For the purpose of this document, references to Soroptimist International Great Britain and Ireland (SIGBI) Limited and Soroptimist International may be written as “SIGBI” and “SI” only.
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1 BEFORE YOU GET STARTED
To run a Facebook advert you’ll need a proper Club Facebook page, unfortunately you cannot run adverts through a group or a personal account which has been set up as a Club.

Your Club needs to decide who will set up and manage your Club Facebook adverts. We recommend that the selected person already has some experience of having a personal Facebook account and is perhaps the person who manages the Club Facebook page. Whoever it is will need to be set up as an admin or manager to the Club Facebook page - see page 10 of the Social Media How to Guide – Facebook Club Account for more information on assigning admin rights.

You also need to consider how and who will pay for the adverts. You have total control of the budget you set for Facebook Adverts. You will need to agree a budget and if a Club Member is paying for the adverts via her credit card, you’ll need to arrange for her to be reimbursed by the Club.

You need to decide what the enquiry follow up process is. We highly recommend that any enquiries are followed up within 24 hours.

2 PLANNING
Before you set up your advert it’s worth planning out what you would like to achieve. This will help you once you start the advert set up process.

The things you need to consider are:

A) What are you looking to achieve from this campaign? Is it for women to attend an event you’re running or is it to generate contact details of potential new Members?

B) What sort of campaign will you run to achieve A? There are quite a few options but to start with we recommend either a lead campaign (you’ll receive names/email addresses/telephone numbers to follow up with after) or a traffic campaign (link to your website).

C) Who will you target? You need to decide your target age group, location (you can specify by town and distance away) and also specify specific interests such as women who are interested in UN Women, Women’s Rights etc.

D) Think about when you would like the campaign to run, you’ll need to select dates and how much you’d like to spend per day. Schedule the campaign for days when you know you are available as with lead campaigns you’ll be downloading leads daily (don’t schedule for when you
are away or know you are busy). If you’re running an event and would like women to attend then you need to allow enough time for the campaign and follow up before the event.

E) What image/images will you use and what copy? It’s best to have this ready and agreed before you start. There are examples from page 25 to give you some ideas. All images are available to download in the Members Area under communications/digital-tools.

3  SETTING UP YOUR FACEBOOK AdVERT

3.1 Advert Manager
You need to be logged into Facebook and already be set up as an admin/manager to the Club Facebook page. You then need to go into Advert Manager by selecting the drop-down menu and clicking “Create Adverts”.

![Facebook Advert Manager]

This is the screen you’ll see and this is the start of setting up your Facebook Advert. If you cannot see “Create Adverts” in the drop down make sure you have administrator or manager rights (check through “Settings”).

3.2 Campaign Objective
Here is where you select your Campaign Objective. There are quite a few options here but the ones of particular interest to Clubs will be, Lead Generation (potential Members fill in a lead form giving their details and you can follow up after) and Traffic (link to your website).
Select which type of campaign you’d like to run.

If you select a Lead Generation campaign you will create a form for this later.

It will then ask you to give your campaign a name. Give it a meaningful name such as SI Stockport Lead Generation March 2018 and press “Set up ad account”.
3.3 Ad Account

Fill in the correct details, agree terms and conditions and press “Continue”.

3.4 Audience

If you have selected a website traffic campaign it will ask where you want to drive traffic, the options are below, website is the most popular option.

Now you need to complete your audience. You have a few options here but to start with until you’ve set up a few we would suggest leaving the “Custom Audiences” box blank.
Locations – you might like to select “People who live in this location” by clicking on the arrow in the red box shown above.

Here you can select the country, then select an exact location by typing in the name of the town/village or city you’d like to target.

Once selected you can then adjust the radius from the location you’ll like to target. Facebook automatically populates with 40KM but you change this to make it suitable for your Club and where you expect Members to come from.

You can select multiple locations by just typing another location in the browse box. You can also exclude locations if you choose by clicking on arrow next to “Include”.

Age – select the age group you would like to target.

Gender – select “women”.
Languages – leave this blank unless the audience you are targeting uses a language not common in the location you are targeting.

Detailed Targetting – this is the fun bit. Here you can narrow down your audience by including or excluding demographics interests and behaviours.

If you start to search in the highlighted box for women’s rights for example, Facebook will give you more suggestions of things you might like to select.

In the past for SIGBI adverts we have selected:

Women’s rights, Gender equality, Human rights, Everyday feminism, Feminism, UN Women, Feminism and equality, Stop violence against women, Stop domestic violence, Say No Unite to end violence against women, Sexual violence, Women in science, Women’s empowerment.

You can also select job titles such as Teacher, Nurse, Lecturer.

Connections – here you can select from three options:

Facebook Pages

People who like your page

Friends of people who like your page

Exclude people who like your page
You might like to select “Exclude people who like your page” to avoid using up your budget showing the advert to existing Members and followers. If you do you’ll need to start typing the name of your Facebook page in the box highlighted below.

The other two are related to Apps and Events and are probably not relevant.

Save Audience – you can save your audience which will make it quicker if you want to run another campaign in the future targeting the same audience.

Placements – keep “Automatic Placements” selected

Budget & Schedule – select your daily budget by selecting the amount you’d like to spend each day, it can be as little as £1.00 a day for 5 days.

**Schedule IMPORTANT** – make sure you change this from “Run my ad set continuously starting today” to “Set a start and end date” then you can
select your start and end date and you’ll know exactly how much your campaign will cost.

You need to allow time for Facebook to approve your advert which can take a few days particularly the first time you set one up, so please make your start date far enough in advance at least 5 days should be enough.

Leave the rest of the settings the same on this page and press “continue”.

3.5 Ad
Identity – Under identity your Facebook page will be selected.

Format – here you can select the format of your advert. You have the choice of:
Carousel – this is an advert with 2 or more scrollable images or video.

Facebook doesn’t like heavy text on images so keep text to a minimum and use high quality images.

If when you upload your image it doesn’t display as you would like then you’ll need to resize the image and try again. See communications/digital-tools for example images – they will have ‘Good for Facebook Adverts’ next to the ones which work automatically without needing to be resized first. For more images take a look at our Flickr page.

Write your text in the text box and click “select image” to add your first image.

Important information on recommended image size:

- 1080 × 1080 pixels
- To maximise ad delivery, use an image that contains little or no overlaid text.

Once you have added your first image, filled in the text box and headline. Your advert will preview to the right.
As this is a scrolling advert you need to add more images. To do this you need to click the “2” highlighted above and then upload your next image. You can have a new headline for each image as this appears underneath each image. Keep going until you have added all the images you like.

Select your call to action “learn more” is a good option.

Check you are happy with your advert in “Ad Preview” on the right.

**Single Image**

Once you have selected your image it will appear on the preview advert below and you will now add your text to the advert.
Text – add your text, display link, headline, news feed link description and call to action.

Underneath is an example of one filled in and the preview of how it will look.

Under your ad preview you can click across with the arrow to see how your advert will look when appearing on different platforms such as desktop and mobile.

**Single Video** - This is pretty much the same set up as single image – you just upload a video rather than an image.

This is Facebook’s Video recommendations

- Recommended length: Up to 15 seconds
- Recommended aspect ratio: Vertical (4:5)
- View aspect ratio specifications
- Sound: Enabled with captions included

Video specifications

- Recommended format: .mp4, .mov or .gif

View the full list of supported formats
- Required lengths by placement:
- Facebook: 240 minutes max.
- Instagram feed: Up to 60 seconds
- Resolution: 600 pixels minimum width
- File size: Up to 4 GB max.

**Slideshow - Create a looping video ad with up to 10 images**

Recommended slideshow specs
- Use high-resolution images or a video file to create a slideshow
- Recommended aspect ratio: widescreen (16:9)
- Facebook and Instagram: 50 seconds max.
- Slideshows will loop

Click the “+” box to start creating your slideshow.

You’ll then see the following screen. Start adding photographs or video by clicking the “+” box or “Add Photos” “Add Video”.

You can select the “Aspect Ratio” where you can select square, rectangle or verticle.

Image Duration – this is the number of seconds it spends on each image. You might want to make it longer than 1 second or they flick through too quickly.
Transistion – choose “None” or “Fade”

You can select up to 10 images at once. Then click “Confirm”.

You can then click “Create Slideshow”.

You will have the option to select which image you’d like as the preview image.
Fill in your text and headline the same way as in single image.

### 3.6 Lead Forms

If you selected to run a Lead advert then you will need to create a form for this.

Click “+ New Form”. You will see the below screen.
- Form Type – keep this as it is

- Intro – you need to add a headline here to tell people what they will receive. Something like “More information about your local Soroptimist Club” might be suitable. You need to add an image or select “Use the image from your ad” which is what I usually do. Layout, leave as it is.

Questions

Questions – You can add another Headline if needed. Then under “User Information” you need to select what information you’d like from the potential Member.

Email, Full Name are already there. Click “Show more options” and select everything you need. I usually select “Phone Number”. You could select “City” and “Postcode” too if you would find it useful to have.
Privacy Policy – under the “Link URL” add the link to the SIGBI privacy policy - [https://sigbi.org/privacy-policy/](https://sigbi.org/privacy-policy/).

“Thank you” Screen – here you can amend the headline and description to tailor it to you and also add your website address under “website link”.

Click “Finish”. If you have difficulty clicking to finish check the title has been completed.

You can then “Review” you advert and “Confirm” if you are happy with all your settings.

You’ll then be shown the following screen to add your payment details (you’ll only need to do this the first time you set an advert up).

![Select a payment method](image)
4 DURING & POST CAMPAIGN

Once you have confirmed your advert your advert will be in draft mode while Facebook approve it. This is usually done quite quickly within 24 hours but can take up to 3 or 4 days.

Once it has been approved (you will receive an email) you can see your scheduled advert and even make amends through “Manage Adverts” which can be accessed through the arrow button show below.

4.1 Editing your Campaign

To edit an advert go to “Manage Adverts” click on your campaign title, then once you are on the next tab (which is called ad set) hover over your advert and click “edit”. Now you should see more options such as audience and budget which can be edited.

4.2 During your Campaign

Once you advert starts running you’ll be able to see the results. If you have selected a Lead Form advert you’ll be able to download the leads from here too.

It’s a good idea to set up a spreadsheet to track your results. While your advert is running check it as often as possible. After you’ve run a few adverts you will have results to use as a benchmark. By monitoring your advert, you might decide to pause or stop your campaign if you find it is underperforming.

If you’re running a Lead Campaign you should pull these leads off daily and contact them straight away. IMPORTANT – do not leave it until the end of the campaign to contact your leads, move as quickly as possible. Perhaps a follow up email on day 1, then a telephone call on day 2. You could invite
them along to the next meeting or an event you’re holding. Have a plan in place before you contact them.

To pull off your leads, go to ‘Manage Adverts’ as shown above. You will see your previous adverts in a list as shown below. To go into more information about each you need to click on the link name of your advert.

This then takes you into the “Ad set” of that campaign. You might just have one name in this list but as you go on you can set up many different variants for one advert such as a different image or different copy.

Click on the link under “Ad Set name” and this will take you to another tab shown below. Here you can click under results and download your leads.

I download as a CSV file.
4.3 Pausing an Advert
You can pause an advert by going into “Manage Adverts” click on your campaign title and change the campaign from active to paused by clicking the box shown below to the left.

![Image of pause button]

4.4 After your Campaign
Once your advert has finished you should pull off the results through Advert Manager which is accessed through “Manage Adverts”. It would be useful to compile a spreadsheet of your results then you can easily compare results of all campaigns and use this insight to aid future adverts. Think about what copy worked well, which image, what targeting criteria you used.

Keep track of your results. If you are running a Lead Campaign, how many leads you received, how many were successfully contacted after, how many came to a meeting, how many eventually became Members.

If you are directing your Facebook campaign to your website make sure you are asking all new enquiries how they heard about you and attributing any who say Facebook advert in your results.

5  BOOSTED POSTS & EVENTS
There are other ways to reach audiences on Facebook, you can boost a post or an event. This is good if you have an event set up which you would like to attract attention to or if you have a post on Facebook which you think would be a good call out to prospective Members. A note of warning with boosted posts, these are good for creating engagement (likes, comments and shares) within Facebook but going through Ad Manager is a much better way to encourage clicks from Facebook to your website or to collect leads. Within Ad Manager you also have more targeting options available.
5.1 Boosted Posts

Make sure you are in the “posts” view (see image above) which appears on the left. You will now see that on each post you have a “boost post” option.

"...I suppose that I decided to become a member because of my need to know that I am doing something. That I am making a difference in the world. If you don’t try and make a difference wherever you can, you’re wasting your time, because that is why we are here. We are all here to change someone’s life, even just a minuscule amount, for the better." Eve – Year 10.

Fantastic quotes from Members of our #Soroptimist School Club AKS Lytham Independent School read the blog and more inspiring quotes here http://bit.ly/2Bjugwm.

You can now set up your audience as described in 3.3 of this guide. You will not need to set up 3.4 Ad section as you are not creating a new advert you will be using the image/images in the post you are boosting. Do be careful here, ensure that the post has a great image and the copy is relevant to potential Members.
5.2 Boosted Event

If you have an event set up you can also boost your event to hopefully attract potential Members along.

Ensure you are in the “Events” tab on the left-hand side.

Once in the events section. You can view any events you have already set up.

To set up a new event click “create event”.

Fill out the details of your event, then publish.

Please ensure that the information given is relevant to both Soroptimists and non-Soroptimists. If you know you are trying to attract non-Members make sure you include an overview of who Soroptimists are and what we do.

Once you have your event set up you can boost it.
Click “Boost Event”.

You can now set up your audience as described in 3.3 of this guide.

You will not need to set up 3.4 Ad section as you are not creating a new advert you will be using the image/images and information in the event you are boosting.

Do be careful here, ensure that this event that you are boosting has a great image and the copy is relevant to potential Members.
6 EXAMPLE ADVERTS

6.1 Single image advert to promote a new Club

JOIN NEW WOMEN'S CLUB
Next Meeting Wednesday 17th May
Portadown Rugby Club
Come along or click "Learn More" and we'll send you more information.

International Women's Organisation
Make new friends while working on projects to help women and girls.

WWW.SIGBI.ORG

Like Page
6.2 Carousel advert to promote membership

Do something new in 2017. Join international women's organisation making a difference to women and girls since 1921.

Make new friends and have fun

Inspire the next generation of girls
6.3 Carousel advert to promote membership – targeting women aged 18-25

WE NEED YOU!
Join us – we create change for women and girls globally.

Empowerment, Women’s Rights
Sisterhood, Global

Learn More
6.4 Slideshow video advert to promote membership
6.5 Single image advert to promote membership

If you need any help with your Facebook advert please contact lisa@sigbi.org.