

# Using Facebook Ads To Promote Your Library

- To date, there are:
  - 1.19 billion monthly active Facebook users
  - 874 million Facebook 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
  
- 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.)
  - 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