HJMT
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Using Facebook Ads To Promote Your Library

About Us

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Facebook's Influence

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- To date, there are:
  - 1.19 billion monthly active users
  - 874 million mobile users
  - 728 million daily users

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Why Should Libraries Use Facebook?

- One in three libraries has a Facebook page
- Build a relationship with the community
- Promote library programs and services
- Provide updates to patrons
- Direct traffic to the website

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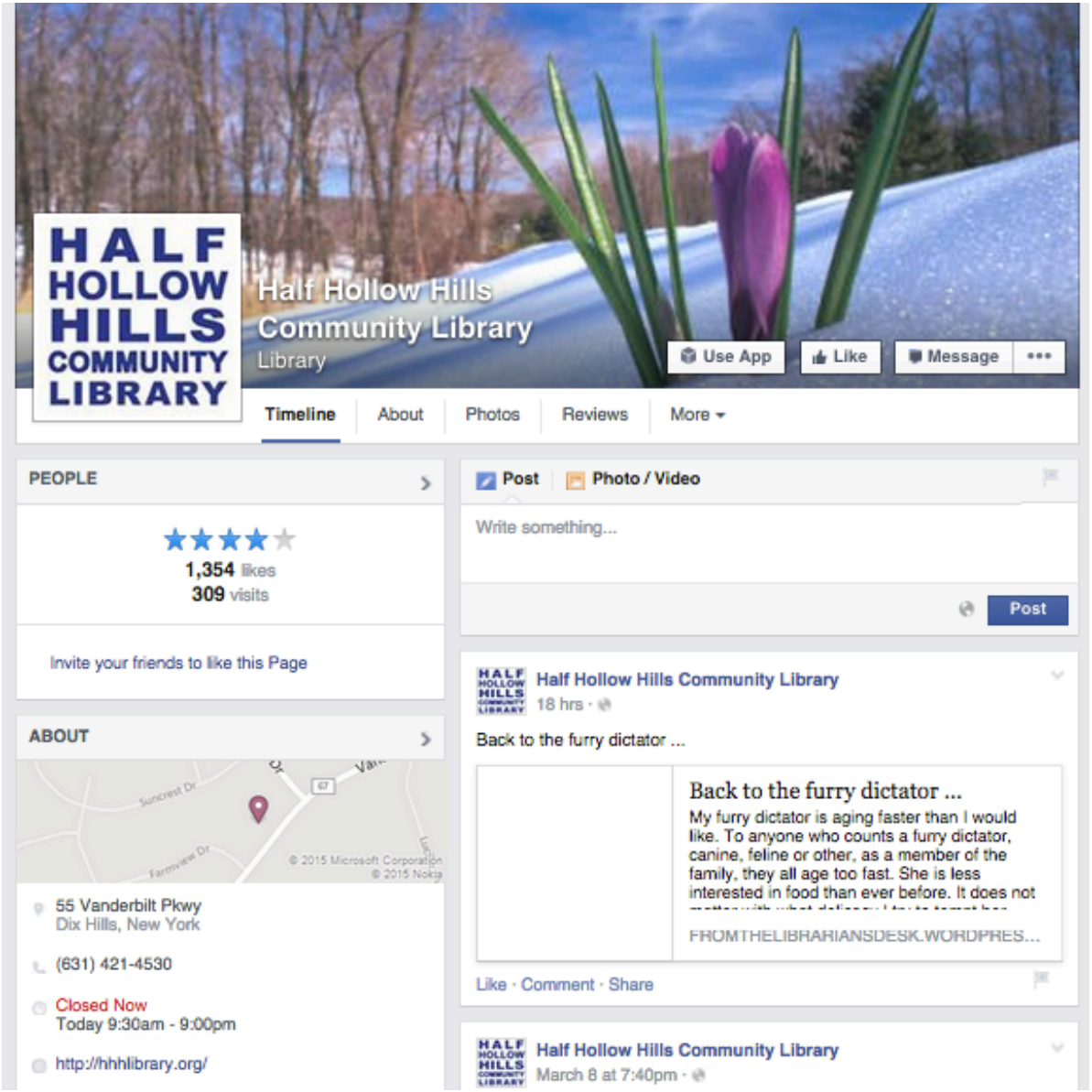
Half Hallow Hills Library Facebook



Islip Public Library

Timeline | About | Photos | Reviews | More

PEOPLE

583 likes
574 visits

ABOUT

71 Monell Ave
Islip, New York

(631) 581-5933

Open
Today 9:00am – 9:00pm

http://www.isliplibrary.org/

PHOTOS

Islip Public Library
March 5 at 8:12am · Edited

Please Note: The Shamrock Shindig: Doreen and Ellen that was scheduled for Today, Thursday the 5th is rescheduled for Friday the 6th @ 1:30pm because the library is closed due to snow and dangerous road conditions. Please contact the library Friday morning if you have any questions or concerns.
Description:
Ages 30 months – preschool age with caregiver. Create a variety of "lucky" crafts to celebrate St. Patrick's Day.

Types of Facebook Ads

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Facebook Ad Objectives

- Page Likes
  - Building the community

- Website Conversions
  - Drive users to take specific actions on your website (I.e. Signing up for newsletter, etc.)

- Clicks to website
  - Users will be directed to specific web pages

- Page Post Engagement
  -Generate more attention to specific posts on the page

- Local awareness
  -Directs locals to your library through GPS (I.e. Provides directions to your location, etc.)

Facebook Ad Objectives

- Event responses
  -Promote your event page directly to users

- Offer claims
  -Provide information on current offers

- Video views
  - Integrate a video presentation in your ad

- App installations, Engagement
  - Promote installations for your app

Creating Your Ad

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Step 1- Selecting your objective

- What are you trying to accomplish?
- Who are you trying to reach?
- What's the budget?

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Step 2- Creating your ad set (Targeting)

- Location- Which areas are you looking to reach?
  - Enter towns or zip codes
- Age- Which age groups would find this ad relevant?
  - If you want to appeal to all ages, select 13-65+
- Other- Enter the gender and languages you would like to target.
- Interests- Provide the keywords that would appeal to your target demographic.
- Behaviors- Include any behaviors that would apply to your target audience (Charitable donations, job roles, etc.).
- Connections- Which users would you like to target?
  - Users that have LIKED the page?
  - Users that have not LIKED the page?
  - All users?
- Utilize the Audience Definition Graph (on right side of page) to see how many users will be targeted.

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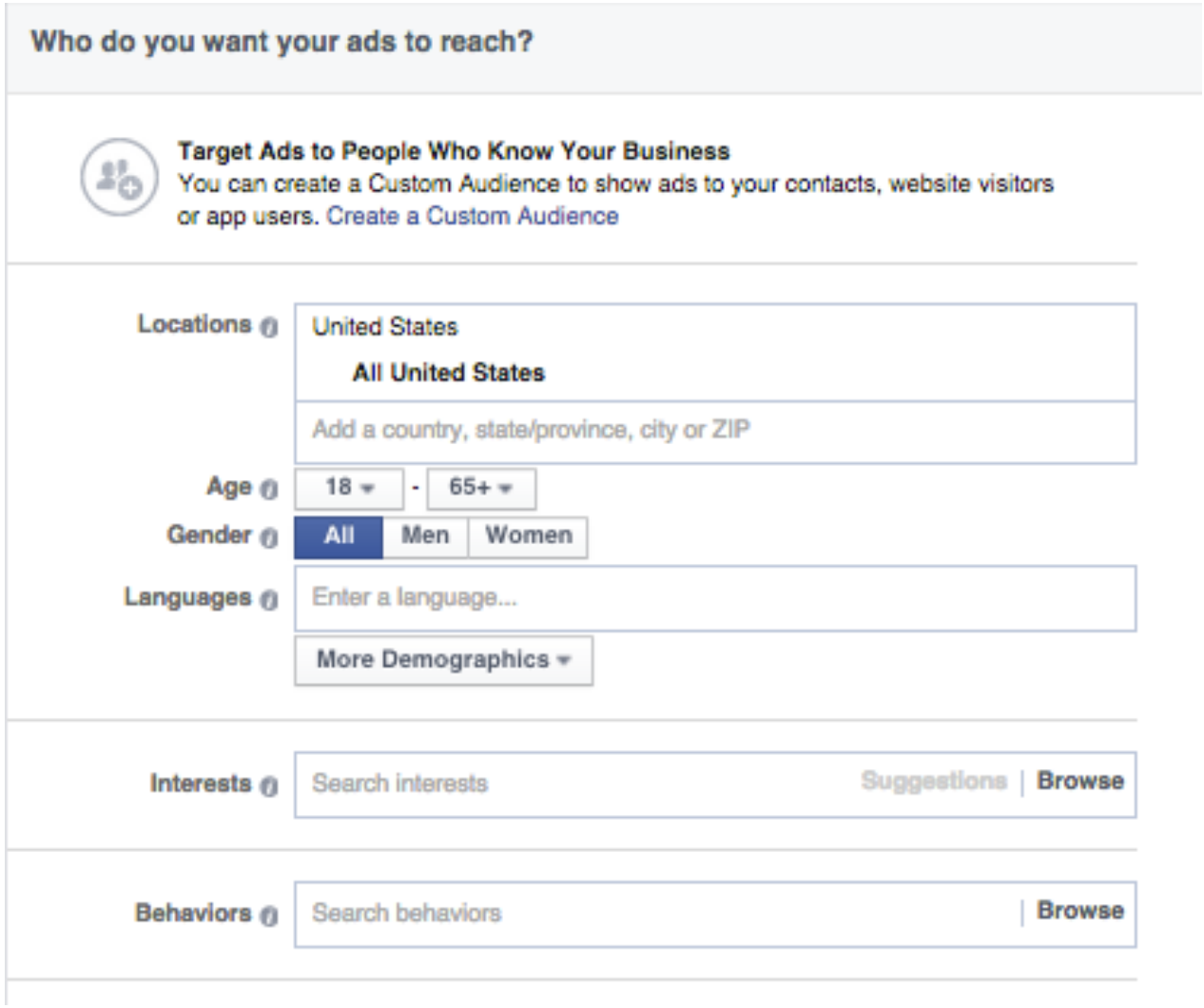

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Audience Definition

Your audience selection is fairly broad.

Audience Details:

- Location:
  - United States
- Excluded Connections:
  - Exclude people who like HJMT Public Relations
- Age:
  - 18 - 65+

Potential Reach: 182,000,000 people

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Step 2- Creating Your Ad Set (Budget)

- How much are you willing to spend?
  - Per Day
    - $5 per day is the lowest amount
  - Entire Campaign
    - Set start and end date to maximize budget

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Step 2- Creating Your Ad Set (Budget)

- Advanced Options
  - Optimize for…
    - Facebook will set the bid amount for each action automatically
      - Likes
      - Clicks
  - Pricing
    - Allow Facebook to automatically charge you for actions and impressions
    - Manually set a bid price- (This will fluctuate based on the location and interests)

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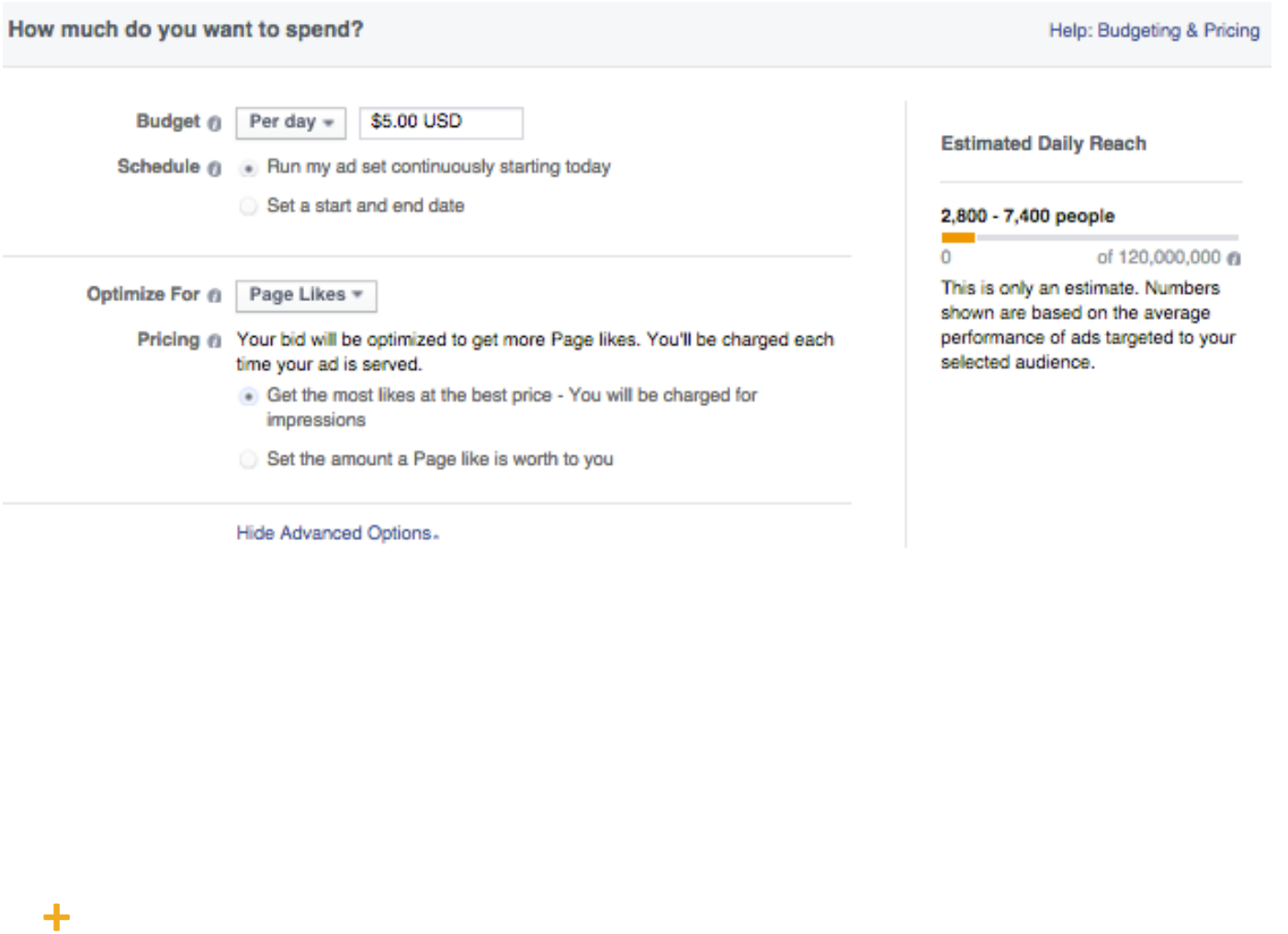

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Step 3- Creating Your Ad

- Images
  - Utilize attention grabbing imagery
  - Keep text to a minimum
    - Images with text that covers more than 20% will be rejected
  - Size: 1200 x 444 pixels
    (Picmonkey.com- free resizing software)
  - Can integrate various images at no additional charge

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Step 3- Creating Your Ad

- Text
  - Maximum length: 90 characters (with spaces)
  - Keep your text short at one or two sentences.
  - Integrate hashtags

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Step 3- Creating Your Ad

- Advanced Options
  - Utilize the headline option if you would like to capture user attention faster for **Right Column Ads.**
  - Maximum length: 25 characters (with spacing)
  - Select the appropriate landing page for click throughs

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Step 3- Creating Your Ad

- Preview Option
  - Shows your completed ad
  - *Allows you to select the ad placement
    - Desktop News Feed (placement in newsfeed on computers)
    - Mobile News Feed (placement in newsfeed on mobile devices)
    - Right Column (placement on the right side of the page)

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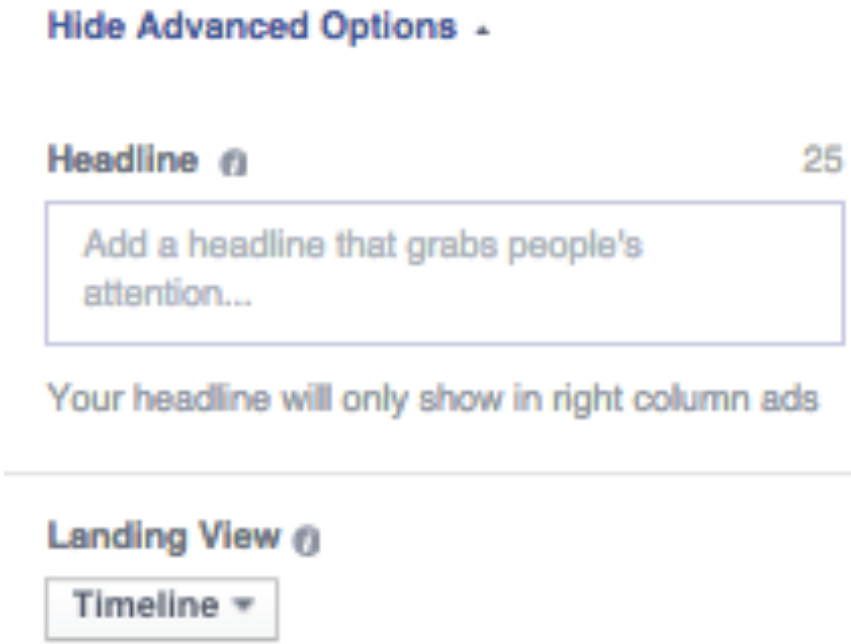

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Text 90

Enter compelling text that lets people know what you're promoting...

Show Advanced Options

AD PREVIEW AND PLACEMENTS

Desktop News Feed Remove

Suggested Page

HJMT Public Relations
Sponsored

We love attention. 631-393-0220 or email hilary@hjmt.com

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Public Relations
1,188 people like this.

Like Page

Mobile News Feed Remove

Right Column Remove

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Step 4- Publishing Your Ad

- Review Your Order
  - Shows the demographics and ad information

- Place Order
  - Publish Your Ad
    - Generally takes at most 1 hour to review
    - Once it's approved, it will automatically launch

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Monitoring and Analyzing Results

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Monitoring Campaign

- Keep track of Facebook interactions at the start of the campaign.
- Monitor reach and impressions.
- Average cost per interaction- try to keep it under $2.00 per interaction (especially at a $10 budget).

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Analyzing The Results

- View final amount of interactions.
- Measure the final cost per impression and interaction.
- View demographics on the page.
  - Be sure that the demographics match those used in the ad.
  - Use the demographics in future content to keep them interested.

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Contact Us!

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