

# Tips and Tricks for Creating Ads on Facebook and Twitter:



**Public Health**  
Prevent. Promote. Protect.  
*Lincoln County*

- Get to know the platform and requirements before designing the ad.  
\*Remember, Facebook requirements change based on the campaign type and setup that you choose.
- Don't hesitate to contact Facebook or Twitter support.
- Be specific when naming your ads and campaigns. Ex: OPGR Sept. 1-30, 2017  
This will help you later when looking back at data or billing.
- Consider your audience and set parameters when relevant, such as languages understood, age, interests, or location. If your ads are for anyone, anywhere (including throughout the U.S.) don't worry about setting restrictions on location.
- Set up your campaign at least 2-3 weeks in advance to ensure proper approval in time to meet your designated runtime. Some Public Health phrases get flagged as inappropriate or restricted. Ex: "Gambling" "Sexual health"
- Respond to questions or comments on your ads as soon as possible . When possible, start responses with their first name. Ex: "Thanks for the comment Janet. Many people..."
- Avoid using logos and text over images on Facebook ads. Occasionally these ads will be "approved" initially and then later be discontinued for not meeting requirements.

