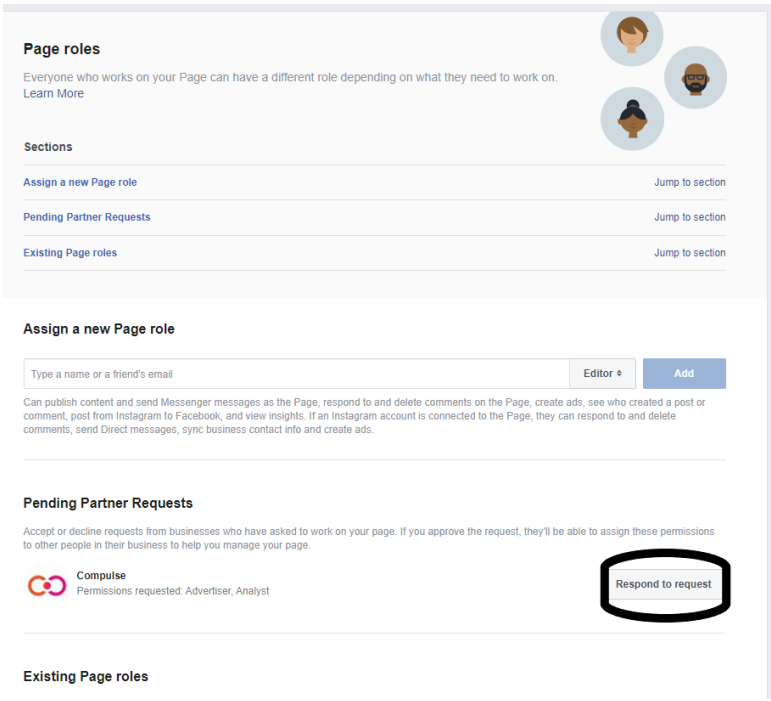
You have now created a pixel and shared with the Compulse

Granting Advertiser Access

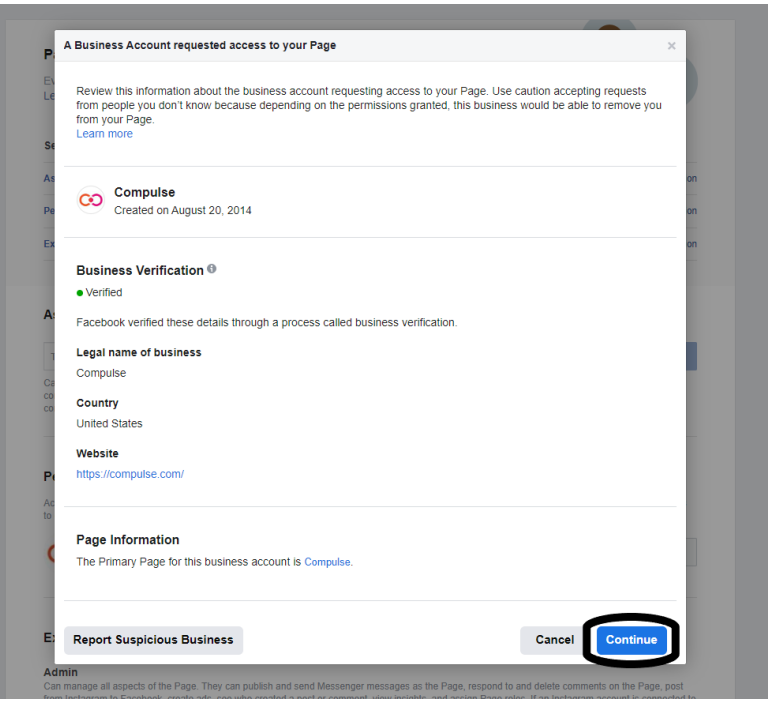


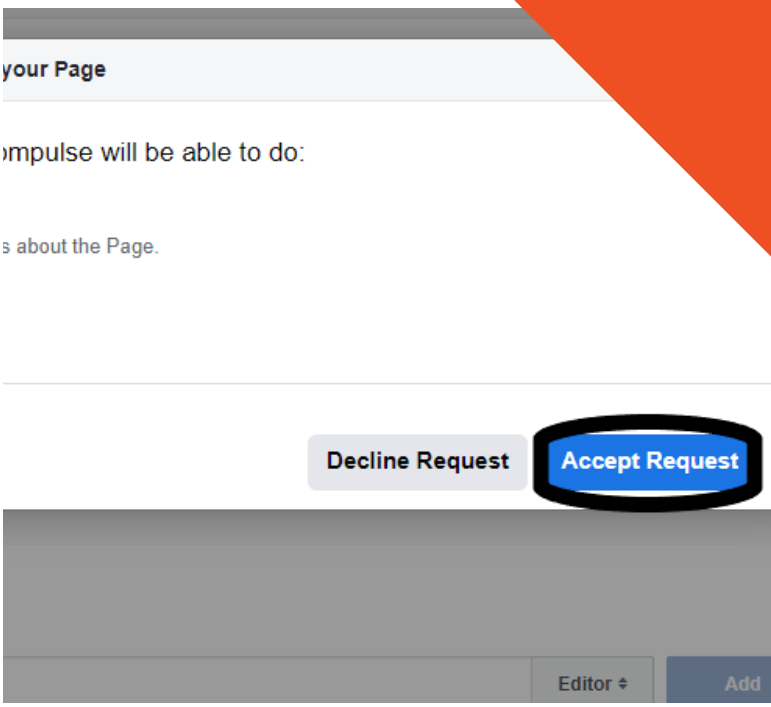


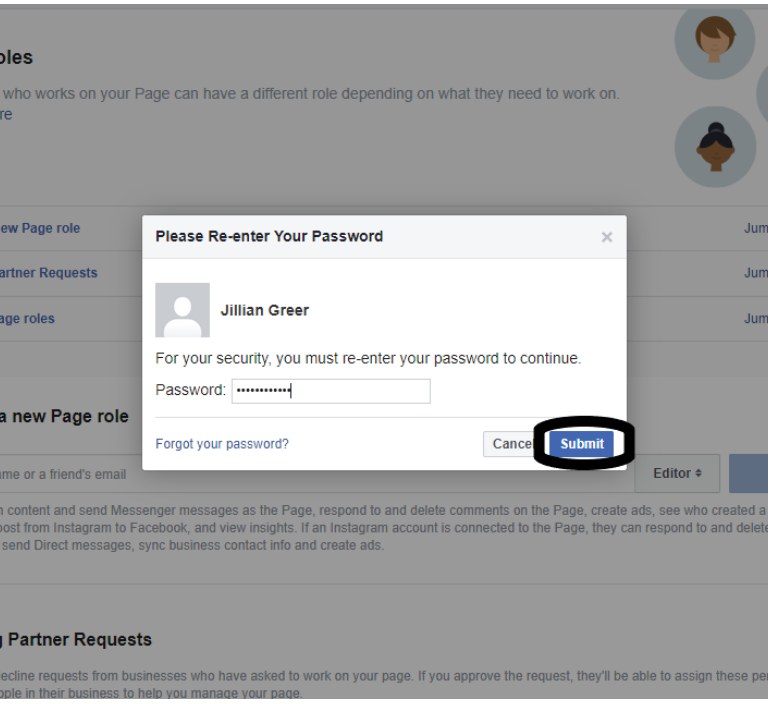


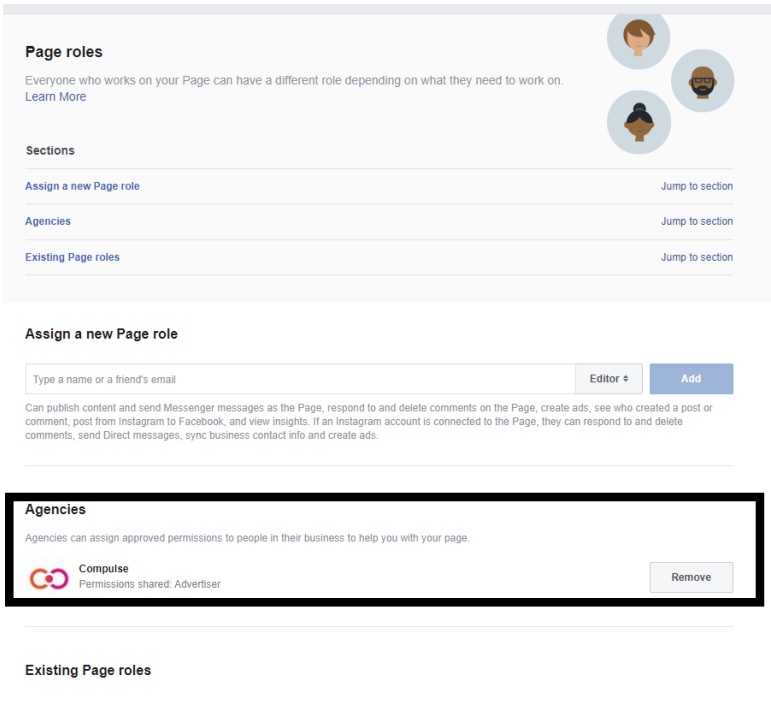


Granting Advertiser Access









Facbook Approval Permissions

In order for us to create Facebook advertising campaigns, we will need access to the client's Facebook page. With the **new page experience**, the client will need to add all of our Social Media Marketing Coordinators to their page. Below is how you will do this and the information you will need for our social coordinators.

1. Open your new Page.
2. Click your profile picture.
3. Click **Settings and Privacy.**
4. In **Settings**, click **New Page Experience.**
5. Select **Page Access.**
6. Below **People with Facebook access**, click **Add New.**
7. Click **Next.**
8. Find the person you would want to give Facebook access to by searching for their email or using their Facebook URL.
    a. If you want to give the person Facebook access with full control, turn on **Allow this person to have full control.** Learn more about Facebook access.
        i. **Lauren Brock - lrbrock95@gmail.com**
            1. **Lauren Brock | Facebook**
        ii. **Matt Chessare - mattchessare@gmail.com**
            1. **Matt Chessare | Facebook**
        iii. **Rebecca Ellis - rebeccaellis@sbgtv.com**
            1. **Rebecca Ellis | Facebook**
        iv. **Jillian Kelly - jillian.e.greer@gmail.com**
            1. **Jillian Kelly | Facebook**
9. Click **Give Access.**
10. Enter your password to confirm Facebook access of the Page.
11. Click **Confirm.**

Granting Advertiser Access

IMPORTANT

Ad campaigns **cannot** be built until advertiser access is granted. The steps for granting access are simple providing the client is an admin on their page and/or has access to their business manager. **Access can only be granted on a desktop.**

When you put your sales order in, please include the client's Facebook URL in the notes, so we can request access right away.

The biggest issue we run into is that a client had a business manager account created by someone else, often times another agency and they do not have access to it. They cannot grant us access without having admin rights to that business manager. They will need to reach out to the person that set it up or they will need to file a dispute with Facebook to gain back the ownership of their page.

If a client is unable to grant access or find our request, it is helpful to get a screenshot of their page roles, so we can see what the issue might be.
The station can also set up a screenshare call with the client and include the social coordinator so we can see what they see.

Please be sure to stay in touch with your social coordinator on this. **More often than not, this is what holds a campaign back from starting on time**.

Facebook Addiction Treatment Center Advertising Authorization

Facebook will now allow pre-certified addiction treatment centers to advertise on its platform. Facebook is partnering with the company LegitScript, and the client will need to be certified by that company prior to submitting for certification within Facebook.

Step 1: Get LegitScript Certified

- The client will need to be certified by LegitScript for Facebook to work with them. They can apply here. The application has a one-time fee and an annual fee, both corresponding to the number of locations:

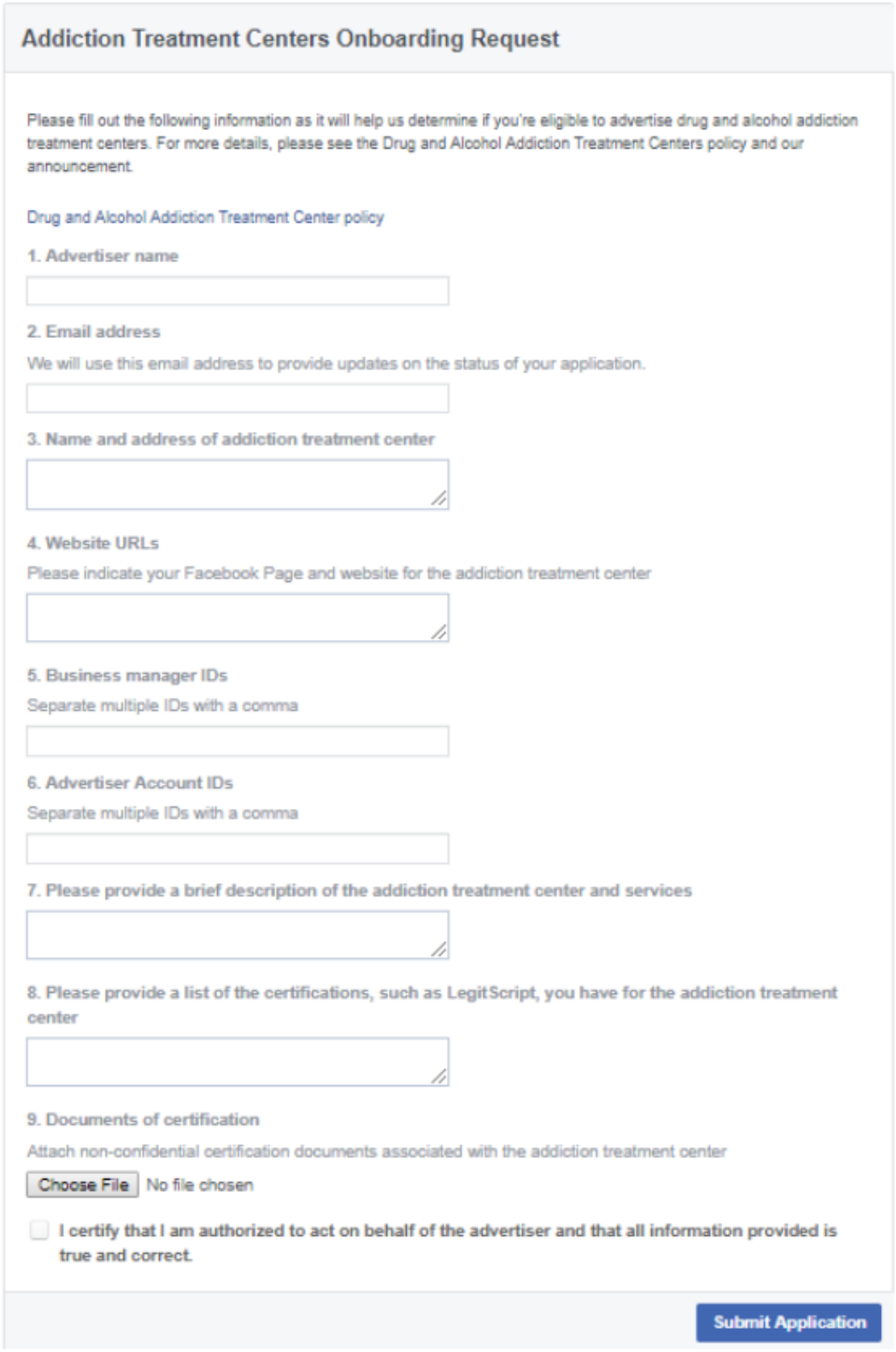
Number of Unique Facilities	Application Fee Per Unique Facility*	Annual Fee Per Unique Facility**
1 to 9	$1,495	$2,875
10 to 24	$1,395	$2,575
25 to 49	$1,295	$2,375
50 to 99	$1,095	$2,175
100+	$995	$1,975

  - You can find the LegitScript Addiction Treament certification standards here.

Step 2: Apply for Certification within Facebook

- Once the client has completed getting LegitScript certified, they can apply for the certification on Facebook by submitting this form
- You can see a preview of the form on the following page. The client will need to attach the provided certification documents prior to submission.

Facebook Addiction Treatment Center Advertising Authorization



Addiction Treatment Centers Onboarding Request

Please fill out the following information as it will help us determine if you're eligible to advertise drug and alcohol addiction treatment centers. For more details, please see the Drug and Alcohol Addiction Treatment Centers policy and our announcement.

Drug and Alcohol Addiction Treatment Center policy

1. Advertiser name

2. Email address

We will use this email address to provide updates on the status of your application.

3. Name and address of addiction treatment center

4. Website URLs

Please indicate your Facebook Page and website for the addiction treatment center

5. Business manager IDs

Separate multiple IDs with a comma

6. Advertiser Account IDs

Separate multiple IDs with a comma

7. Please provide a brief description of the addiction treatment center and services

8. Please provide a list of the certifications, such as LegitScript, you have for the addiction treatment center

9. Documents of certification

Attach non-confidential certification documents associated with the addiction treatment center

Choose File No file chosen

I certify that I am authorized to act on behalf of the advertiser and that all information provided is true and correct.

Submit Application

Facebook Political Ad Authorization

Ads about social issues, elections or politics are:

- Made by, on behalf of, or about a candidate for public office, a political figure, a political party, a political action committee or advocates for the outcome of an election to public office; or
- About any election, referendum, or ballot initiative, including "go out and vote" or election campaigns; or
- **About social issues** in any place where the ad is being placed; or
- Regulated as political advertising.

Advertisers interested in placing these ads should complete the ad authorization process.

The process is available for advertisers that reside and are located in the targeted country at the time they run ads. Documents for authorization must be issued by an advertiser's local country or state and can't be expired. In selected countries, a notarized form is also accepted.

These ads must have a disclaimer with the name and entity that paid for the ads.

If an ad runs without a disclaimer, it'll be paused, disapproved, and added to the Ad Library, until the advertiser completes the authorization process.
Requirements vary by country.

Authorization Process
Note – authorization can take up to 10 days

Have the following unexpired materials and information available:

- A US passport, driver's license, or State ID card
- A US-based residential mailing address

Facebook Political Ad Authorization

Authorization Process:

1. Go to your Page. If you run your Page using Business Manager, you need to access it through the tool to complete the rest of the process.
2. Click Settings in the top right corner.
3. In the left menu, click Issue, Electoral or Political Ads.
4. Under Where will you run ads, click the drop-down menu, and select United States.
5. Under Confirm Your Identity, click Get Started.
6. Click Get Started again.
7. Set up two-factor authentication. (If you've already completed this step, you can skip it.)
    a. Under Secure your account with two-factor authentication, click Next
    b. Select a security method and follow the steps to complete the setup.
    c. When you get to the Enter your confirmation code section, click Next.
    d. Choose the settings you want and click Next.
        i. ***Note: You must keep two-factor authentication turned on at all times or you'll lose your political authorization privileges.***
8. Under Your Primary Country Location, click Confirm Primary Location.
9. In the Enter Mailing Address section, update the fields with your information and click Send. You should see a confirmation notice that says a letter will be sent to your address. This letter should include a verification code. the code is connected to your account, so nobody else can use it.
10. Select the type of identification you want to use. US driver licenses, state ID cars and passports are accepted. Any document submitted must be issued by a US government agency or department. After you've selected one, click Next.
11. Browse or drag and drop images of your preferred type of identification. Any images you upload need to be either JPG or PNG files and less than 20 MB in size. The address on your photo ID doesn't have to match the address where you currently receive mail.
    a. Image requirements:
        i. Include all four corners.
        ii. Keep the ID flat.
        iii. Use a clear and focused image.
        iv. Use a dark background.

Facebook Political Ad Authorization

Authorization Process Cont:

12. After you successfully upload your image, click Next.
    - Your photo ID should be approved or denied within minutes. If it's denied due to the quality of the image, try again. If the trusted partner is unable to verify your identity with the ID provided, you must provide a notarized document using a template from Facebook. Return to facebook.com/id to upload your notarized form.
13. Answer the following questions to match your identity and click Next.
    - Trusted partners review your answers. You must answer a sufficient number of questions correctly. If your answers are incorrect, try again. If you're unable to answer those questions or information can't be matched to your identity, you can download a form on the pop-up area of the identification notification and submit it once it's notarized.
14. Once you're done, click Finish.

Reporting

Facebook and Instagram

- Reporting can be accessed through SBG Analytics
- You will need to submit a form to have them create a dashboard
    - All questions surrounding reporting will go to them
- **Submit a form**

LinkedIn

- You will need to reach out to your social coordinator to pull reporting for these campaigns
- On LinkedIn, you can be added with basic access to review reporting