Facebook Ad Step-By-Step for Grantees

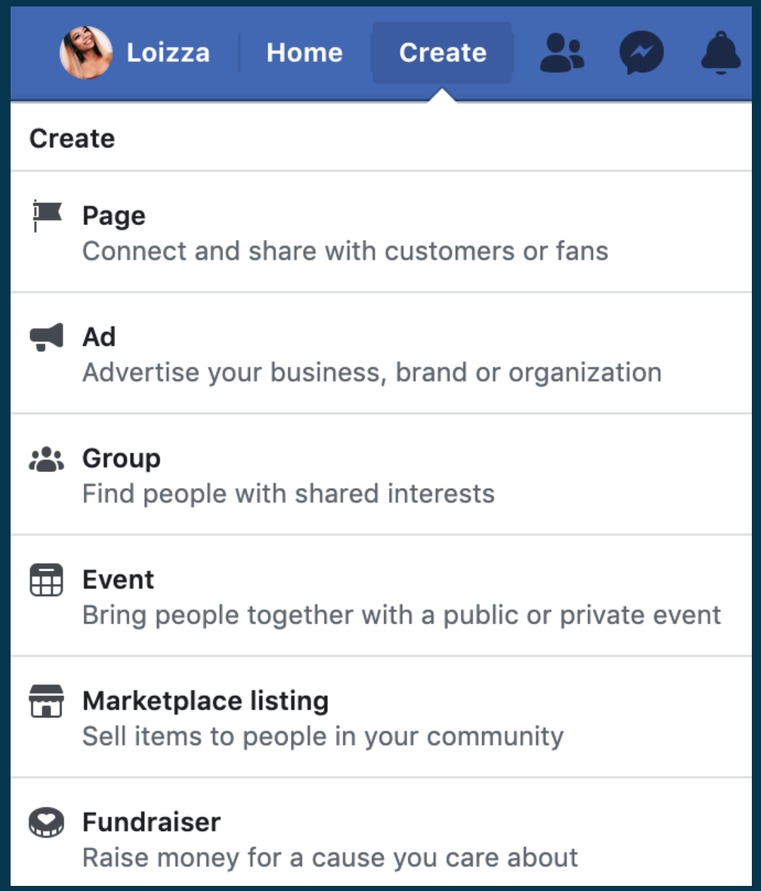
#RISINGYOUTH

community service grants

What You Will Need...

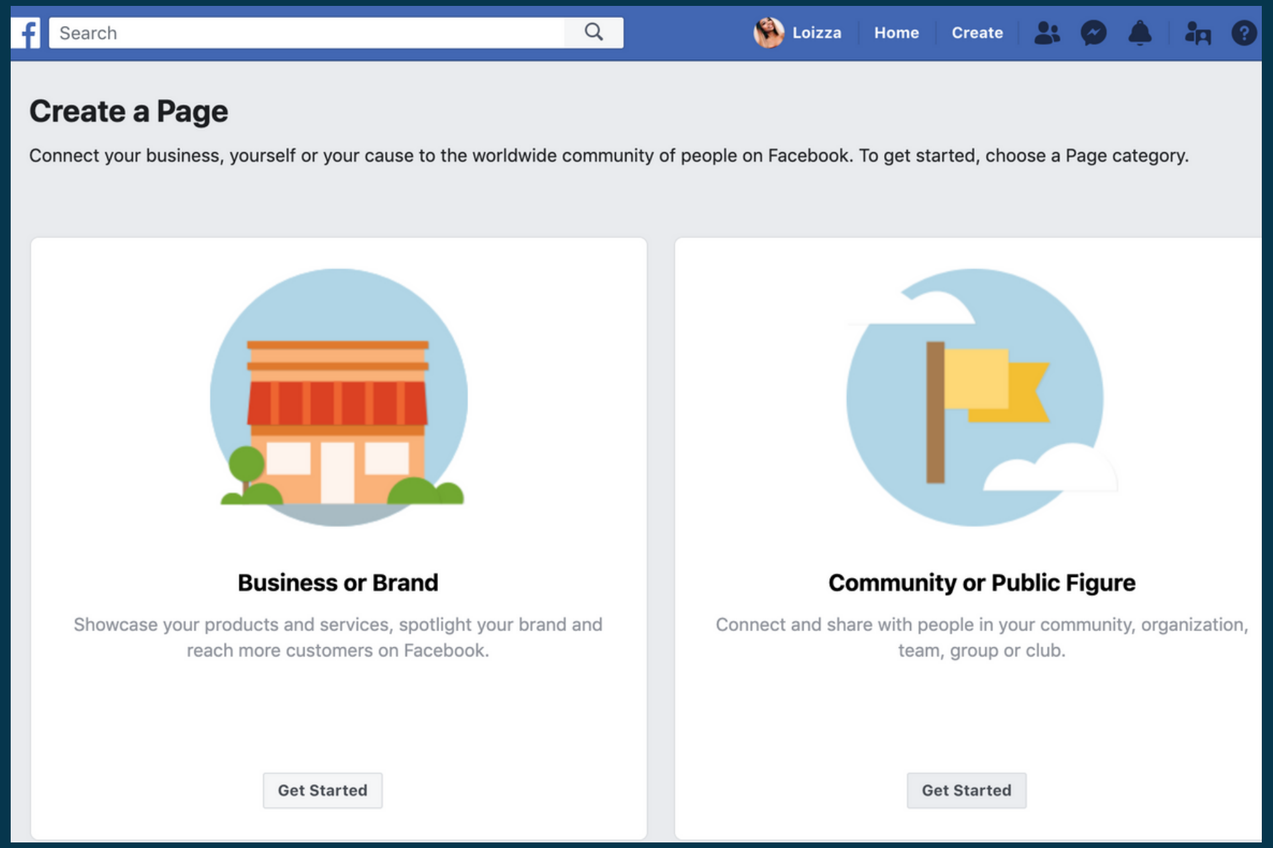
- Access to a computer and WiFi
- A Facebook Account
- An accepted payment method
  - Paypal
  - Credit Card or Visa Debit Card
  - INTERAC Online

LET'S START!

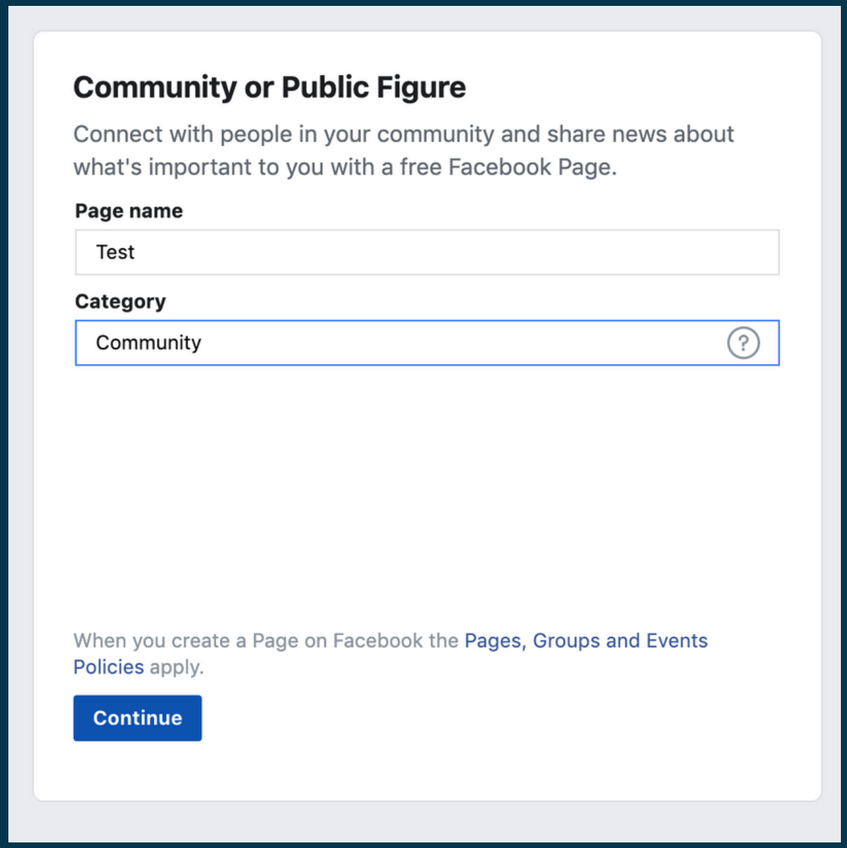


AT THE TOP OF THE PAGE CLICK THE "CREATE BUTTON"

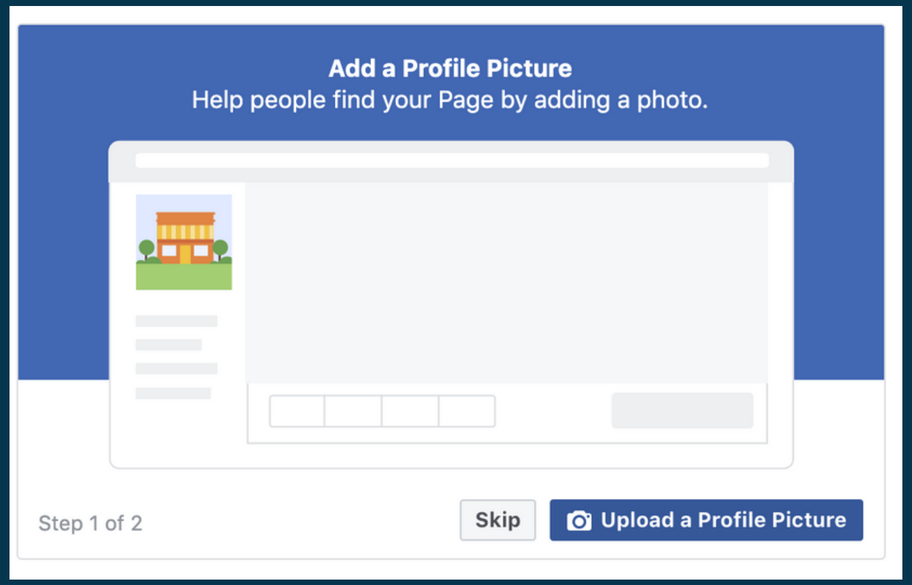
THEN SELECT "PAGE"



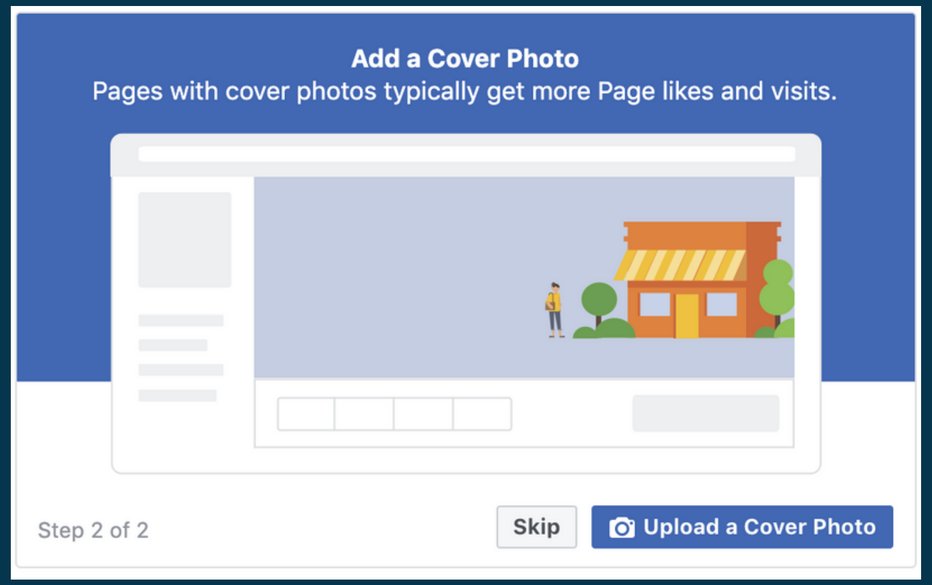
CLICK THE "GET STARTED" BUTTON UNDERNEATH THE COMMUNITY OR PUBLIC FIGURE SECTION



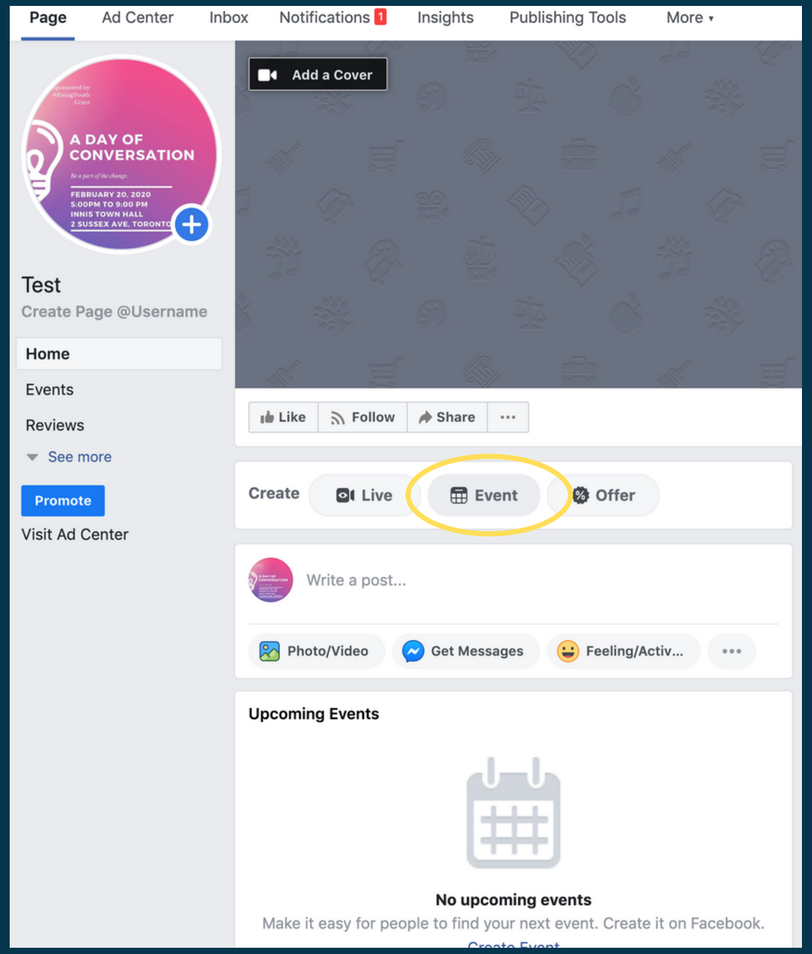
TYPE IN YOUR EVENT NAME AND SELECT THE SUITABLE CATEGORY FOR YOUR PROJECT, THEN CLICK THE "CONTINUE" BUTTON



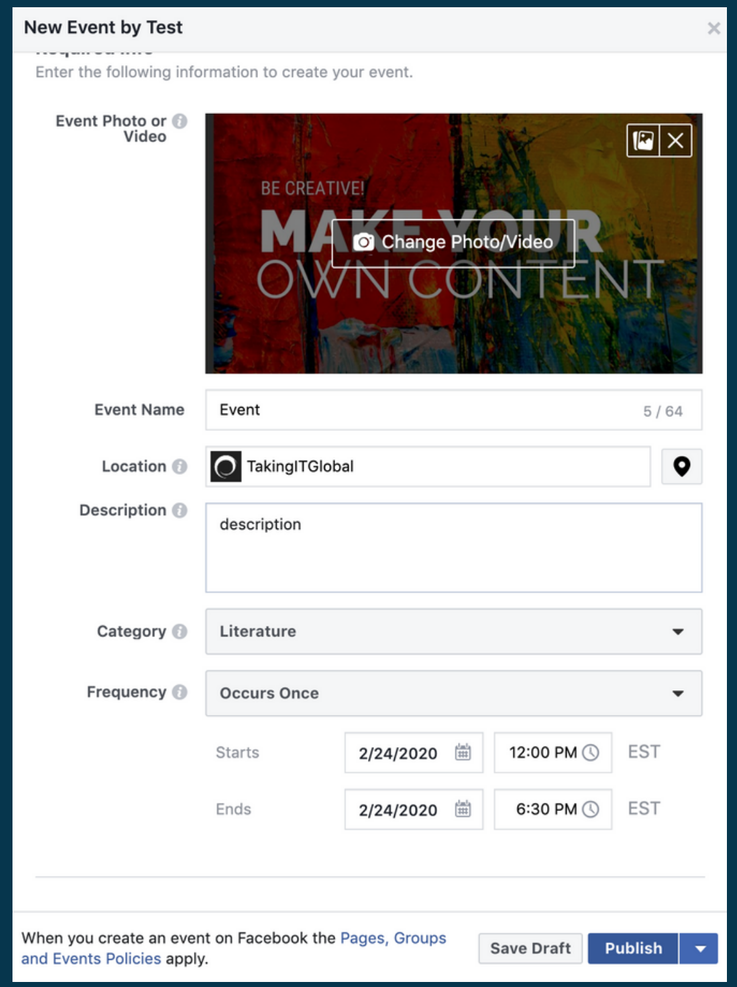
UPLOAD A PROFILE PICTURE FOR YOUR NEW PAGE



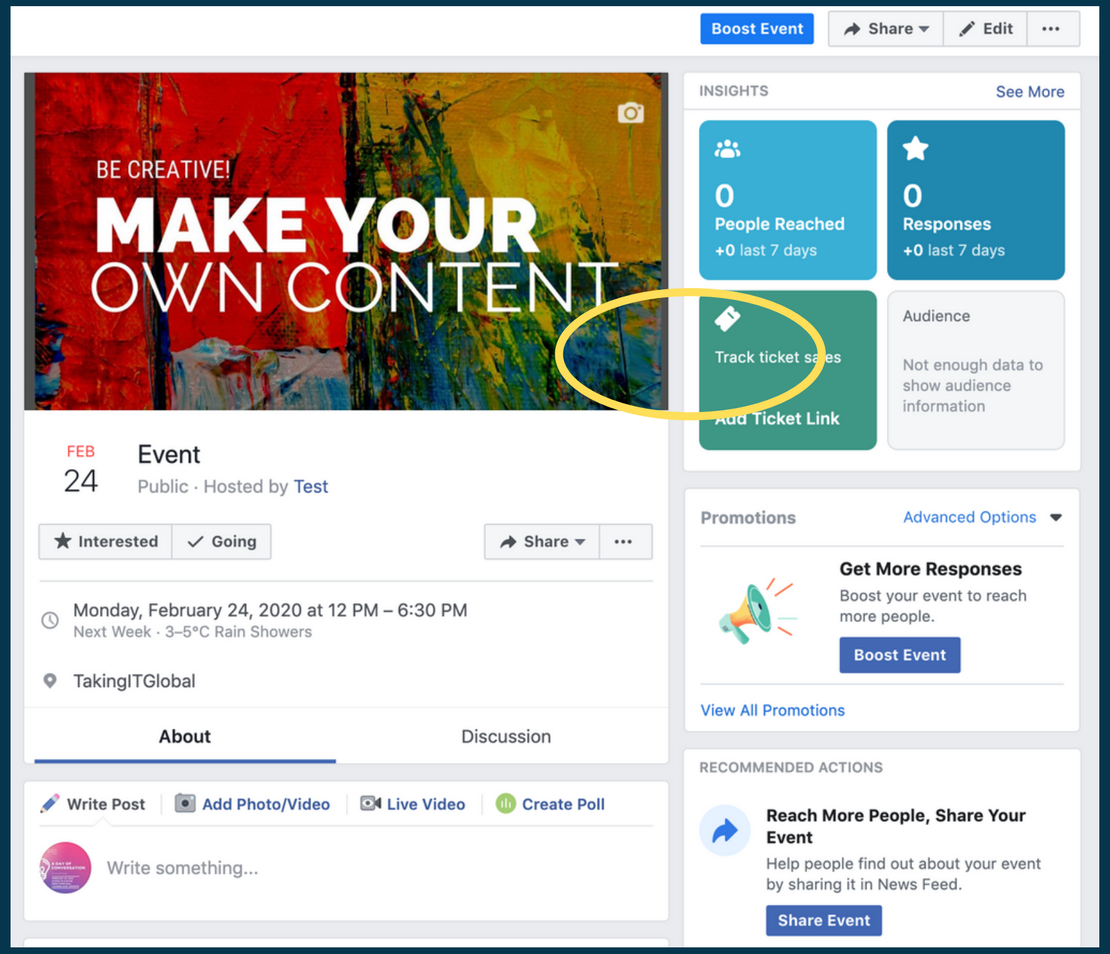
UPLOAD A COVER PHOTO FOR YOUR NEW PAGE



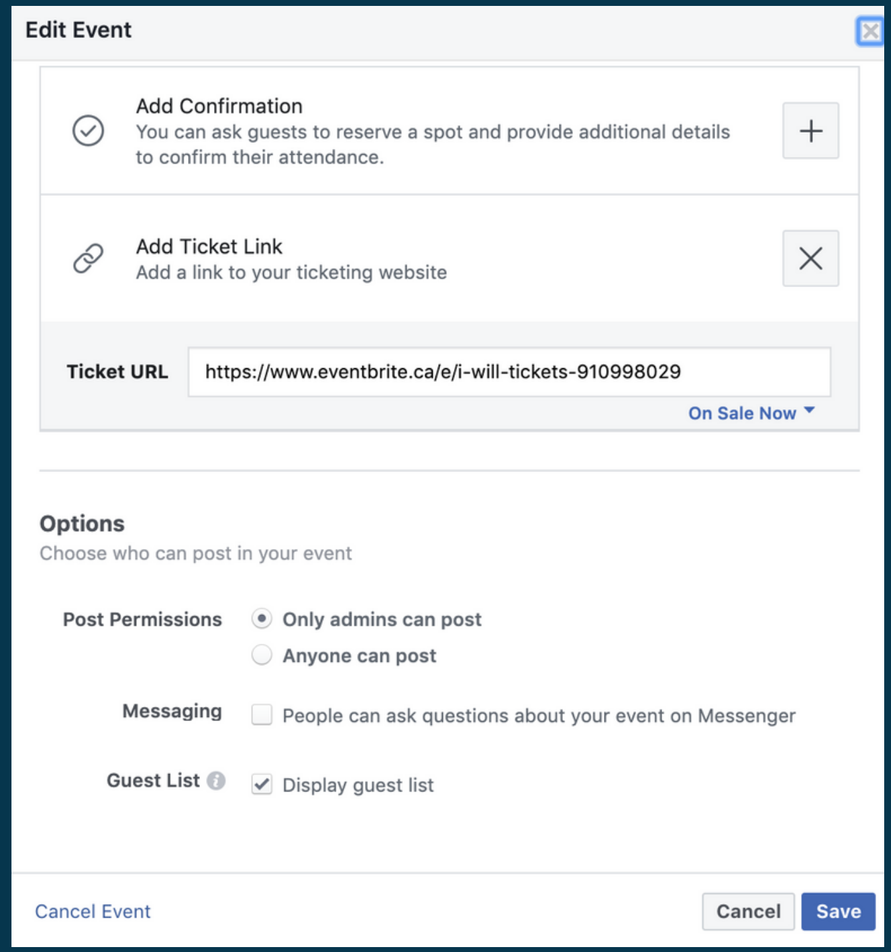
NEXT, CREATE A NEW EVENT BY HITTING THE BUTTON THAT IS CIRCLED ABOVE



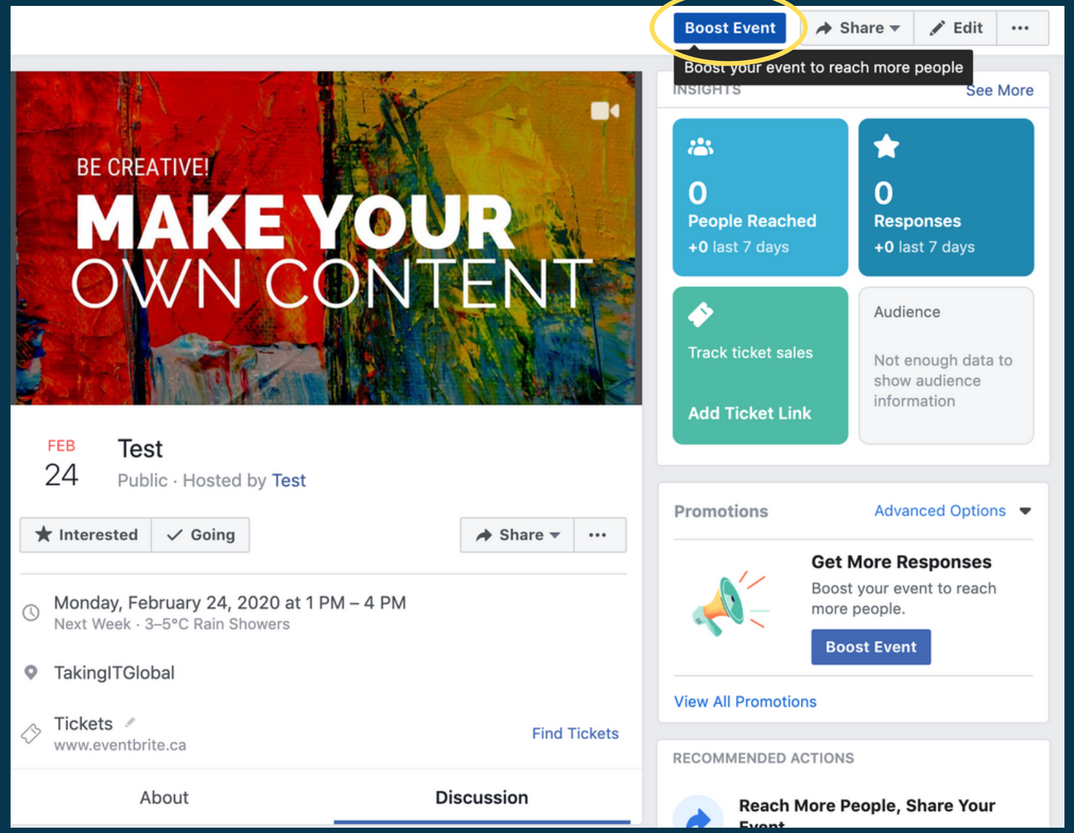
UPLOAD A GRAPHIC FOR YOUR EVENT AND COMPLETE ALL THE FIELDS PROVIDED, THEN HIT PUBLISH



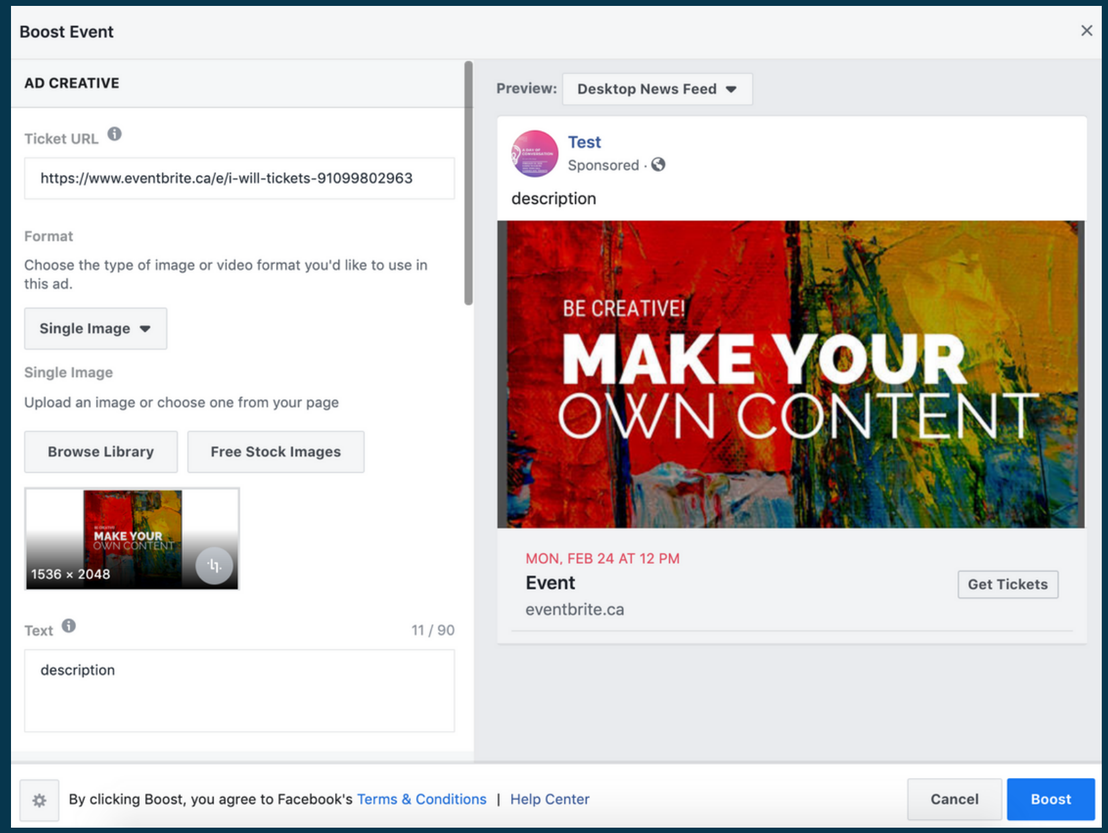
IF YOU HAVE AN EVENTBRITE LINK,
SELECT THE CIRCLED BUTTON ABOVE



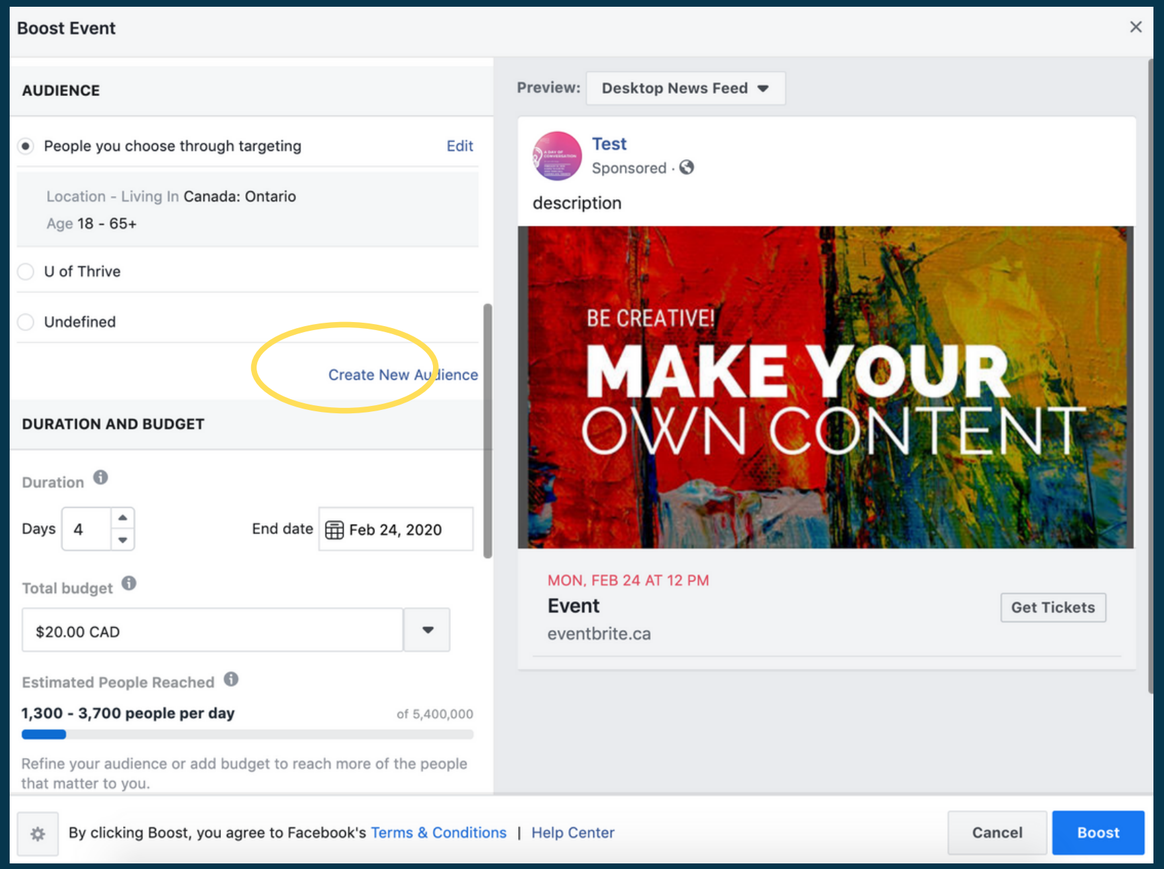
PASTE IN THE LINK TO YOUR
EVENTBRITE PAGE, AND HIT "SAVE"



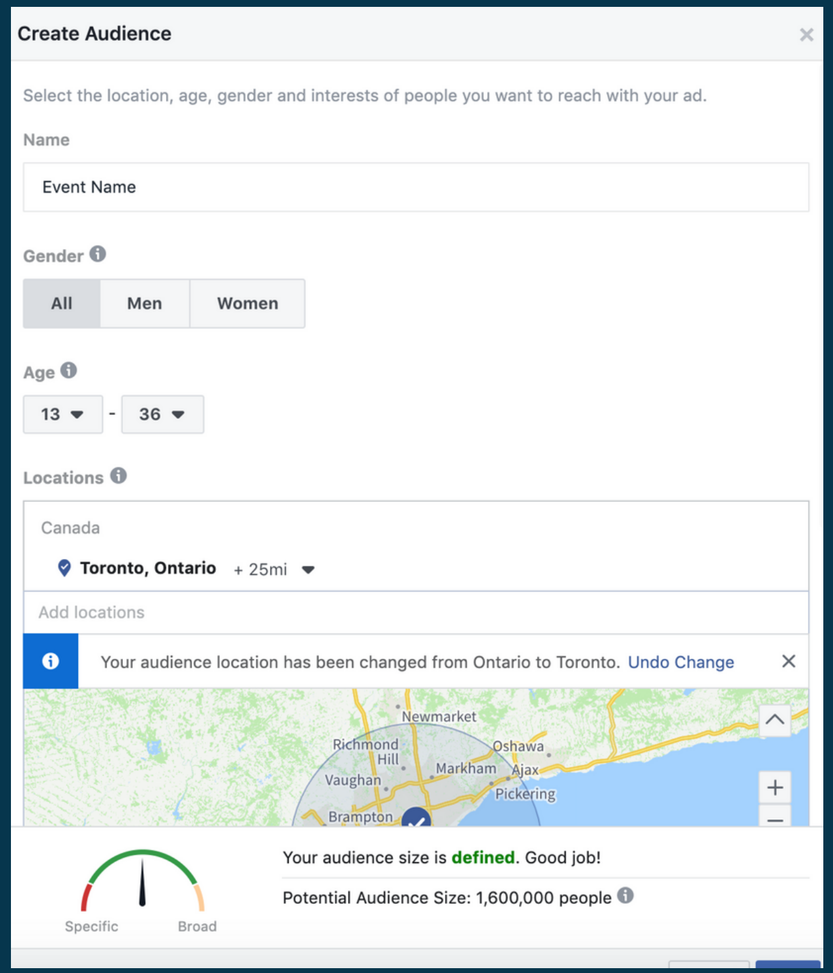
TO START AN AD, SELECT THE "BOOST EVENT' BUTTON



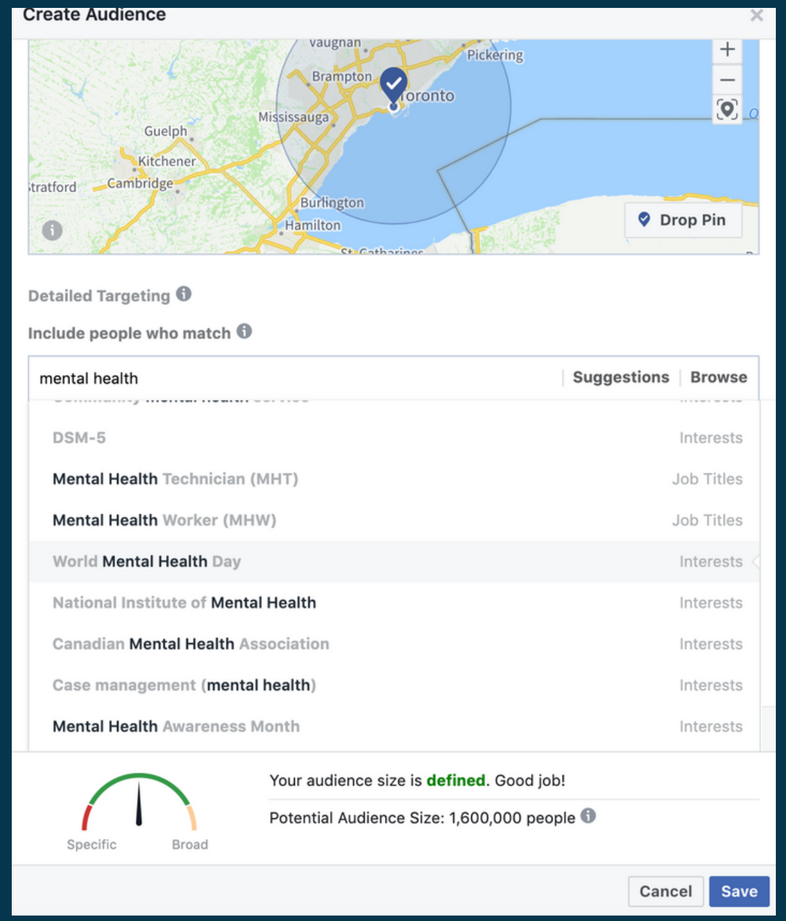
THIS PAGE WILL POP UP AND YOU WILL BE ABLE TO CUSTOMIZE A CAPTION AND THE IMAGES OR VIDEOS THAT WILL BE DISPLAYED



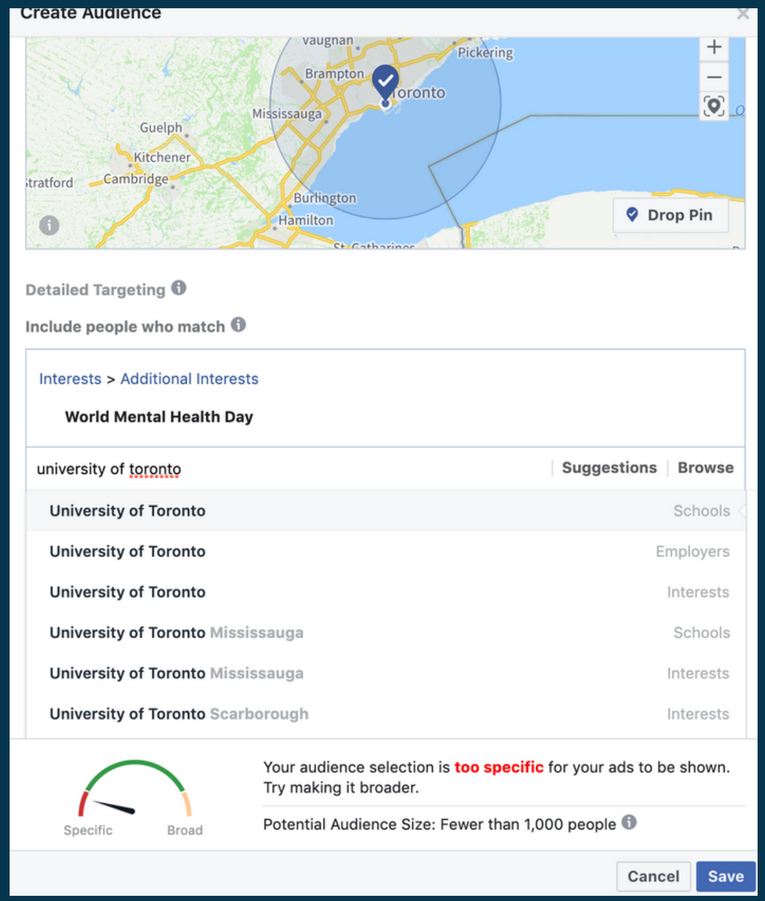
TO CREATE YOUR OWN TARGET AUDIENCE, CLICK ON "CREATE NEW AUDIENCE"



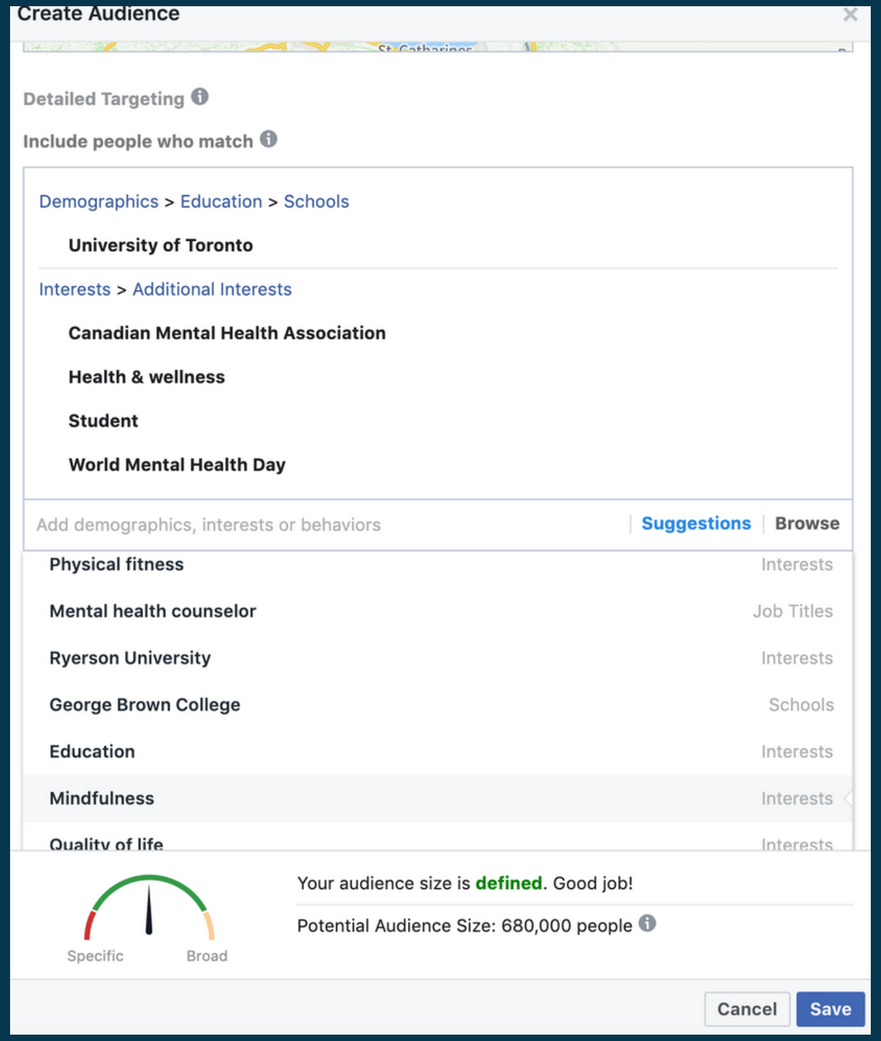
IN THIS SECTION YOU CAN SELECT THE DEMOGRAPHICS THAT YOUR AD WILL BE CATERED TOWARDS SUCH AS AGE, GENDER AND LOCATION



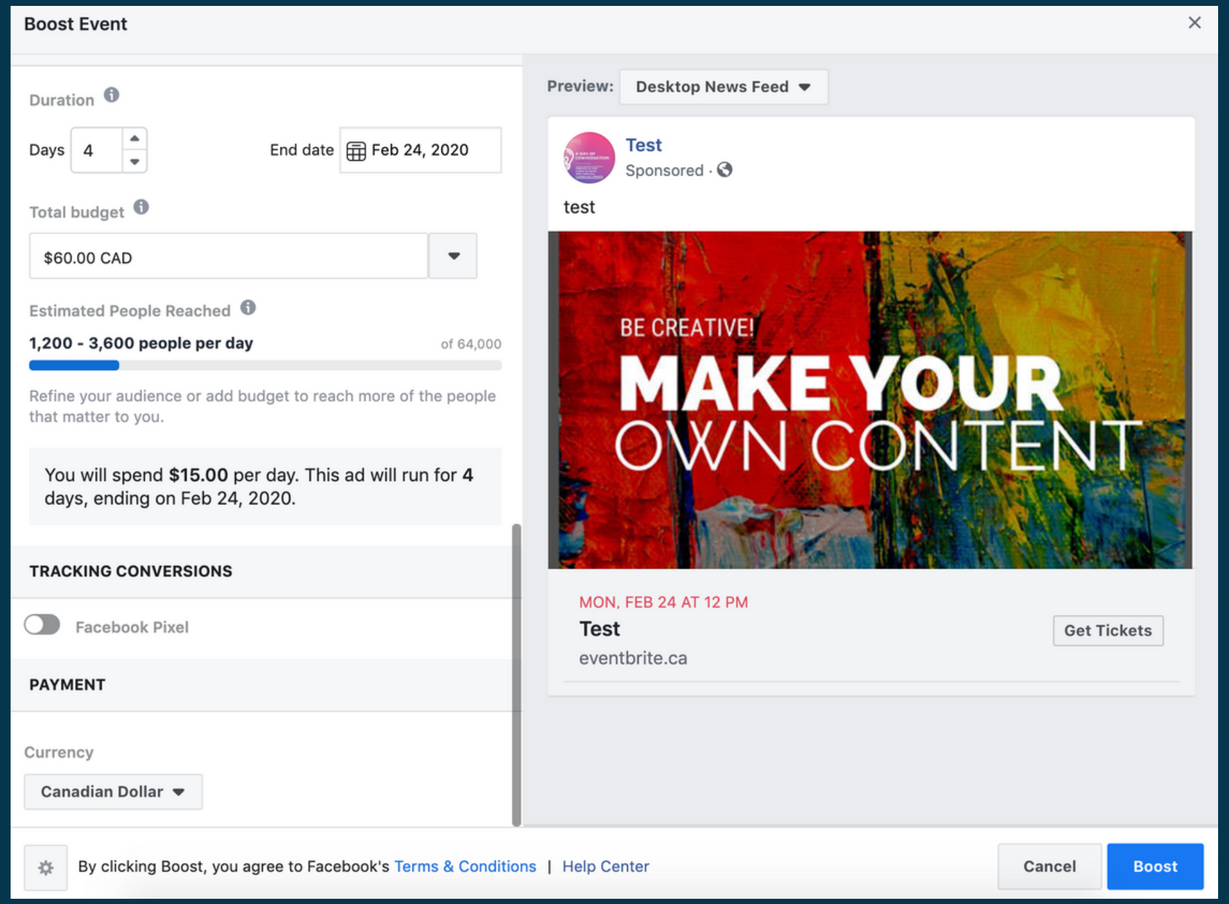
WHEN YOU SCROLL DOWN YOU CAN PERSONALIZE YOUR DETAILED TARGETING



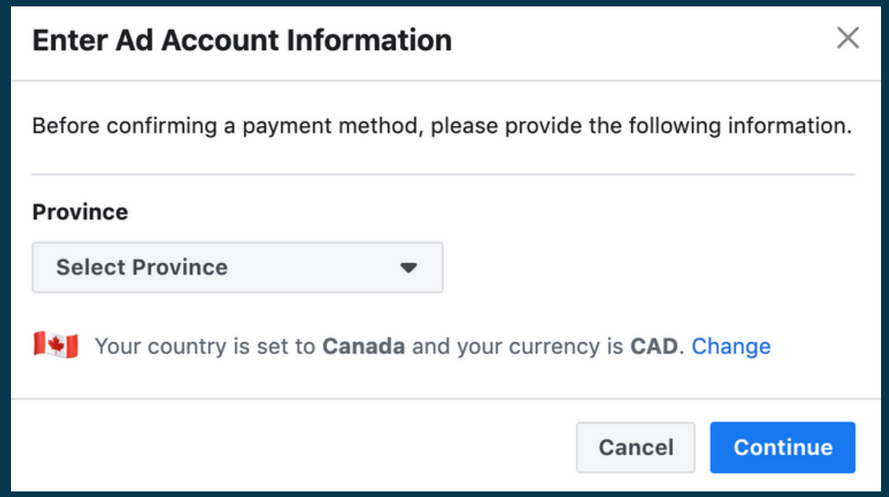
YOUR PERSONALIZATIONS CAN INCLUDE A WIDE RANGE OF FIELDS SUCH AS INSTITUTIONS, TOPICS OF INTEREST, AND OCCUPATIONS



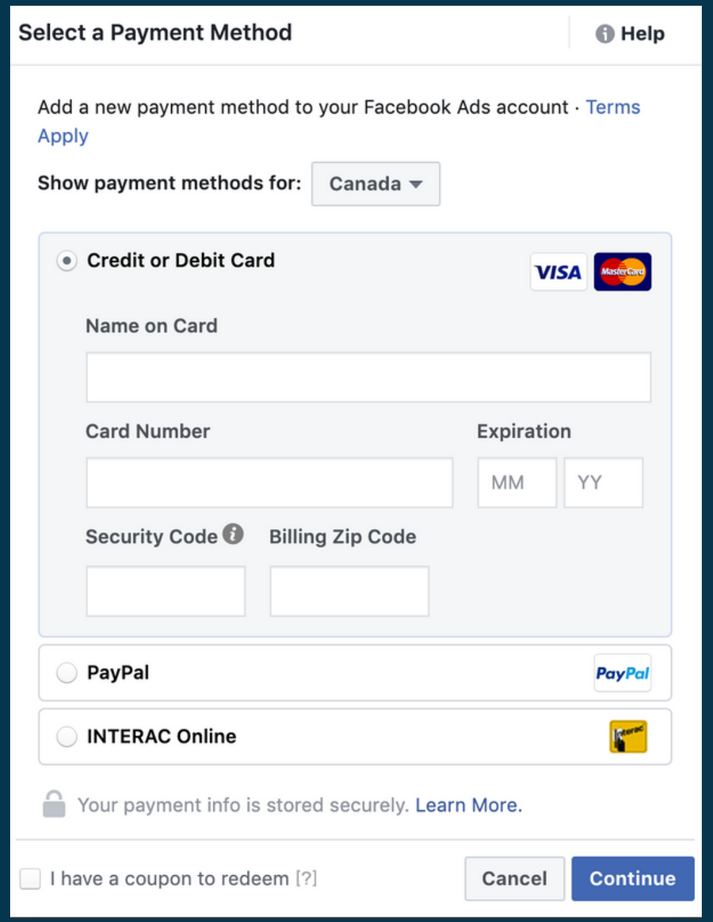
MAKE SURE THAT YOUR AUDIENCE SIZE IS DEFINED BEFORE YOU HIT THE "SAVE" BUTTON



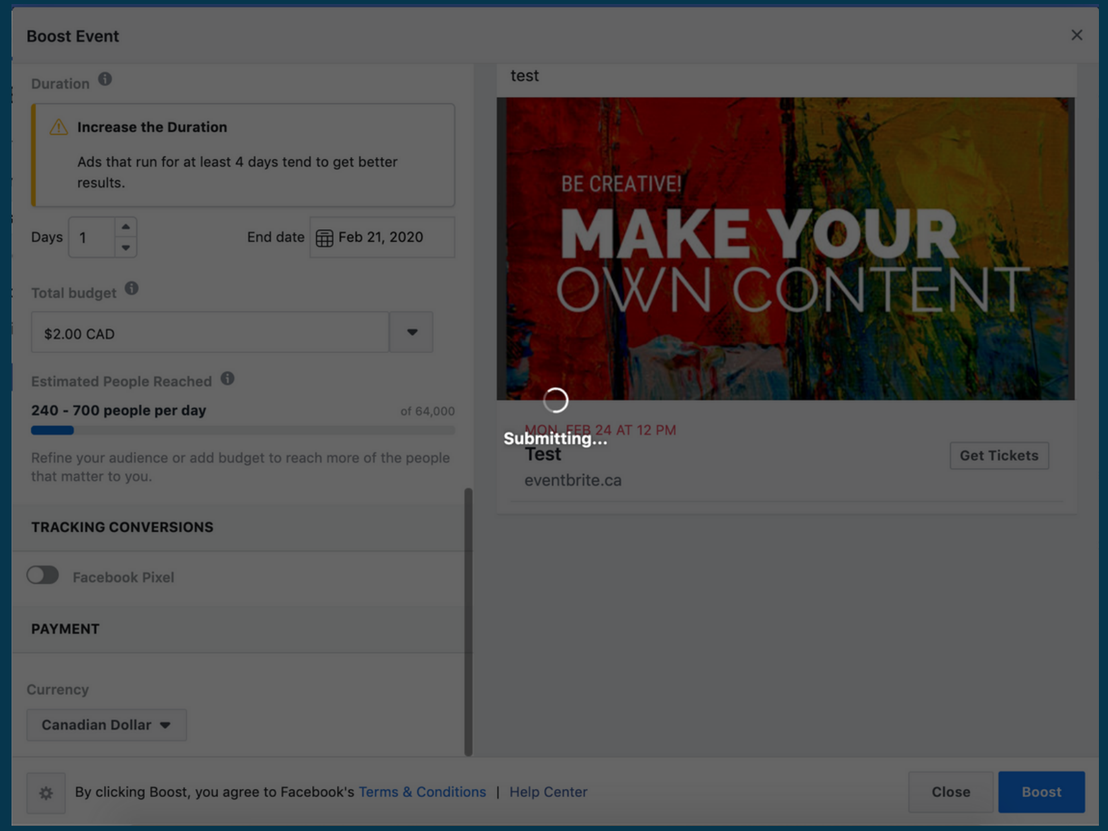
NEXT, EDIT YOUR DURATION OF THE AD, THE TOTAL BUDGET THAT YOU WISH TO SPEND, AND ENSURE THAT THE CURRENCY IS IN CAD. THEN HIT THE "BOOST" BUTTON.



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



FILL IN THE PAYMENT METHOD FORM AND HIT "CONTINUE"



THE "SUBMITTING" LOADING SCREEN WILL APPEAR

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

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