

Using Facebook and Twitter Ads for Prevention Messages

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October 10, 2017



Public Health
Prevent. Promote. Protect.

Lincoln County

Background

- Lincoln County Public Health received grant money to increase awareness about problem gambling and services available
- Wanted to reach populations that may not engage with traditional media (radio, newspaper, etc.)

Objectives

- Describe the process and challenges of creating Facebook and Twitter campaigns
- Explain how campaigns can be customized to populations and target audiences
- Discuss how Facebook and Twitter analytics can be used to track progress and success of campaigns

Ad Creation

The image shows a Facebook page for Lincoln County Public Health. The page header includes the name, a search bar, and navigation icons. The left sidebar contains the page logo, name, and navigation menu. The main content area features a post about ratings and reviews, a photo gallery, and a 'Write something...' section with various action icons. A dropdown menu is open in the top right corner, showing options for page management and advertising. Two red arrows and numbers highlight specific steps: '1' points to the 'Create Ads' option in the dropdown menu, and '2' points to the 'Create Ads' option in the photo gallery.

Lincoln County Public Health
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Lincoln County
Public Health
@LincolnPublicHealth

Home
Posts
Videos
Photos
About
Community
Jobs
Promote
Manage Promotions

Turn on Ratings & Reviews
Turning on Reviews for Lincoln County Public Health makes it easier for customers to find you.
Turn on Reviews

Like Follow Share ... Contact Us

Write something...

Share a photo or video
Advertise your business
Start a Live Video
Get phone calls

Government Organization in Newport, Oregon

Page Tips
See All
Know Friends Who Might Like Your Page?
Invite friends to like Lincoln County Public Health and help you connect with more people.
Write a Post to Connect With Your Page Visitors
Post an update, photo or video. Posting on your Page gives your visitors a chance











Your Pages
Lincoln County Public He...
Create Page
Manage Page
Create Group
New Groups 4
Create Fundraiser
Create Ads
Manage Ads
Activity Log 126
News Feed Preferences
Settings
Log Out

1. Pick your campaign type

Campaign: Choose your objective.

[Help: Choosing an Objective](#) | [Use Existing Campaign](#)

What's your marketing objective?

| Awareness | Consideration | Conversion |
|--|---|---|
|  Brand awareness |  Traffic |  Conversions |
|  Reach |  Engagement |  Product catalog sales |
| |  App installs |  Store visits |
| |  Video views | |
| |  Lead generation | |

2. Set audience, budget, and run time

Audience

- Location
- Language
- Interests

Budget

- Daily limit
- Total Limit






Run Time

- Start and end days
- Specific hours

3. Pick your media and message

Format

Choose how you'd like your ad to look.

| | | | | |
|--|---|--|--|---|
| <input type="radio"/>  Carousel Create an ad with 2 or more scrollable images or videos | <input checked="" type="radio"/>  Single Image Create up to 6 ads with one image each at no extra charge | <input type="radio"/>  Single Video Create an ad with one video | <input type="radio"/>  Slideshow Create a looping video ad with up to 10 images | <input type="radio"/>  Collection Feature a collection of items that open into a fullscreen mobile experience. Learn more. |
|--|---|--|--|---|

Facebook

- Layout options
- More image restrictions
- Can use own images
- Access to stock photos

Twitter

- One ad format
- Fewer image restrictions
- Must use own images

Challenges

- Restrictions on logos and text over pictures
- Specific format sizes
- Some content will get suspended
- Ad process and format continually being updated
- Billing

Not Suitable for Facebook

Gambling Getting in the Way?



Treatment is FREE, confidential and it works!

 **Call**  **Text**  **Click**

1-877-MYLIMIT 24/7 503-713-6000 Mon-Fri 9am-9pm OPGR.ORG 24/7



Speak with a
problem gambling
specialist today.



Is gambling becoming a problem for you or a loved one?

Warning Signs

- affecting relationships
- spending more time
- preoccupied with gambling
- missing work
- gambling debt
- spending more \$
- irritability
- gambling to win back \$
- minimizing loses
- exaggerating wins
- lying

OPGR
OREGON PROBLEM GAMBLING RESOURCE

Suitable for Facebook and Instagram

 **Lincoln County Public Health**
Sponsored · · ·



With opportunities to gamble everywhere, do you know how to help a loved one when they need it? When gambling is taking more time & money, affecting relationships, or taking the place of work & other responsibilities, it's time to reach out. Visit OPGR.ORG to find support for you or a loved one.





Speak with a Problem Gambling Specialist today.
Support and resources for the whole family.


OPGR.ORG [Learn More](#)





Verizon 9:35 AM 98%

 **Instagram** 

 **Lincoln County Public Health**
Sponsored



[Learn More](#) 

1 like

It's okay to ask for help. For some, gambling activities become a problem by affecting other aspects of life -spending more time and... more

Suitable for Twitter



Has gambling become more than just a game?

Get FREE, confidential help that works.

Call
1-877-MYLIMIT
24/7

Text
503-713-6000
Mon-Fri 9am-9pm

Click
OPGR.ORG
24/7

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Suspended Ads

Some ads may be suspended due to “inappropriate language” or other restrictions

Facebook ads with text in photo may be fine at first and later be removed



Analytics show you:

- When your ads ran
- Budget
- How many impressions
- How many engagements
- Which versions of ads were shown the most and had the most engagement
- Where ads were displayed
- Can see information based on your filters

Examples of Analytics

Facebook Ads Manager interface for Lincoln county Public Health (7736897...)

Account: Lincoln county Public Health

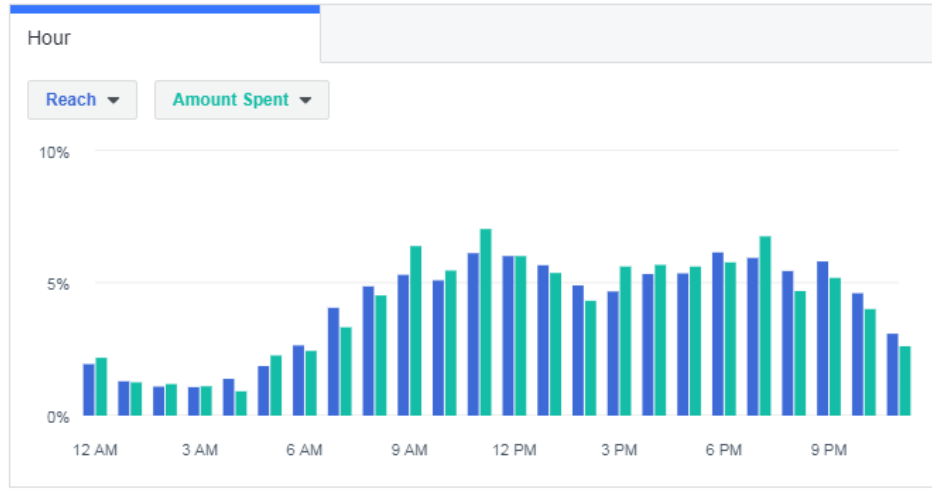
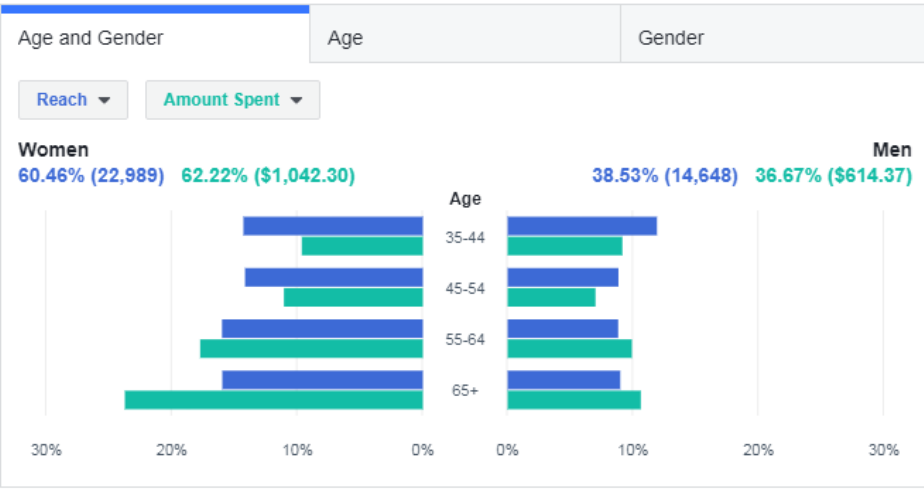
Search: [] Filters: [] Lifetime: Mar 28, 2017 – Apr 30, 2017

Account Overview | Campaigns (1 selected) | Ad Sets for 1 Campaign | Ads for 1 Campaign

Columns: Performance | Breakdown | Export

| Ad Set Name | Delivery | Results | Reach | Cost per ... | Budget | Amount Spent | Schedule |
|-------------------------|-----------|-----------------|---------------|-----------------------|-------------------|----------------------|--|
| OPGR April | Completed | 725 Link Clicks | 11,775 | \$0.30 Per Link Click | \$217.60 Lifetime | \$217.38 of \$217.60 | Mar 28, 2017 – Apr 30, 2017 34 days |
| ▶ Results from 1 ad set | | 725 Link Clicks | 11,775 People | \$0.30 Per Link Click | | \$217.38 Total Spent | |

| Objective | Results | Cost per Result | Reach | Amount Spent |
|------------------------|----------------------|--------------------------|--------|--------------|
| Traffic 9 Campaigns | 2,883 Link Clicks | \$0.58 Per Link Click | 38,021 | \$1,675.27 |



Examples of Analytics

| Account Name | | Amount Spent | Button Clicks | Frequ... | Impressions | Unique Link ... | |
|------------------------------|-------------------------------|--------------|---------------|----------|-------------|-----------------|-------|
| Lincoln county Public Health | \$0.58 Link Click | \$1,675.27 | 48 | 7.25 | 275,823 | 2,054 | |
| Audience Network Mobile | All Placements | \$0.29 | \$551.94 | — | 4.66 | 78,759 | 1,323 |
| Audience Network Mobile | Native, Banner & Interstitial | \$0.40 | \$168.63 | — | 5.04 | 29,881 | 330 |
| Messenger Mobile | Messenger Home | \$1.17 | \$43.22 | — | 3.66 | 1,963 | 30 |
| Facebook Mobile | Instant Article | \$1.44 | \$184.75 | — | 2.63 | 23,926 | 124 |
| Facebook Desktop | Right Column | \$1.56 | \$85.54 | — | 12.84 | 75,946 | 49 |
| Facebook Desktop | Feed: News Feed | \$1.70 | \$10.20 | — | 2.67 | 4,377 | 5 |
| Facebook Mobile | Feed: News Feed | \$1.88 | \$614.37 | — | 3.42 | 57,242 | 294 |
| Instagram Mobile | Feed | \$2.37 | \$16.62 | — | 2.01 | 3,729 | 7 |

| | Ad Name | Results | Reach | Cost p... | Amount Spent | Releva... | Button Clicks |
|-------------------------------------|---|--------------------|-------|--------------------------|--------------|-----------|---------------|
| <input checked="" type="checkbox"/> | Default name - Traffic - Image 2 | 121 Link Clicks | 3,731 | \$0.52 Per Link Click | \$62.70 | 5 | 1 |
| | Instagram Mobile Feed | — | 32 | — | \$0.28 | — | — |
| | Facebook Mobile Feed: News Feed | — | 245 | — | \$3.98 | — | — |
| | Facebook Desktop Feed: News Feed | — | 35 | — | \$0.18 | — | — |
| | Facebook Mobile Instant Article | 2 | 53 | \$0.18 | \$0.36 | — | — |
| | Audience Network Mobile Native, Banner & Interstitial | 104 | 2,464 | \$0.39 | \$40.27 | — | — |
| | Facebook Desktop Right Column | 5 | 858 | \$1.08 | \$5.42 | — | — |
| | Messenger Mobile Messenger Home | 10 | 298 | \$1.22 | \$12.21 | — | 1 |
| <input type="checkbox"/> | Default name - Traffic - Image 4 | 67 Link Clicks | 2,796 | \$0.53 Per Link Click | \$35.19 | 4 | — |
| | Instagram Mobile Feed | — | 9 | — | \$0.46 | — | — |
| | Messenger Mobile Messenger Home | — | 117 | — | \$2.58 | — | — |
| | Facebook Desktop Feed: News Feed | — | 13 | — | \$0.06 | — | — |
| | Facebook Mobile Instant Article | 2 | 88 | \$0.32 | \$0.63 | — | — |
| | Audience Network Mobile Native, Banner & Interstitial | 60 | 1,637 | \$0.41 | \$24.66 | — | — |

Thank you!

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