# in/meas.Setting up and Posting Ads to Facebook

Getting your ads

- You should see some folders named "Day 1", "Day 2", etc.
- Each folder contains information for ads that you will place on each day.
  - For example, in a given folder, there could be files named "Big Bend National Park.txt" and "Big Bend National Park.jpg".
  - Looking in the .txt file, you will see all the information you need for an ad about Big Bend National Park. You will use this information in Step 2.
  - The .jpg file will be used on Facebook for the ad's image.
    - Google does not use images with ads, so you will not need the .jpg file for Google ads.

Creating a page

- **NOTE:** Your friends will not receive a notification that you created this page.
- Open the text file we give you for creating the page
- Log in to your Facebook account from your personal computer (not your phone)
- On the bottom-left corner of Facebook, click "Page" under the "Create" headline
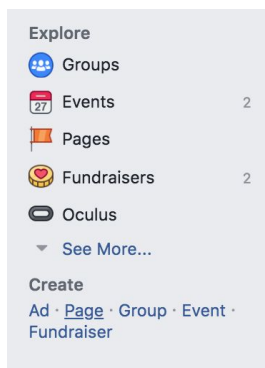
- Select "Community or Public Figure"
  - Give your page the name we specify
  - Select the category that corresponds to the folder name
    - If you're placing an "parks" or "veterans" ads, choose "Community".
    - If you're placing "candidate" ads, choose "Product/Service".
  - Select the profile photo and the cover photo that we gave you. It should be in the high-level folder that contains the folders for each day's ads.
- You should be redirected to your newly created page.
- Next, you will be prompted to add a short description. Click the button and add the description that we provide for you in the .txt file that correspond to the page (page_info.txt).

- After entering the description, you will be prompted to edit your page's info. Please click to do so. The dialog looks like this:

- Add the following details to your Facebook page
  - Do not add an "Impressum"
  - Uncheck "Has a phone number" and click "Save changes"
  - Uncheck "Has a website" and click "Save changes"
  - Uncheck "Has an email address" and click "Save changes"
  - Uncheck "Has a street address" and click "Save changes"
  - Uncheck "Customers visit my business at my street address" and click "save changes"
  - Under "Hours," check "No hours available" and click "Save changes"
  - You can close the menu by clicking the "X" at the top right
- Modify some basic posting settings:
  - Load the page and click on the "settings" link on the top right of your page
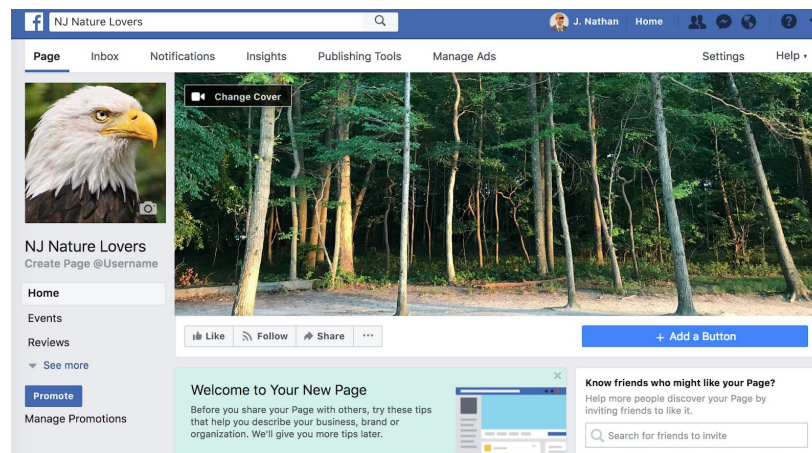
- You should see the following page for configuring the settings for your Facebook Page:
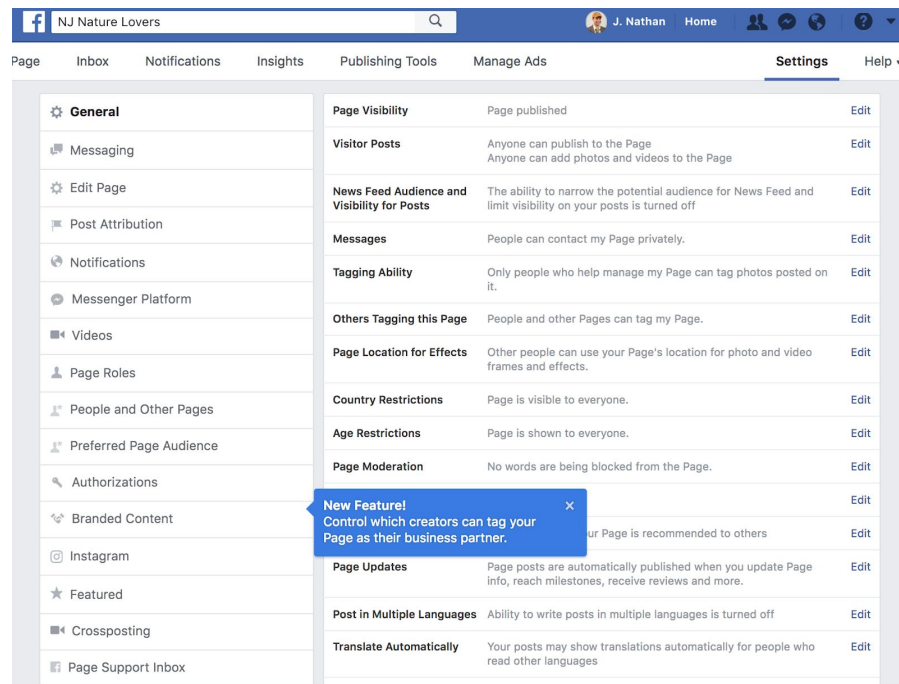

- Alter the "Visitor Posts" setting by clicking "Edit"
    - Under "General" settings, click "Disable posts by other people on the page" and then click "Save changes"
    - On the left menu, click the "🌐Notifications" tab and set "Text Messages" to "Off"

Setting up payment info

- Go to www.facebook.com/adsmanager
- Once you reach the ads dashboard, click on the gear icon at the top-right of the page.
- Click on "Payment settings" on the left-hand side of the page.
- Click "Add payment method", and fill in your personal billing information
    - **At this point, we should have already given you money to pay for the ads**
    - **If we have not already done so, stop immediately and contact us!**
- If you are adding an additional payment method, make sure you set the new one as your "Primary" payment method (optional and for convenience- if you already post many Facebook ads and need to switch between various accounts, we trust you)
- Once you've finished adding your payment information, you will be ready to create your first ad campaign!

Step 1: Create a campaign (create a new one for each ad)

- Visit https://www.facebook.com/adsmanager
- You should see something like this at the bottom of the page.
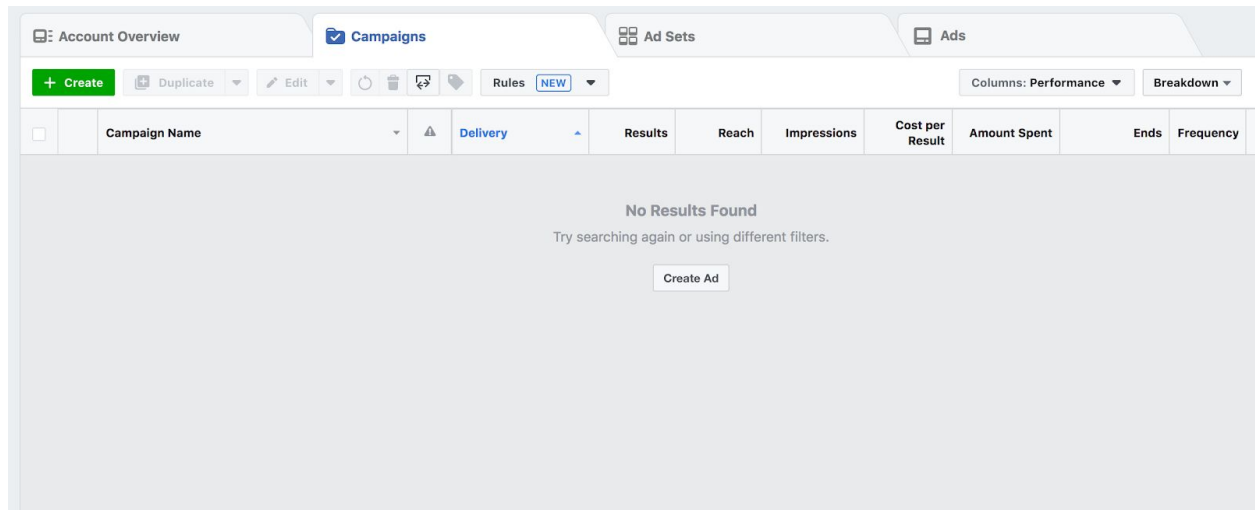
- Click on the "Campaigns" tab, and then click the green "Create" button on the left.
- If you are asked "How do you want to create ad campaigns," select "Select Quick Creation"
- You should now see a popup menu that looks like this:

- For "Campaign Name", type in "My Campaign #num", where "num" is the Ad ID of the ad in your spreadsheet
  - You can find the related line in the spreadsheet by matching the contents of the "Folder" column with the name of the folder that the ad is in
- For "Buying Type", leave the default option (Auction)
- For "Campaign Objective", leave the default option (Traffic)
- Click "Save to Draft"
- A menu like this should appear:

- Click "Close" on the bottom left, and then click "Close" again. We're doing this because we don't want to publish the campaign yet.

Step 2: Create ad sets for the campaign

- First, open up the text file that includes information about the ad you will be placing
- You should now be back at the dashboard that lists the Campaign, Ad Set, and Ad tabs.
- Click on the Campaign tab, and then select your Campaign.
- Click on the Ad Set tab, and click the "+ Create" button or "Create Ad" on the bottom.
- In the "Quick Creation" window:
  - Keep "Use Existing Campaign" selected for the first question
  - Select "Create New Ad Set" in the second question
    - For the ad set name, type in "My Ad Set #num", where "num" is the Ad ID of the ad in your spreadsheet
  - For now, leave "Create New Ad" blank
  - Click "Save to Draft"
- You should now see a menu that looks like this:

- Under "Traffic", leave the default option (Website).
- Under "Dynamic Creative" and "Offer", leave the default options (they should be off).
- For the Daily Budget, type in $1.00
- For the Start Date, set the date to 24 hours from now. Facebook will have to go through a review process before your ads can be placed.
- For the End Date, select "End run on", and set the date to 48 hours from the Start Date.
- Scroll down to "Audience". You should see something like this:

- Complete the Audience section:
    - Leave the Custom Audiences field blank.
    - What you select for the "Locations" field will depend on what ads you've been assigned to place. The text file for the ad has information about the ad targeting
        - For example, to assign an ad to the NJ-1 voter district:
        - Put mouse over "United States" or "United Kingdom" or whatever is already there. and click "X"

- ■ Above the map, type in the name of the region we provide and select it (example below)
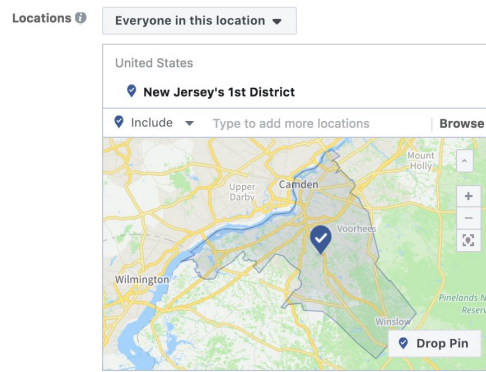
- ○ Leave the Age and Gender fields with the default values (18-65+, All)
- ○ Leave "Detailed Targeting" blank
- ○ Leave the Connections field with the default value.
- ○ (optional) If you like, you might "Save This Audience", and rename it to the name of the ad. This will not be necessary.
- ● Leave the default value for Placement (Automatic placements).
- ● Leave the default values under Optimization & Delivery (Link clicks, Lowest cost, Impression, Standard).
- ● Finally, click "Close" on the bottom left, and click "Close" again on the popup.

Step 3: Create ads

- ● You should be back at the dashboard, and you should see your ad set under the Ad Set tab.
- ● Click on your ad set, and then click on the Ads tab.
- ● Click the "Create" button.
  - ○ For "Ad Name", type in the name of the .txt/.jpg files that correspond to the ad you're placing, followed by the ad number used in your campaign.
  - ○ Click "Save to Draft"
- ● You should now see a menu that looks like this.

- Under "Facebook Page", select the page that you created earlier.
- Leave the drop-down menu under "Instagram Account" with its default value. We're not placing ads on Instagram.
- Under "Create Ad", select "Ad with an image or video".
- Scroll down a bit, and then click "Select Image".
  - Click the "Upload Image" tab on the pop-up window, and select the image that is in the folder for your ad.
  - Finally, click "Confirm" on the pop-up window.
- Under "Select the link type for your ad", click "Website".
- Under the "Text", "Website URL", and "Headline" fields, copy/paste the text that is included in the .txt file for your ad in today's ad folder.
  - Leave the rest of the fields blank.
- Finally, click "Close" on the bottom left, and click "Close" on the pop-up.
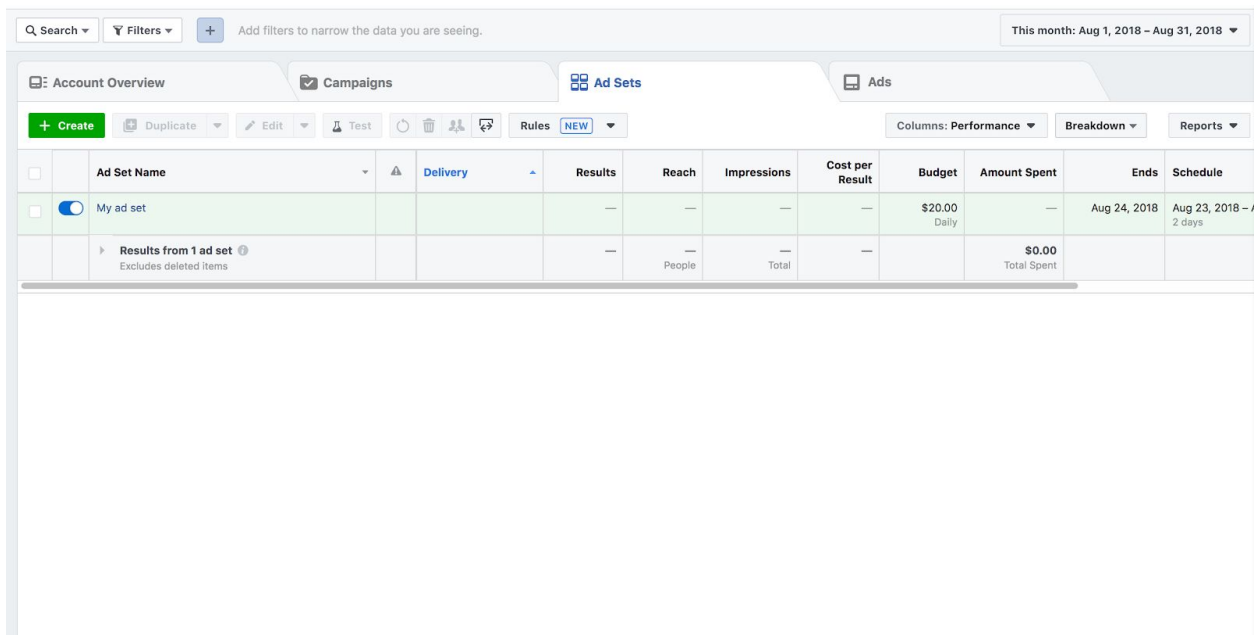
Step 4: Confirm and publish

- You should now be back at the dashboard. We will now review and publish our ads.
- At the top-right, click "Review and publish".
- In the pop-up, you should see your campaign, your ad set, and your ads listed on each tab.
- After ensuring that your ads are listed, click "Publish".

Step 5: Record data

- Open the spreadsheet for recording data about Facebook in the folder that we gave you.
- You will fill in a row for each ad that you place. Most of the information should be self-explanatory. However, some columns may require some digging around the ads dashboard.
  - For " ", "Reach", and "Impressions", click on the "Ads" tab on the dashboard on the left sidebar, and then look for your ad on the table at the bottom of the page.
    - Record the numbers under the "Reach", "Clicks", and "Impressions" column.

Instructions for placing ads after Day 1

- At this point, you should have already created and placed your first set of ads.
- To continue placing ads after your first day, visit www.facebook.com/adsmanager again.
- You should be back at the ads dashboard.
- For each ad, create a new campaign, ad set, and ad, as described above. After creating your new campaign:
- Click on the "Ad sets" tab, as shown in the above screenshot.
- Click the green "Create" button to create another ad group.
- Click "Switch to Guided Creation" at the top right.
- Click "Use Existing Campaign" at the top, select your campaign, and then click "Continue".

- From here, repeat steps 2-5 (after the first screenshot of step 2). It should all be the same process as the first time you placed your ads.
  - **You will do this for each day you place ads.**
  - **Make sure that you're placing ads from the folders that correspond to the appropriate day, e.g. "Day 2" for the second day that you're placing ads on, "Day 3" for the third day, etc.**

If you have questions at any point during this study, don't hesitate to contact us! We don't bite. :)