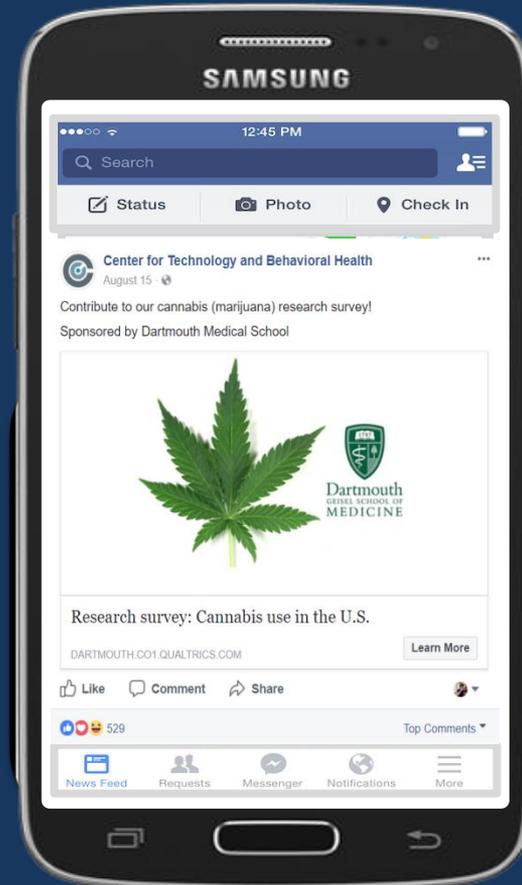




How does **facebook** advertising  
work?





Wait 48-72 hrs for algorithms to kick in



870 clicks

Turned off advertising here



# Recruitment for **in-person** studies



# Single-site study

Locations ⓘ People who live in this location ▼

United States

📍 Hanover, New Hampshire + 25mi ▼

📍 Include ▼ | Type to add more locations | **Browse**

Drop Pin

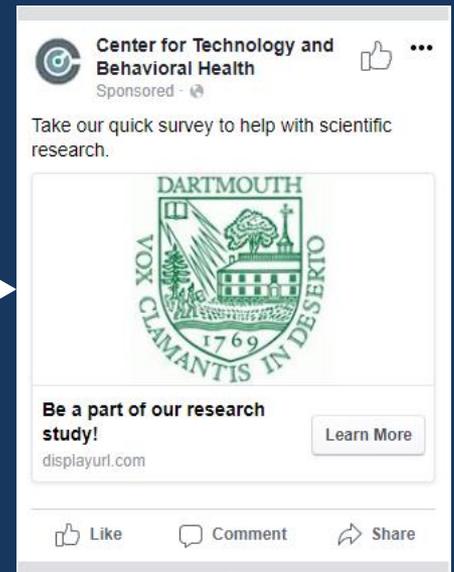
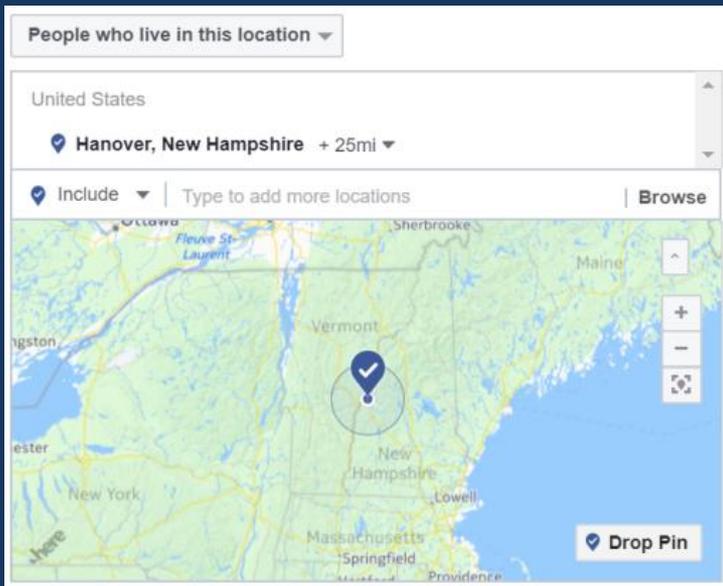


# Multi-site study

- 📍 **Boston, Massachusetts** + 25mi ▼
- 📍 **Hanover, New Hampshire** + 25mi ▼
- 📍 **New Haven, Connecticut** + 25mi ▼
- 📍 **New York, New York** + 25mi ▼

📍 Include ▼ | Type to add more locations | **Browse**

Drop Pin



1

2

3



- Screening questions
- Obtain contact info follow-up



# Instructions/Tutorial



# Notes

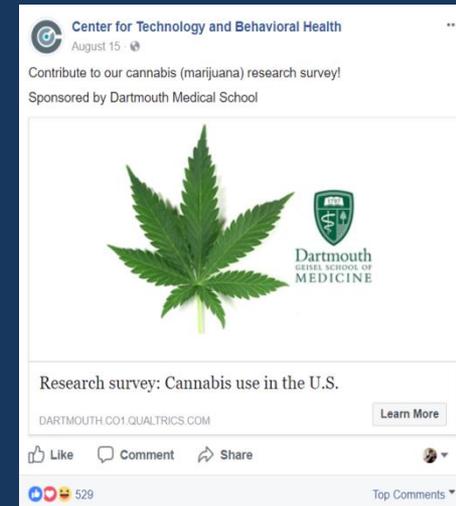
- The following slides are a step-by-step guide for (1) connecting your Qualtrics survey to Facebook and then (2) setting up and administering a Facebook advertisement
- **Red boxes and arrows** indicate buttons you should click to follow along.



# 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

The screenshot displays the Qualtrics user interface. At the top right, a green button labeled '+ Create Project' is highlighted with a red box. A red arrow points from this button to a search bar labeled 'Search...'. Another red arrow points from the search bar to a 'Blank Survey Project' card, which is also highlighted with a red box. The card features a white plus sign icon on a dark background and the text 'Blank Survey Project'. Below the card, there are four smaller icons representing different project types: a checklist, a document with a checkmark, an apple, and a group of people with a pencil. The interface includes a sidebar on the left with categories like 'Research Core', 'Customer Experience', 'Employee Experience', 'Product Experience', and 'Brand Experience'. At the bottom right, there are 'Cancel' and 'Create Project' buttons.

All Projects Created ▾

Search...

**+ Create Project**

Type	Project Name	Status	Last Modified	Creation Date	Responses	Owner	Actions	...
------	--------------	--------	---------------	---------------	-----------	-------	---------	-----

Research Core

Customer Experience

Employee Experience

Product Experience

Brand Experience

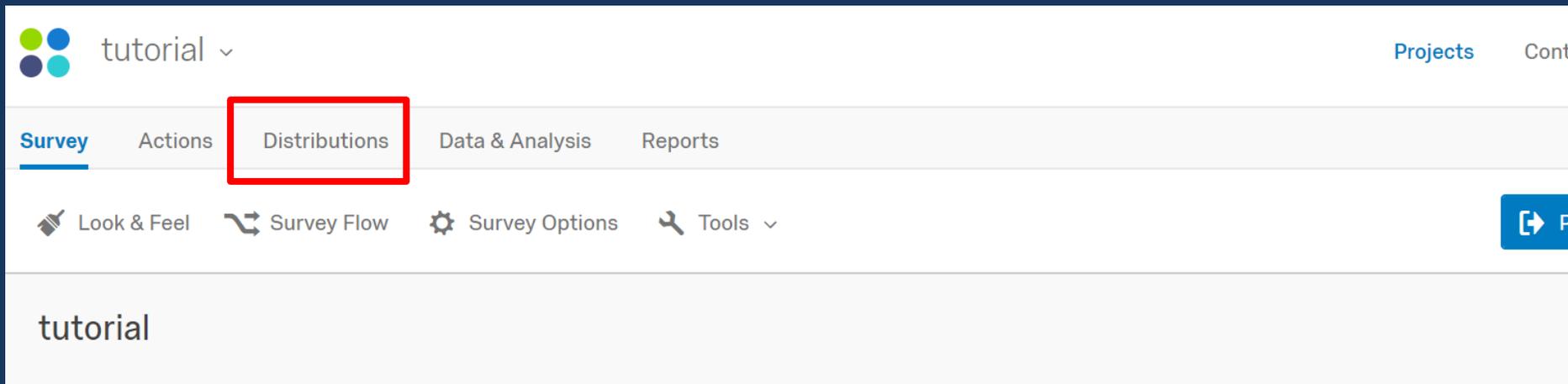
Blank Survey Project

Create From Existing

Cancel Create Project



# Click the distributions tab





# Click the “use anonymous link” option

tutorial ▾ Projects Contacts Li

Survey Actions **Distributions** Data & Analysis Reports

## How do you want to distribute your survey?

Email **Web** Social Mobile

Embed your survey link on a website

→ **Use Anonymous Link**

Target specific customers on your website

Create a Site Intercept



Pause Response Collection

Distribution Summary

**Anonymous Link**

Emails

Personal Links

Social Media

Offline App

### Anonymous Survey Link

A reusable link that can be pasted into emails or onto a website, and is unable to track identifying information of respondents.

[https://dartmouth.co1.qualtrics.com/jfe/form/SV\\_0PwH6kCx86xIFhP](https://dartmouth.co1.qualtrics.com/jfe/form/SV_0PwH6kCx86xIFhP)

Customize Link



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



# Part 2: Setting up Facebook



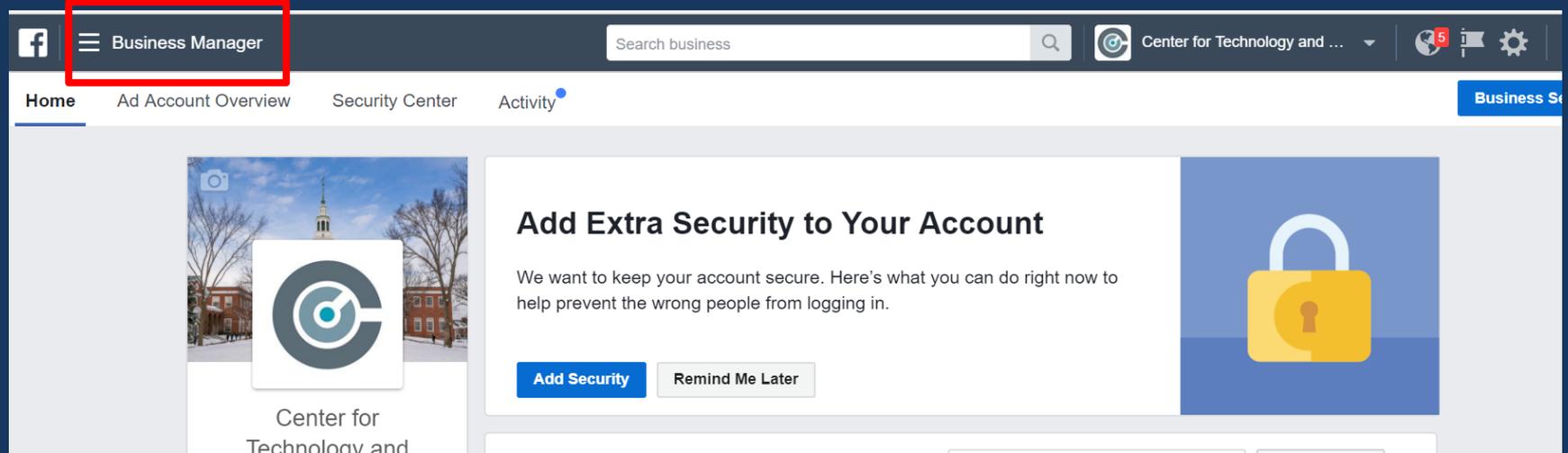
# Create Facebook Business account

- 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>



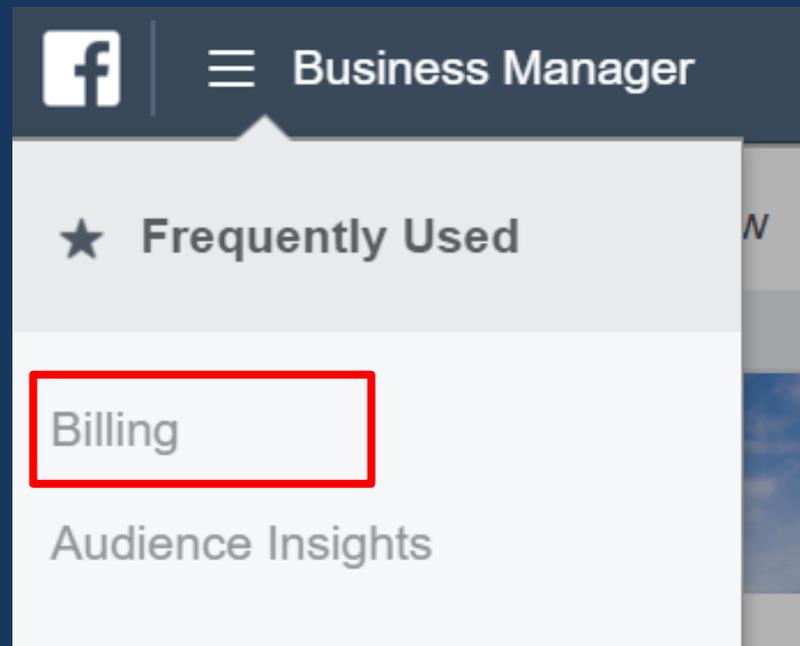
# Once you have a Facebook Business account

- 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”

Facebook Billing interface for account management.

Account: CTBH - Borodovsky (1754429424778917) ▼ Create Ad

Account: CTBH - Borodovsky Current Balance ⓘ \$0.00 Payment Settings



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

Facebook Settings

Search business

Center for Technology and ...

CTBH - Borodovsky (1754429424778917)

Ad Accounts

Pages

**Payment Settings**

Notifications

**Next Bill** [Manage](#)

**February 28, 2018**  
You won't receive a bill while your balance is \$0.00.

**\$0.00**  
Amount Due

**Payment Method** [Add Payment Method](#)



# 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

The screenshot displays the Facebook Business Manager interface. At the top, there is a navigation bar with the Facebook logo, a hamburger menu, the text 'Business Manager', a search bar for businesses, and a dropdown menu for the current account, 'Center for Technology and ...'. Below this is a secondary navigation bar with tabs for 'Home', 'Ad Account Overview', 'Security Center', and 'Activity'. The main content area is divided into several sections:

- Profile Card:** On the left, there is a profile card for 'Center for Technology and Behavioral Health' with a profile picture, a cover photo, and the name of the business admin, 'Jacob Borodovsky'.
- Security Center:** A prominent section titled 'Add Extra Security to Your Account' with a yellow padlock icon. It includes a message: 'We want to keep your account secure. Here's what you can do right now to help prevent the wrong people from logging in.' and two buttons: 'Add Security' and 'Remind Me Later'.
- Ad Accounts:** A section titled 'Ad Accounts' with a search bar and a filter for 'Last 7 days'. It lists 'Favorites' and 'Recently Used' ad accounts.
- Account Summary:** A summary row for the selected ad account, 'CTBH - Borodovsky' (ID: 1754429424778917), showing '0 Active Campaigns' and '\$0.00 Amount Spent'.

A red rectangular box highlights the 'CTBH - Borodovsky' ad account entry in the 'Favorites' list, indicating the account to be selected.



# Click create campaign

The screenshot shows the Facebook Ads Manager interface. At the top, there is a search bar for business and a dropdown menu for the account, currently set to 'CTBH - Borodovsky (1754429424778917)'. Below this, the account name 'Account: CTBH - Borodovsky' is displayed. The main navigation area includes three tabs: 'Account Overview', 'Campaigns' (which is selected), and 'Ad Sets'. In the 'Campaigns' tab, there is a row of buttons: '+ Create Campaign', 'Edit', 'Duplicate Campaigns...', 'Create Rule', and 'More'. The '+ Create Campaign' button is highlighted with a red rectangular box. Below the buttons, a table header is visible with columns for 'Campaign Name', 'Results', 'Reach', 'CTR (Link Click-Through Rate)', and 'Cost p'.



# Click “Traffic”

Search business  Center for Technology and ... 

Create New Campaign ▾ Campaign: Choose your objective.

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	



# Name your ad set and click “website”

Search business   Center for Technology and ...

4429... ▾

**Create New Ad Set** ⓘ Create Multiple New Ad Sets ⓘ

**Ad Set Name** ⓘ

**Traffic**  
Choose where you want to drive traffic. You'll enter more details about the destination later.

**Website**

**App** ⓘ

**Messenger** ⓘ

**Offer**  OFF  
Drive more conversions by creating an offer people can save and get reminders about. [Learn more.](#)

**New! Ads in**  
Now you can r...  
the Home tab...  
app. This opti...  
automatic plac...  
Let us know w...

**Audience S**  
  
Specific  
Potential Reac...



# Set demographic targets

Search business  Center for Technology and ...

Ad Set Name **tutorial** [Advanced Options](#)

**Create New** Use a Saved Audience

**Custom Audiences**

[Exclude](#) | [Create New](#)

**Locations**

United States

**United States**

Include  [Browse](#)

[Add Locations in Bulk](#)

**Age**  -

**Gender**  **All**  Men  Women

**Languages**

Now you can r...  
the Home tab o...  
app. This optio...  
automatic plac...  
[Let us know wh...](#)

**Audience Si...**

Specific

Potential Reach

**Estimated D...**  
**Reach**  
24,000 - 69,000



# Pick your “interests” to target your population

Search business   Center for Technology and ...

Ad Set Name

Languages

**Detailed Targeting**  **INCLUDE** people who match at least **ONE** of the following

[Exclude People](#)

Expand interests when it may increase link clicks at a lower cost per link click.

Connections

Now you can run ads on the Home tab of their app. This option is also available for automatic placements.

Let us know why this is important to you.

**Audience Size**

A gauge showing audience size from Specific to Broad. The needle is positioned towards the Broad end.

Potential Reach: 16,000

Estimated Daily Reach: 1,000



# Type in keyword – then pick relevant option

Search business  Center for Technology and ...

Ad Set Name  Advanced Options

Languages

Detailed Targeting **INCLUDE** people who match at least **ONE** of the following

- e-cigarette Suggestions | Browse
- The E Cigarette Interests
- Electronic cigarette Interests
- College grad Education Level
- Close friends of expats Behaviors
- Expats (All) Behaviors
- High school grad Education Level
- Some college Education Level
- Eggs Behaviors

Connections

Audience Size

Potential Reach: 16,000

Estimated Daily Reach

24,000 - 69,000



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

Search business  Center for Technology and ...

Ad Set Name  [Advanced Options](#)

Languages

Detailed Targeting **INCLUDE** people who match at least **ONE** of the following

Interests > Additional Interests

**The E Cigarette**

Add demographics, interests or behaviors **Suggestions** Browse

Vaping Connection	Interests
Got Vape	Interests
Electronic cigarette	Interests
QuitSmoking	Interests
VapeDudes	Interests
Vapemate	Interests
Vaporwave	Interests

Connections

**New! Ads in**  
Now you can r...  
the Home tab...  
app. This opti...  
automatic plac...  
Let us know w...

**Audience S**  
  
Specific  
Potential Reach



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

nager

Search business

Center for Technology and ...

ky (1754429... ▾)

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**

- ▶ Demographics ⓘ
- ▶ **Interests** ⓘ
- ▶ Behaviors ⓘ
- ▶ More Categories ⓘ

Connections ⓘ Add a connection type ▾

Now you can run the Home tab of app. This option automatic plac

Let us know why

Audience Siz

Specific B

Potential Reach:

Estimated Da



Search business



Center for Technology and ...

9...

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

Connections

Fitness and wellness

Food and drink

Hobbies and activities

Shopping and fashion

Sports and outdoors

Now you can run ads from the Home tab of their mobile app. This option is also available for automatic placements.

Let us know why this works

Audience Size



Potential Reach: 16,000

Estimated Daily Reach

24,000 - 69,000



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

▶ Entertainment

▶ Games

▶ Live events

▶ Movies

▶ Music

▶ Reading

▶ TV

▶ Family and relationships

▶ Fitness and wellness

Connections ⓘ

Now you can run ads through the Home tab of their mobile app. This option is also available for automatic placements.

Let us know why this works

Audience Size



Potential Reach: 16,000

Estimated Daily Reach

24,000 - 69,000



Search business



Center for Technology and ...

29...

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

Puzzle video games

Racing games

Role-playing games

Shooter games

Simulation games

Sports games

Strategy games

**Video games**

Word games

Connections ⓘ

Now you can run ads that appear in the Home tab of their Messenger app. This option is also available for automatic placements. Learn more

Let us know why this was shown

**887,449,650** people

Interests > Entertainment > Games > Video games

**Description:** People who have expressed an interest in or liked pages related to *Video games*

Report this as inappropriate



# Make sure placements are automatic

Search business  Center for Technology and ...

29... **Ad Set Name**  tutorial [Advanced Options](#)

### Placements

Show your ads to the right people in the right places.

- Automatic Placements (Recommended)**

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram, Audience Network and Messenger. [Learn more.](#)
- Edit Placements**

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

 **New! Customize Creative Assets by Placement** 

Advertise on Facebook News Feed, Instagram Stories and feed, and Audience Network to choose different assets to run in each placement. [Learn more](#)

Now you can run ads on the Home tab of their app. This option is also an automatic placement option. [Let us know why this is important.](#)

### Audience Size



Potential Reach: 16,000

### Estimated Daily Reach

24,000 - 69,000



Search business  Center for Technology and ... 

29...  Ad Set Name  tutorial [Advanced Options](#)

### Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

**Budget**  **Daily Budget**  \$10.00  
\$10.00 USD

Actual amount spent daily may vary. 

**Schedule**   Run my ad set continuously starting today  
 Set a start and end date

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

[Show Advanced Options](#) 

Now you can run ads on the Home tab of their app. This option is also available for automatic placements.

[Let us know why this works](#)

#### Audience Size

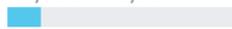


Specific Broad

Potential Reach: 16,000

#### Estimated Daily Reach

10,000 - 46,000



This one is up to you



Search business



Center for Technology and Innovation

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 Mess...  
app. This option is also ava...  
automatic placements. [Learn](#)

[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 Behavior



29...

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 Behavior... ▾



#### 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 ...

29... ▾

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



Featu  
items  
full  
experie



# Take note of the image specifications

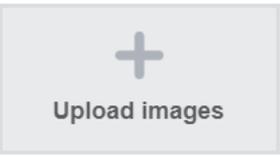
Search business  Center for Technology and ...  5  

Ad Name ⓘ Default name - Traffic [Advanced Options](#)

### Images

You can create up to 6 ads at once by uploading multiple images. [Learn more.](#)

[Browse Library](#) [Free Stock Images](#)

 Upload images

#### Recommended Image Specs

- Recommended image size:  
**1,200 x 628 pixels**
- Image ratio: **1.91:1**
- To maximize ad delivery, use an image that contains **little or no overlaid text**. [Learn more](#)



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

Search business  Center for Technology and ...

Ad Name  Default name - Traffic [Advanced Options](#)

Use a different image

**Links**  
Enter the text for your ad. [Learn more.](#)

**Destination** 

**Website URL**



[Preview URL](#)

**Messenger Setup** 

Create the first few messages people see in Messenger after they click on your ad.

**Ad Preview** 1 of 1

[Mobile News Feed](#) 

 **Center for Technology and Behavioral Health**  

Sponsored · 

you can put text in here - make it something that grabs people's attention



# Add text to your advertisement

Search business  Center for Technology and ...

**Ad Name** Default name - Traffic [Advanced Options](#)

**Text**

you can put text in here - make it something that grabs people's attention

**Headline**

you can also put text here

**Call To Action**

Learn More

**Multiple Languages (optional)**

+ Create in Different Language

**Hide Advanced Options**

**Display Link (optional)**

Enter the link as you want people to see it in your ad

Mobile News Feed 1 of 12

**Center for Technology and Behavioral Health**

Sponsored ·

you can put text in here - make it something that grabs people's attention

**you can also put text here**

Qualtrics makes sophisticated res... [Learn More](#)

dartmouth.co1.qualtrics.com



# Click “confirm”

## News Feed Link Description ?

## URL Parameters (optional) ?

Ex: key1=value1&key2=value2

## Conversion Tracking

Select one or more options for conversion tracking. You'll see the results in Ads Manager along with ad performance data.

Facebook Pixel ?

Set Up

App Events ?

Set Up

Offline Events ?

Set Up

Back

Review

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 won't 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](mailto:Jacob.borodovsky@dartmouth.edu)



Good luck!