

Facebook Ad Step-By-Step for Grantees

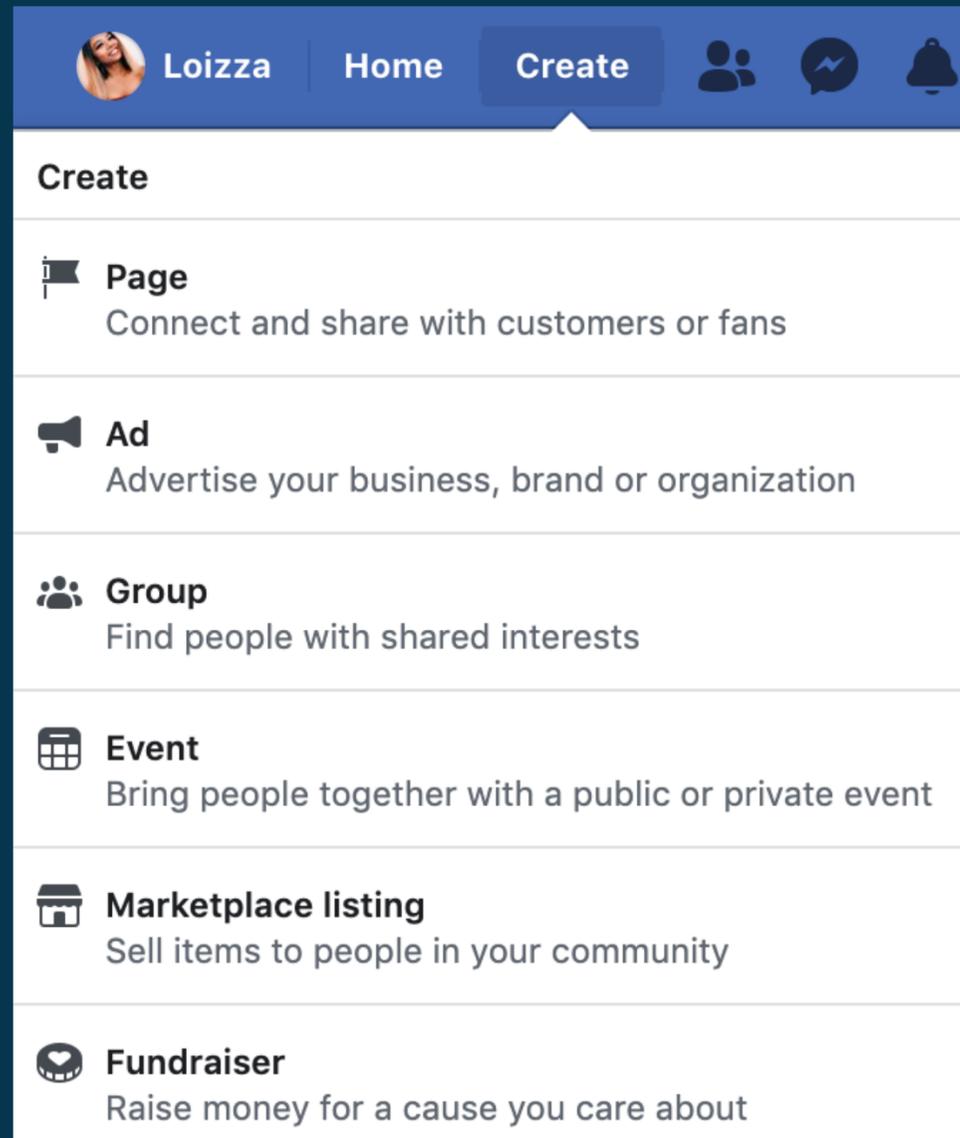


#RISINGYOUTH
community service grants

What You Will Need...

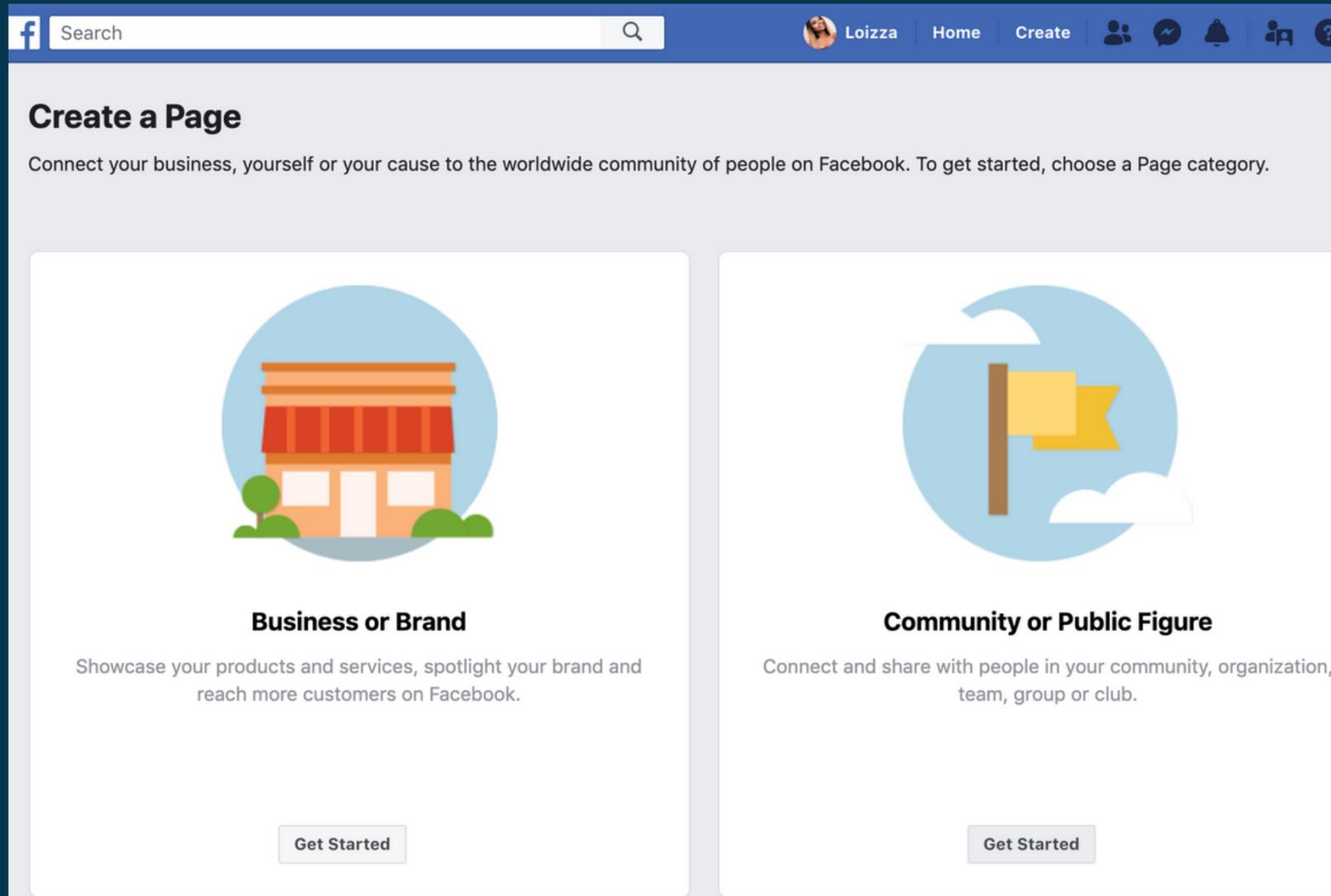
- Access to a computer and WiFi
- A Facebook Account
- An accepted payment method
 - Paypal
 - Credit Card or Visa Debit Card
 - INTERAC Online

LET'S START!

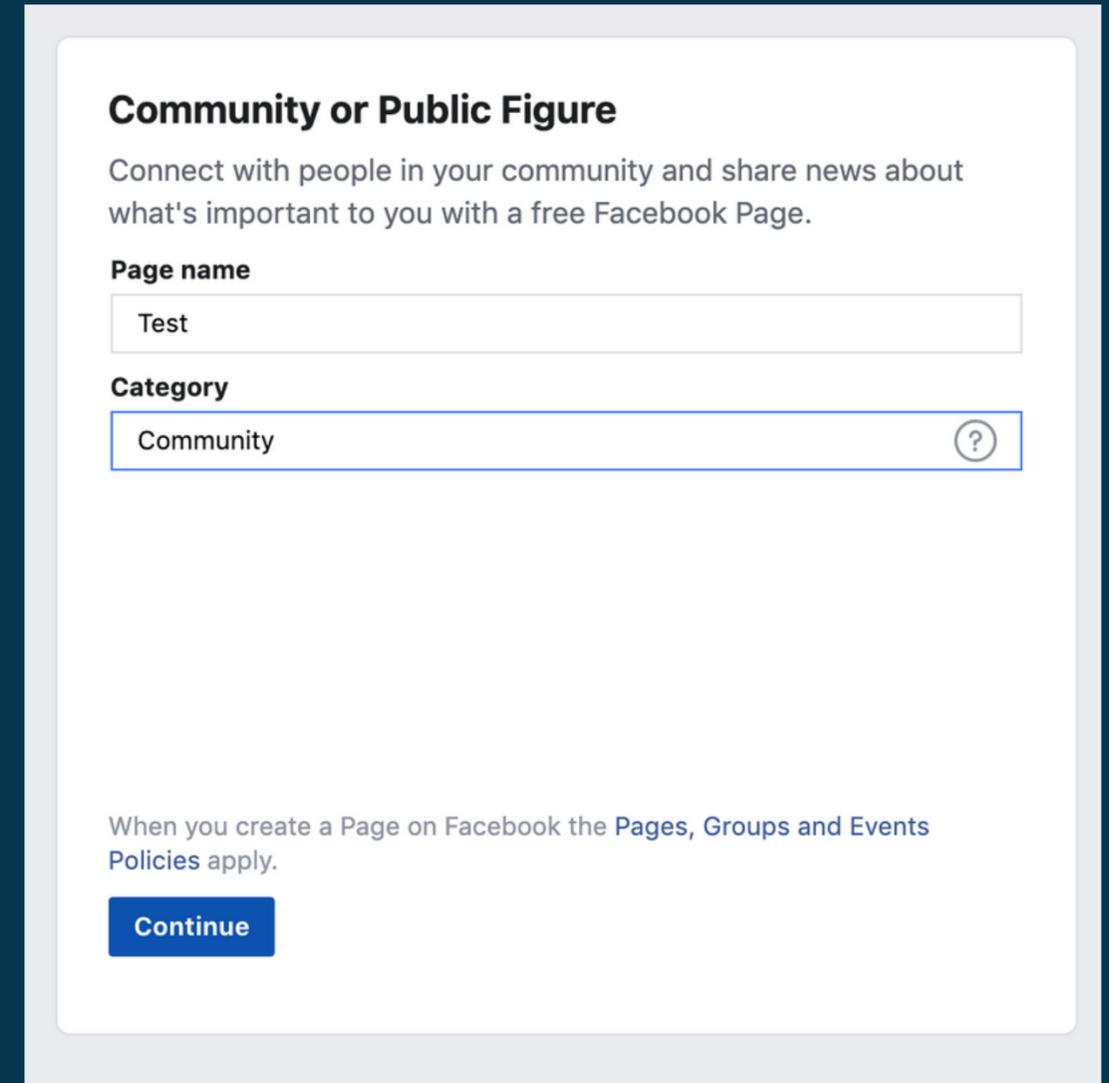


AT THE TOP OF THE PAGE CLICK
THE "CREATE BUTTON"

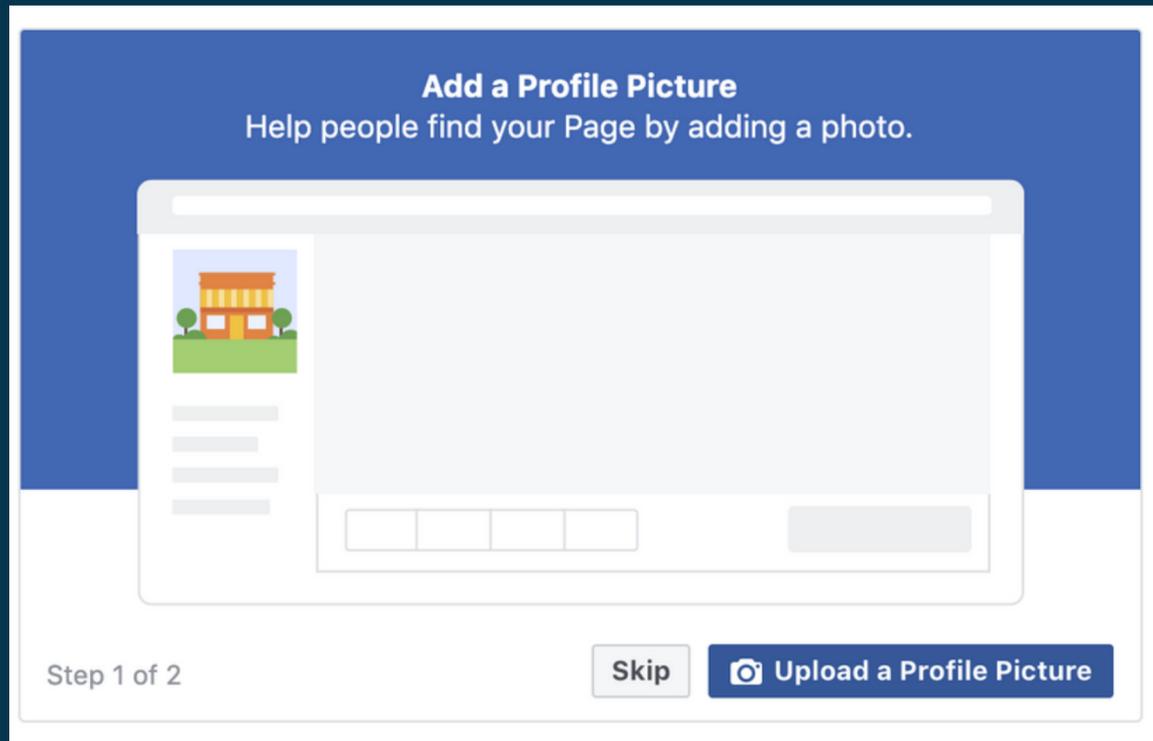
THEN SELECT "PAGE"



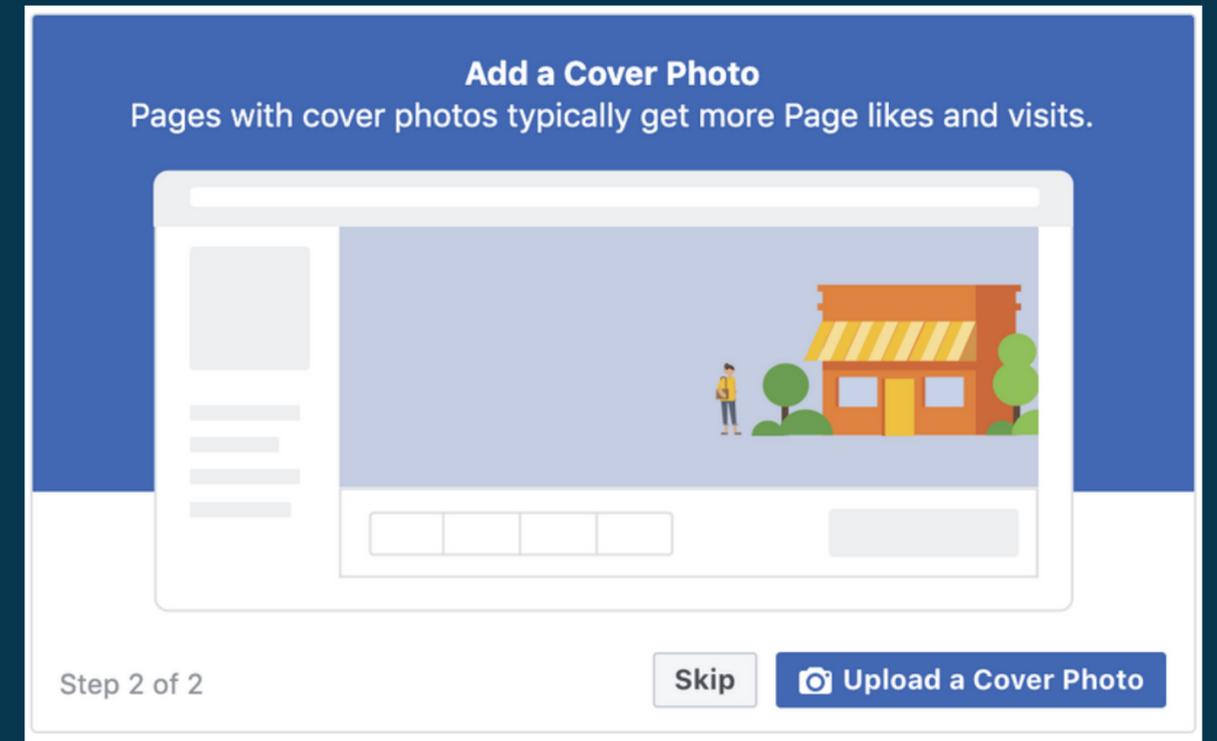
CLICK THE "GET STARTED" BUTTON UNDERNEATH THE COMMUNITY OR PUBLIC FIGURE SECTION



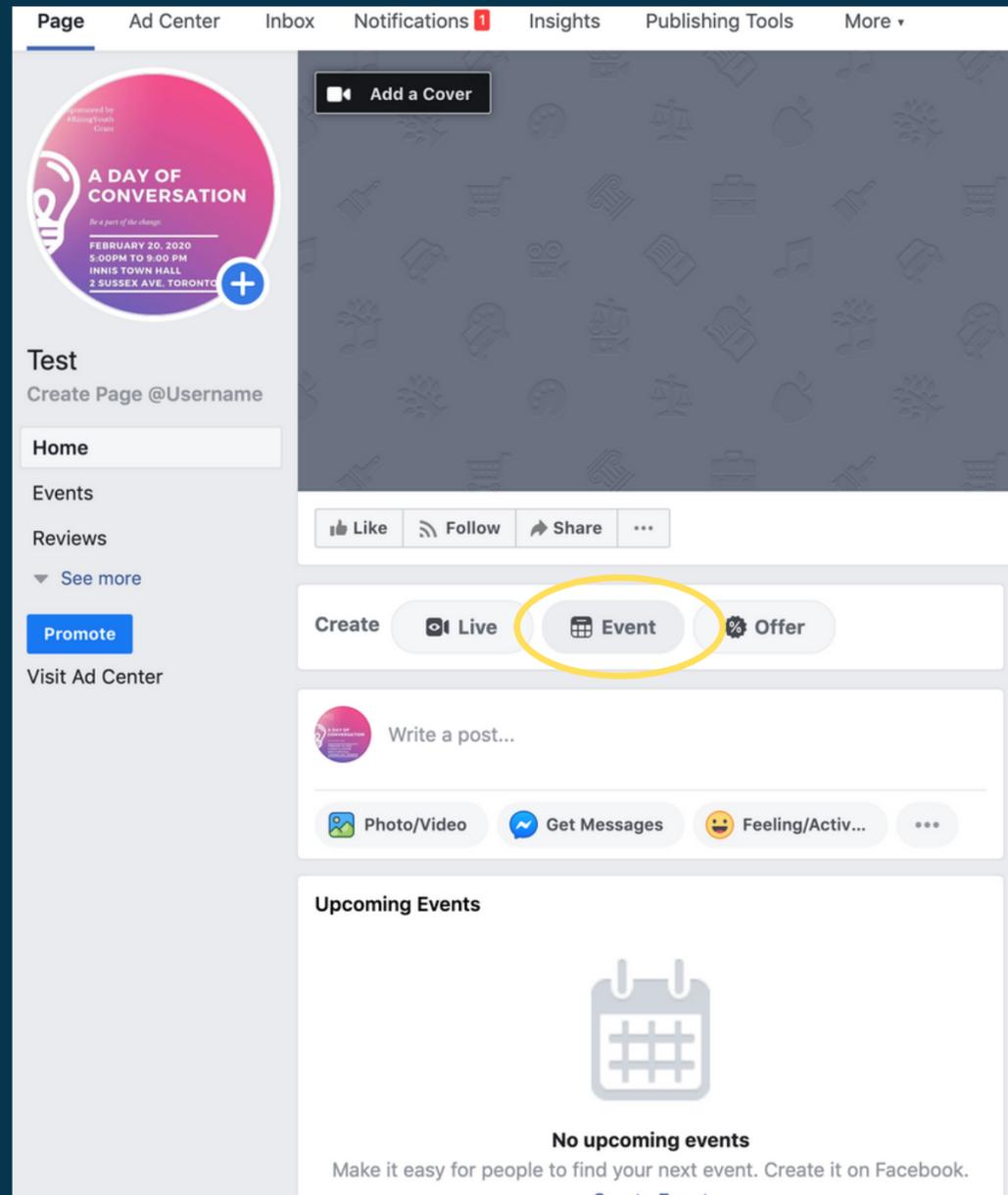
TYPE IN YOUR EVENT NAME AND SELECT THE SUITABLE CATEGORY FOR YOUR PROJECT, THEN CLICK THE "CONTINUE" BUTTON



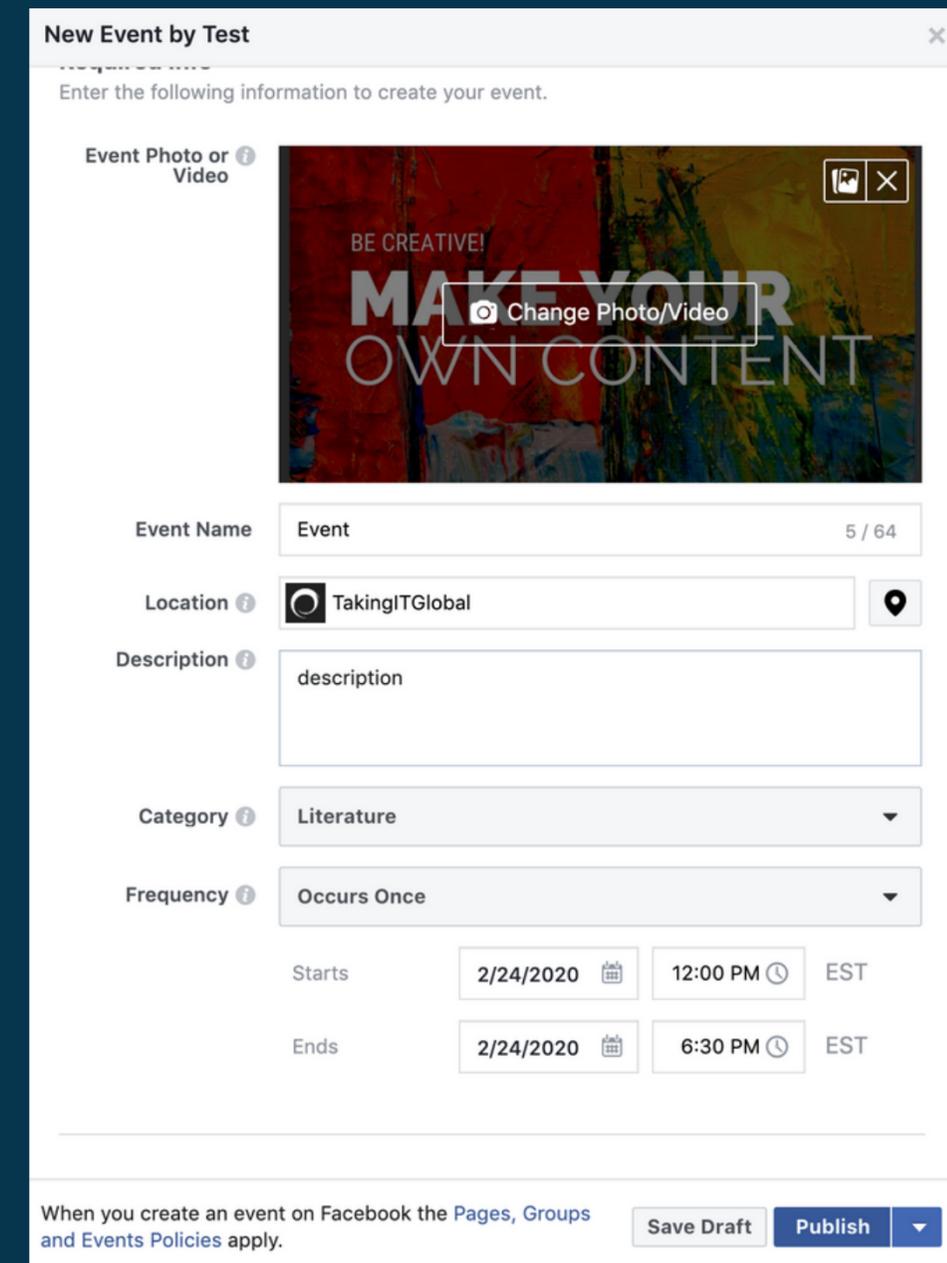
UPLOAD A PROFILE PICTURE FOR
YOUR NEW PAGE



UPLOAD A COVER PHOTO FOR
YOUR NEW PAGE



NEXT, CREATE A NEW EVENT BY HITTING THE BUTTON THAT IS CIRCLED ABOVE



UPLOAD A GRAPHIC FOR YOUR EVENT AND COMPLETE ALL THE FIELDS PROVIDED, THEN HIT PUBLISH

BE CREATIVE!
MAKE YOUR OWN CONTENT

INSIGHTS See More

- 0 People Reached +0 last 7 days
- 0 Responses +0 last 7 days
- Track ticket sales
- Add Ticket Link

Event
FEB 24 Public · Hosted by Test

★ Interested ✓ Going Share

Monday, February 24, 2020 at 12 PM – 6:30 PM
Next Week · 3–5°C Rain Showers

TakingITGlobal

About Discussion

Write Post Add Photo/Video Live Video Create Poll

Write something...

Promotions Advanced Options

Get More Responses
Boost your event to reach more people.
Boost Event

View All Promotions

RECOMMENDED ACTIONS

Reach More People, Share Your Event
Help people find out about your event by sharing it in News Feed.
Share Event

Edit Event

- Add Confirmation
You can ask guests to reserve a spot and provide additional details to confirm their attendance.
- Add Ticket Link
Add a link to your ticketing website

Ticket URL On Sale Now

Options
Choose who can post in your event

Post Permissions Only admins can post
 Anyone can post

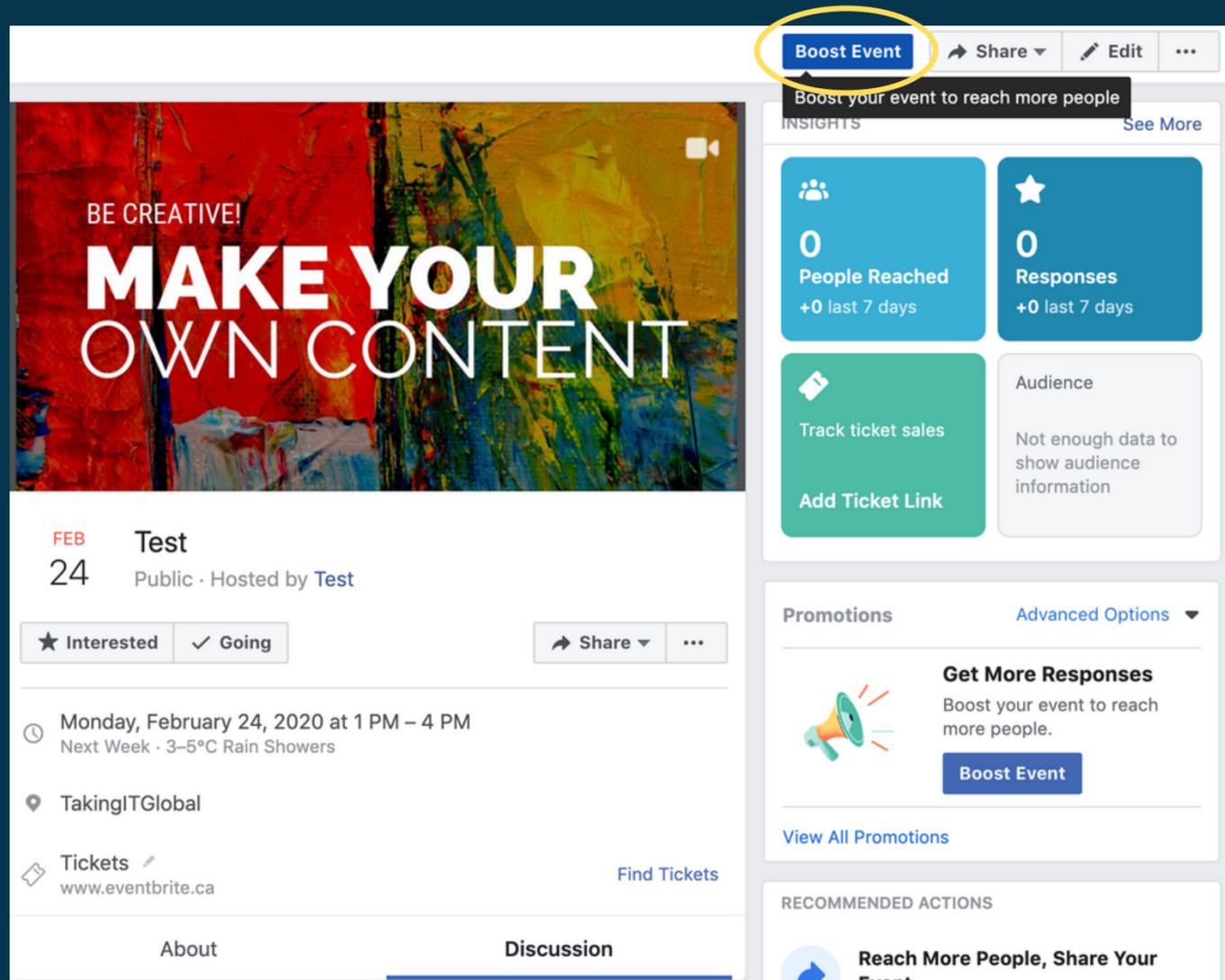
Messaging People can ask questions about your event on Messenger

Guest List Display guest list

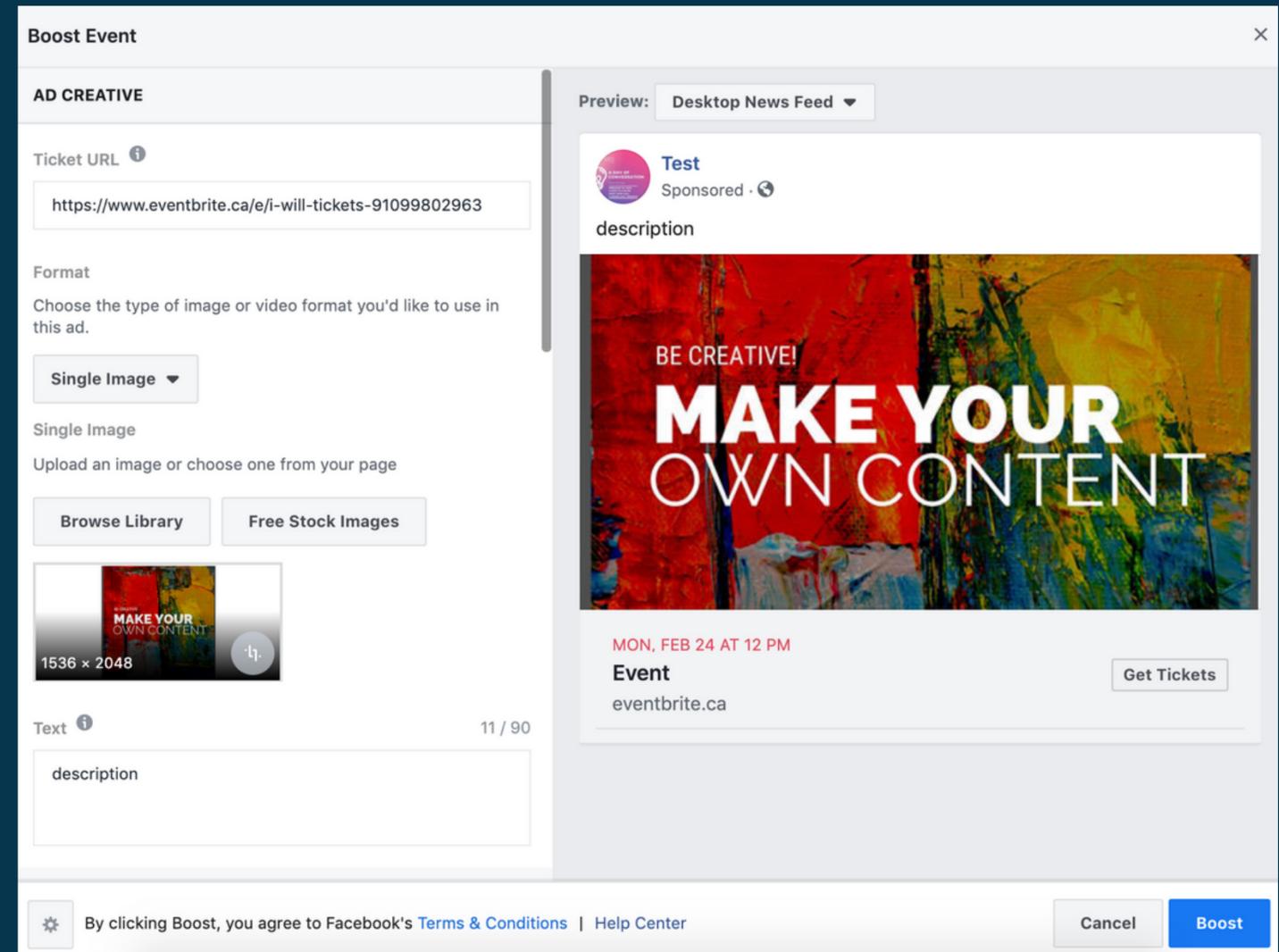
Cancel Event Cancel Save

IF YOU HAVE AN EVENTBRITE LINK,
SELECT THE CIRCLED BUTTON ABOVE

PASTE IN THE LINK TO YOUR
EVENTBRITE PAGE, AND HIT "SAVE"



TO START AN AD, SELECT THE "BOOST EVENT" BUTTON



THIS PAGE WILL POP UP AND YOU WILL BE ABLE TO CUSTOMIZE A CAPTION AND THE IMAGES OR VIDEOS THAT WILL BE DISPLAYED

Boost Event

AUDIENCE

People you choose through targeting [Edit](#)

Location - Living In Canada: Ontario
Age 18 - 65+

U of Thrive

Undefined

[Create New Audience](#)

DURATION AND BUDGET

Duration ⓘ

Days 4

End date Feb 24, 2020

Total budget ⓘ

\$20.00 CAD

Estimated People Reached ⓘ

1,300 - 3,700 people per day of 5,400,000

Refine your audience or add budget to reach more of the people that matter to you.

By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

[Cancel](#) [Boost](#)

Preview: Desktop News Feed

Test Sponsored ·

description



MON, FEB 24 AT 12 PM

Event [Get Tickets](#)

eventbrite.ca

TO CREATE YOUR OWN TARGET AUDIENCE, CLICK ON "CREATE NEW AUDIENCE"

Create Audience

Select the location, age, gender and interests of people you want to reach with your ad.

Name

Event Name

Gender ⓘ

All Men Women

Age ⓘ

13 - 36

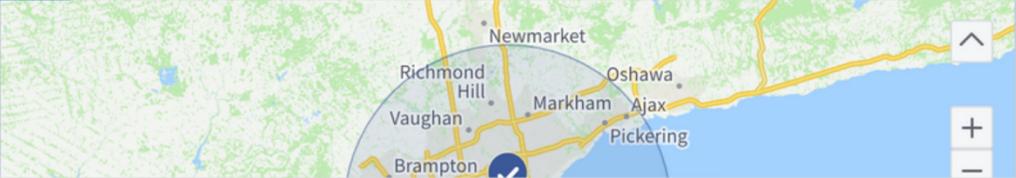
Locations ⓘ

Canada

Toronto, Ontario + 25mi

Add locations

Your audience location has been changed from Ontario to Toronto. [Undo Change](#)



Your audience size is **defined**. Good job!

Potential Audience Size: 1,600,000 people ⓘ

Specific Broad

IN THIS SECTION YOU CAN SELECT THE DEMOGRAPHICS THAT YOUR AD WILL BE CATERED TOWARDS SUCH AS AGE, GENDER AND LOCATION

The screenshot shows the 'Create Audience' window with a map of the Greater Toronto Area. Below the map, the 'Detailed Targeting' section is active, showing a list of interests under the heading 'Include people who match'. The list includes 'mental health', 'DSM-5', 'Mental Health Technician (MHT)', 'Mental Health Worker (MHW)', 'World Mental Health Day', 'National Institute of Mental Health', 'Canadian Mental Health Association', 'Case management (mental health)', and 'Mental Health Awareness Month'. A gauge at the bottom indicates the audience size is 'defined' and 'Good job!', with a potential audience size of 1,600,000 people. The gauge is positioned towards the 'Broad' end of the scale.

WHEN YOU SCROLL DOWN
YOU CAN PERSONALIZE
YOUR DETAILED TARGETING

The screenshot shows the 'Create Audience' window with the same map. In the 'Detailed Targeting' section, the 'Interests > Additional Interests' category is selected, and 'World Mental Health Day' is chosen. Below this, the 'university of toronto' is selected, showing a list of suggestions including 'University of Toronto' (Schools), 'University of Toronto' (Employers), 'University of Toronto' (Interests), 'University of Toronto Mississauga' (Schools), 'University of Toronto Mississauga' (Interests), and 'University of Toronto Scarborough' (Interests). A gauge at the bottom indicates the audience selection is 'too specific' for ads to be shown, with a potential audience size of fewer than 1,000 people. The gauge is positioned towards the 'Specific' end of the scale.

YOUR PERSONALIZATIONS CAN
INCLUDE A WIDE RANGE OF FIELDS
SUCH AS INSTITUTIONS, TOPICS OF
INTEREST, AND OCCUPATIONS

Create Audience

Detailed Targeting ⓘ

Include people who match ⓘ

Demographics > Education > Schools

University of Toronto

Interests > Additional Interests

Canadian Mental Health Association

Health & wellness

Student

World Mental Health Day

Add demographics, interests or behaviors | [Suggestions](#) | [Browse](#)

Physical fitness	Interests
Mental health counselor	Job Titles
Ryerson University	Interests
George Brown College	Schools
Education	Interests
Mindfulness	Interests
Quality of life	Interests

Your audience size is **defined**. Good job!

Potential Audience Size: 680,000 people ⓘ

Specific Broad

[Cancel](#) [Save](#)

Boost Event

Duration ⓘ

Days 4 End date Feb 24, 2020

Total budget ⓘ

\$60.00 CAD

Estimated People Reached ⓘ

1,200 - 3,600 people per day of 64,000

Refine your audience or add budget to reach more of the people that matter to you.

You will spend \$15.00 per day. This ad will run for 4 days, ending on Feb 24, 2020.

TRACKING CONVERSIONS

Facebook Pixel

PAYMENT

Currency

Canadian Dollar ▼

Preview: Desktop News Feed ▼

Test Sponsored · 🌐

test

BE CREATIVE!
MAKE YOUR OWN CONTENT

MON, FEB 24 AT 12 PM

Test [Get Tickets](#)

eventbrite.ca

[Cancel](#) [Boost](#)

By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

MAKE SURE THAT YOUR AUDIENCE SIZE IS DEFINED BEFORE YOU HIT THE "SAVE" BUTTON

NEXT, EDIT YOUR DURATION OF THE AD, THE TOTAL BUDGET THAT YOU WISH TO SPEND, AND ENSURE THAT THE CURRENCY IS IN CAD. THEN HIT THE "BOOST" BUTTON.

Enter Ad Account Information ✕

Before confirming a payment method, please provide the following information.

Province

Select Province ▼

 Your country is set to **Canada** and your currency is **CAD**. [Change](#)

Cancel Continue

THIS SCREEN WILL POP UP TO
PROCEED TO THE PAYMENT
SECTION. SELECT YOUR PROVINCE
AND HIT "CONTINUE"

Select a Payment Method Help

Add a new payment method to your Facebook Ads account · [Terms](#)
[Apply](#)

Show payment methods for: Canada ▼

Credit or Debit Card VISA MasterCard

Name on Card

Card Number Expiration

MM YY

Security Code ⓘ Billing Zip Code

PayPal PayPal

INTERAC Online 

 Your payment info is stored securely. [Learn More.](#)

I have a coupon to redeem [?]

Cancel Continue

FILL IN THE PAYMENT METHOD
FORM AND HIT "CONTINUE"

Boost Event

Duration ⓘ

⚠ Increase the Duration
Ads that run for at least 4 days tend to get better results.

Days 1 End date Feb 21, 2020

Total budget ⓘ
\$2.00 CAD

Estimated People Reached ⓘ
240 - 700 people per day of 64,000

Refine your audience or add budget to reach more of the people that matter to you.

TRACKING CONVERSIONS

Facebook Pixel

PAYMENT

Currency
Canadian Dollar ▼

By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

test



Submitting...
MON, FEB 24 AT 12 PM
Test
eventbrite.ca

Get Tickets

Close Boost

THE "SUBMITTING" LOADING
SCREEN WILL APPEAR

Notifications [Mark All as Read](#) · [Settings](#)

NEW

 Your first ad for **Test** is approved! We'll let you know when you start getting results.
6m

EARLIER

 Welcome to Facebook Ads! We'll let you know when your first ad is approved.
1h

YOUR AD WILL THEN BE SENT FOR
REVIEW, AND YOU WILL BE NOTIFIED IF
IT IS APPROVED AND PUBLISHED LIVE.

FOLLOW US!



FACEBOOK

facebook.com/TakingITGlobal



INSTAGRAM

[@RisingYouthTIG](https://instagram.com/RisingYouthTIG)



TWITTER

[@takingITglobal](https://twitter.com/takingITglobal)