Instagram Ad Step-By-Step for Grantees

#RISINGYOUTH
community service grants

What You Will Need...

- Access to a mobile device (Apple or Android)
- Access to WiFi
- An Instagram account
- An Instagram post that you want to promote
- Access to the Facebook account that is linked to your event page (click here to view Facebook Ad/Event Page step-by-step)
    - Payment method (the method used for your Facebook advertisement will automatically be available and used as the primary method)
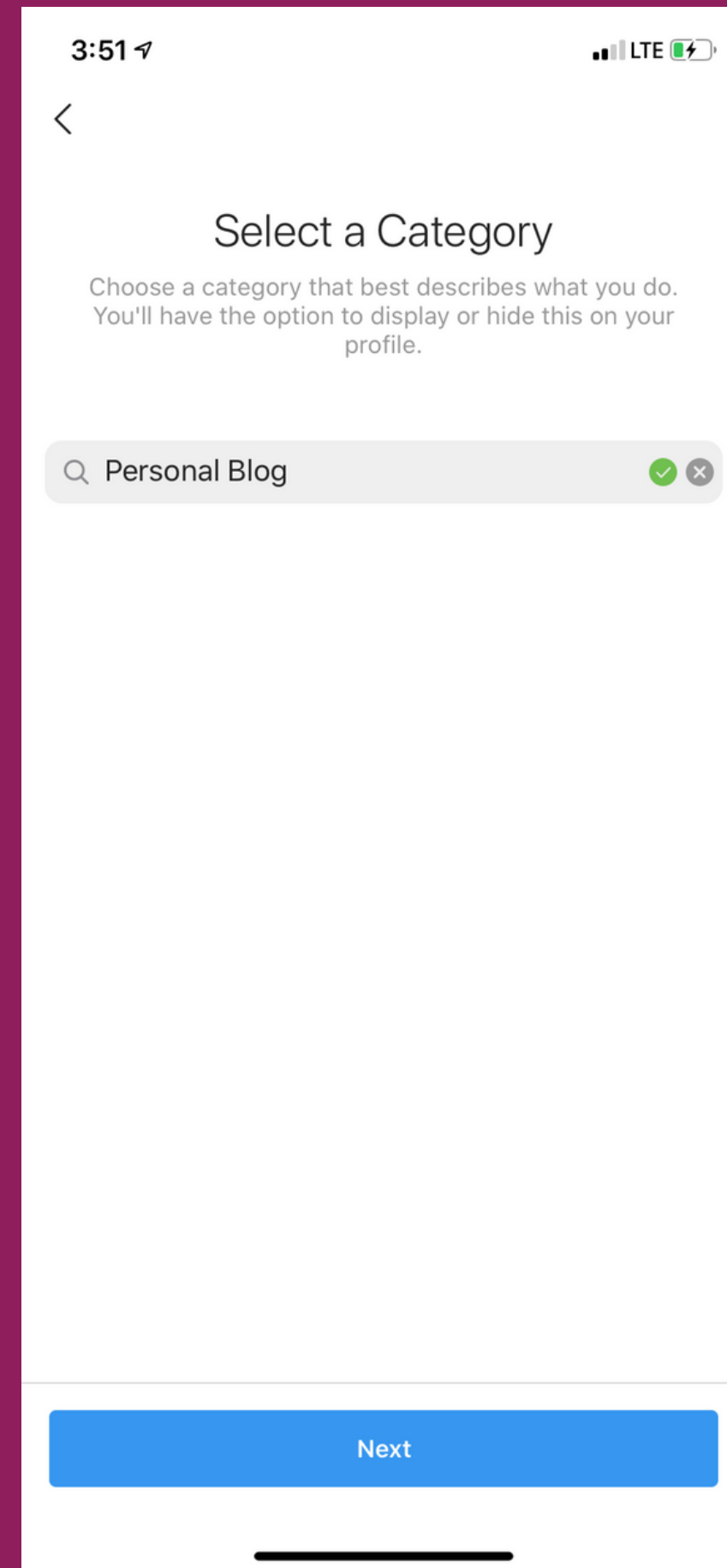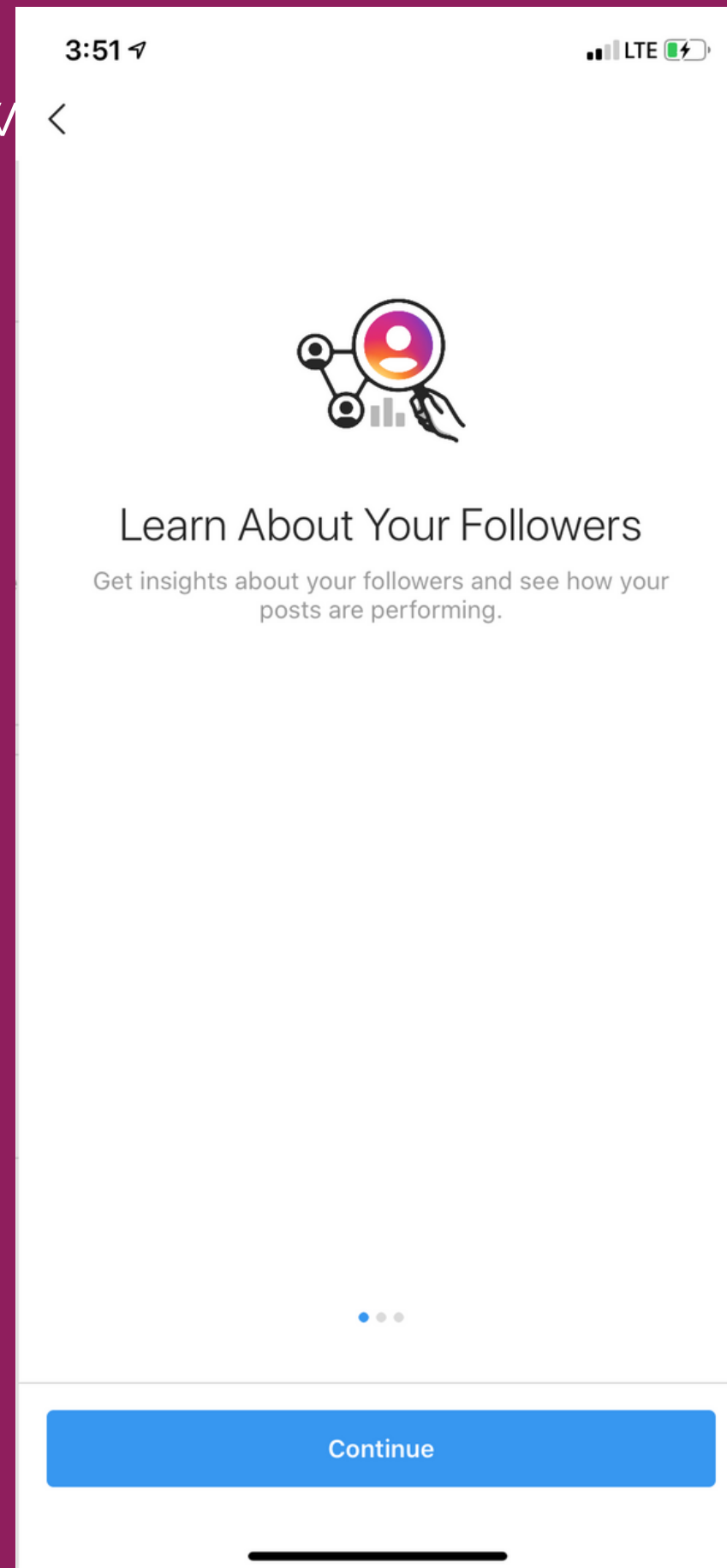
LET'S START!

First make sure your account is a "professional account" by going to your profile and tapping on the menu button.
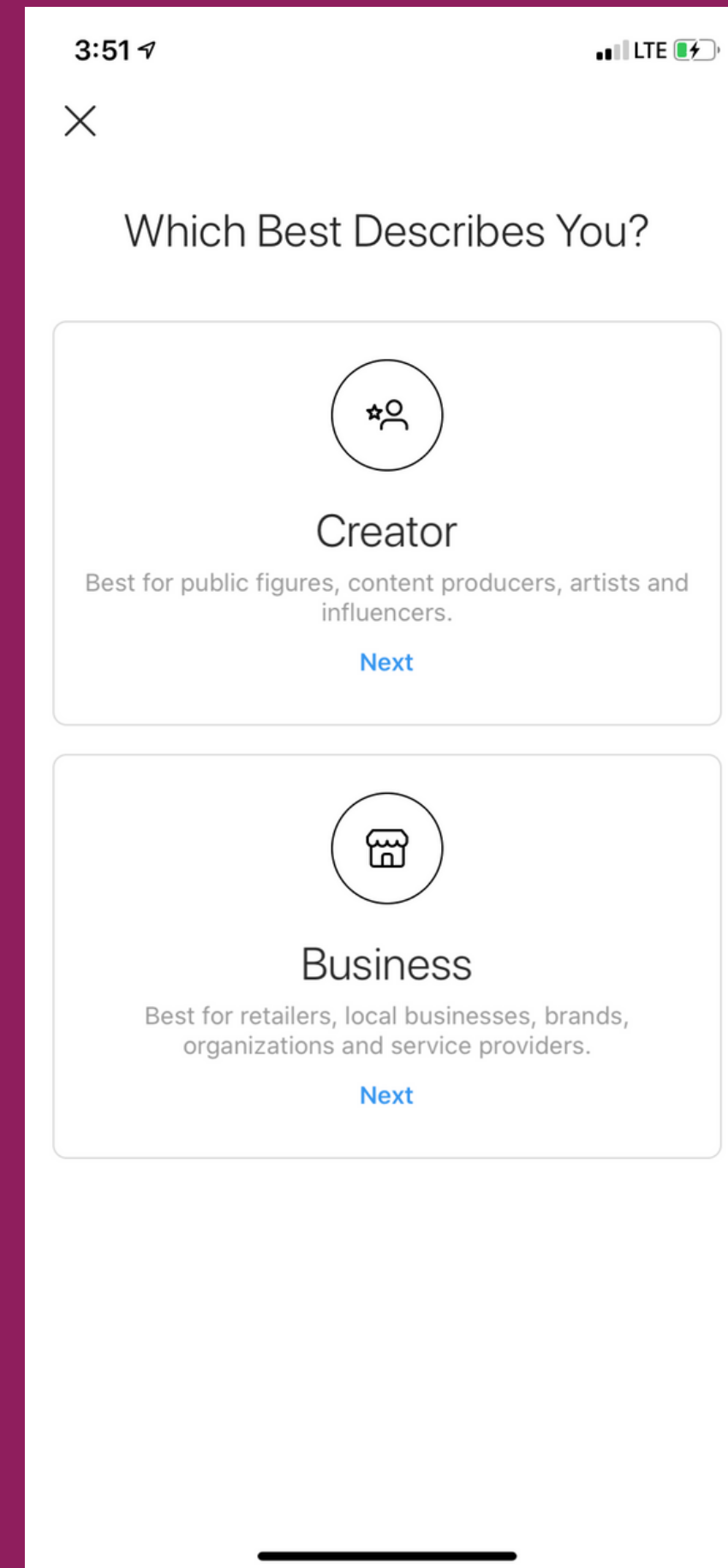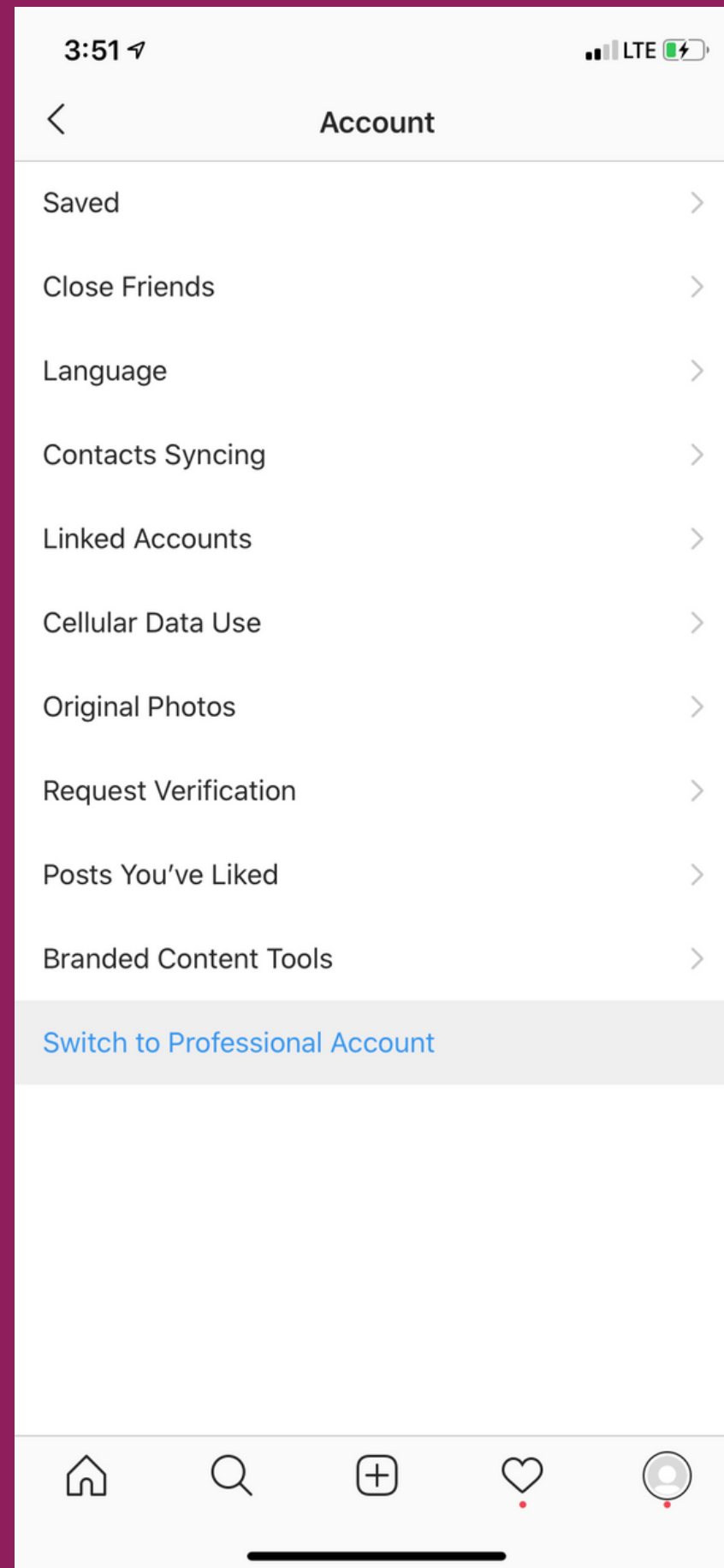
Next select the "settings" option.
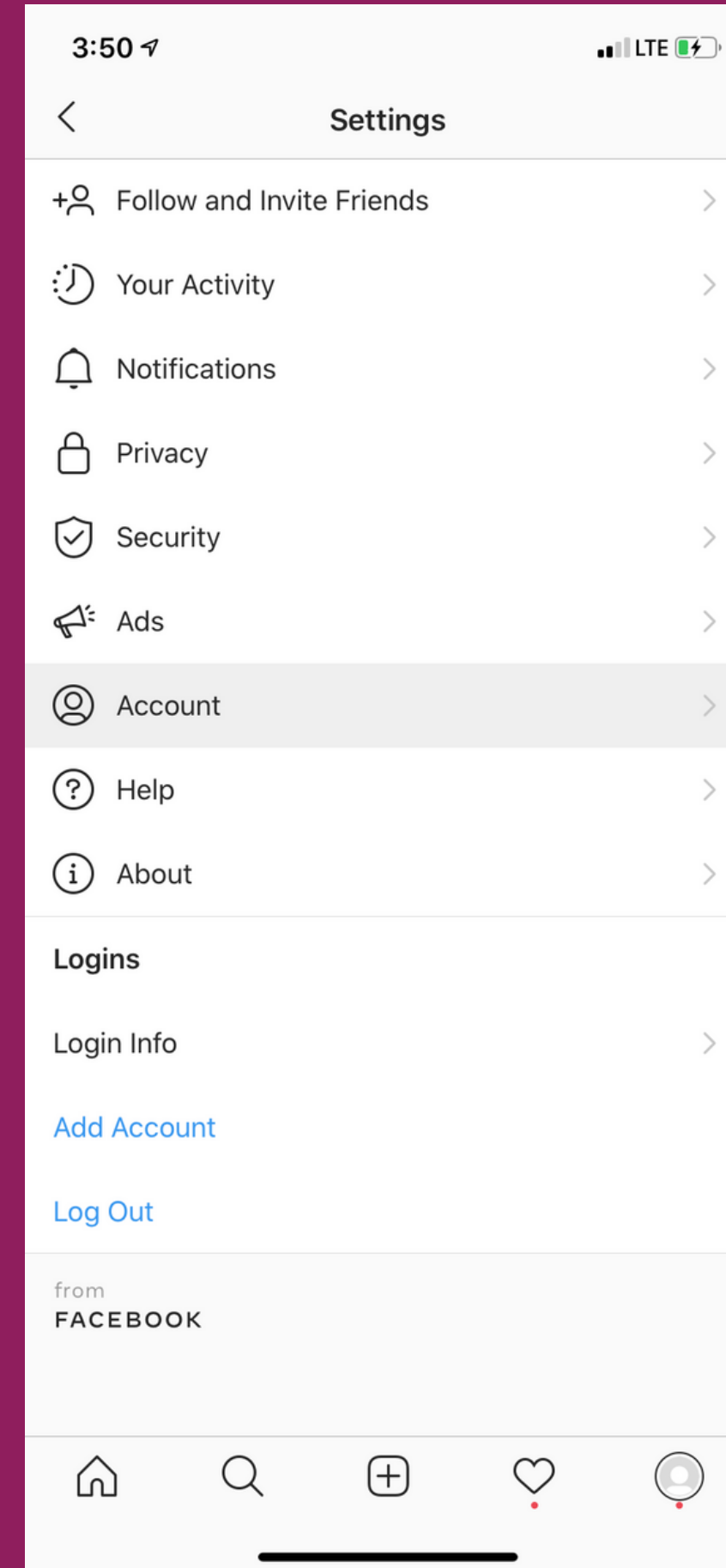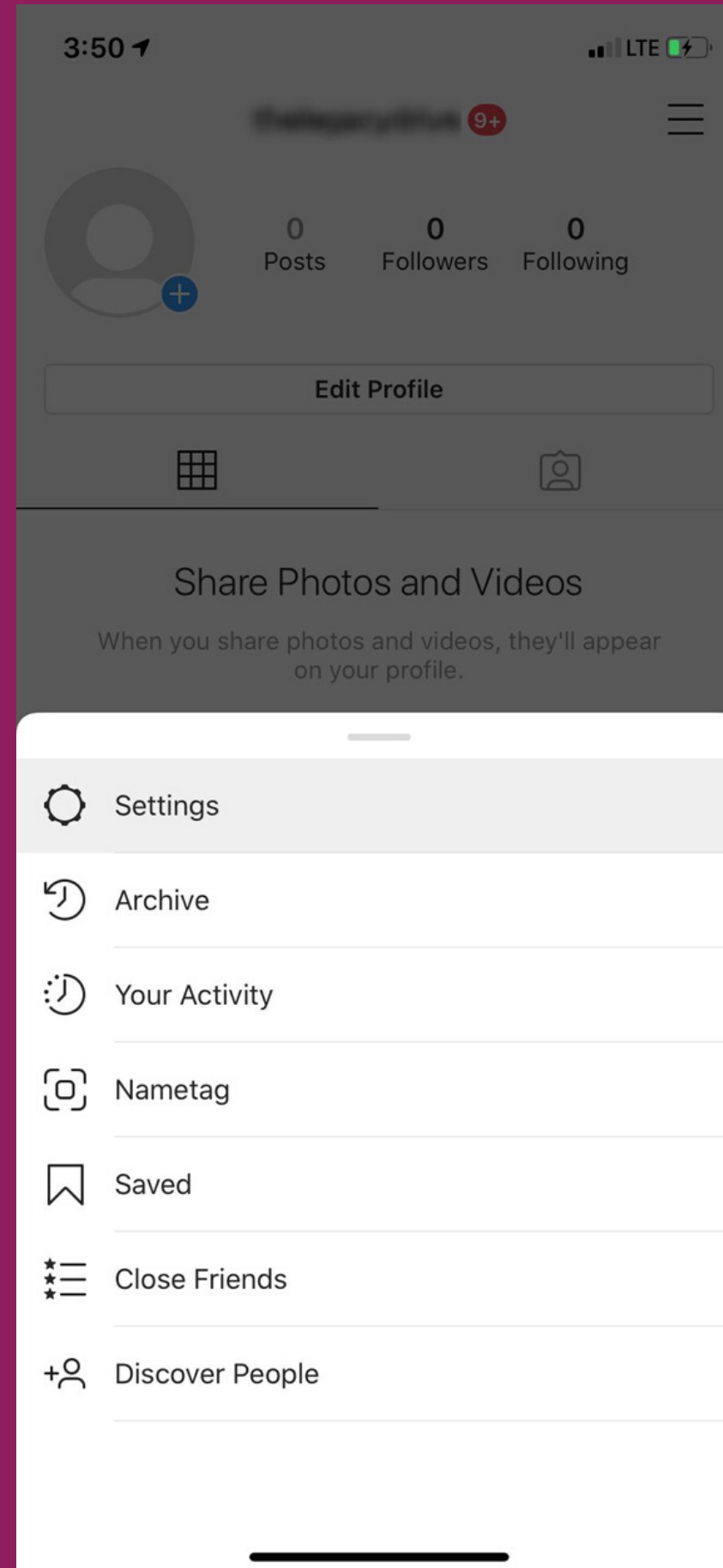
Then hit the "account" button.

This page will show up, then hit the "continue" button.

Select a category that is suitable for your community project, and then hit the "next" button.

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Learn About Your Followers

Get insights about your followers and see how your posts are performing.

● ○ ○

Continue

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Select a Category

Choose a category that best describes what you do. You'll have the option to display or hide this on your profile.

🔍 Personal Blog ✅ ✖

Next

Next, select the "switch to professional account" option.

Then hit the "next" button under the "business" option.

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<   **Account**

Saved   >

Close Friends   >

Language   >

Contacts Syncing   >

Linked Accounts   >

Cellular Data Use   >

Original Photos   >

Request Verification   >

Posts You've Liked   >

Branded Content Tools   >

Switch to Professional Account

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✕

Which Best Describes You?

Creator

Best for public figures, content producers, artists and influencers.

Next

Business

Best for retailers, local businesses, brands, organizations and service providers.

Next

On this contact information form, feel free to insert as much or as little info as you would like.

Next, log in to facebook using the same account that you used to create your Event page.

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Review Your Contact Info

This information will be displayed on your profile publicly so people can contact you. You can edit or remove this information at any time.

Public Business Information

✉ Business email

📱 CA▾ +1 Business phone number

📍 Business address ›

Next

Don't use my contact info
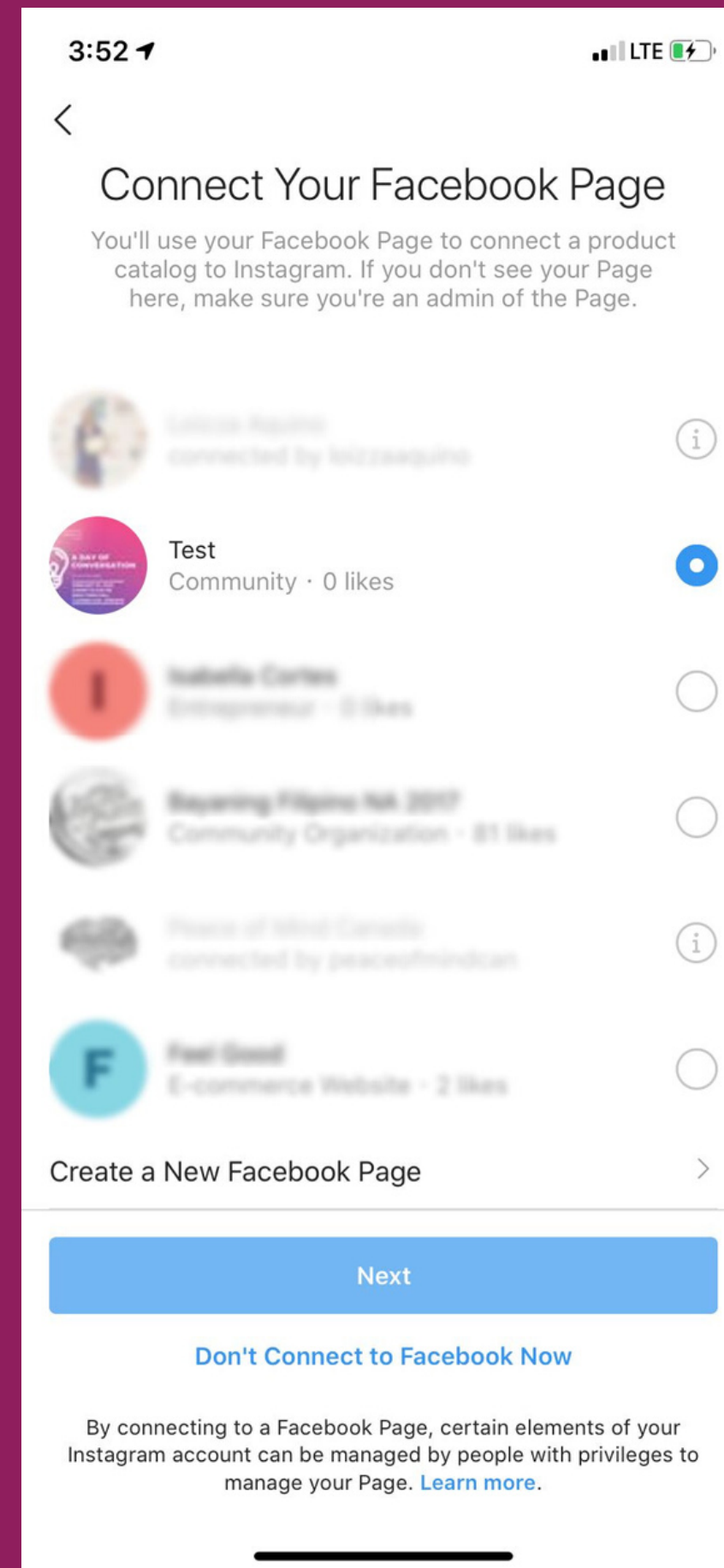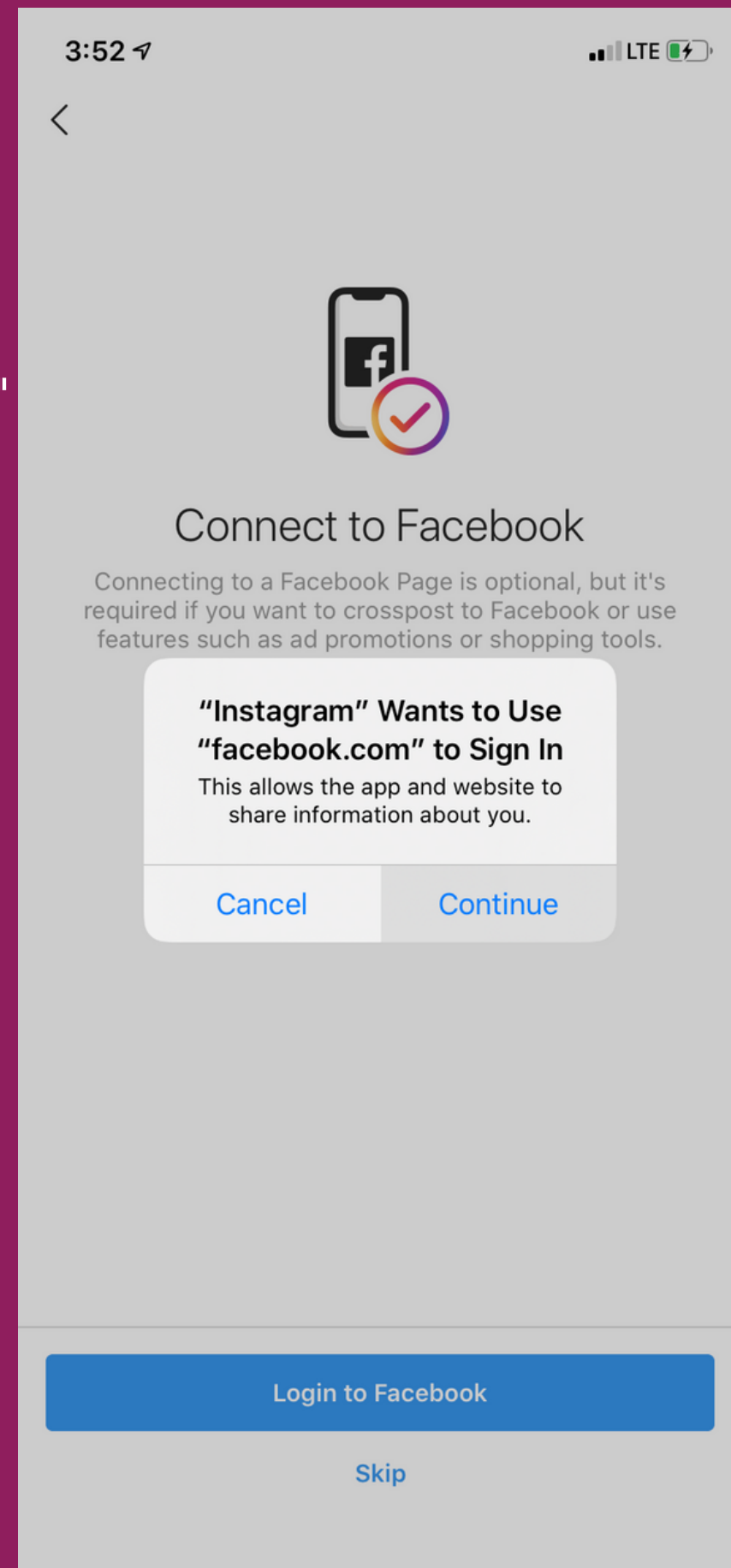
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Connect to Facebook

Connecting to a Facebook Page is optional, but it's required if you want to crosspost to Facebook or use features such as ad promotions or shopping tools.
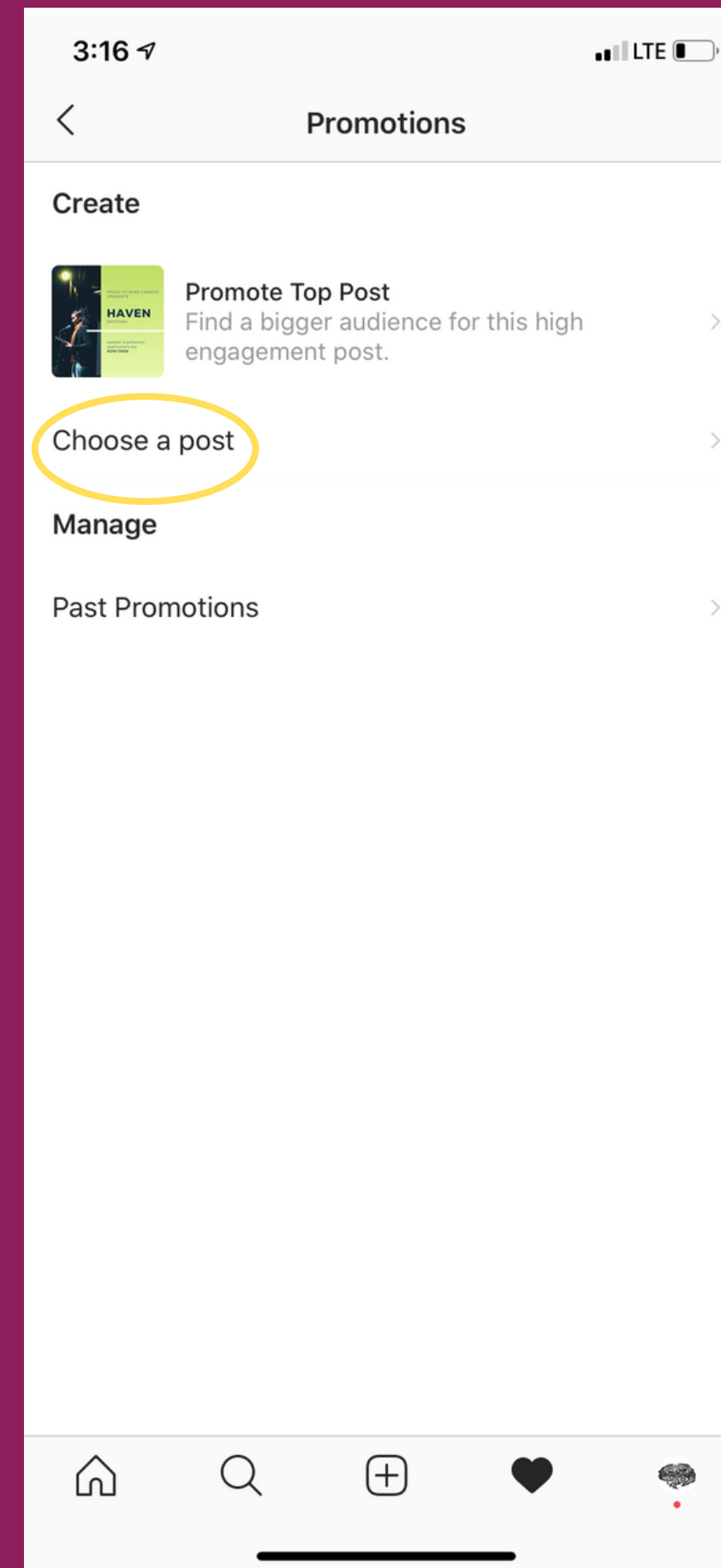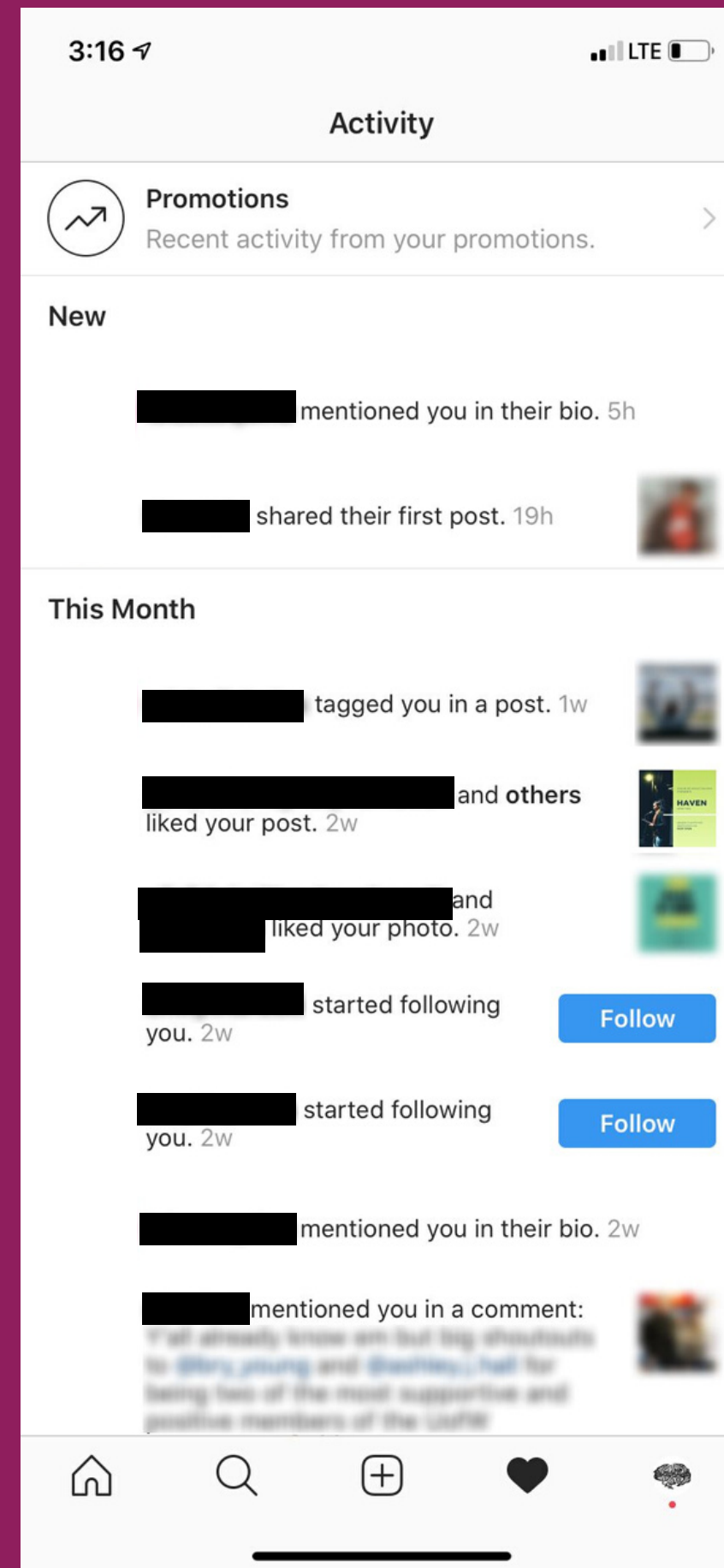
Login to Facebook

Skip

Instagram will ask for permission to use facebook. select the "continue" button.

Once you sign in, it will ask you to select the facebook page you would like to link your instagram account to- then hit the "Next" button.
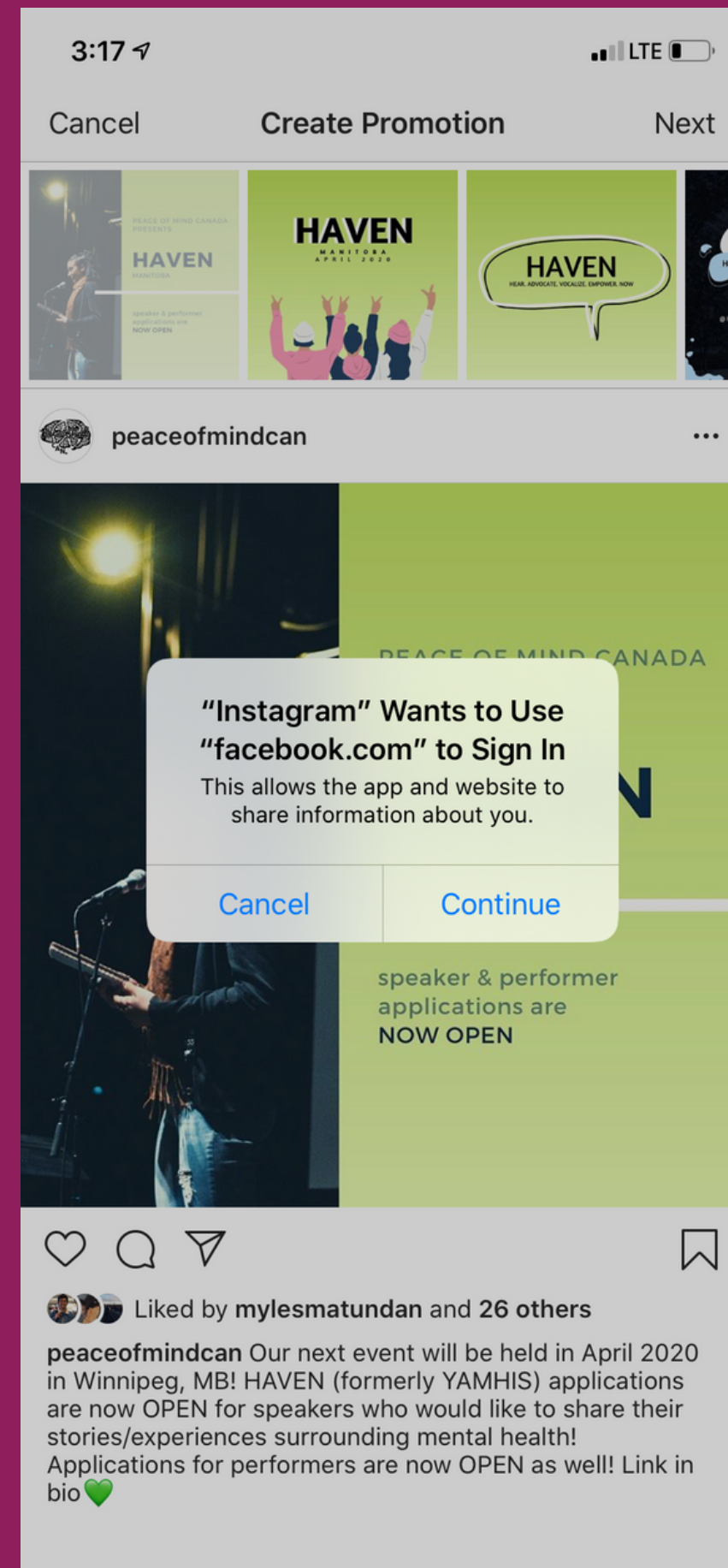
Once your account is a professional account, tap on the heart in the bottom right corner to view your activity.

Then tap on promotions at the top.

On this page, select the "choose a post" button.

3:16

Activity

Promotions
Recent activity from your promotions.

New

████████ mentioned you in their bio. 5h

████████ shared their first post. 19h

This Month

████████ tagged you in a post. 1w

████████████ and others liked your post. 2w

████████ and ████████ liked your photo. 2w

████████ started following you. 2w   Follow

████████ started following you. 2w   Follow

████████ mentioned you in their bio. 2w

████████ mentioned you in a comment:

3:16

Promotions

Create

Promote Top Post
Find a bigger audience for this high engagement post.

Choose a post

Manage

Past Promotions

Now select the post that you want to promote and then hit the "next" button.

Instagram will then ask you to sign into facebook again. hit the "continue" button.
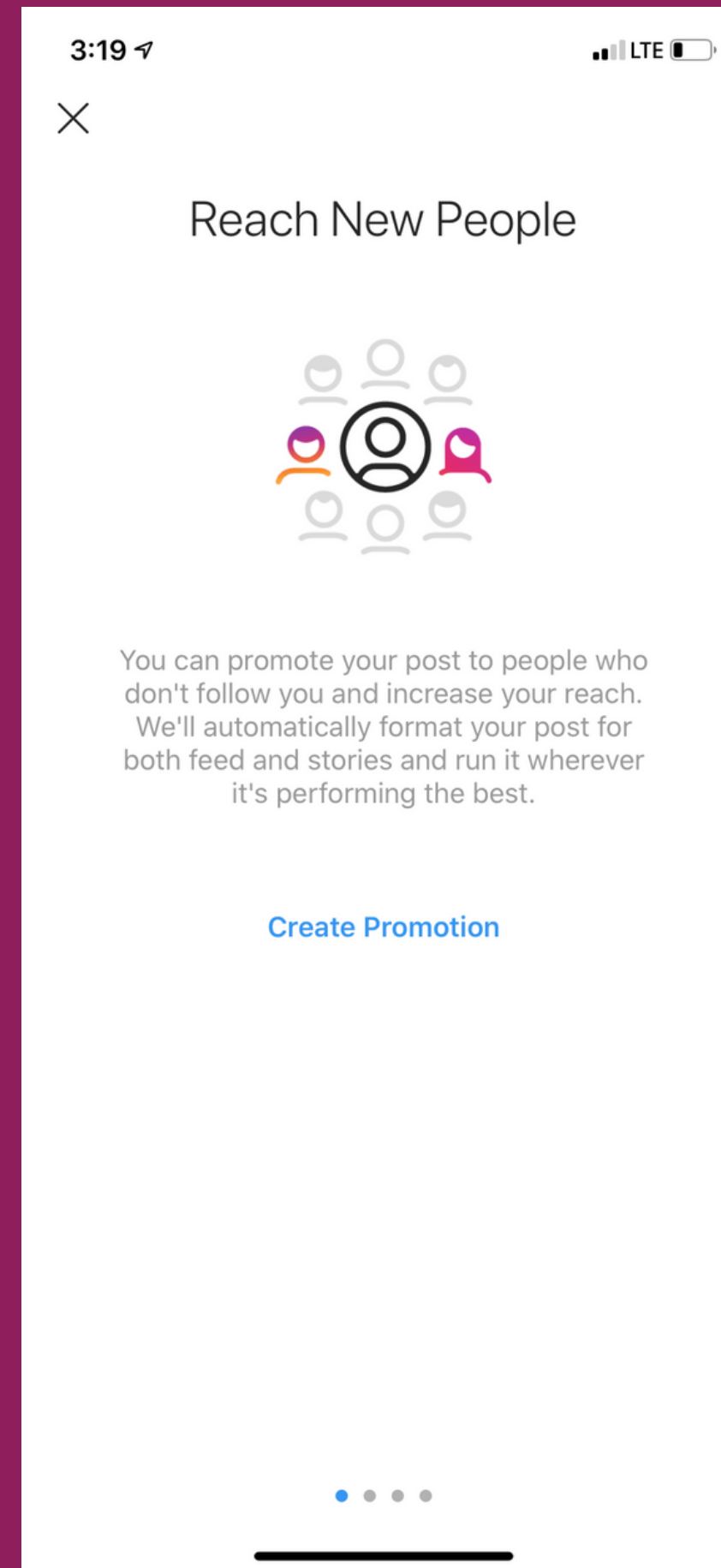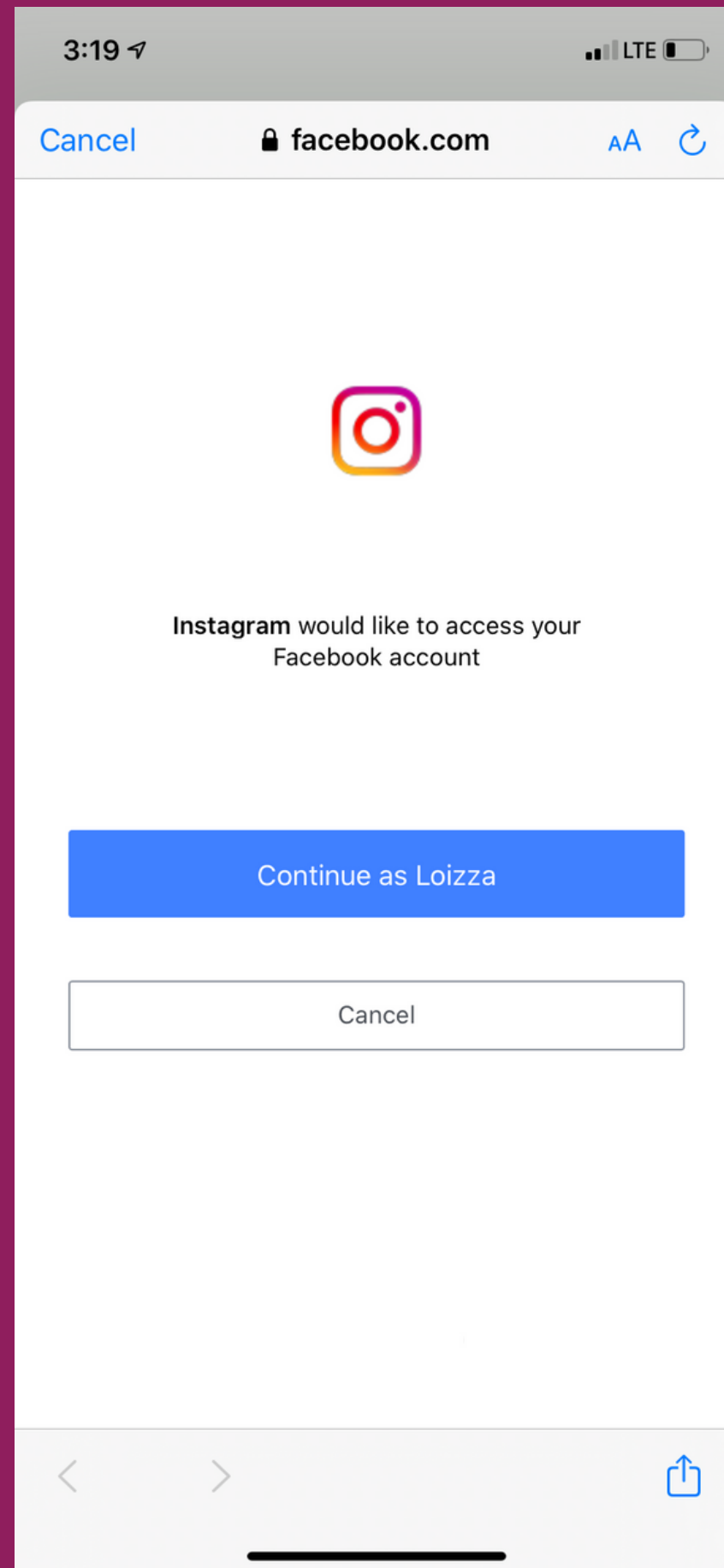
Next hit the "log in" button.
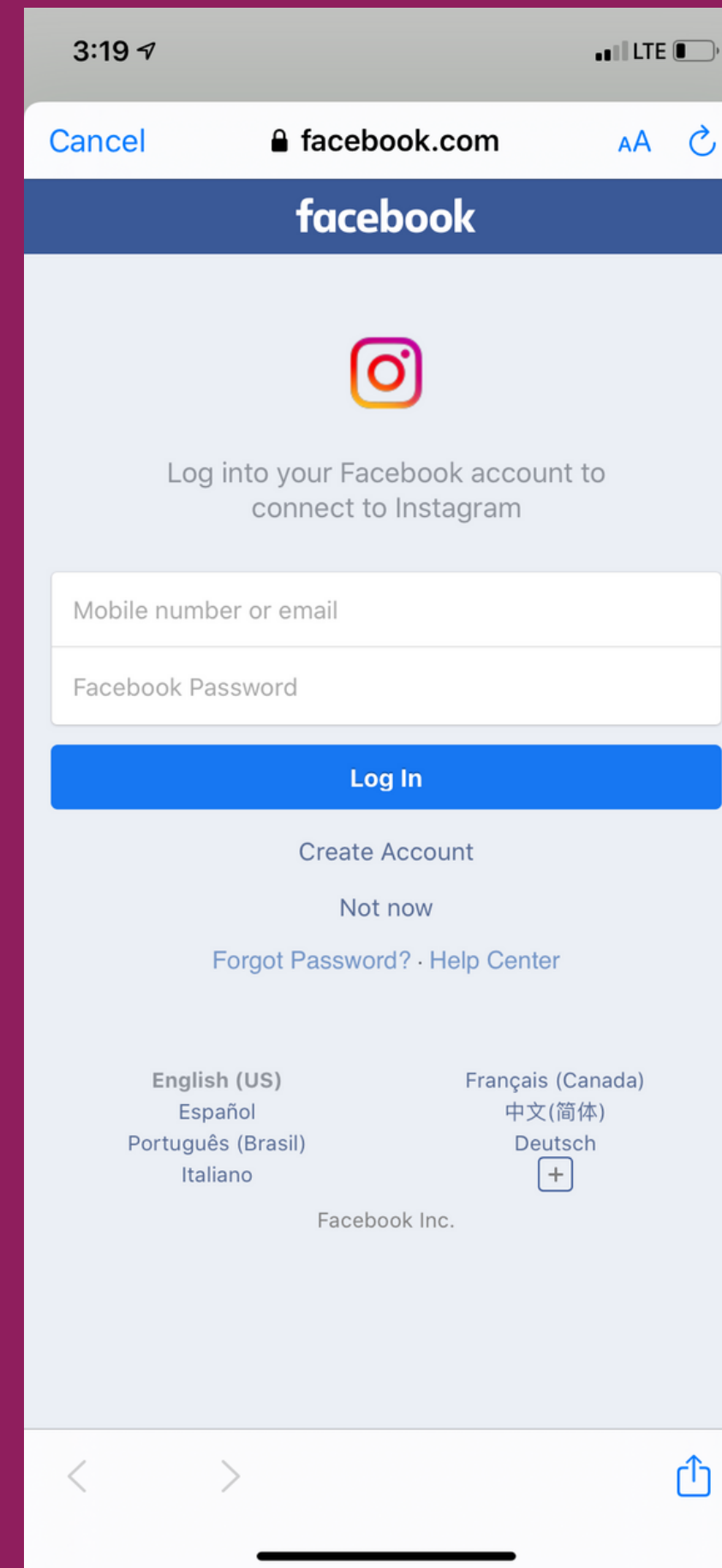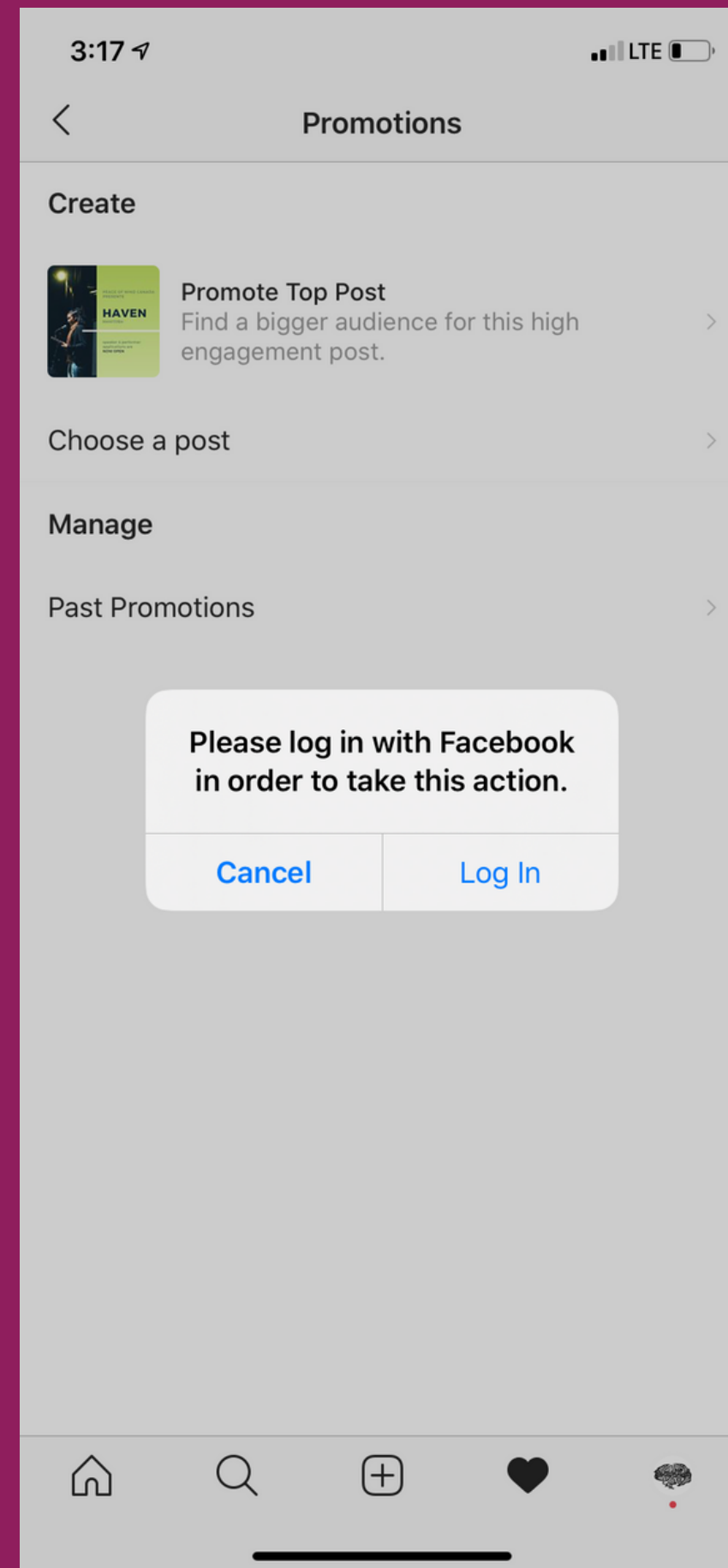
The facebook log in screen will then pop-up. log in to your facebook account again, one last time.

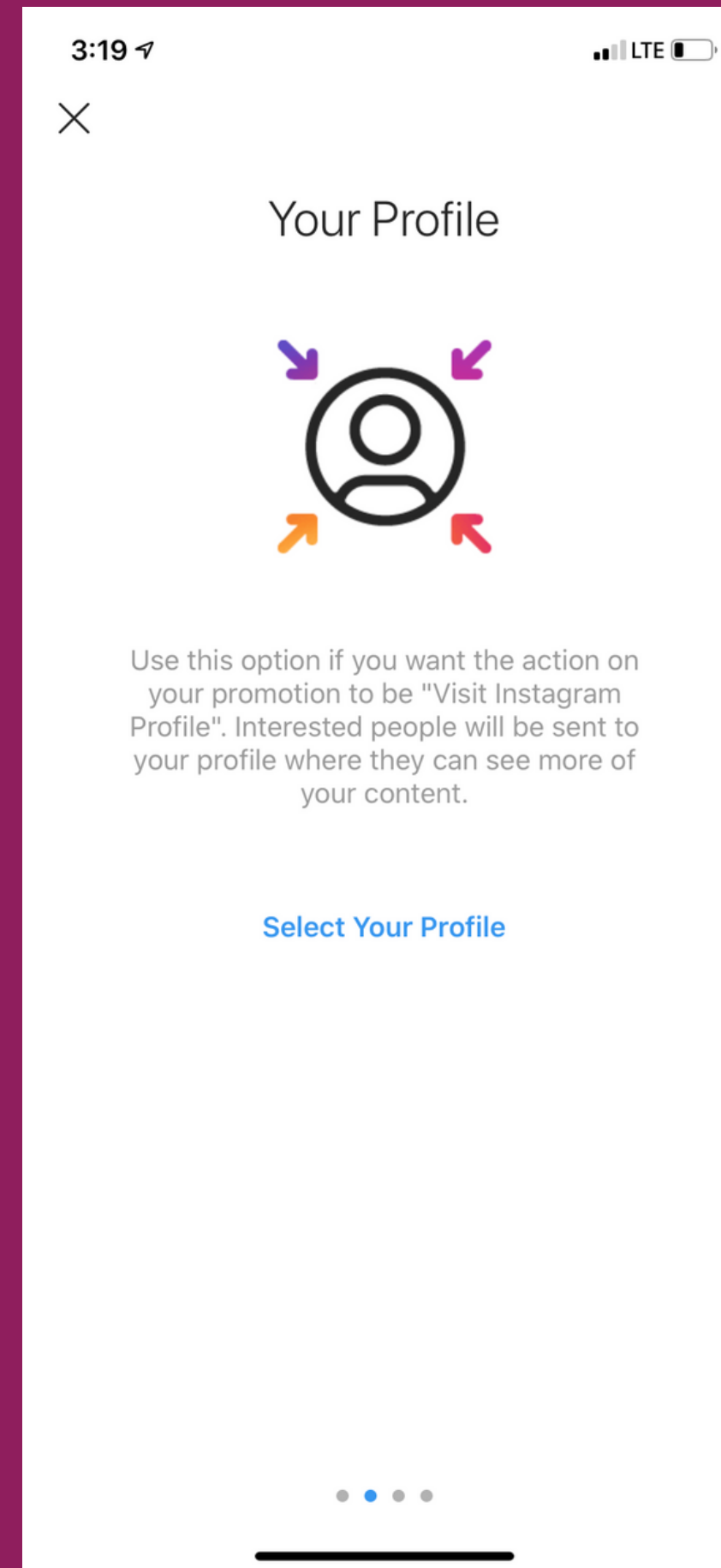Facebook will ask for permission to allow instagram to access your account.
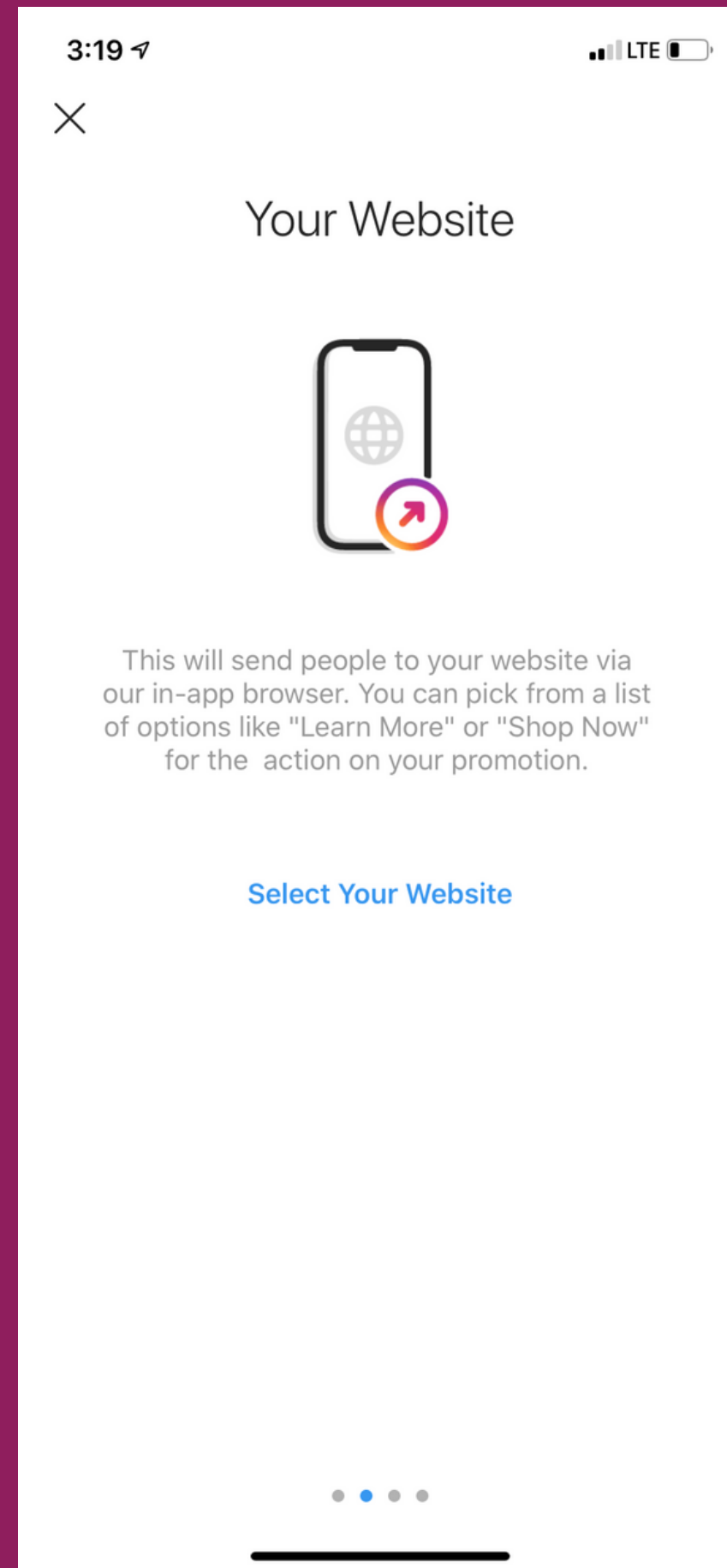
hit the "continue as..." button.

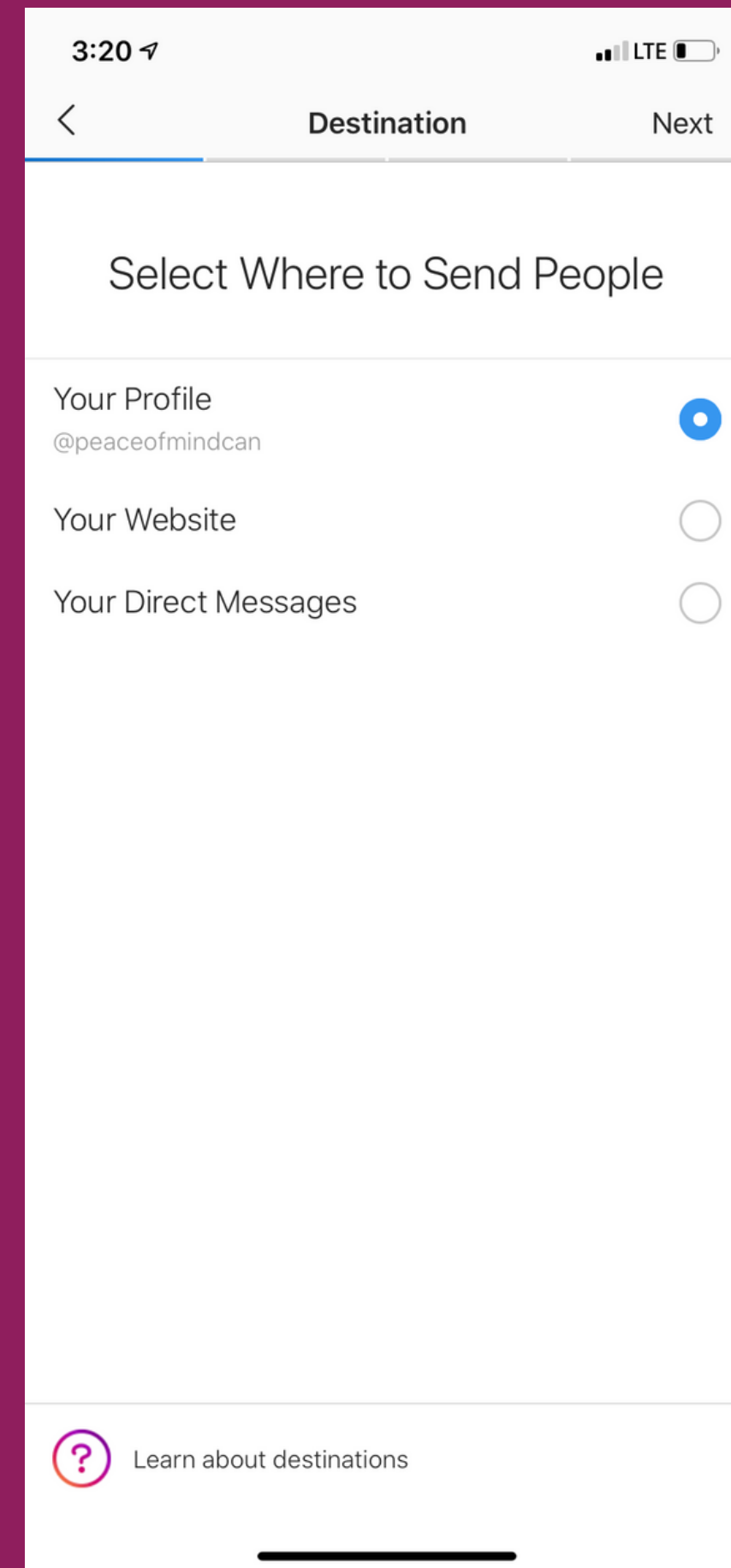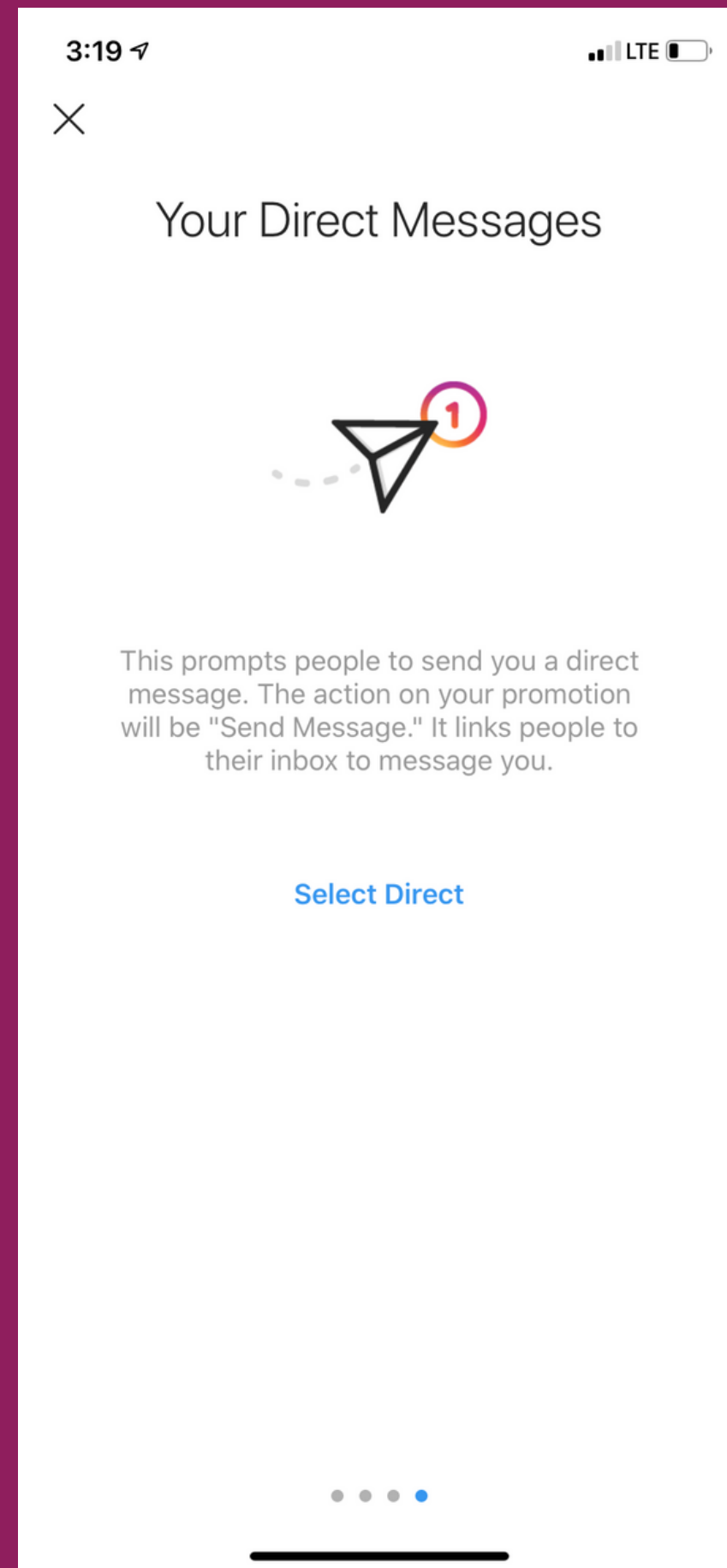Instagram will then give you 3 options to promote.

scroll through to view the options.

The first option is to promote your website.

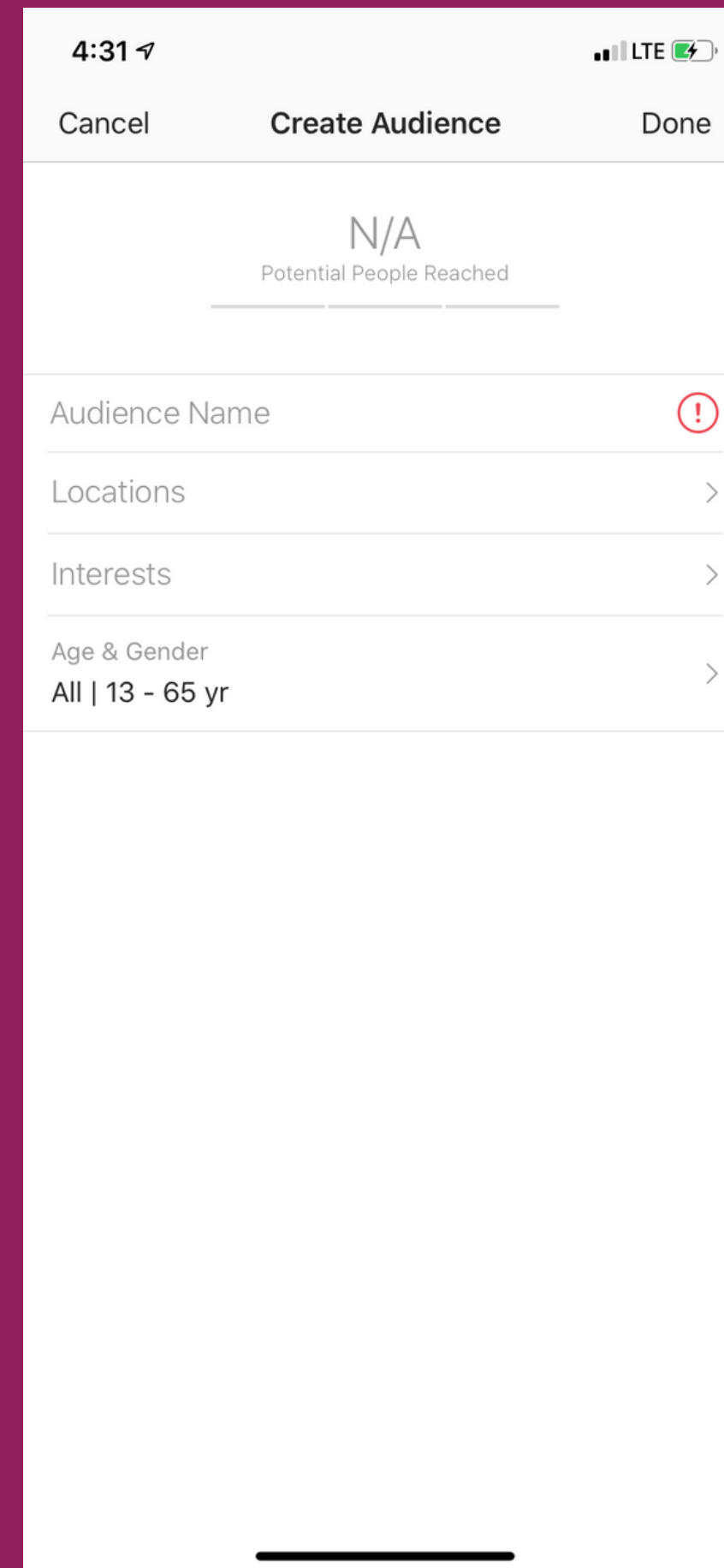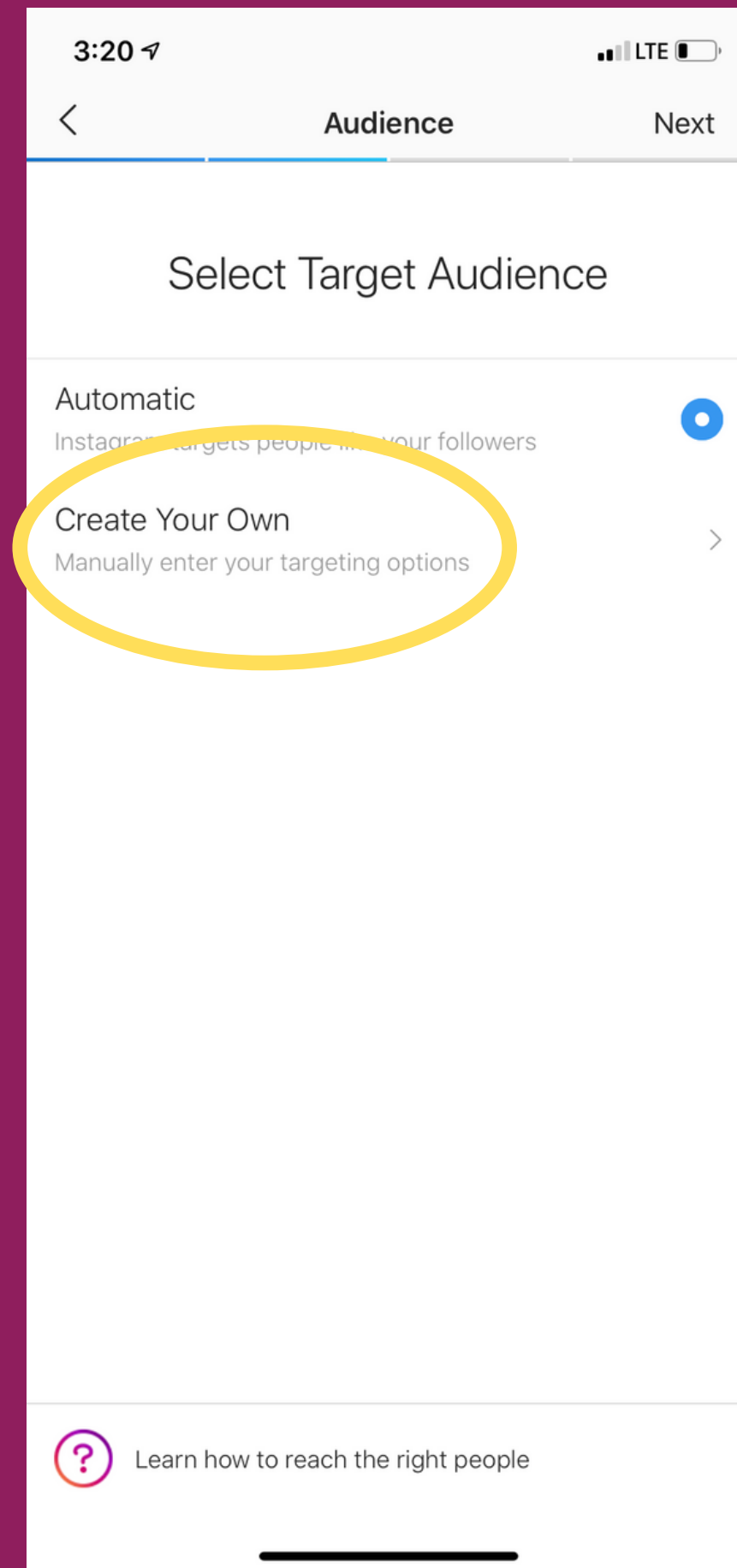The second option is to promote your profile.

The third option is to promote people to send you a direct message.

Select whichever option is most suitable for your community project.

Then, hit the next button.

3:19

Your Direct Messages

This prompts people to send you a direct message. The action on your promotion will be "Send Message." It links people to their inbox to message you.

Select Direct

3:20

Destination   Next

Select Where to Send People

Your Profile
@peaceofmindcan

Your Website

Your Direct Messages

? Learn about destinations

On the audience page, tap on "create your own" to personalize your target audience.
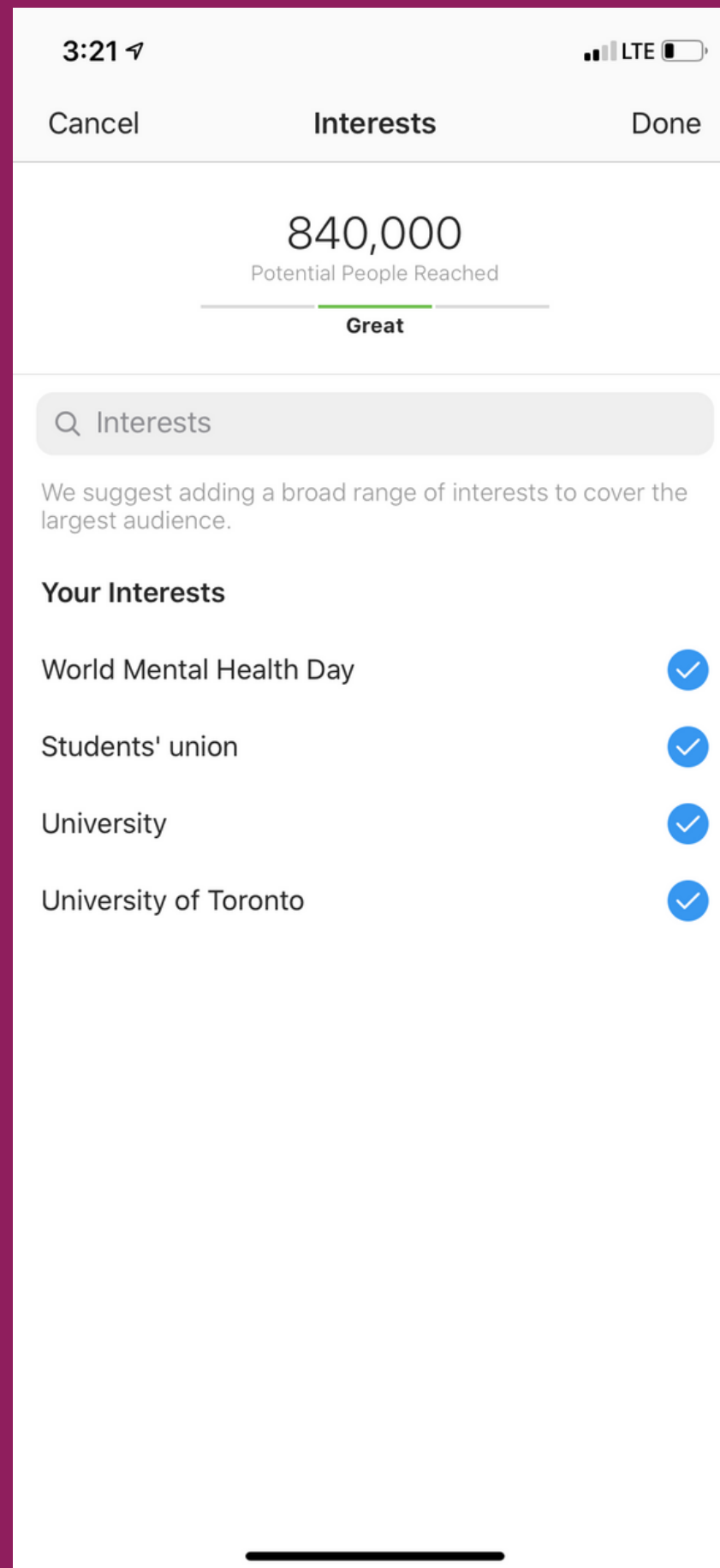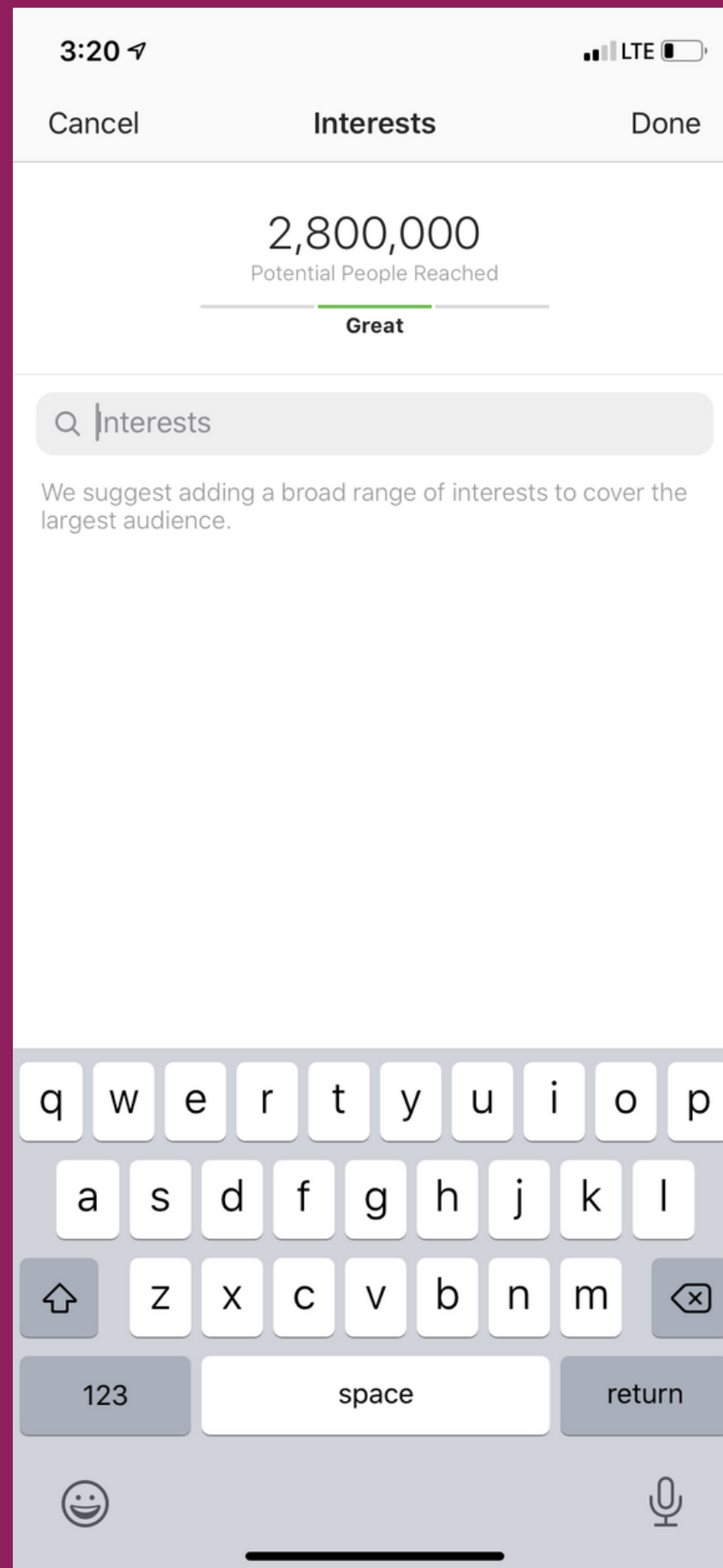

In the audience name field, type in your event name.

In the locations field type in your city/town.

When you hit "interests" you can personalize your target audience.

Simply search and select from a wide range of fields such as institutions, topics of interest, and occupations.

Continue to add topics of interests until the scale on the top of the page says "Great"- meaning that there is a sufficient audience that your ad is catered to possibly reach.

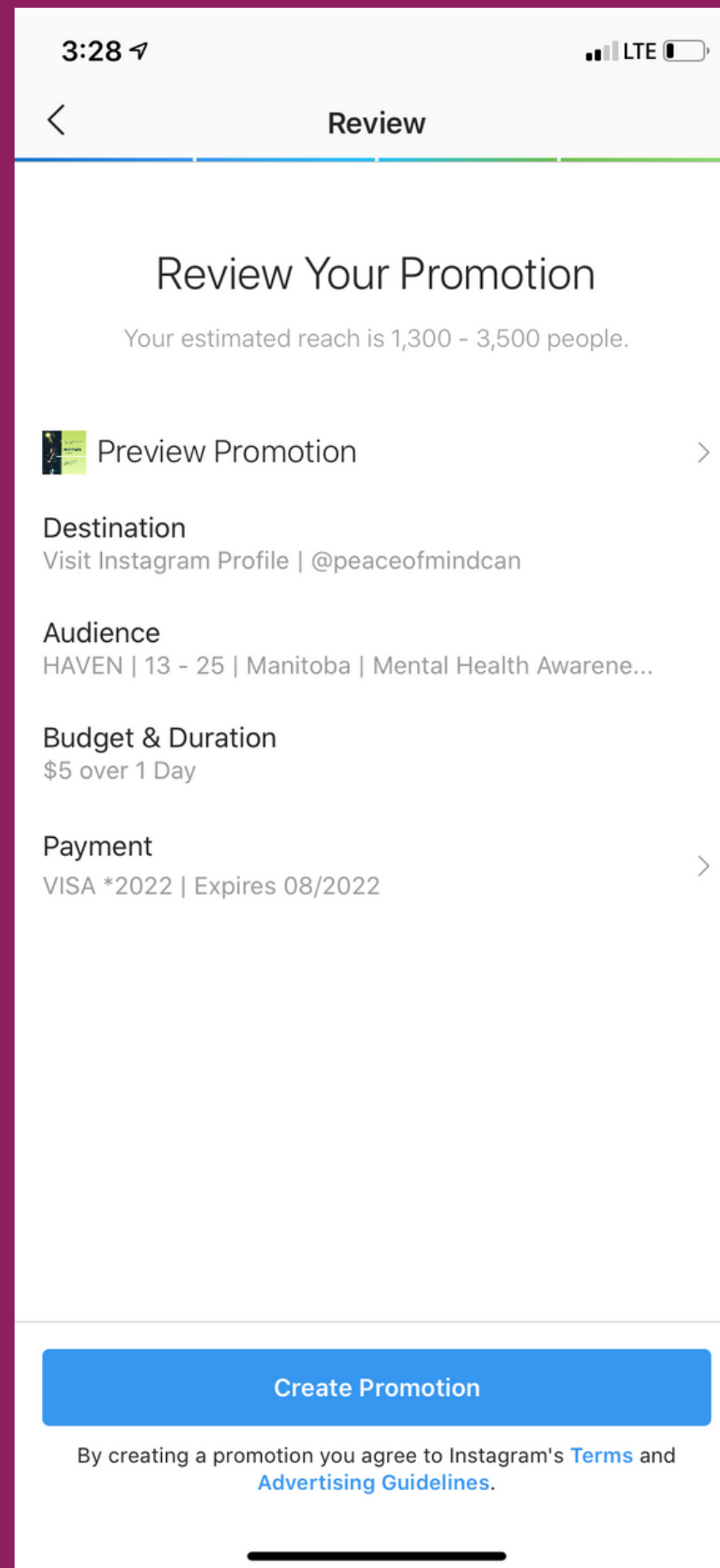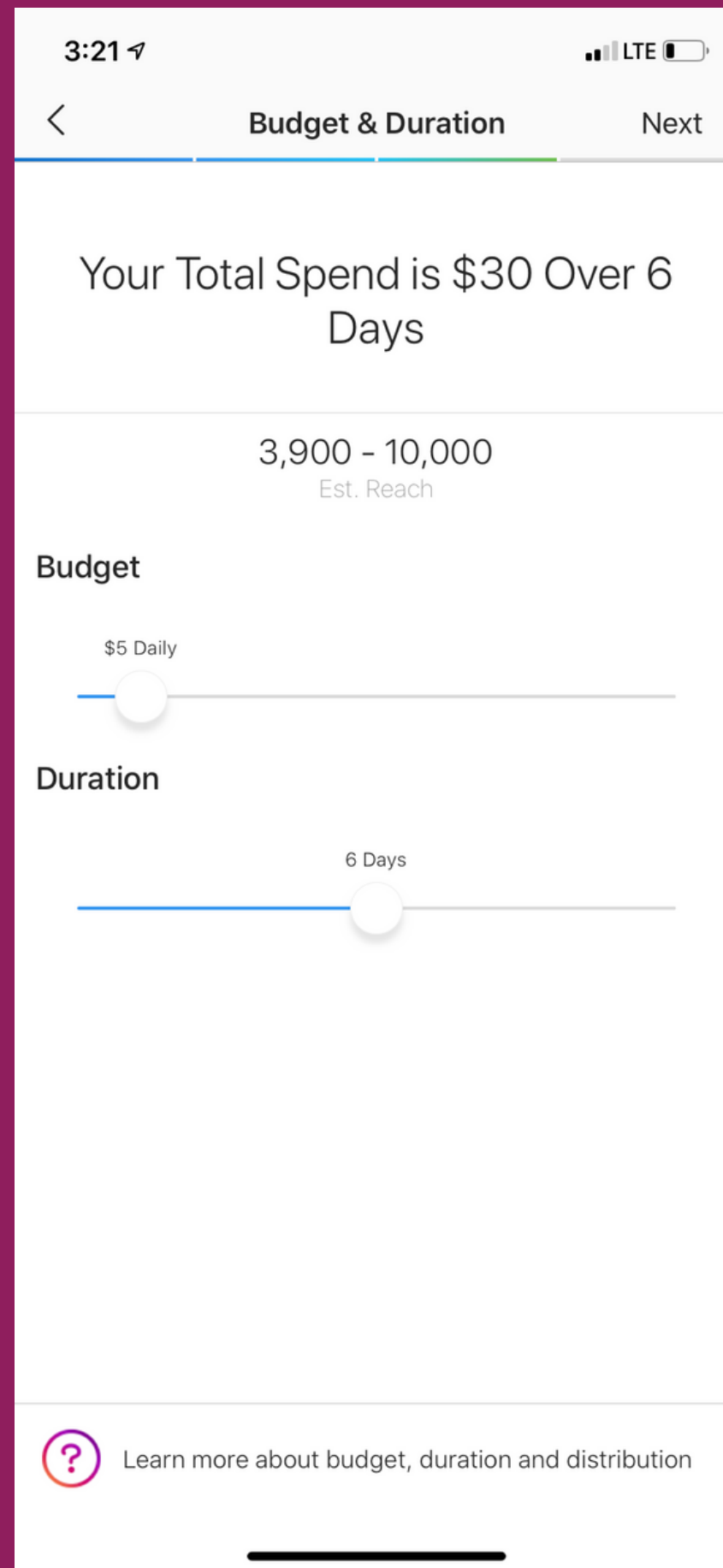You can also customize the age and gender of your target audience.

Set your preferences depending on what is suitable for your event.
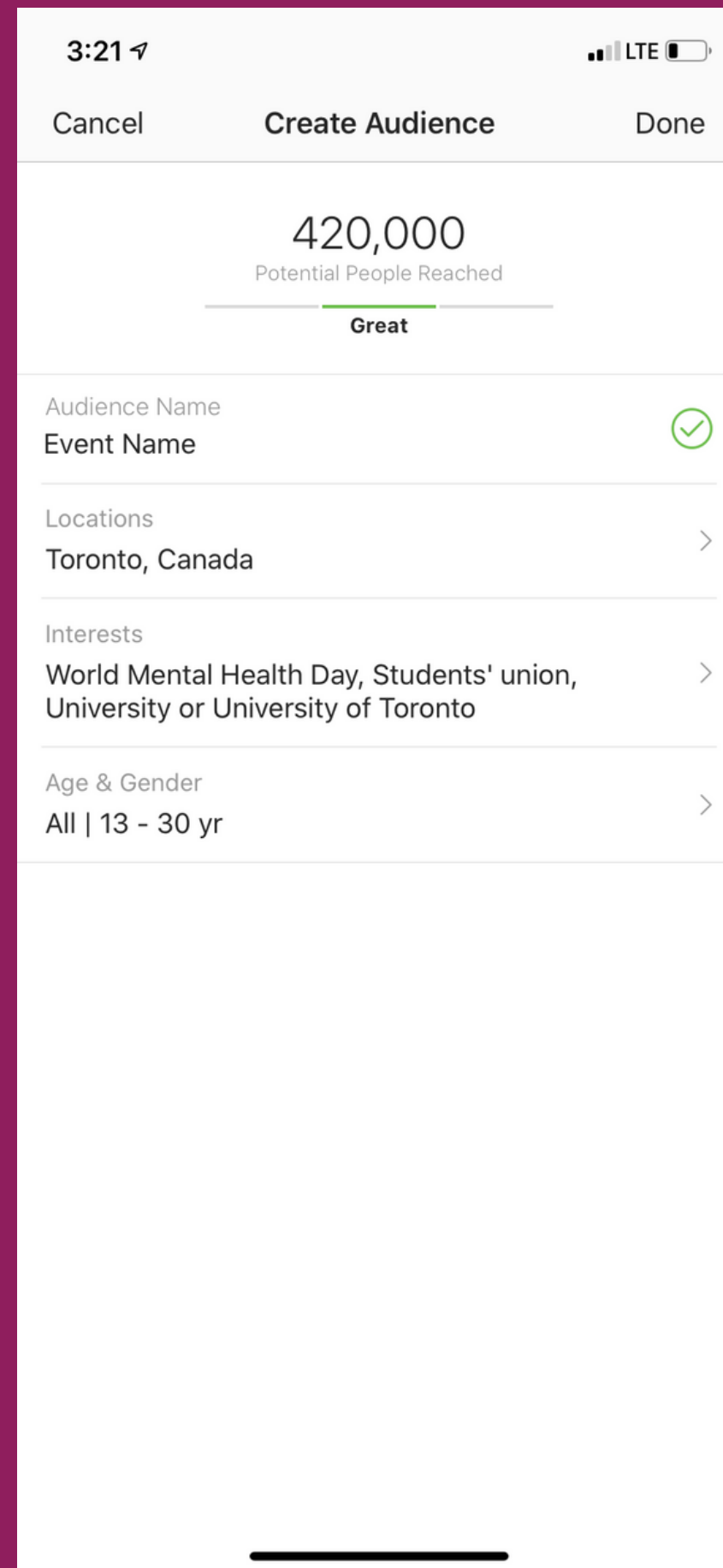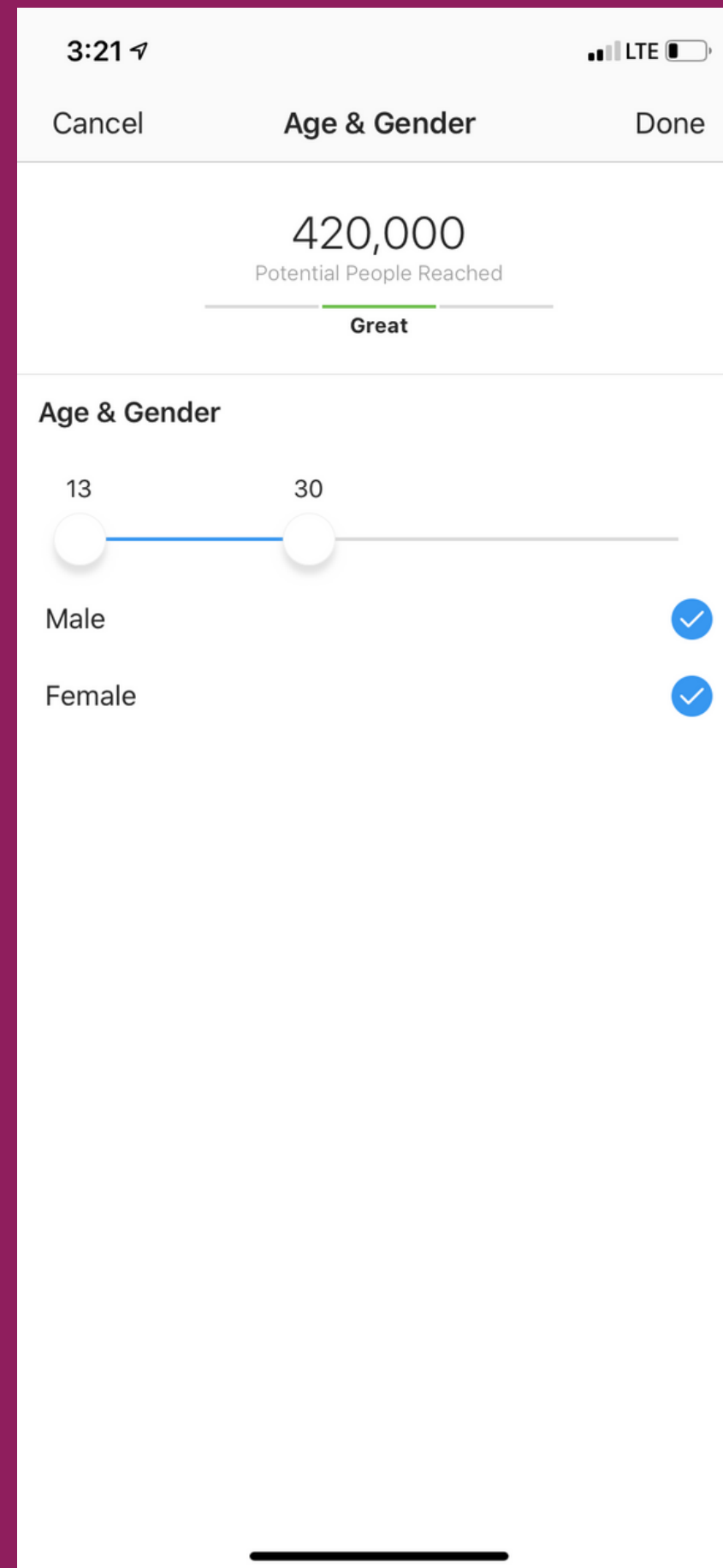
Once all fields are completed, hit the "Done" button in the top right corner.

Next, you can select your total budget and duration for the advertisement.
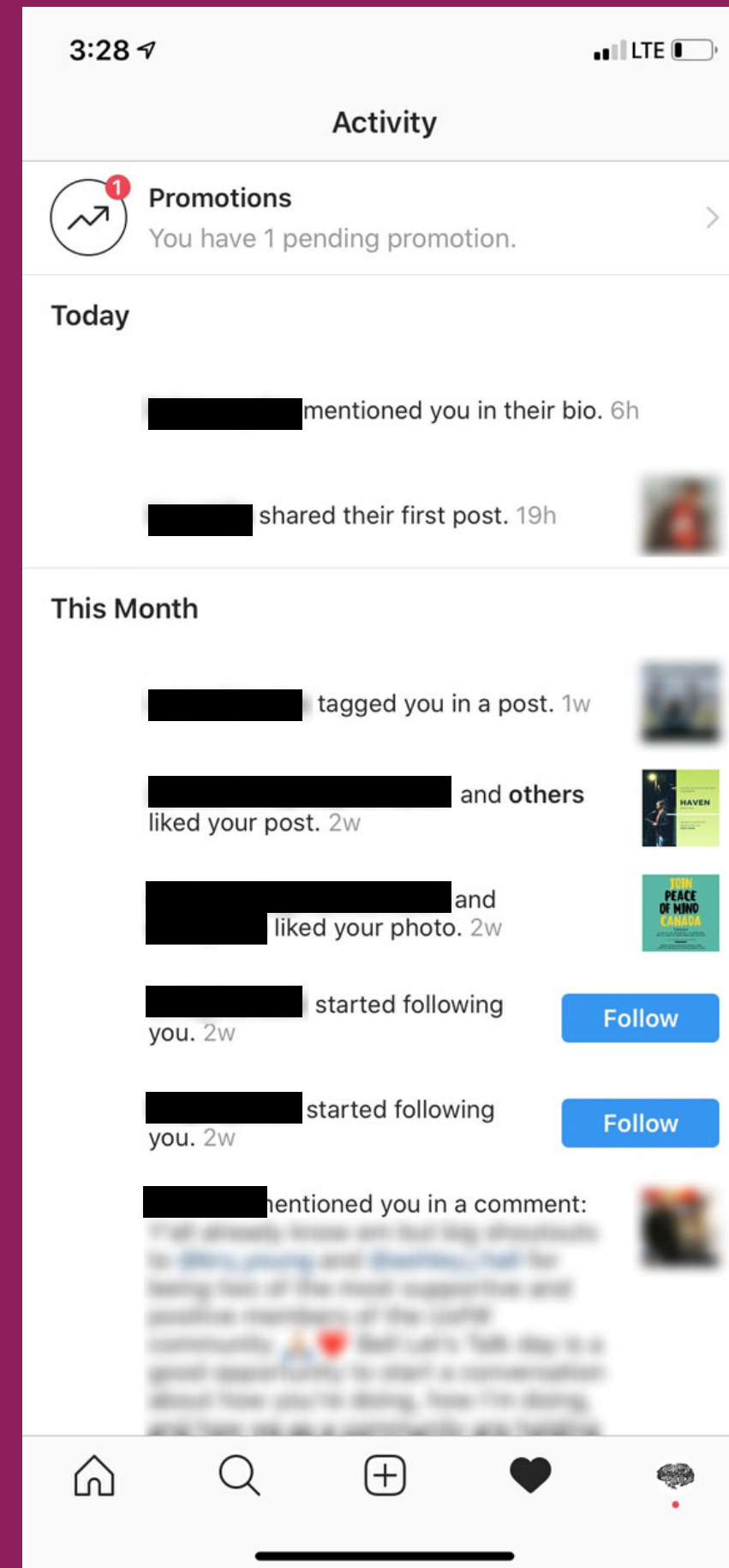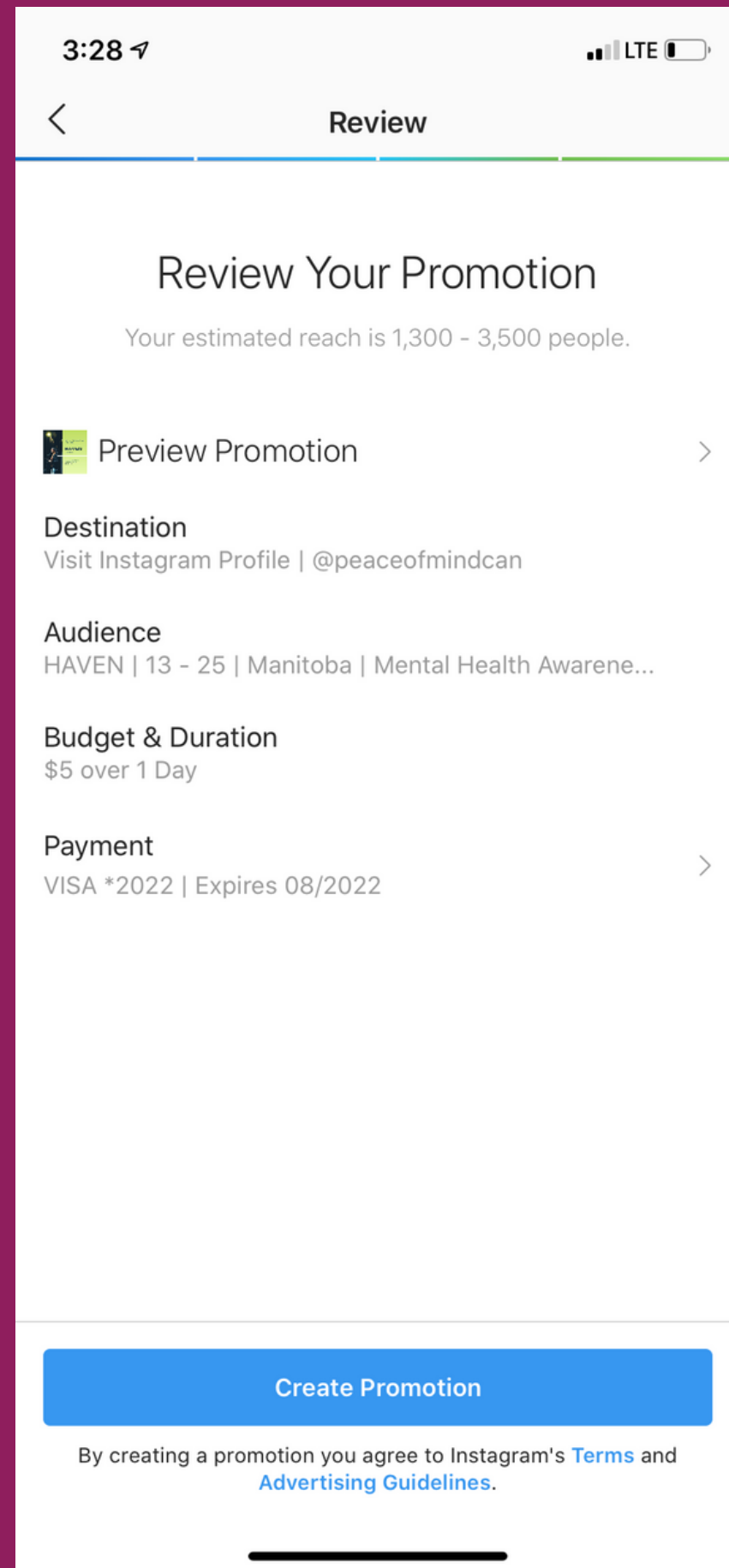
Adjust your preferences using the sliders.

Double check that your information and preferences are correct.

Note: The payment method is automatically set to use the primary method on your facebook account. It is likely the same method that you used for your Facebook ad.

Once you are ready, hit the "create promotion" button at the bottom.

If you go back to your activity, you will see that you have 1 pending promotion.

This means that your ad is now under review.

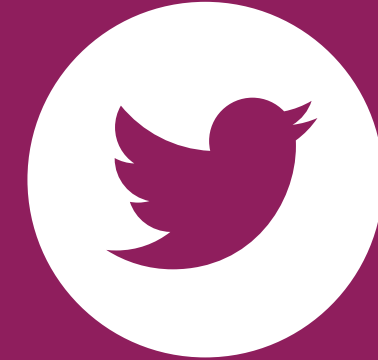You will receive a notification once your ad is live and published!

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