**User Guide Instructions - How to Use Ad Manager - Facebook to Create An Ad**

Ads Manager is a Facebook tool that lets you create and manage your Facebook ads. You can view, make changes, and see results for all your Facebook campaigns, ad sets and ads. With Ads Manager you can: Create ad campaigns. You can also use ad creation to design your ads in a step-by-step process.

1. Create a Facebook account by signing up:

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1. You will be asked to confirm your email by entering a code that gets sent to the email address:

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Once you have created a Facebook Account, you will be directed to the main home page. To conduct an ad, you must first create a page that will administer the future ads created.

1. On the upper right corner there will be a drop-down menu next to your page name that will have an option to select ‘Create a Page.’Graphical user interface, text, application

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1. When you click on the page option it will direct you to Create a Page and insert the needed information regarding the page. Once filled out, click ‘Create Page’ on the bottom of the screen.

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1. Once you click ‘Create Page’ it will also give the option to add a Profile Photo as well as a Cover Photo for the page.

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1. Once completed, you will now be directed to the page’s main profile. You can continue adding in any additional information to set your page up for success like providing information and preferences.
2. On the page’s main profile once again, you will see a box named Create Ad where you can select ‘Create An Ad’.

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1. You will be directed to the Create Ad page and will need to fill out the needed information such as your goal for the ad, description, media images/videos, a headline, etc. In the description you can add in any links, etc. For our purposes for the survey, we added in our Qualtrics survey link.

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1. Towards the end of the page, there will be an option to select ‘Audience’ details for example, location and age of the targeted audience.

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1. You will also be provided with estimated daily results like how many people this ad will reach and budget information as well as the duration of the ad to run continuously.

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1. Once all this is completed, you will click ‘Promote Now’ at the bottom of the screen, and it will take your Ad live.
2. Another way to conduct an Ad on Facebook (for free) is to join groups related to the topic/subject of the desired task. In our case it is a survey so joining a group that relates to demographic surveys is relevant. You can find group by using the search bar in on the top left of the page.

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1. You will need to join the group and once joined you can create a public post and be able to include any desired information/links. For example:

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