DARTMOUTH
VOX CLAMANTIS IN DESERTO
1769
How does facebook advertising work?

DARTMOUTH

VOX CLAMANTIS IN DESERTO

1769

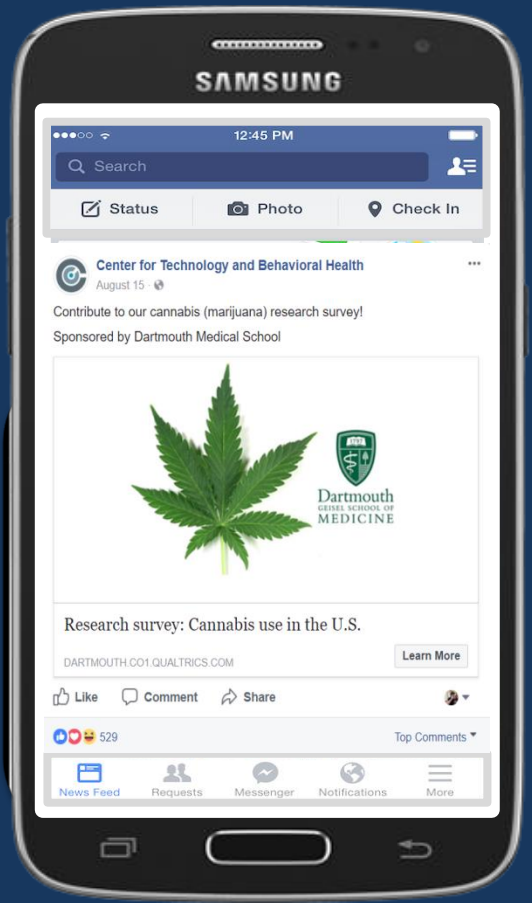
facebook Ads

qualtrics

NORML

HIGH TIMES

AmericansFor SafeAccess



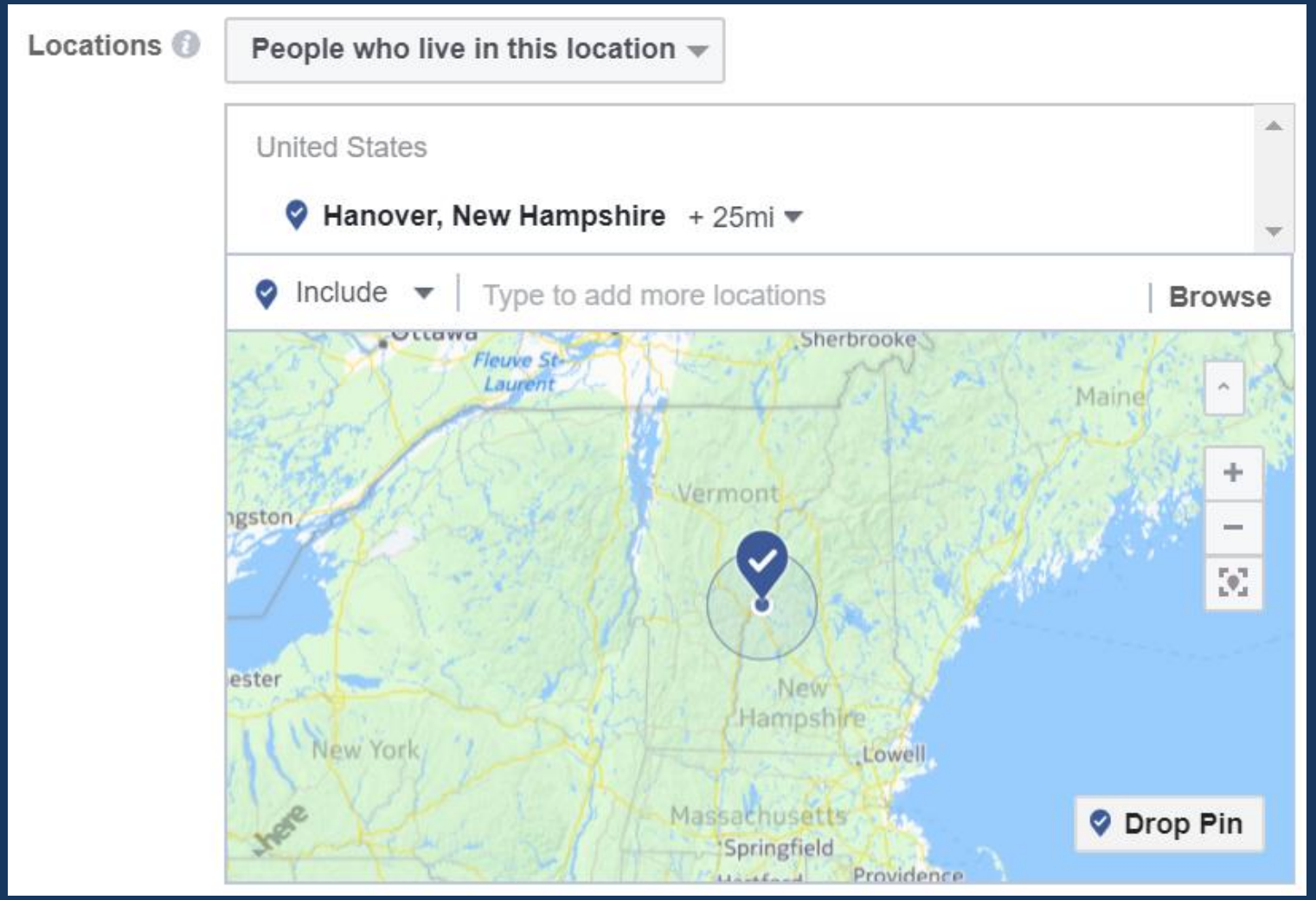
Wait 48-72 hrs for algorithms to kick in

870 clicks

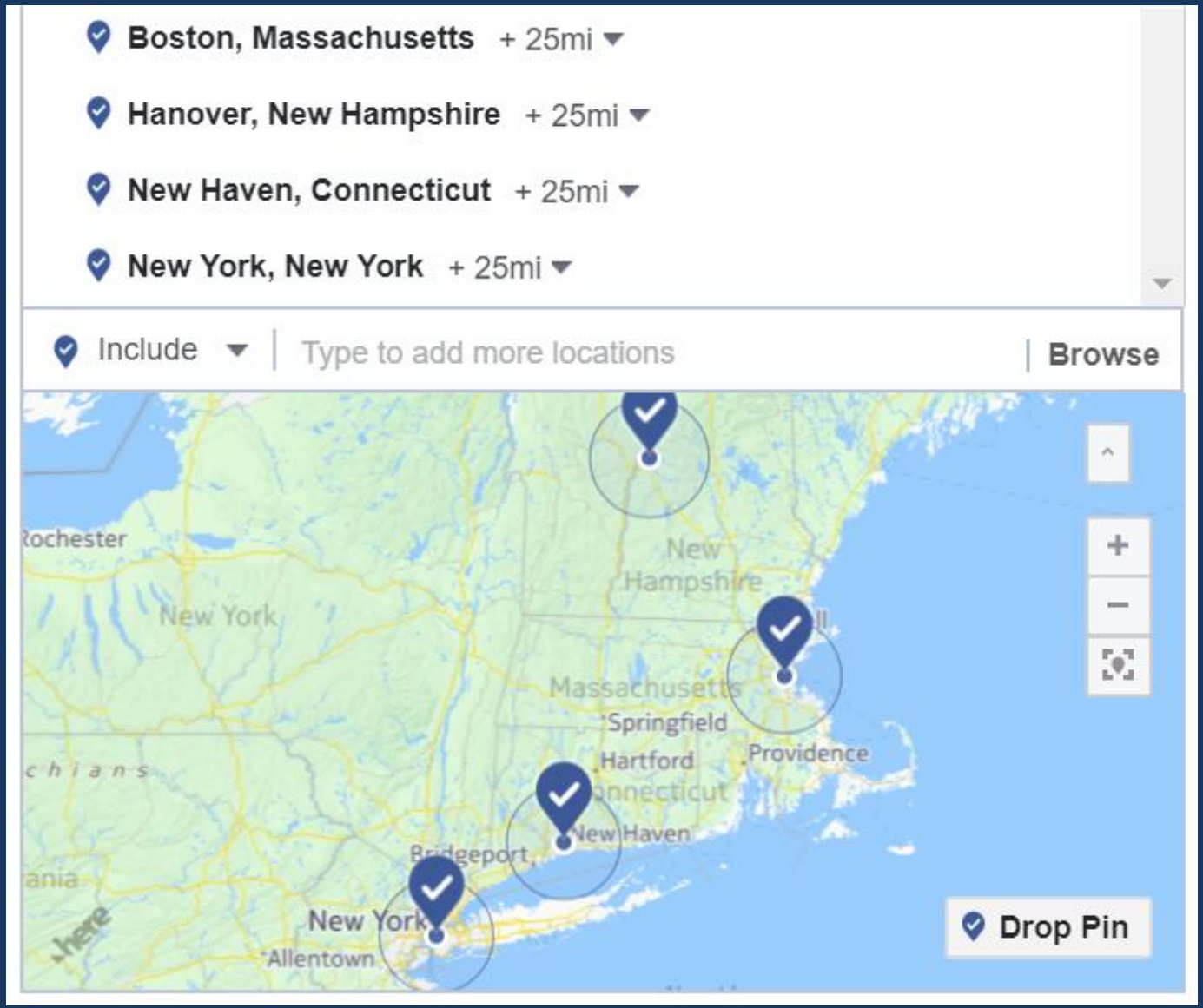
Turned off advertising here

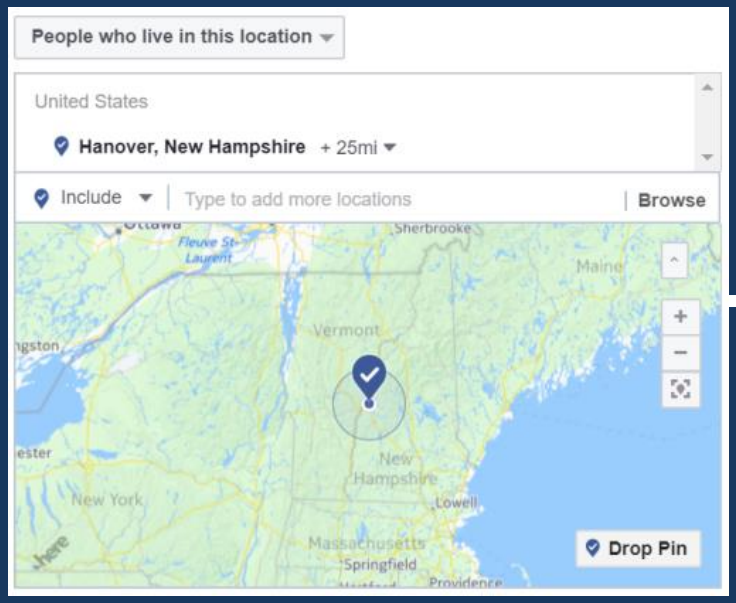
Recruitment for in-person studies

Single-site study

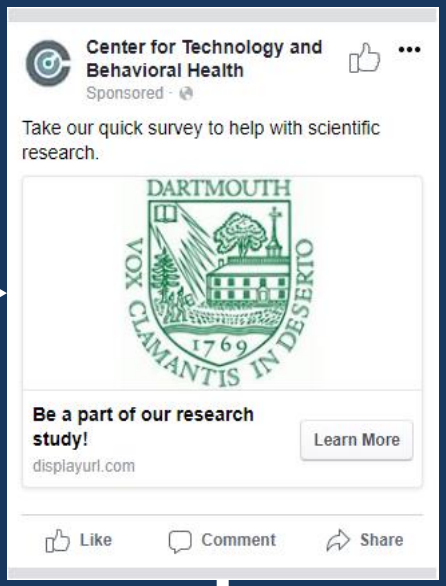


Multi-site study





1



2

qualtrics

3

- Screening questions
- Obtain contact info follow-up

Instructions/Tutorial

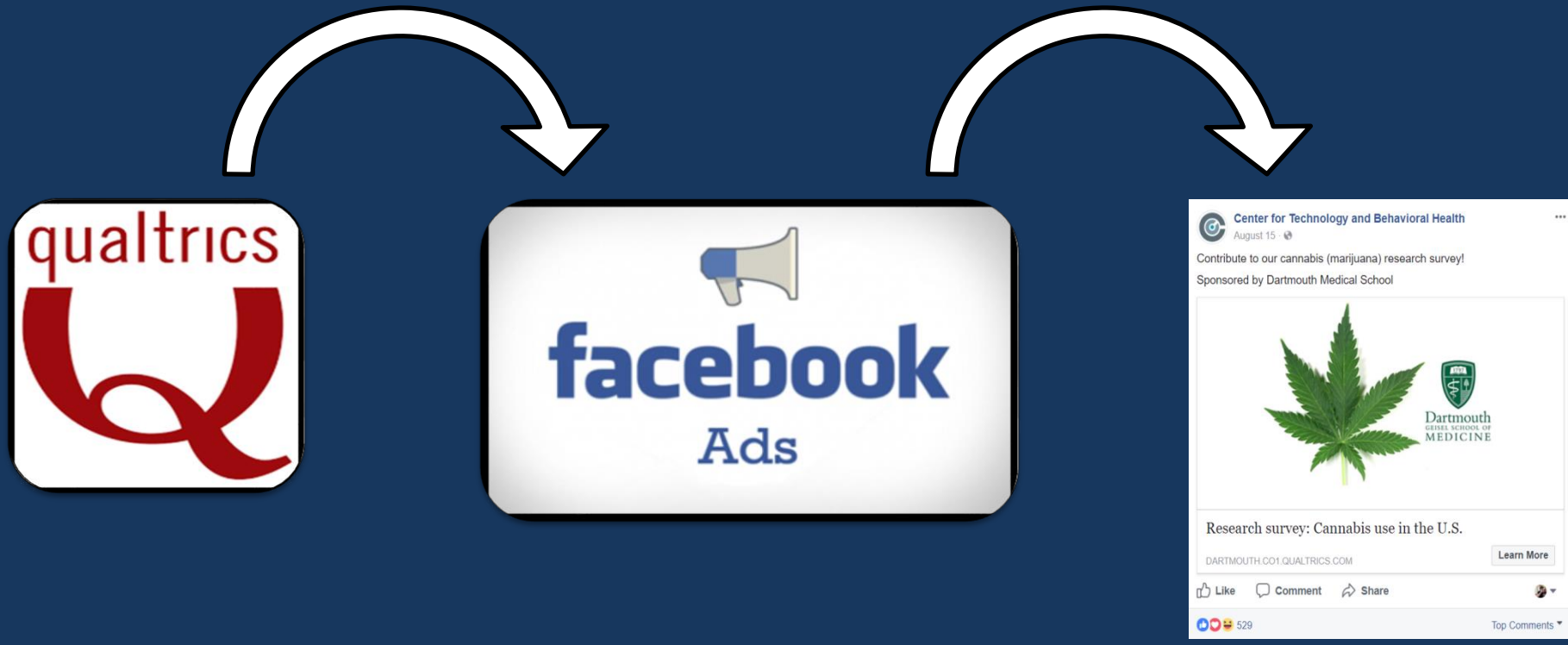
Notes

- The following slides are a step-by-step guide for (1) connecting your Qualtrics survey to Facebook and then (2) setting up and administering a Facebook advertisement
- Red boxes and arrows indicate buttons you should click to follow along.

Remember the big picture goal

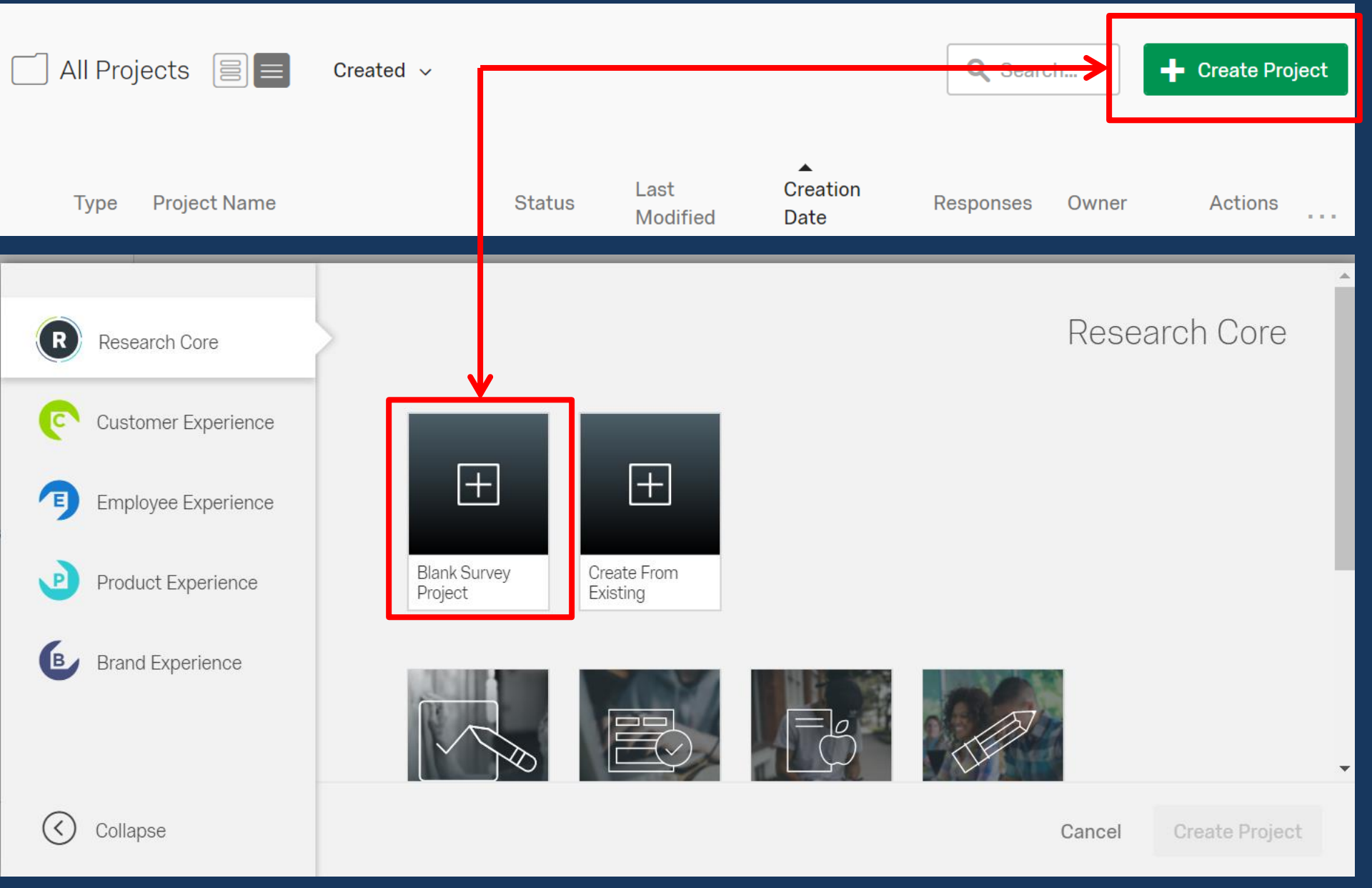
Connect Qualtrics survey to Facebook ads

Send out Facebook ads to your target population

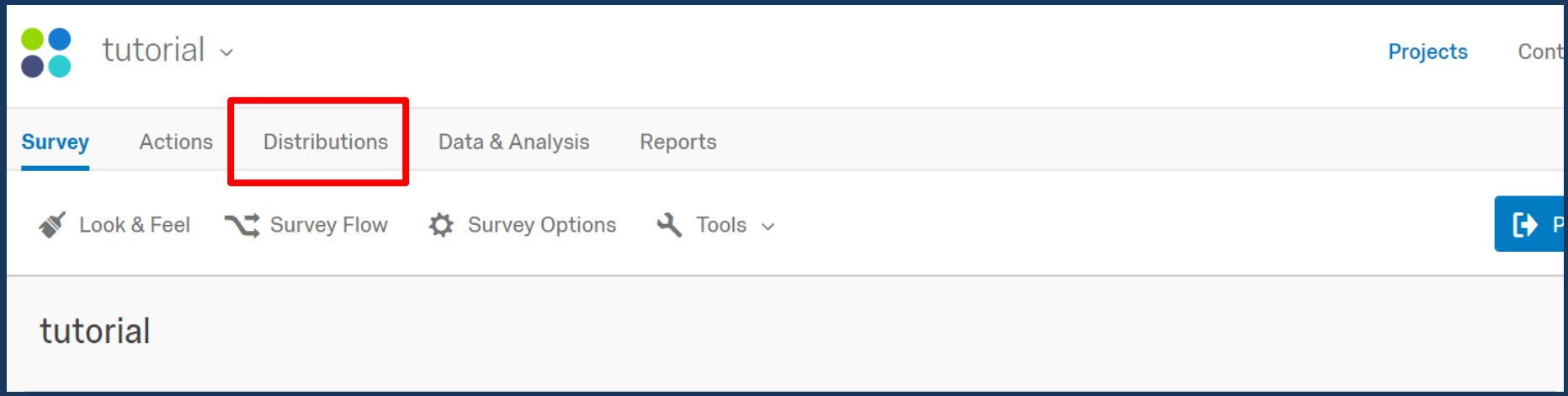


Part 1: Setting up your Qualtrics Survey

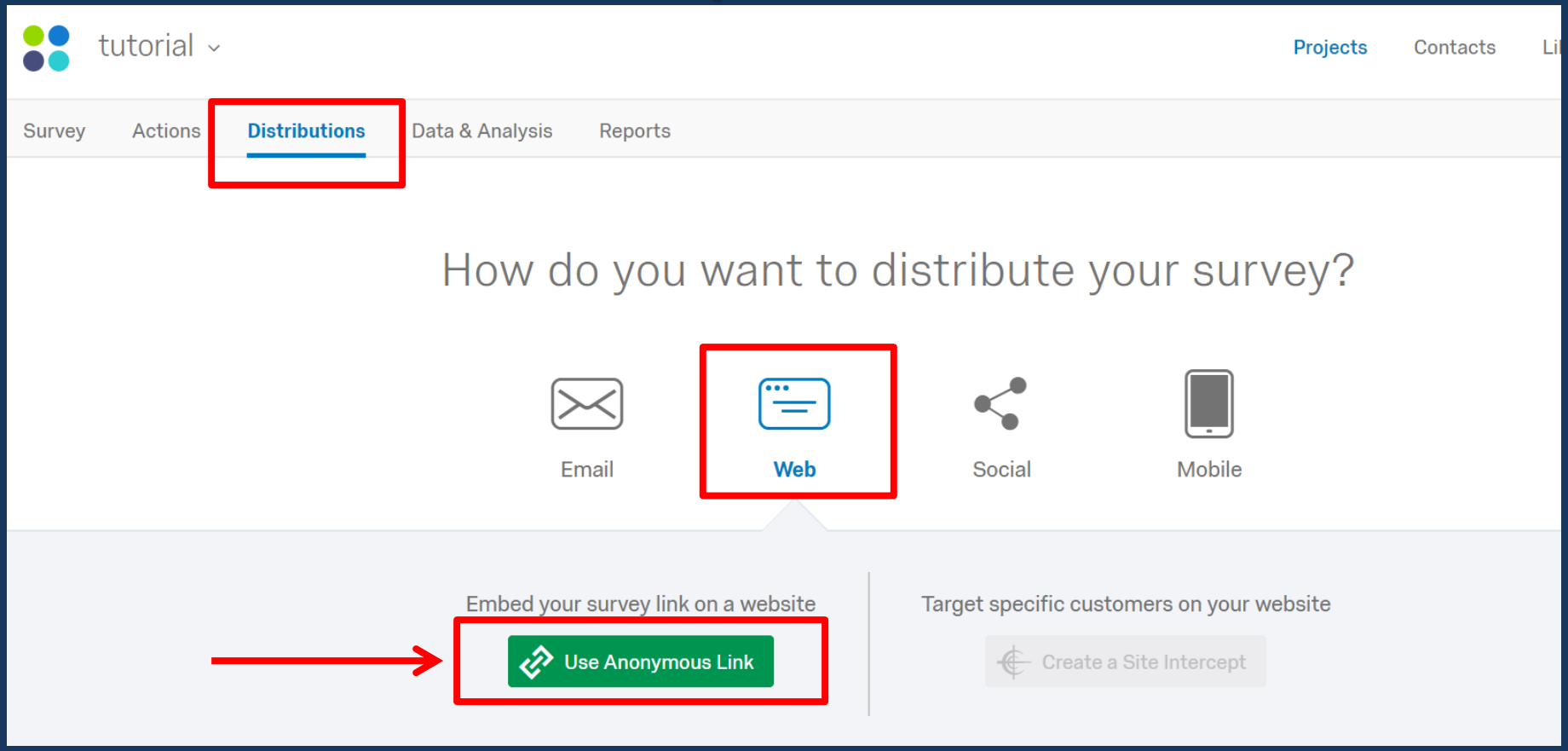
Once you have logged on to Qualtrics click the create project button

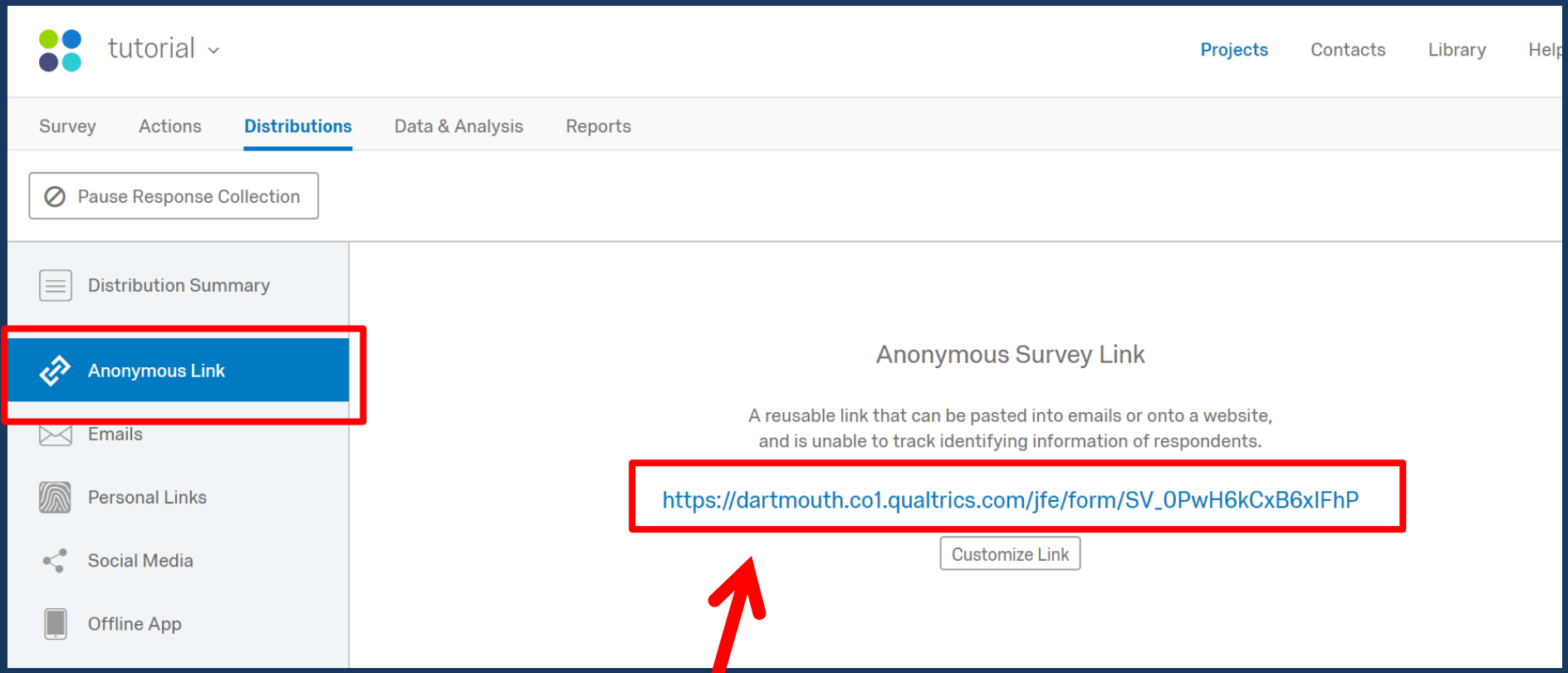


Click the distributions tab



Click the “use anonymous link” option





***You will need this link later to plug into your Facebook advertisement

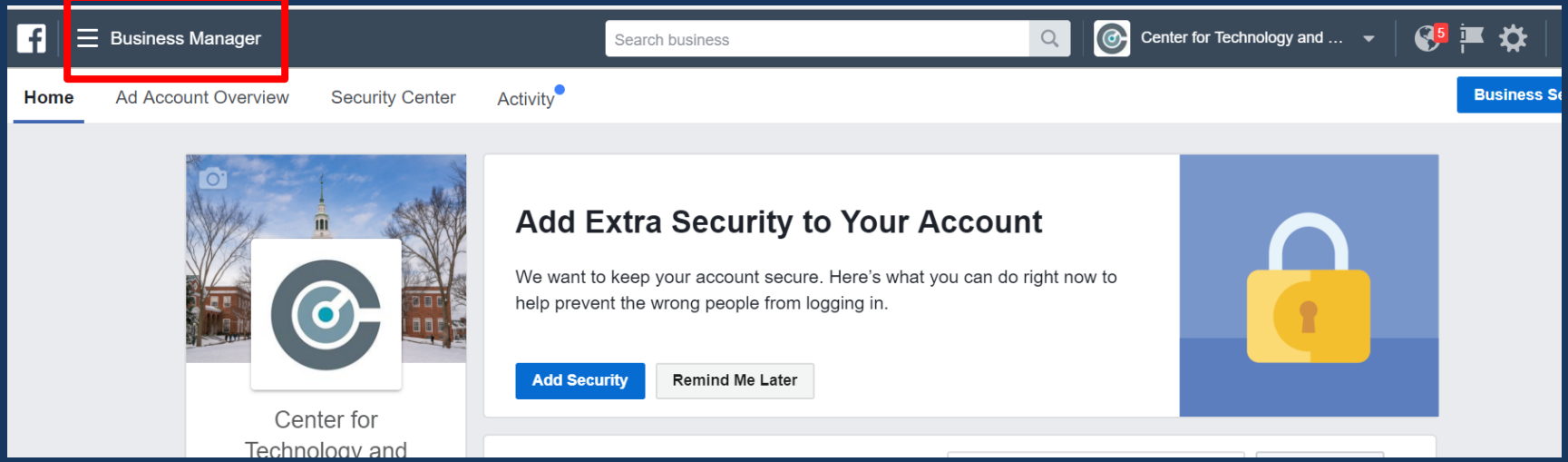
Part 2: Setting up Facebook

Create Facebook Business account

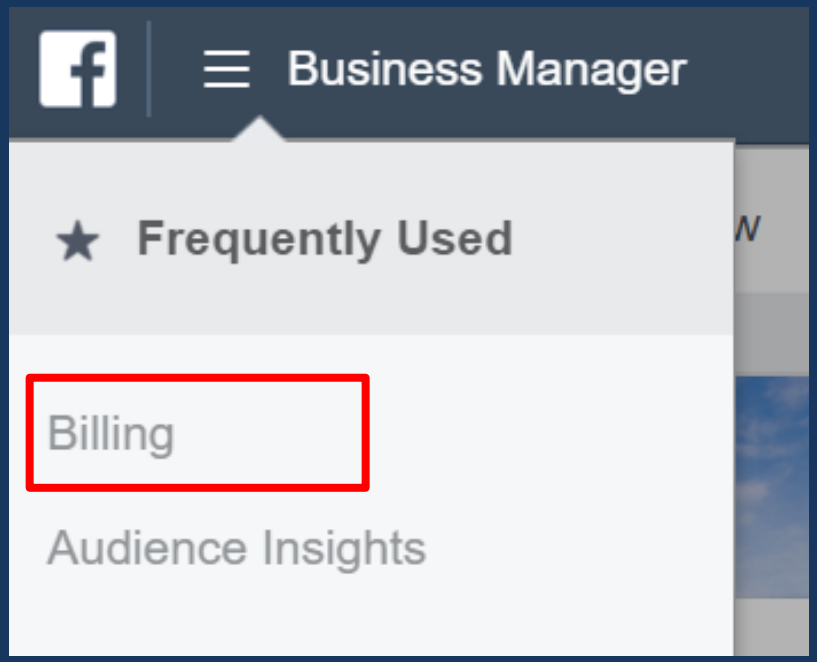
- Must first create/set up two things on Facebook
- 1: Create a Facebook page for your research lab. For example we have a Facebook page specifically for The Center for Technology and Behavioral Health - https://www.facebook.com/c4tbh/
- 2: Create a Facebook Business account and link it to the page you created. For example we linked our CTBH Facebook page to a CTBH Facebook Business account
- The websites below will help you set up a Facebook page and a Facebook Business account.
- https://www.facebook.com/business/learn/set-up-facebook-page
- https://www.facebook.com/business/help/1710077379203657

Once you have a Facebook Business account

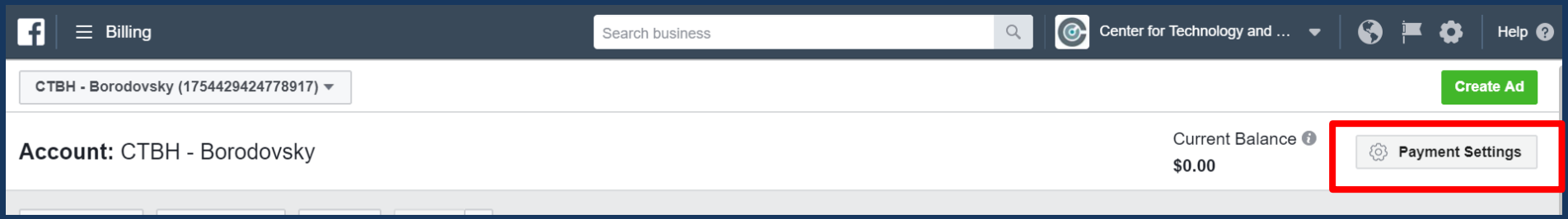
- Make sure you have a credit card linked to grant funds you want to use. Log into your business manager account and follow these steps to set up the credit card.
- Step 1: Click “Business Manager at the top left corner



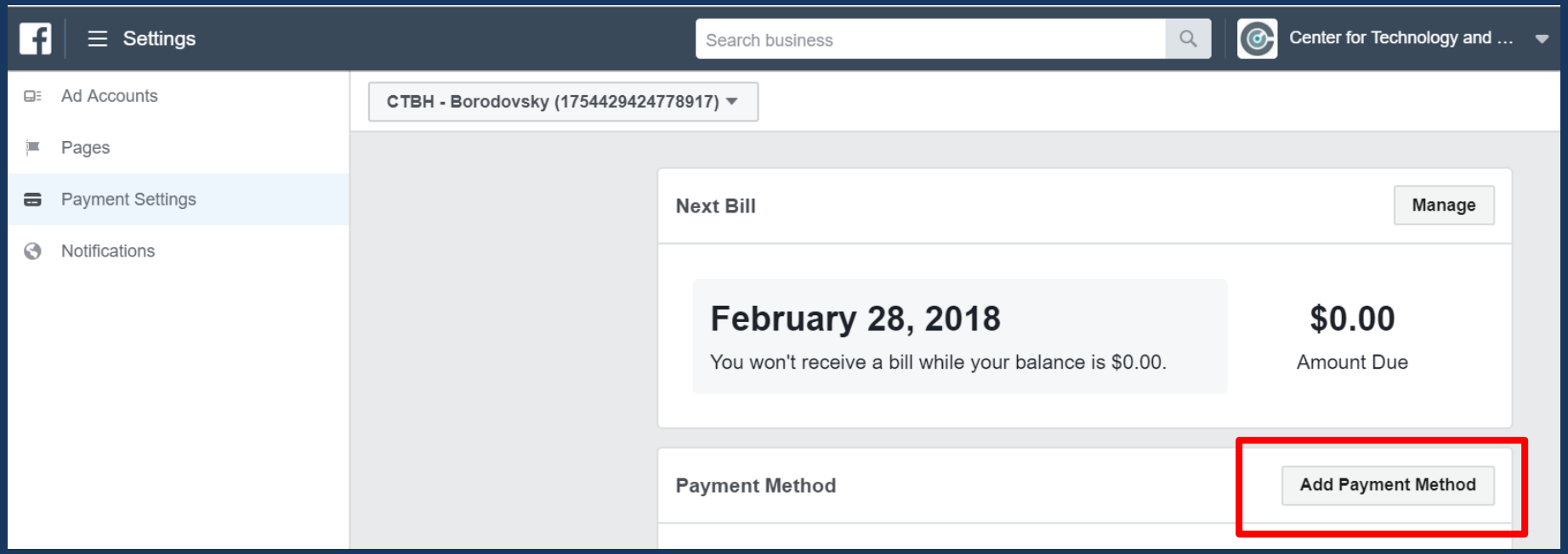
Step 2: Click “Billing”



Step 3: Click “Payment settings”



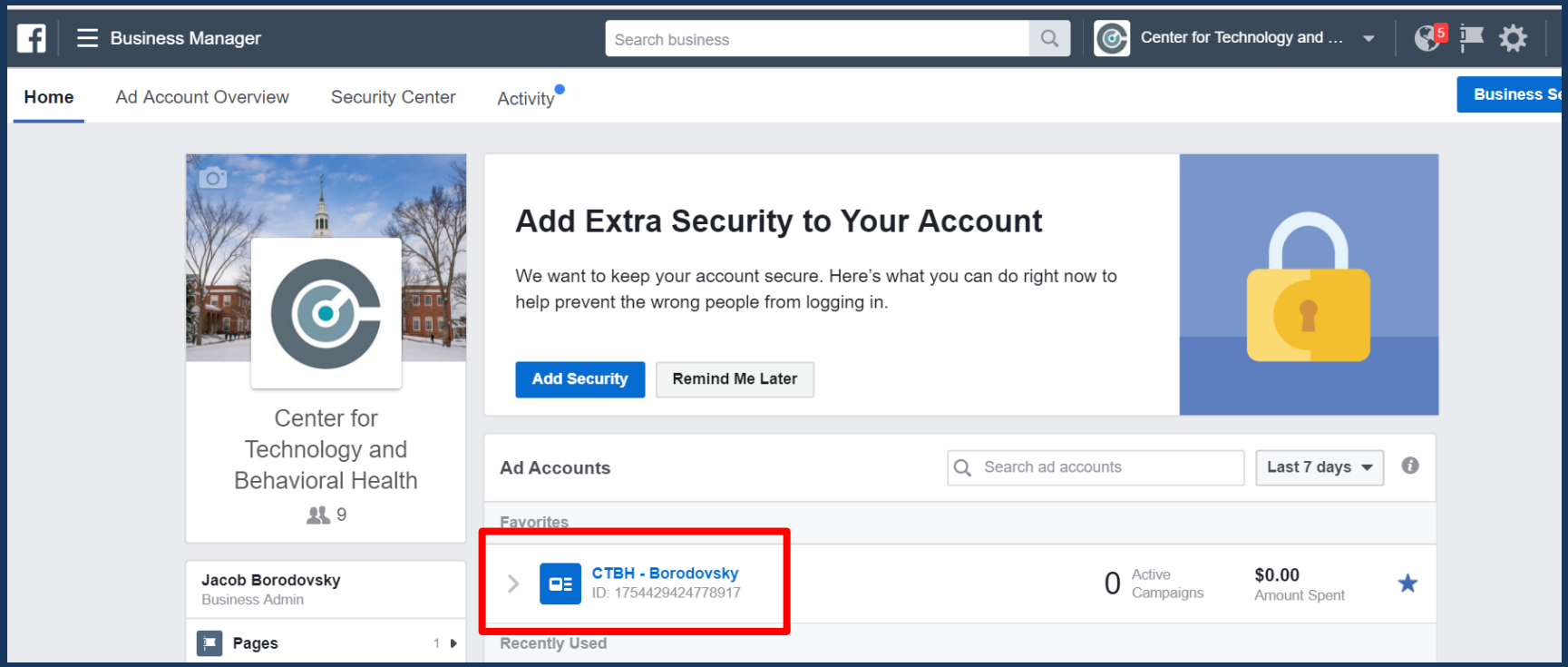
Step 4: Click “Add Payment Method” and enter your card info



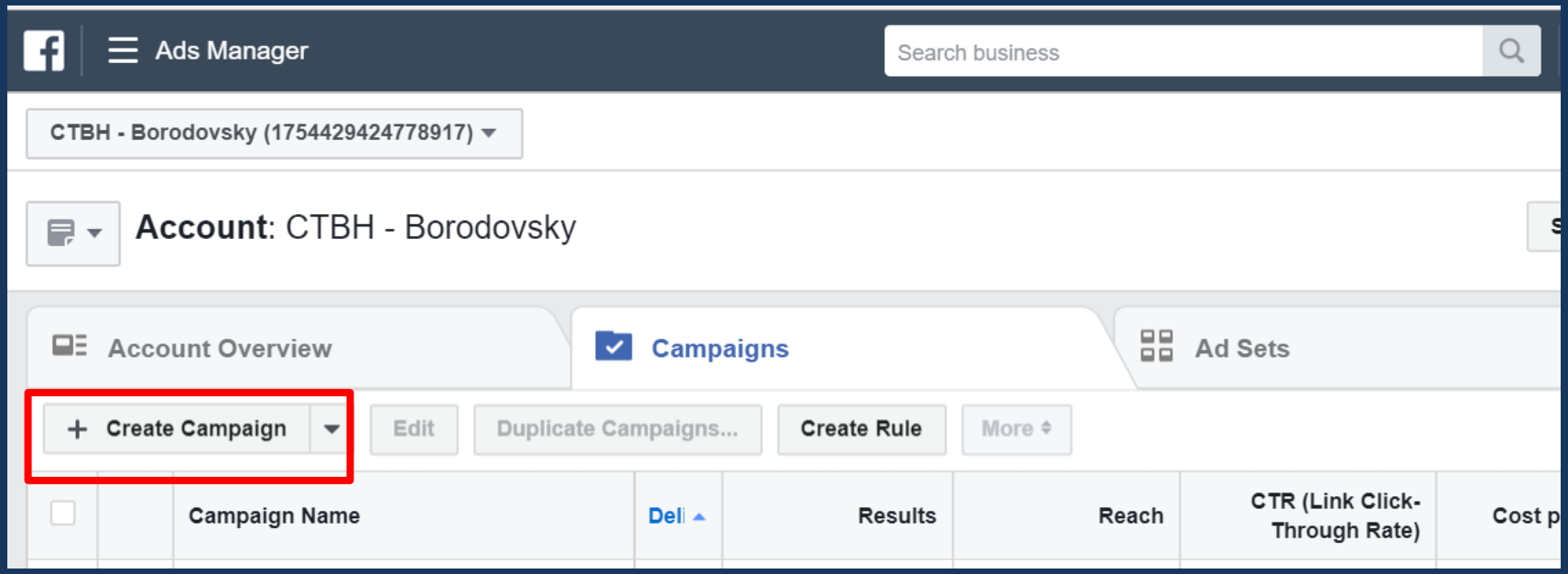
Creating and disseminating a Facebook advertisement

After you have set up a Facebook business account and the credit card

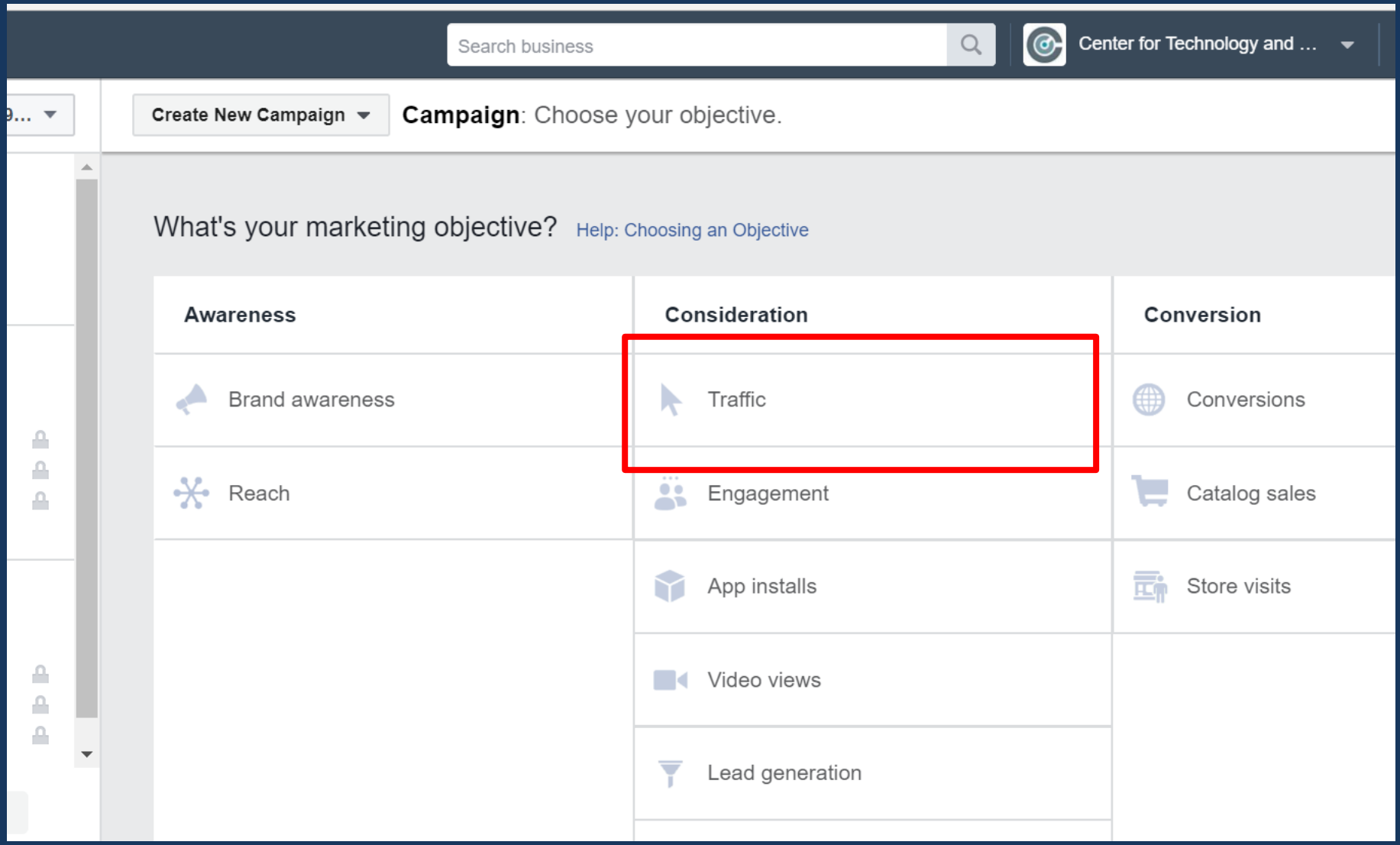
Click the account you want to use



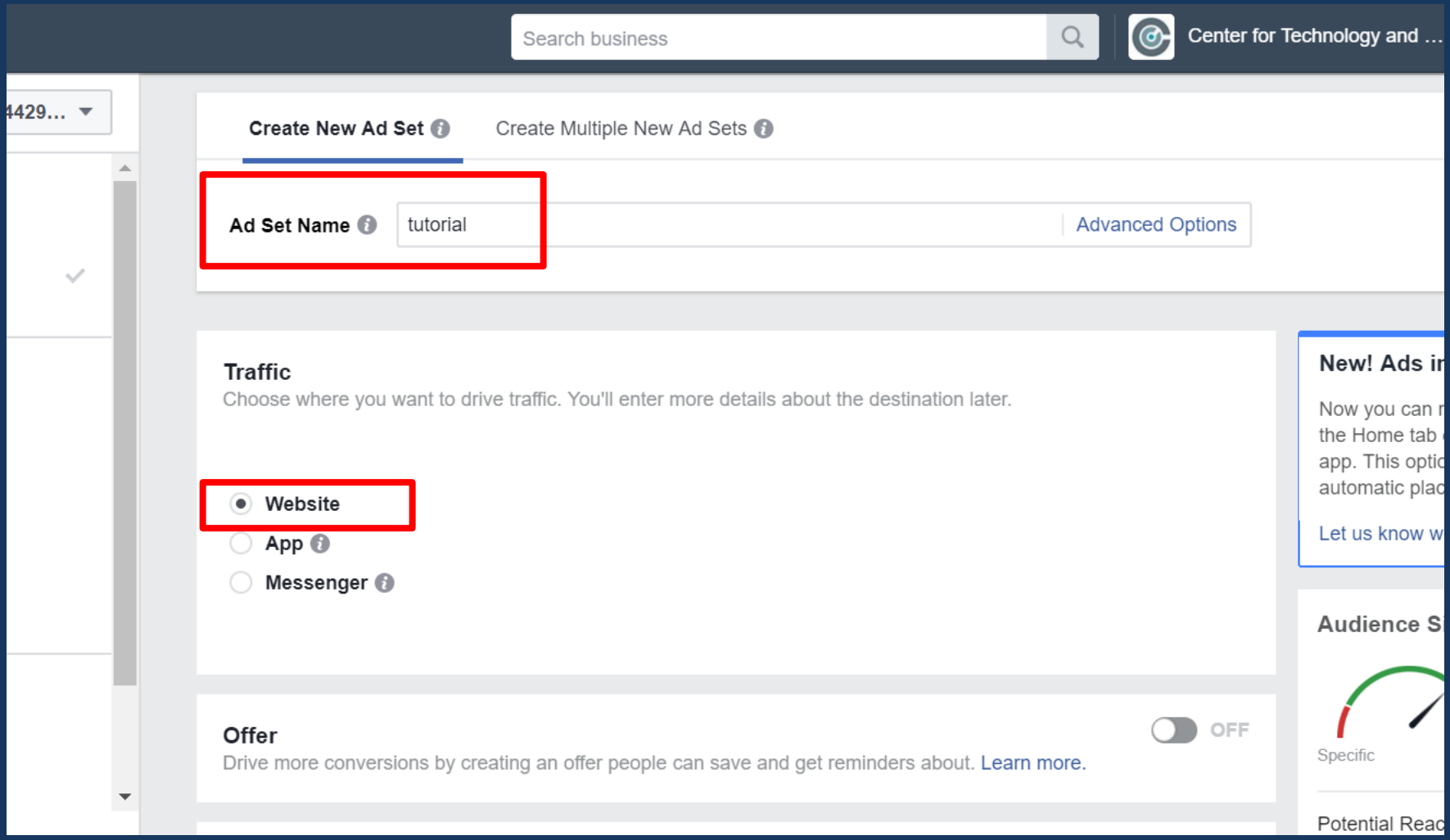
Click create campaign



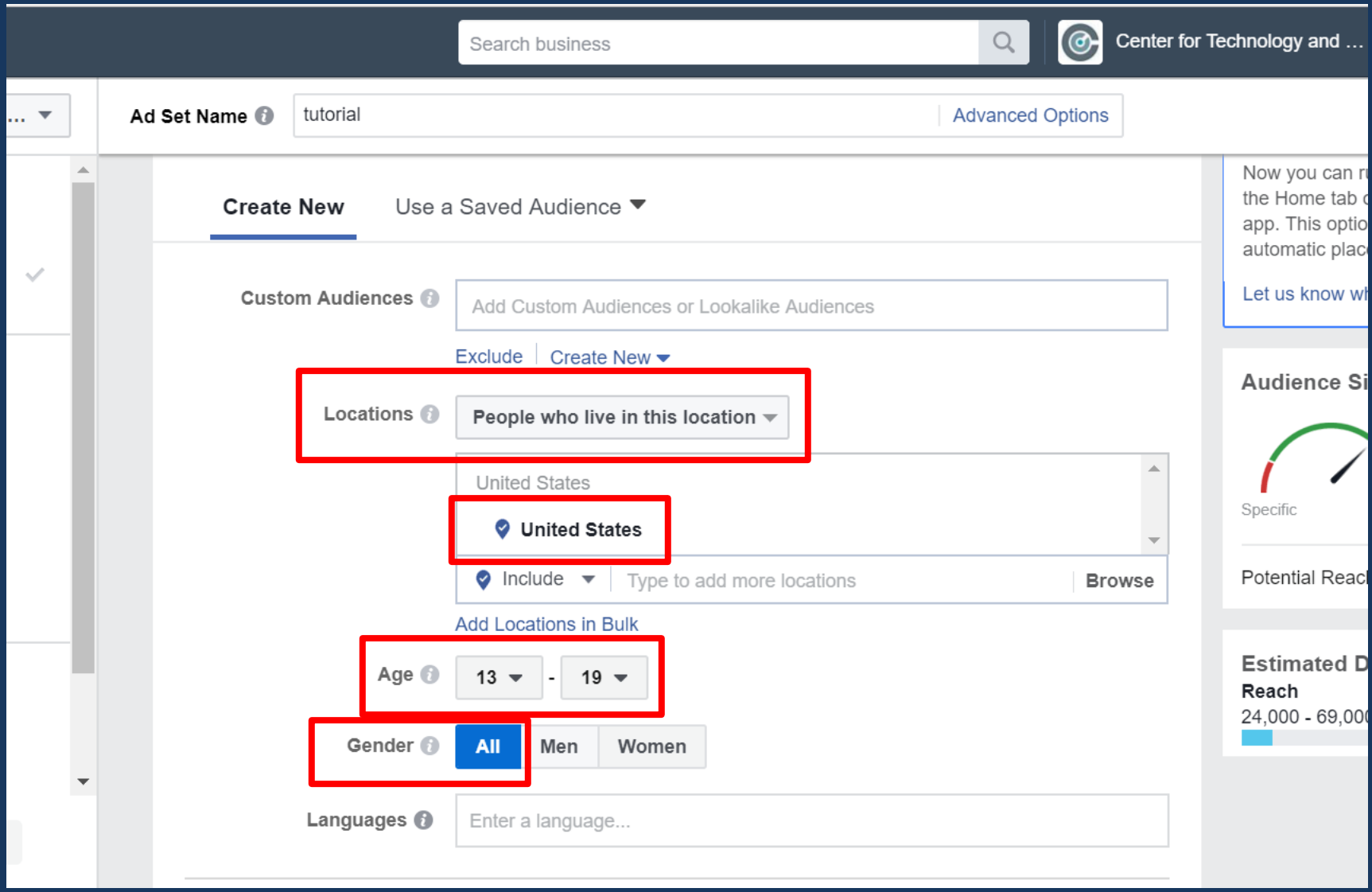
Click “Traffic”



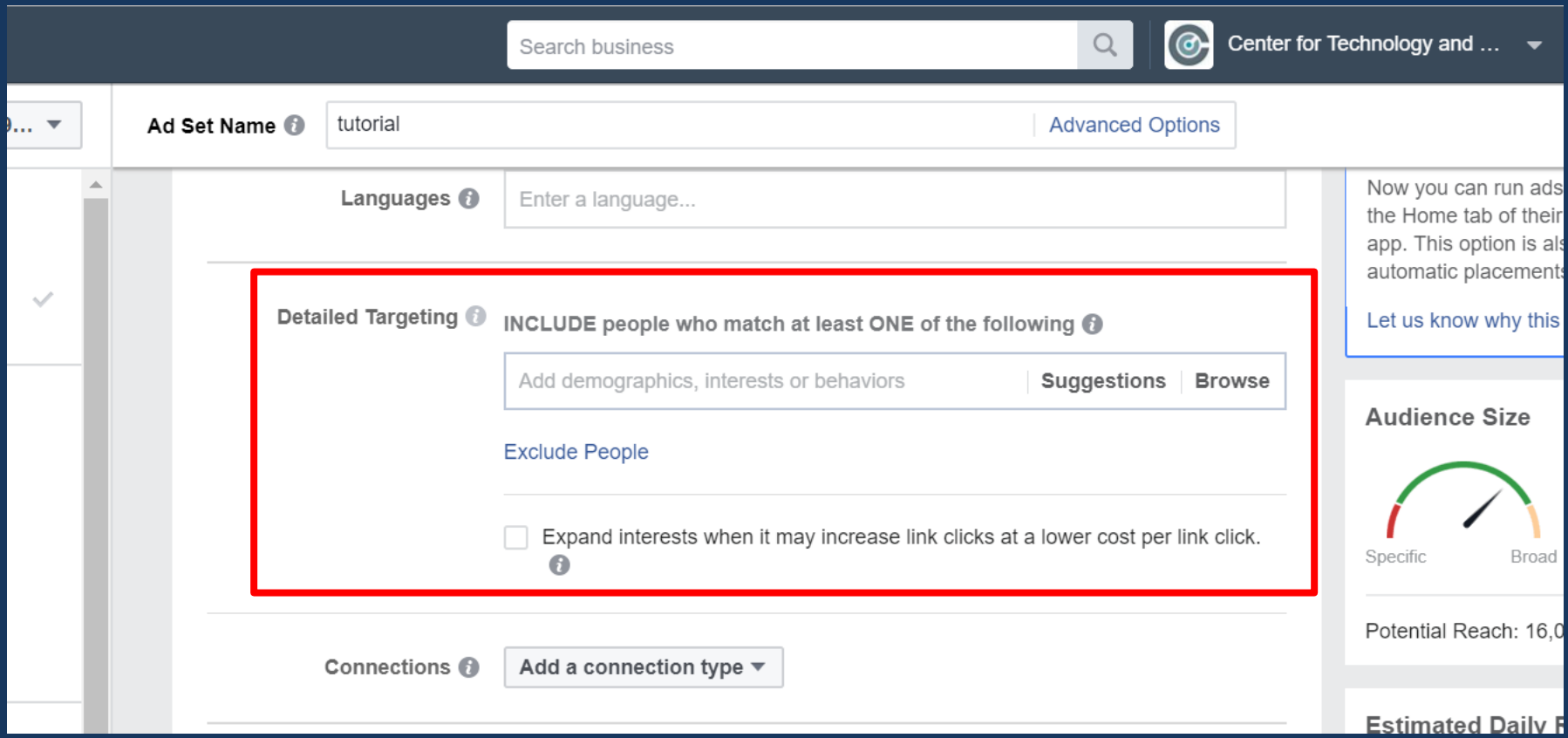
Name your ad set and click “website”



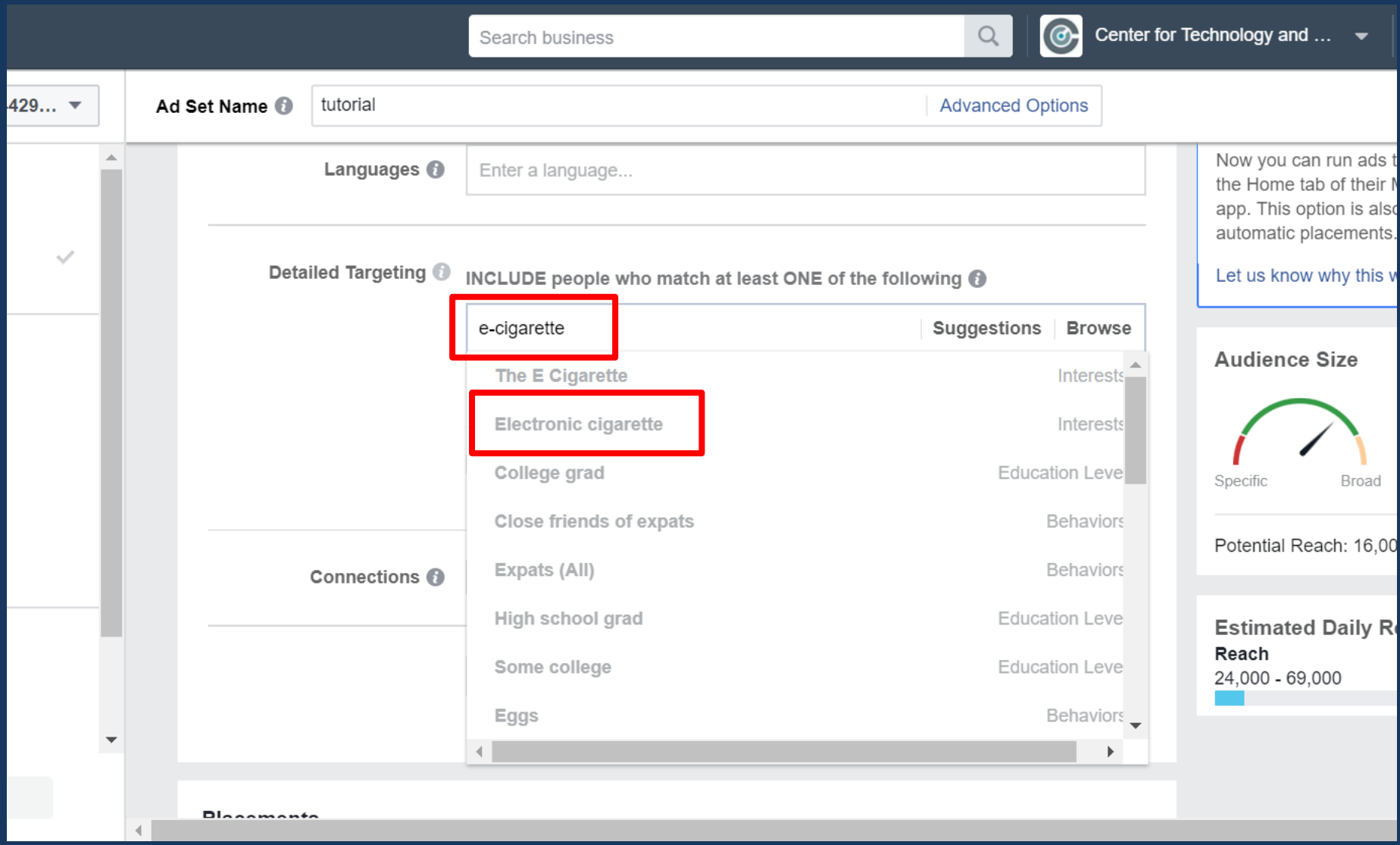
Set demographic targets



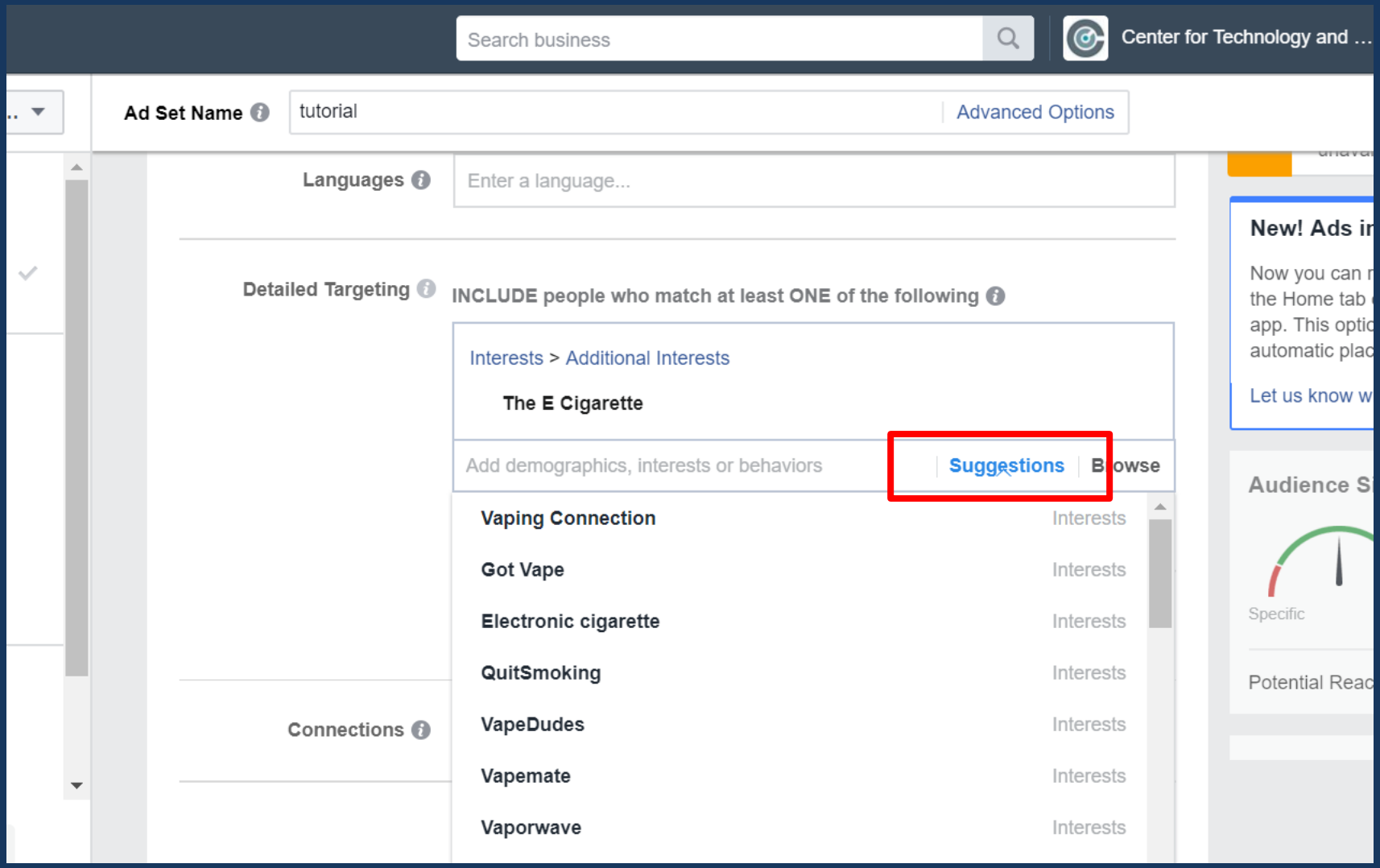
Pick your “interests” to target your population



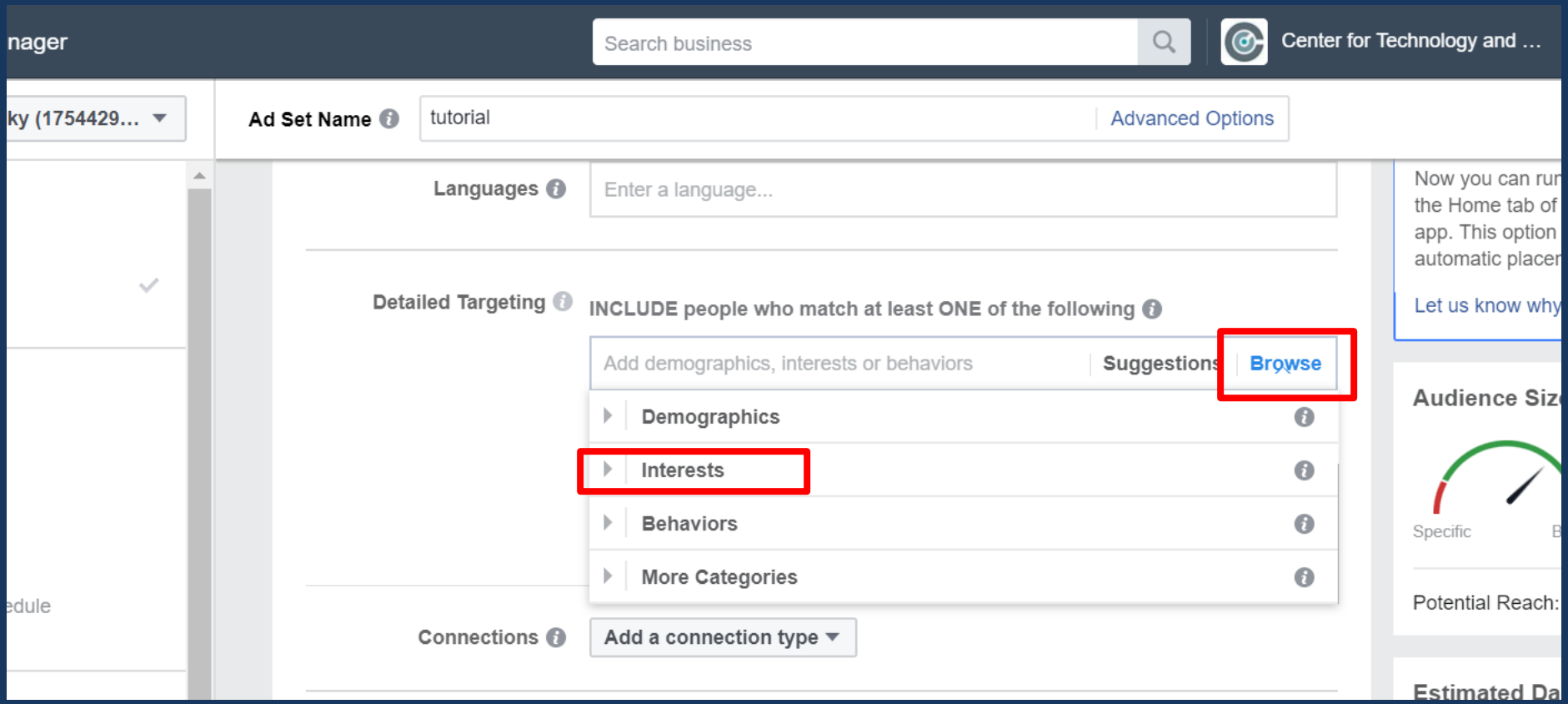
Type in keyword – then pick relevant option

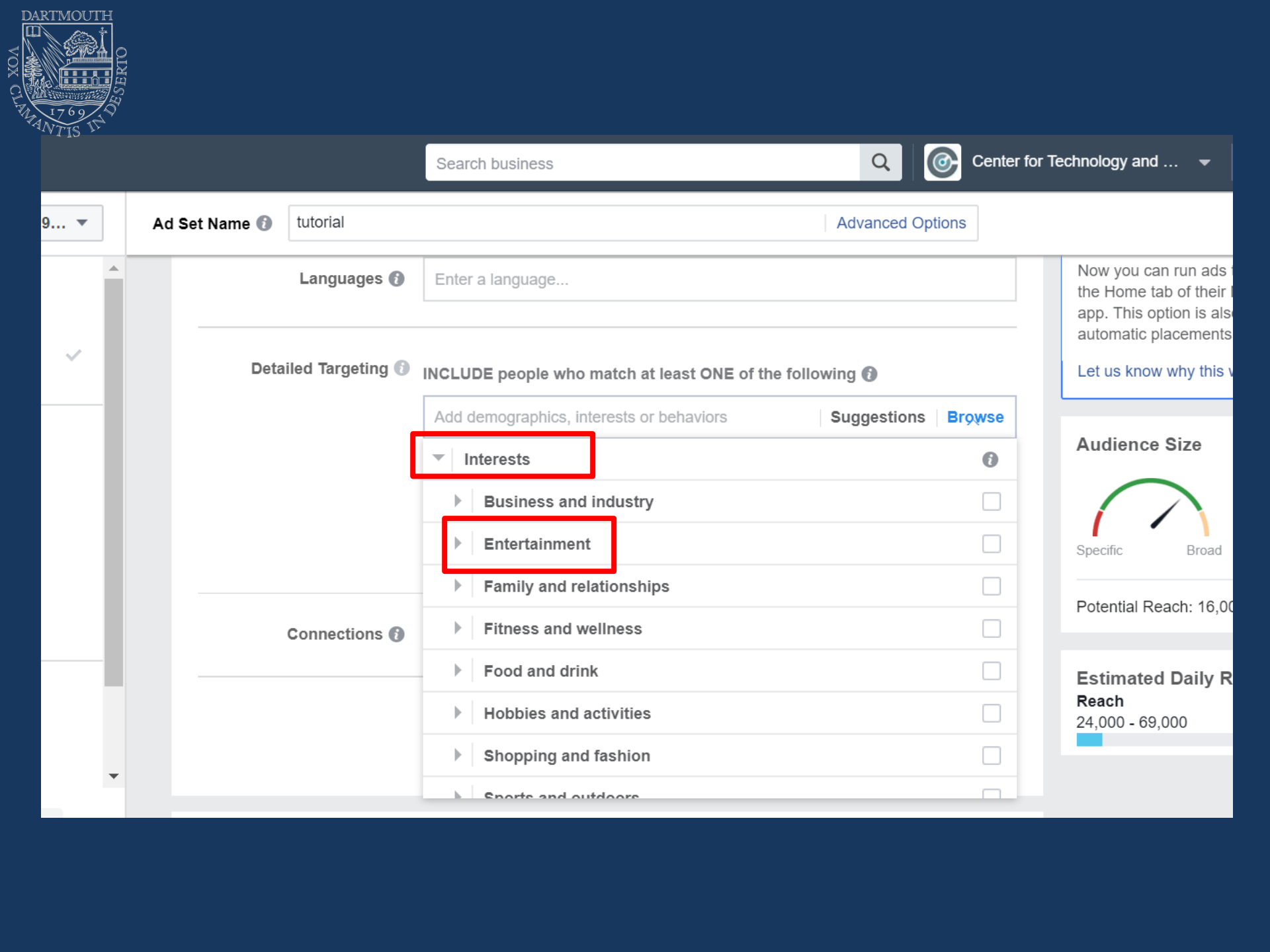


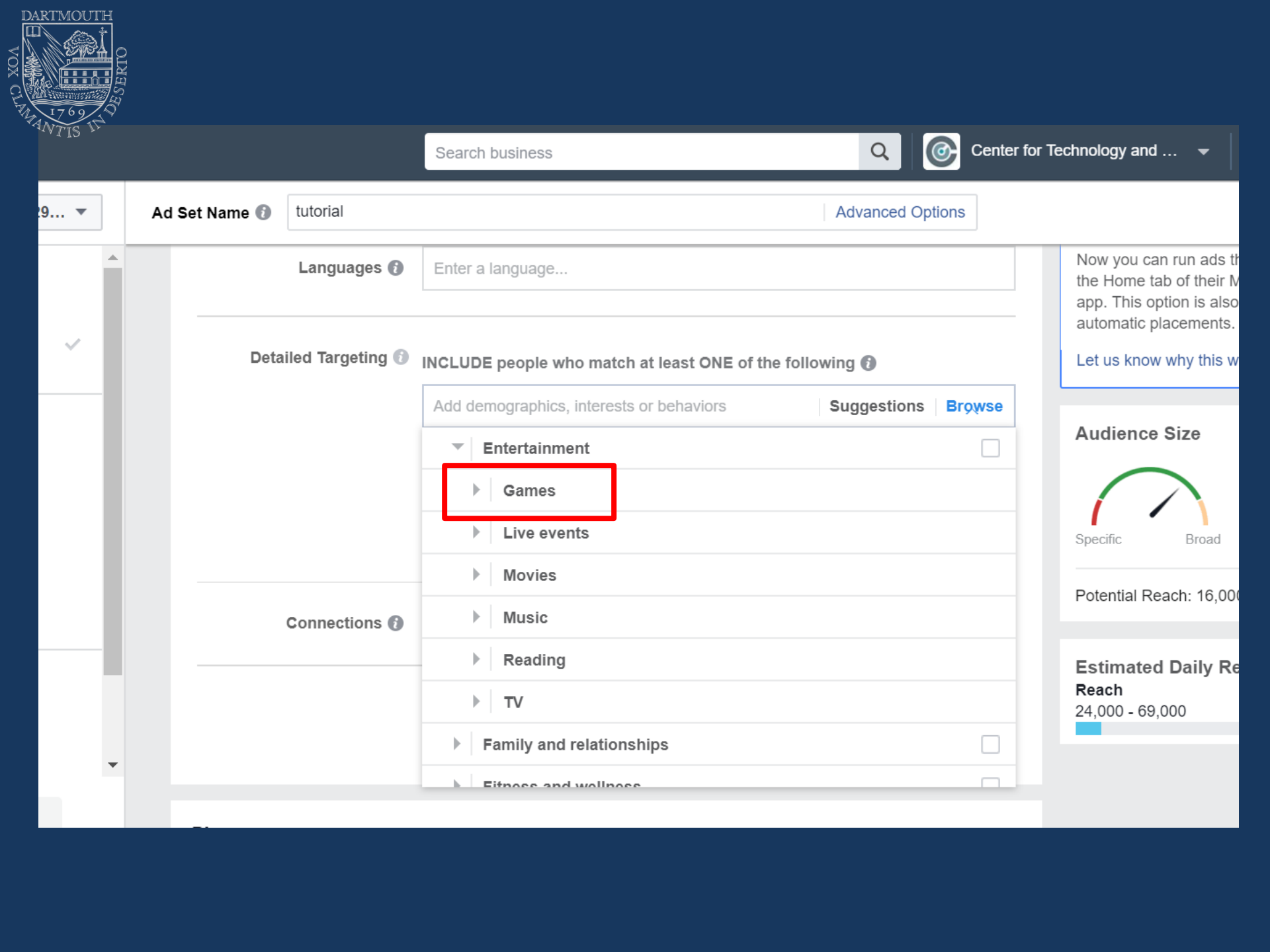
Then click “Suggestions” to include other interests correlated with the original one you picked



You can also pick targeting parameters using the “browse” button




Search business
Center for Technology and ...
Ad Set Name
tutorial
Advanced Options
Languages
Enter a language...
Detailed Targeting
INCLUDE people who match at least ONE of the following
Add demographics, interests or behaviors
Suggestions
Browse
Interests
Business and industry
Entertainment
Family and relationships
Fitness and wellness
Food and drink
Hobbies and activities
Shopping and fashion
Connections
Audience Size
Specific
Broad
Potential Reach: 16,00
Estimated Daily R
Reach
24,000 - 69,000
Let us know why this


DARTMOUTH
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1769
Search business
Center for Technology and ...
Ad Set Name
tutorial
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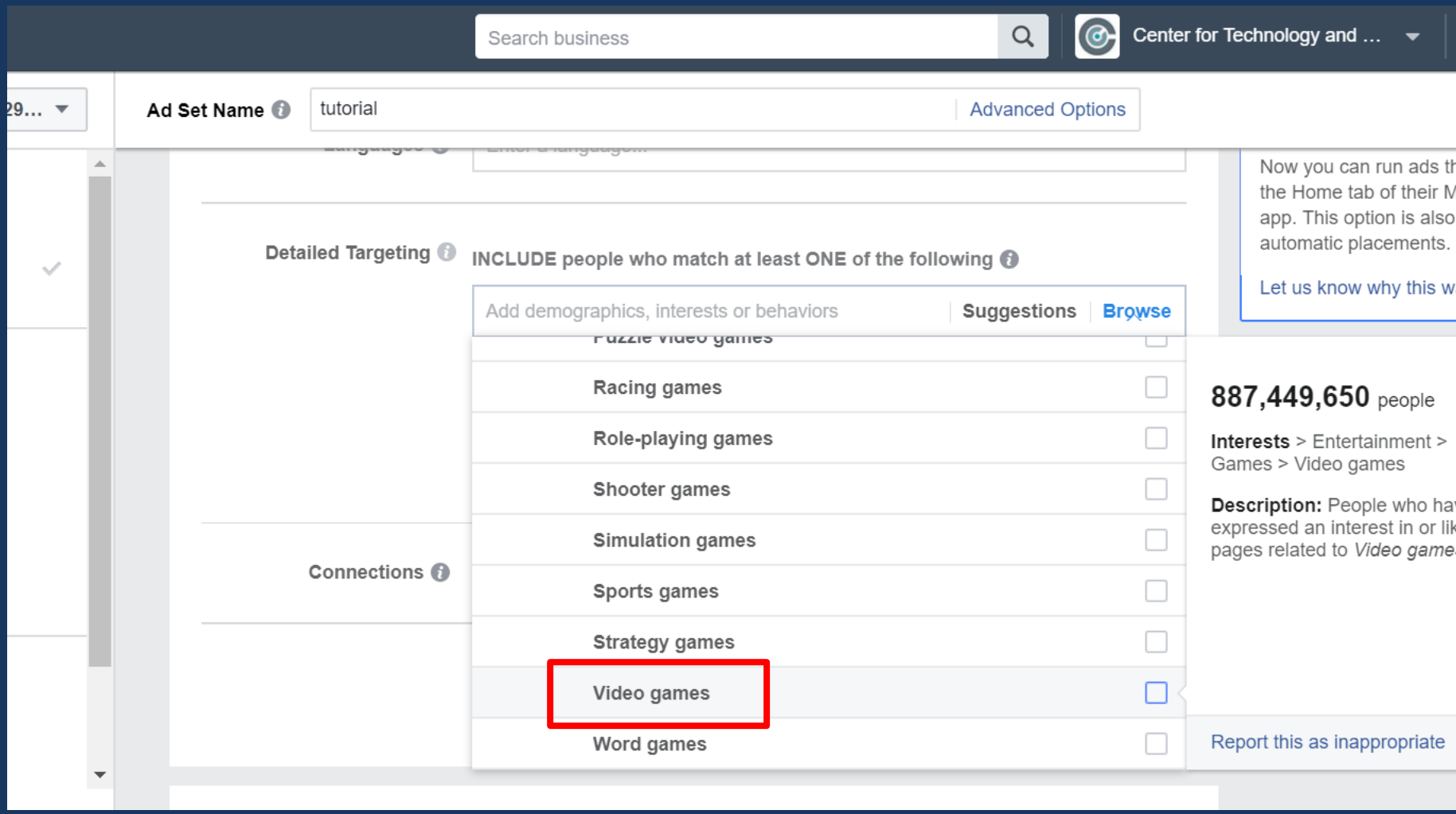
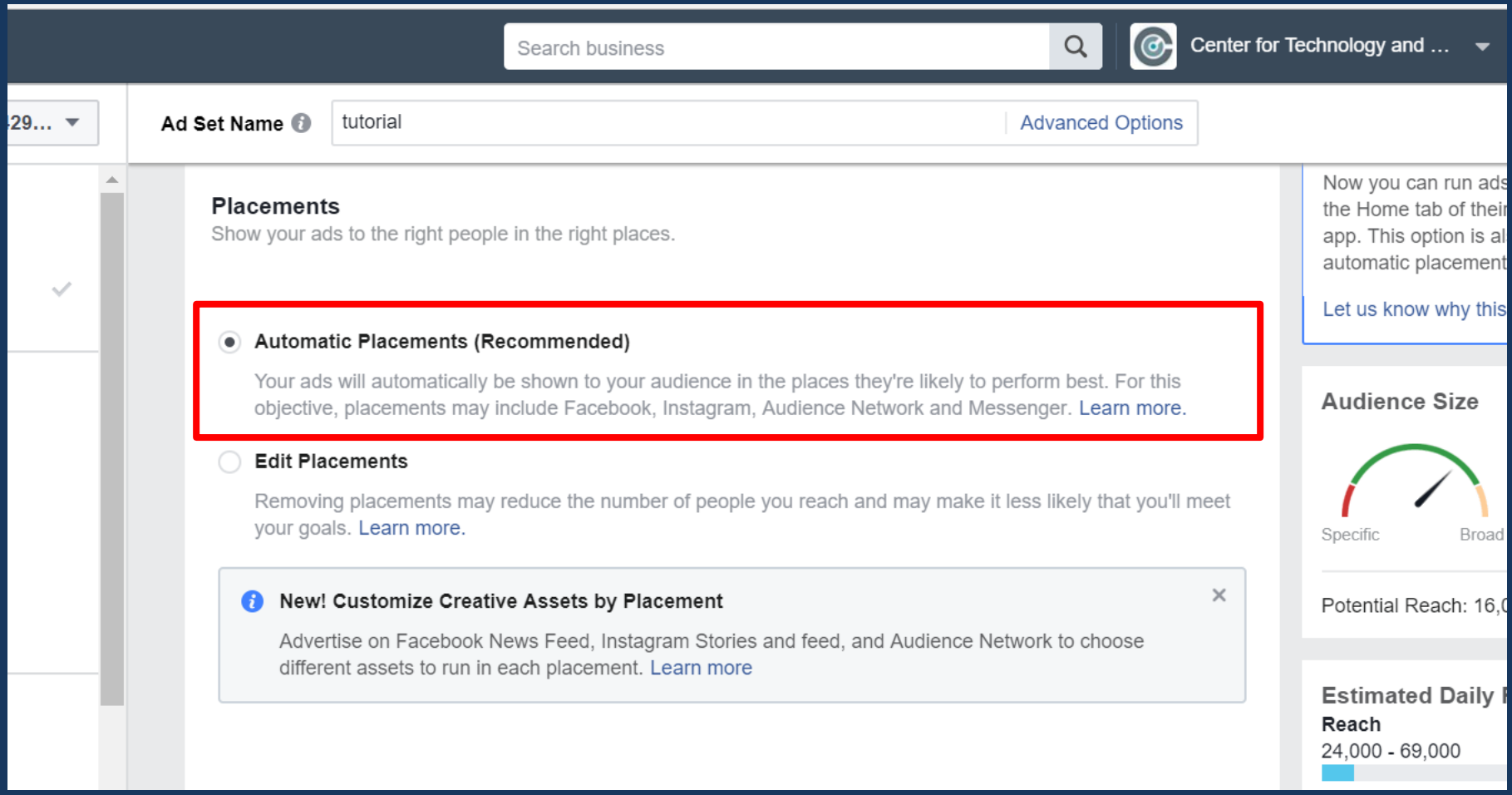
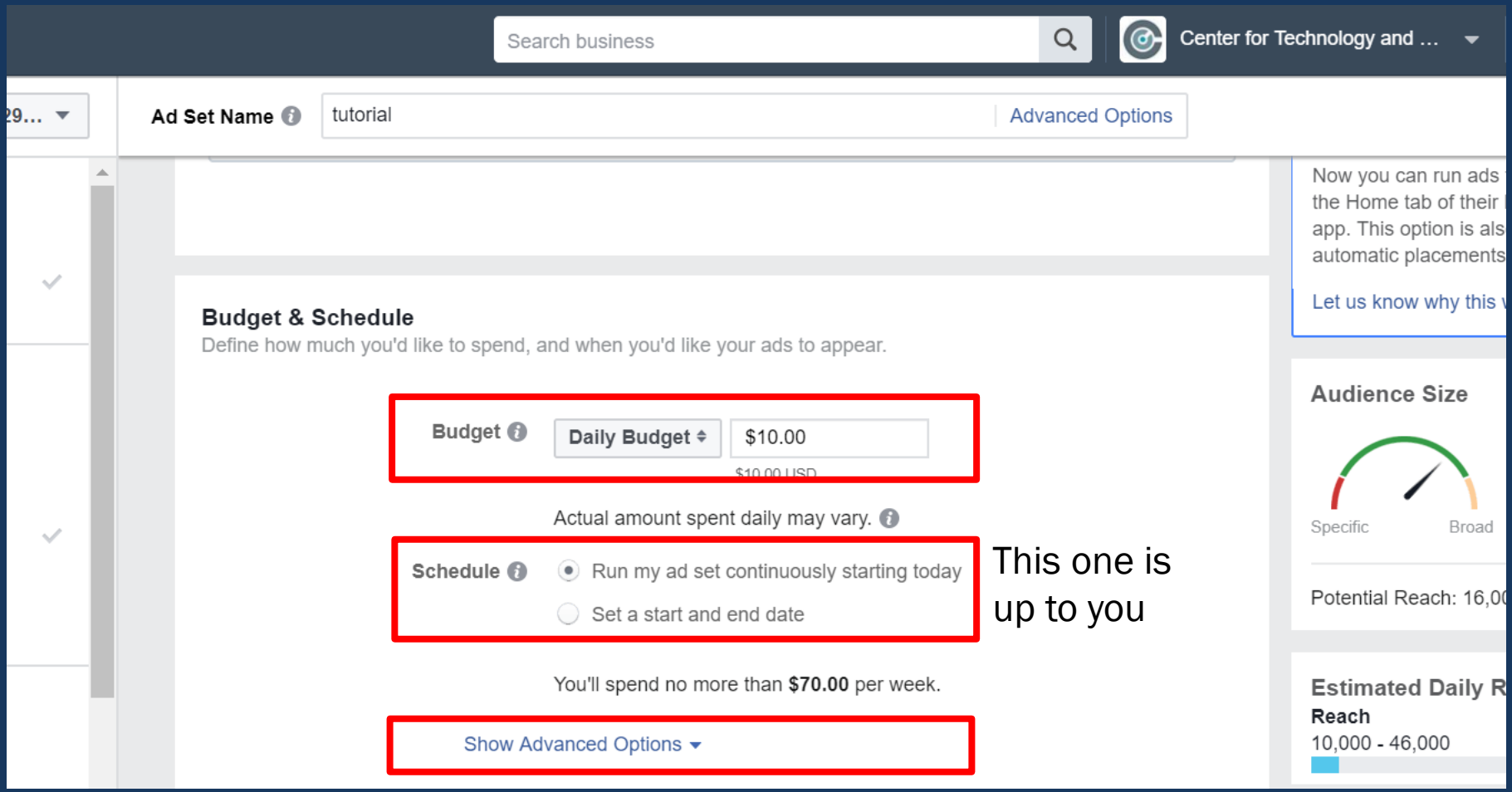
Enter a language...
Detailed Targeting
INCLUDE people who match at least ONE of the following
Add demographics, interests or behaviors
Suggestions
Browse
Entertainment
Games
Live events
Movies
Music
Reading
TV
Family and relationships
Connections
Now you can run ads th
the Home tab of their M
app. This option is also
automatic placements.
Let us know why this w
Audience Size
Specific
Broad
Potential Reach: 16,00
Estimated Daily Re
Reach
24,000 - 69,000


Search business
Center for Technology and ...
Ad Set Name
tutorial
Advanced Options
Detailed Targeting
INCLUDE people who match at least ONE of the following
Add demographics, interests or behaviors
Suggestions
Browse
Racing games
Role-playing games
Shooter games
Simulation games
Sports games
Strategy games
Video games
Word games
Connections
887,449,650 people
Interests > Entertainment > Games > Video games
Description: People who have expressed an interest in or like pages related to Video games
Report this as inappropriate

Make sure placements are automatic





This one is up to you

Search business

Center for Technology and …

754429…

Ad Set Name tutorial | Advanced Options

You'll spend no more than **$70.00** per week.

Optimization for Ad Delivery Link Clicks

Bid Strategy **Lowest cost** - Get the most link clicks for your budget

Set a bid cap

When You Get Charged

Impression

Link Click (CPC)

Ad Scheduling

Run ads all the time

Run ads on a schedule

Delivery Type **Standard** - Get results throughout your selected schedule

More Options

Hide Advanced Options

Now you can run ads that p
the Home tab of their Messe
app. This option is also ava
automatic placements. Lear

Let us know why this wasn't

Audience Size

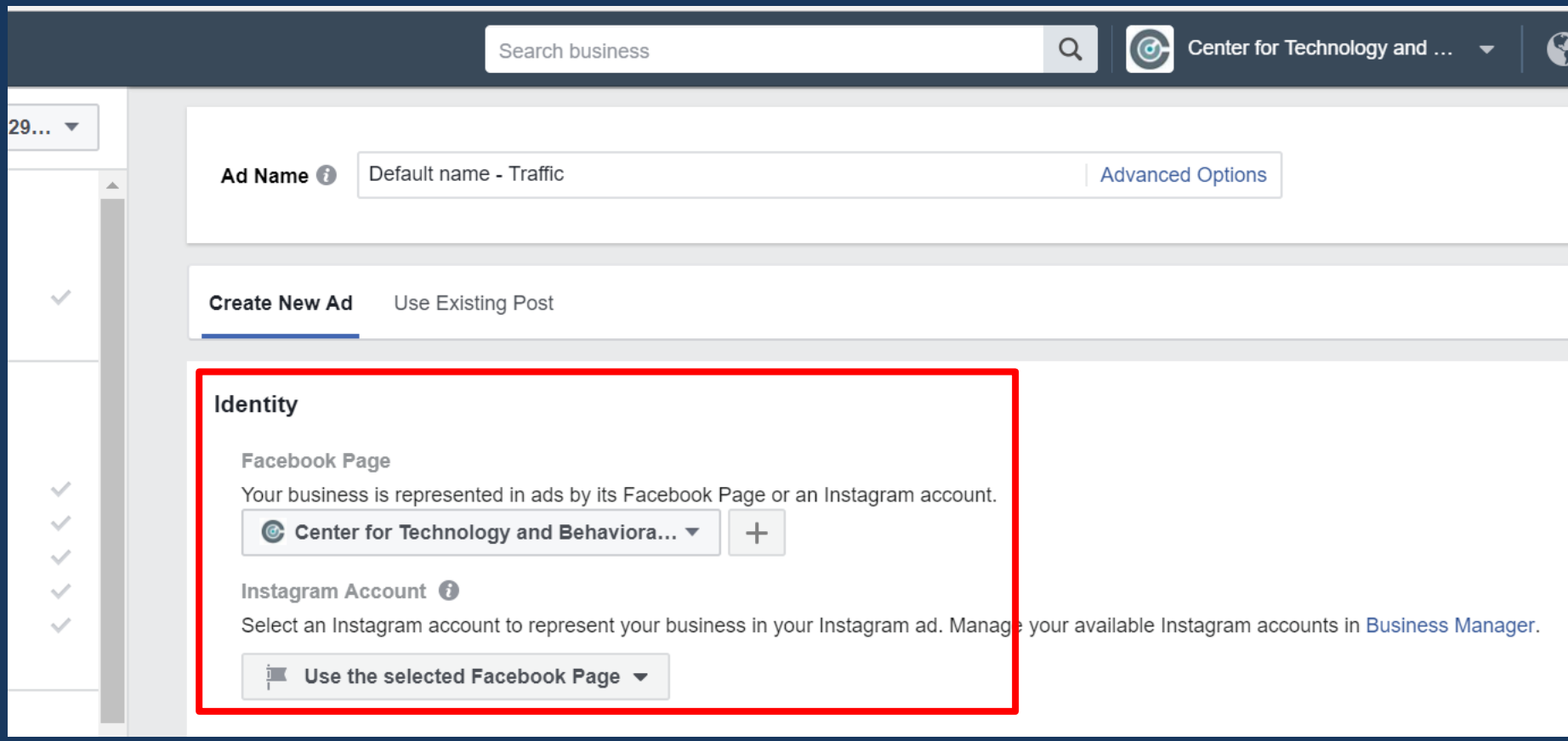
Specific Broad

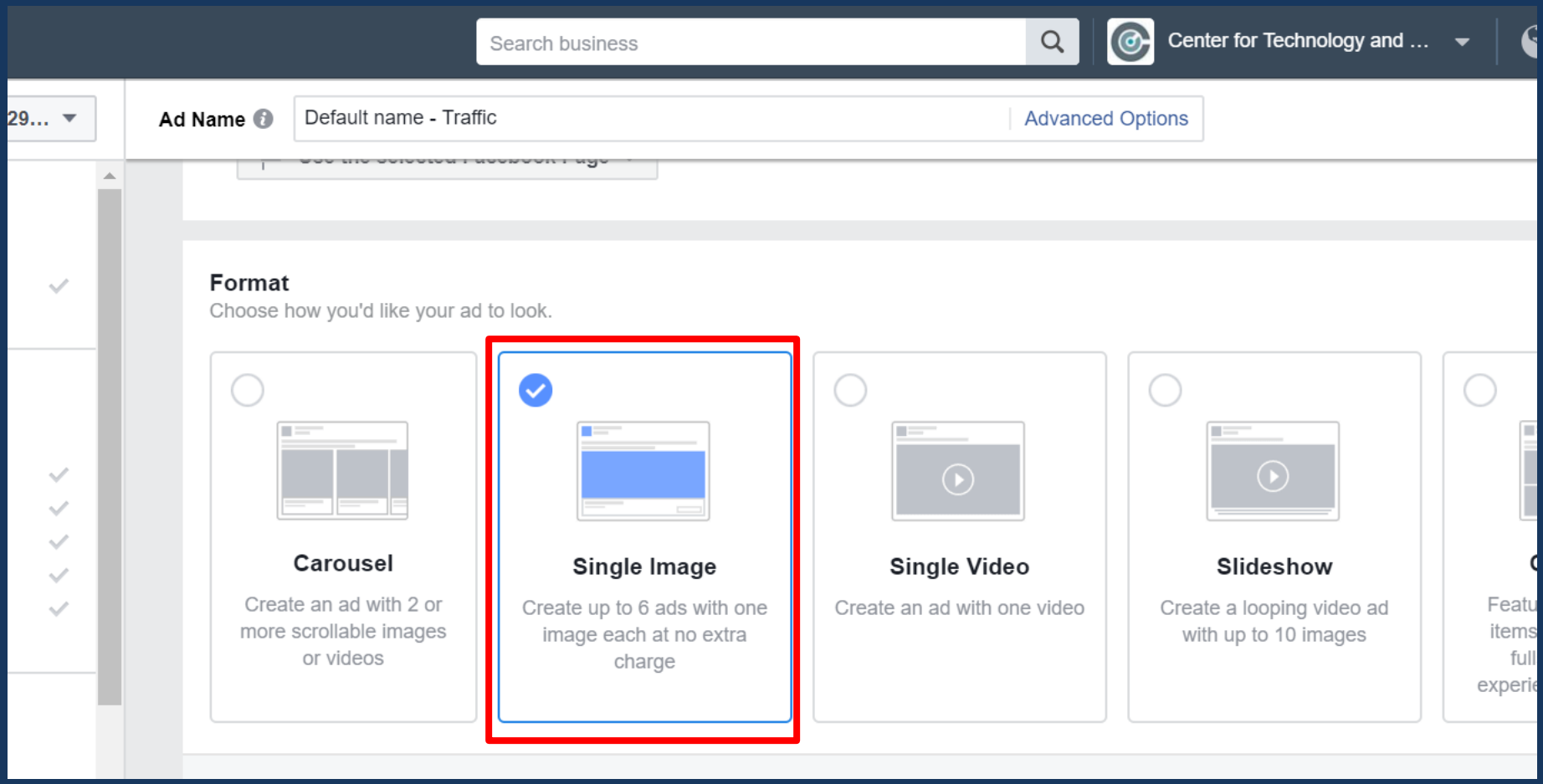
Potential Reach: 16,000,000

Estimated Daily Result

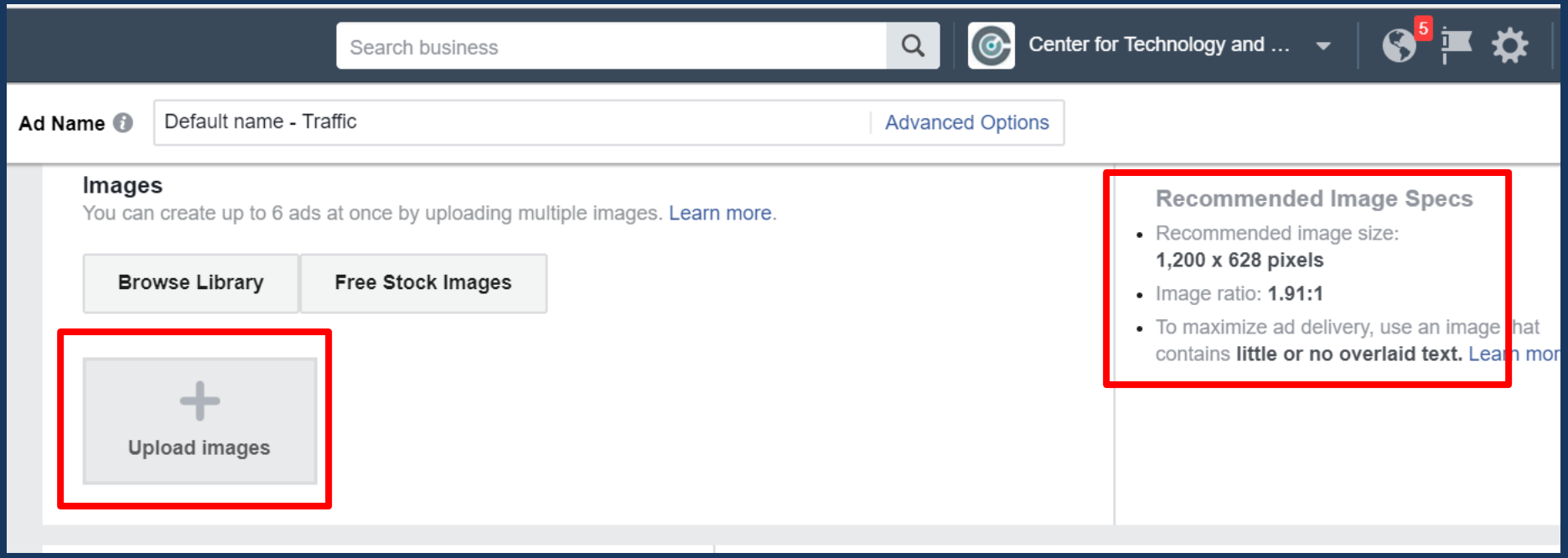
Reach

10,000 - 46,000

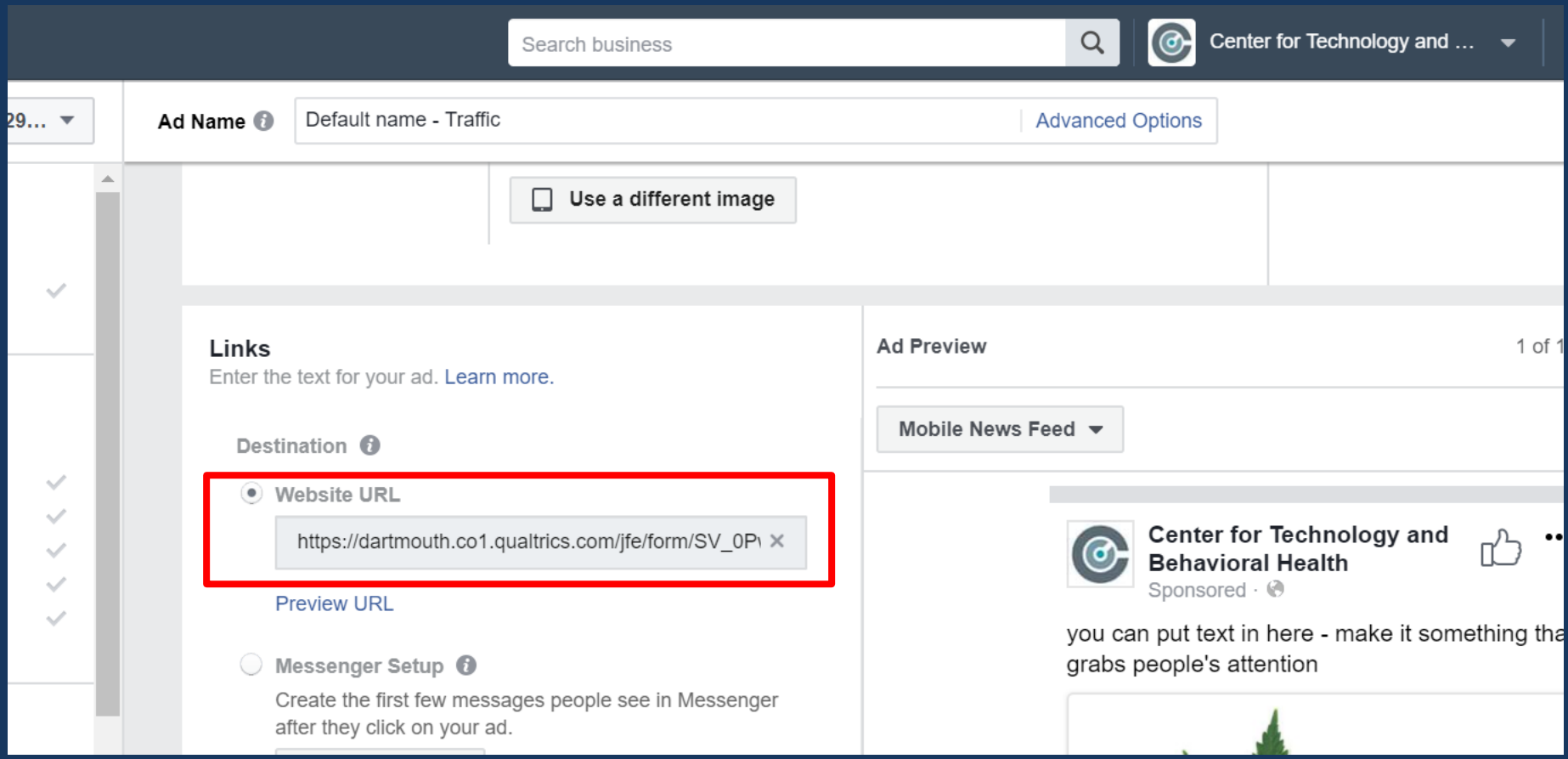

Search business
Center for Technology and …
Ad Name
Default name - Traffic
Advanced Options
Create New Ad
Use Existing Post
Identity
Facebook Page
Your business is represented in ads by its Facebook Page or an Instagram account.
Center for Technology and Behaviora…
Instagram Account
Select an Instagram account to represent your business in your Instagram ad. Manage your available Instagram accounts in Business Manager.
Use the selected Facebook Page


Search business
Center for Technology and ...
Ad Name
Default name - Traffic
Advanced Options
Format
Choose how you'd like your ad to look.
Carousel
Create an ad with 2 or more scrollable images or videos
Single Image
Create up to 6 ads with one image each at no extra charge
Single Video
Create an ad with one video
Slideshow
Create a looping video ad with up to 10 images

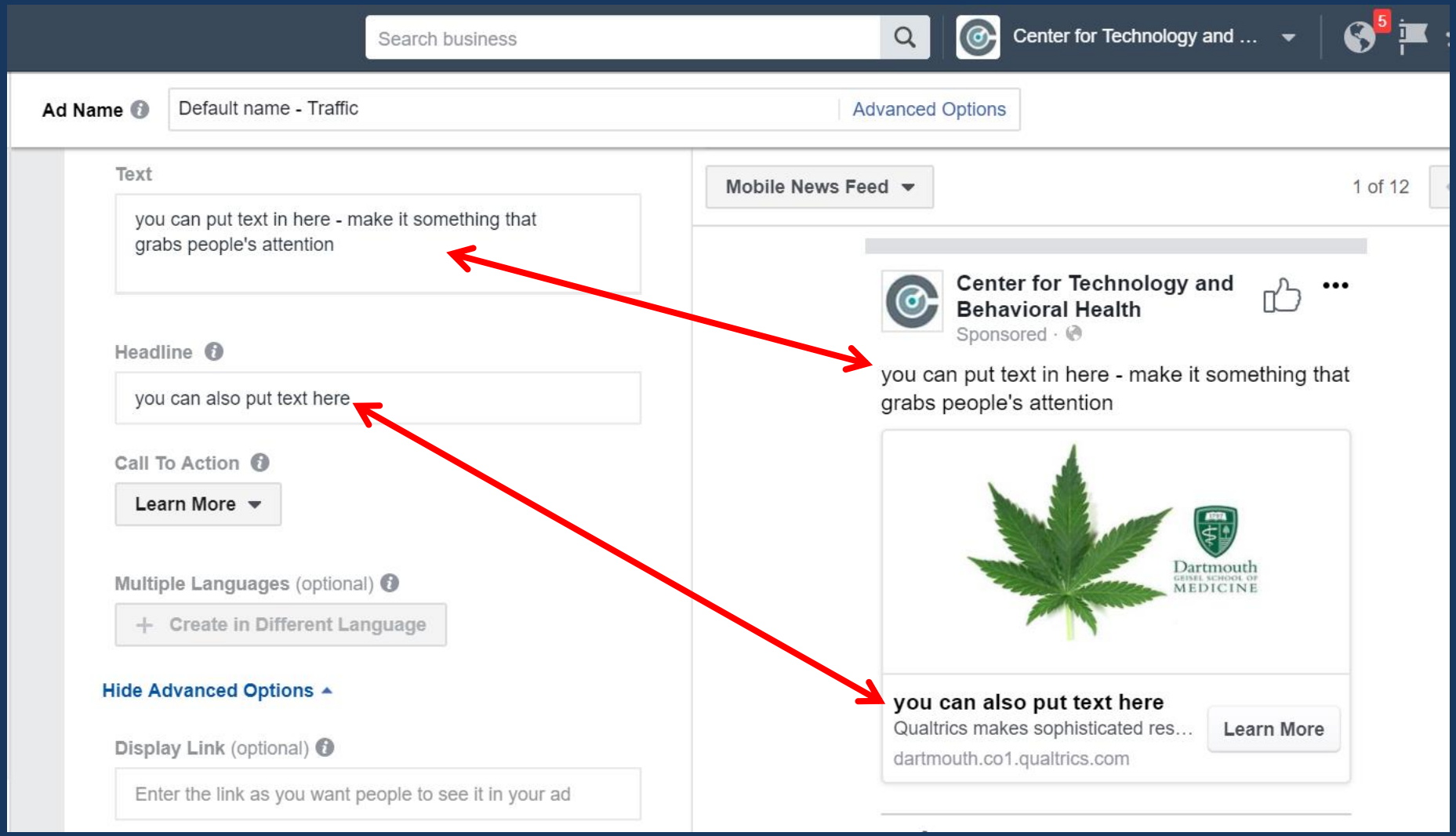
Take note of the image specifications



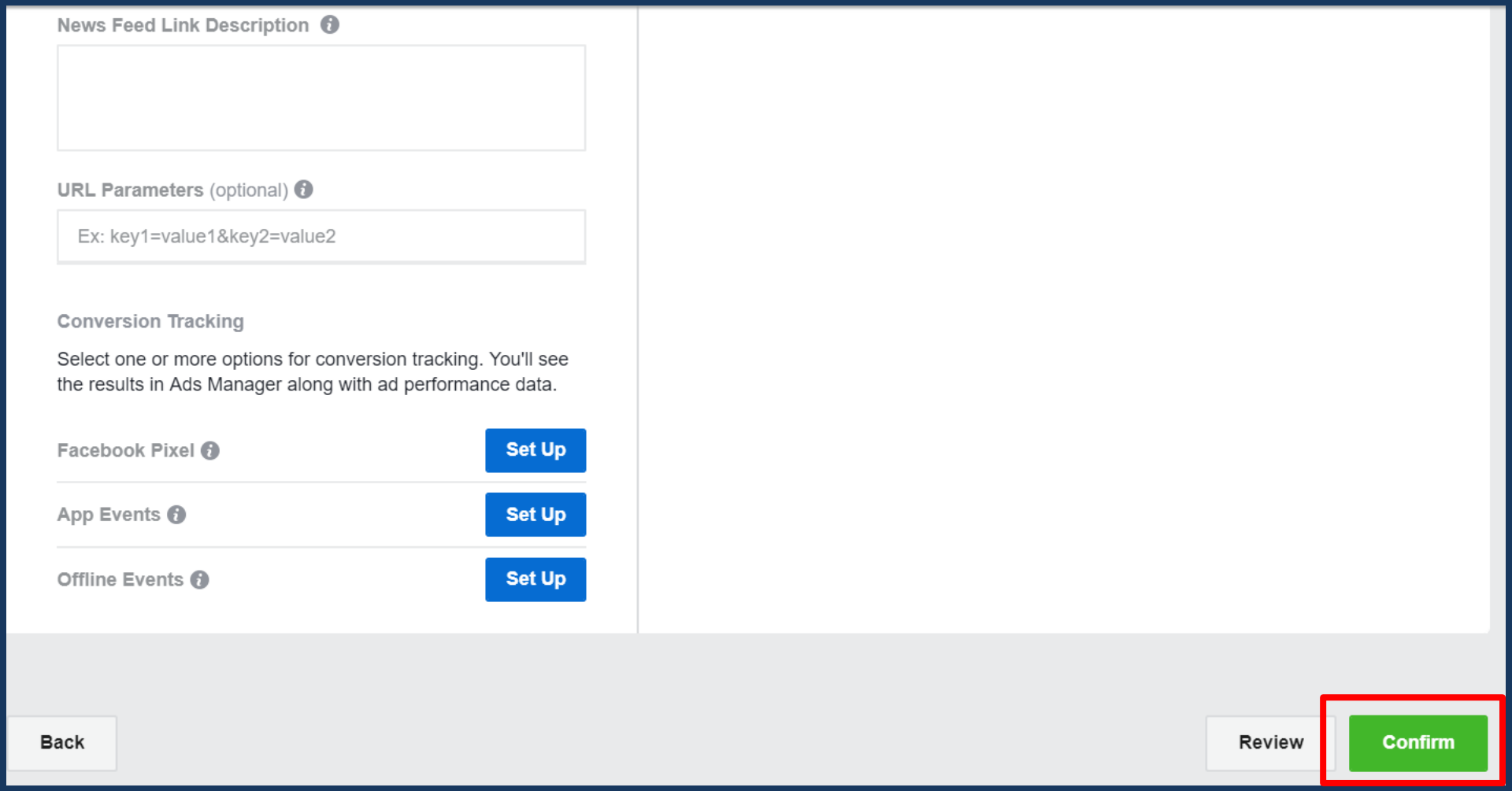
***Take the anonymous Qualtrics link and plug it in here



Add text to your adveritisement



Click “confirm”



Ad approval process

- Now your ads will begin running within 24 hours if they are approved by Facebook
- What if my ad is denied?
- Usually means you need to make some minor adjustments to the image you are using. For example, Facebook wont allow advertisements that show people engaging in illegal activity (such as using drugs). Sometimes they make an exception if they see you are university-based researchers.
- Type in “Facebook ad approval process” in Google
- Or go to these websites
- https://www.facebook.com/business/a/ad-review-process
- https://www.facebook.com/business/help/204798856225114

Note:

Once your advertisement is approved, spend $10 per day for first 2-3 days then increase the amount to $30-$50 per day once you see that the # of clicks per day has begun to increase

Email me if you are having problems

- Jacob.borodovsky@dartmouth.edu

Good luck!