

Using Facebook Ads To Promote Your Library



About Us





Facebook's Influence

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



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 Hollow Hills Library Facebook

The screenshot shows the Facebook profile of the Half Hollow Hills Community Library. The cover photo features a purple crocus flower in the foreground, with a snowy landscape and bare trees in the background. The library's name is displayed in a blue box on the left. Navigation tabs for Timeline, About, Photos, Reviews, and More are visible. The left sidebar includes a star rating of 4.5, 1,354 likes, 309 visits, and an 'About' section with a map, address (55 Vanderbilt Pkwy, Dix Hills, New York), phone number ((631) 421-4530), status (Closed Now), and website (http://hhhllibrary.org/). The main content area shows a post from 18 hours ago titled 'Back to the furry dictator ...' with a text update about a furry dictator's aging process. A second post from March 8 is partially visible at the bottom.

HALF HOLLOW HILLS COMMUNITY LIBRARY

Half Hollow Hills Community Library

Use App Like Message

Timeline About Photos Reviews More

PEOPLE

★★★★★
1,354 likes
309 visits

Invite your friends to like this Page

ABOUT

55 Vanderbilt Pkwy
Dix Hills, New York

(631) 421-4530

Closed Now
Today 9:30am - 9:00pm

http://hhhllibrary.org/

Post Photo / Video

Write something...

Post

Half Hollow Hills Community Library
18 hrs · 🌐

Back to the furry dictator ...

Back to the furry dictator ...
My furry dictator is aging faster than I would like. To anyone who counts a furry dictator, canine, feline or other, as a member of the family, they all age too fast. She is less interested in food than ever before. It does not matter with what different I have to thank her

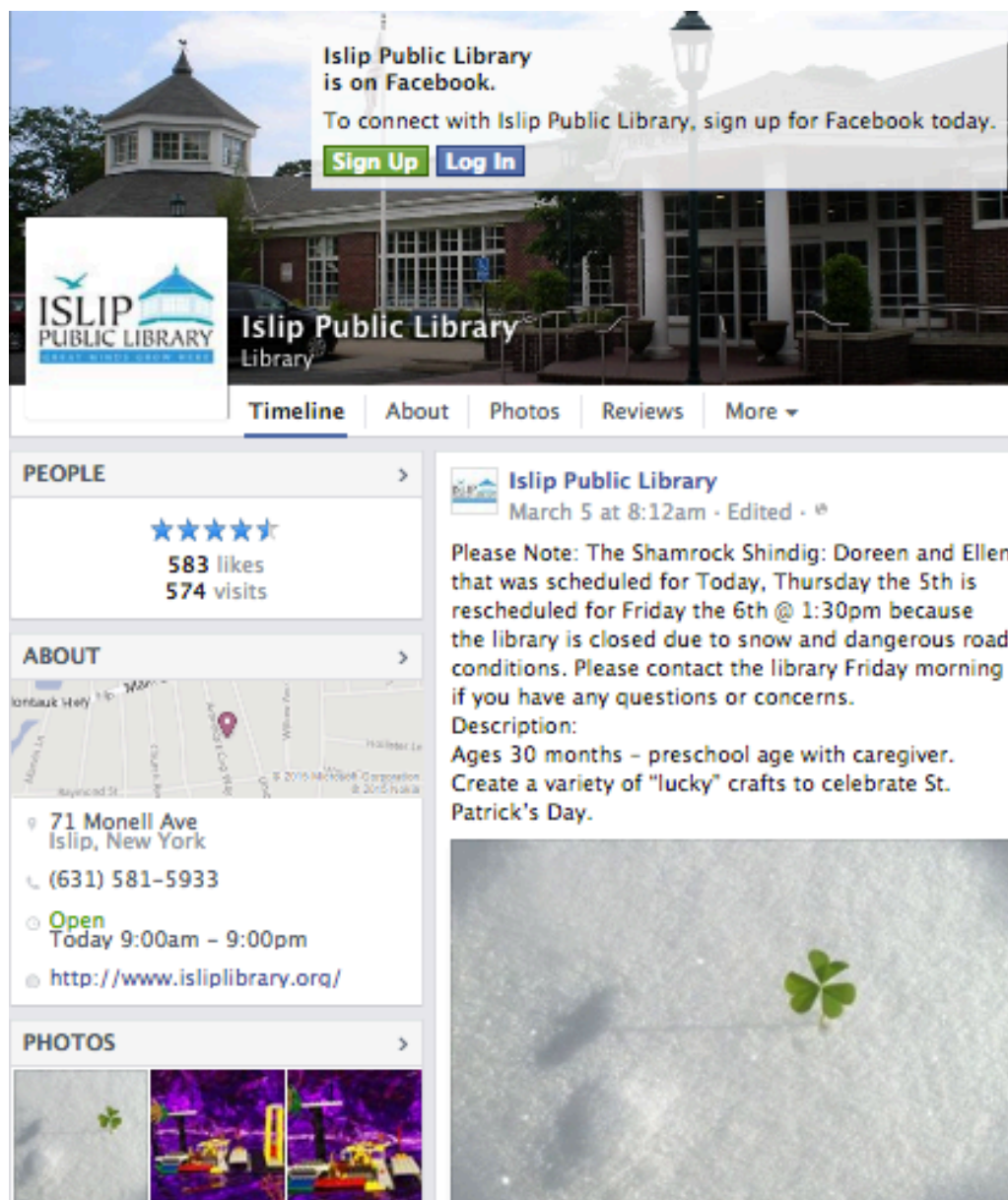
FROMTHELIBRARIANSDESK.WORDPRES...

Like · Comment · Share

Half Hollow Hills Community Library
March 8 at 7:40pm · 🌐



Islip Public Library



The image shows a screenshot of the Islip Public Library's Facebook page. At the top is a cover photo of the library building with a Facebook sign-in overlay. Below the cover is the profile picture, which is the library's logo. The page has tabs for Timeline, About, Photos, Reviews, and More. The 'About' section is expanded, showing the library's address, phone number, hours, and website. A post from March 5th is visible, announcing a rescheduling of an event due to snow. The post includes a photo of a four-leaf clover.

Islip Public Library is on Facebook.
To connect with Islip Public Library, sign up for Facebook today.
[Sign Up](#) [Log In](#)

ISLIP PUBLIC LIBRARY
GREAT WINDS USIN WIND

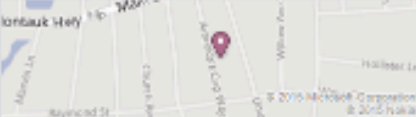
Islip Public Library
Library

[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



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





Step 1- Selecting your objective

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

+ 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.

Who do you want your ads to reach?



Target Ads to People Who Know Your Business

You can create a Custom Audience to show ads to your contacts, website visitors or app users. [Create a Custom Audience](#)

Locations ⓘ

United States

All United States

Add a country, state/province, city or ZIP

Age ⓘ

18 ▼

-

65+ ▼

Gender ⓘ

All

Men

Women

Languages ⓘ

Enter a language...

More Demographics ▼

Interests ⓘ

Search interests

[Suggestions](#) | [Browse](#)

Behaviors ⓘ

Search behaviors

| [Browse](#)



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





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



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)



Public Relations Inc.



How much do you want to spend?

[Help: Budgeting & Pricing](#)

Budget ⓘ

Per day ▾

\$5.00 USD

Schedule ⓘ

☒ Run my ad set continuously starting today

☐ Set a start and end date

Optimize For ⓘ

Page Likes ▾

Pricing ⓘ

Your bid will be optimized to get more Page likes. You'll be charged each time your ad is served.

☒ Get the most likes at the best price - You will be charged for impressions

☐ Set the amount a Page like is worth to you

[Hide Advanced Options.](#)

Estimated Daily Reach

2,800 - 7,400 people

0 of 120,000,000 ⓘ

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.





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



Step 3- Creating Your Ad

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





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



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)



Hide Advanced Options ▾

Headline ⓘ

25

Add a headline that grabs people's attention...

Your headline will only show in right column ads

Landing View ⓘ

Timeline ▾

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

We love **ATTENTION!** 

from the **MEDIA** 

from our **CLIENTS** 

from **CONSUMERS** 

Social Media & Public Relations | www.HJMT.com

HJMT Public Relations
Public Relations
1,188 people like this.


Like Page

✓ Mobile News Feed

Remove

✓ Right Column

Remove


Public Relations Inc.



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



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).



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.



Contact Us!

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