



# Social Media Advertising

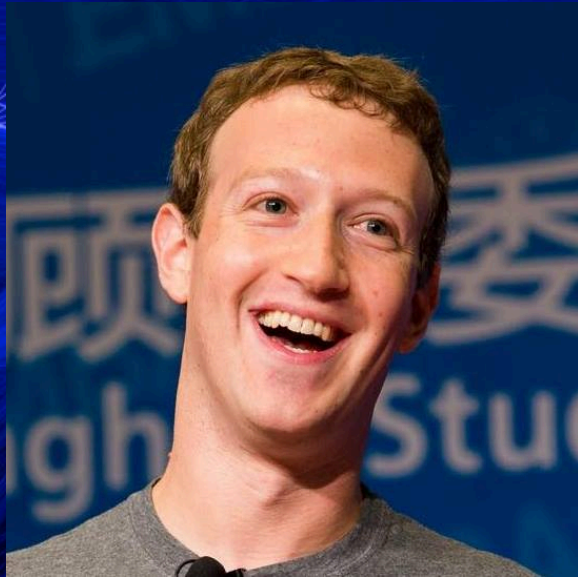
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Jeb Schrenk

March 13, 2018



UNIVERSITY OF  
SOUTH ALABAMA



**Mark Zuckerberg** ✓

January 11 · Menlo Park, CA · 🌐

One of our big focus areas for 2018 is making sure the time we all spend on Facebook is time well spent.

We built Facebook to help people stay connected and bring us closer together with the people that matter to us. That's why we've always put friends and family at the core of the experience. Research shows that strengthening our relationships improves our well-being and happiness.

But recently we've gotten feedback from our community -- posts from businesses, brands and media -- is crowding out the special moments

It's easy to have experienced public content in News Feed do -- help

We feel also good looking at experts a

You'll see less public content like posts from businesses, brands, and media ... . Too often today, watching video, reading news or getting a page update is just a passive experience.

The research shows that when we use social media to connect with people we care about, it can be good for our well-being. We can feel more connected and less lonely, and that correlates with long term measures of happiness and health. On the other hand, passively reading articles or watching videos -- even if they're entertaining or informative -- may not be as good.

Based on this, we're making a major change to how we build Facebook. I'm changing the goal I give our product teams from focusing on helping you find relevant content to helping you have more meaningful social interactions.

We started making changes in this direction last year, but it will take months



The University of South Alabama

@theuniversityofsouthalabama

Home

About

Posts

Videos

Photos

Reviews

Community

Promote

Manage Promotions

Liked Following Share ...



The University of South Alabama

Published by Jeb Schrenk [?] - March 7 at 3:52pm

#SouthSays: Anna Kate Greer studied abroad in Russia before taking her first class on campus. "I really don't think I would have caught on to the Russian language as fast as I have had I not been to Russia. There are a lot of resources here to help you get overseas." To hear more South stories, go to: [southalabama.edu/aboutusa/southsays.html](http://southalabama.edu/aboutusa/southsays.html) #WeAreSouth



Your video is popular with women between the ages 18-24

Boost Post

2.4K Views

Like

Comment

Share



51

Chronological

24 Shares





The University of South Alabama @theuniversityofsouthalabama

- Home
- About
- Posts
- Videos
- Photos
- Reviews
- Community
- Promote
- Manage Promotions



Liked Following Share

Write something...

- Share a photo or video
- Advertise your business
- Create an offer
- Start a live video
- Get phone calls
- Get messages
- Publish a job post
- Help people find your business

See All

- Your Pages:
- The Universit... 3 Messages
  - Create Page
  - Manage Page
  - Create Group
  - Your Groups
  - Create Fundraiser
  - Create Ads
  - Manage Ads
  - Activity Log 20+
  - News Feed Preferences
  - Settings
  - Log Out

College & University in Mobile, Alabama

4.6

59% response rate, 16-mins response time

24K likes +126 this week

24K follows

50K were here +243 this week












[Create New Campaign](#) ⓘ

[Use Existing Campaign](#) ⓘ

**Campaign:** Choose your objective.

[Switch to Quick Creation](#)

What's your marketing objective? [Help: Choosing an Objective](#)

| Awareness   | Consideration   | Conversion  |
|---|---|---|
|  Brand awareness |  Traffic           |  Conversions   |
|  Reach           |  Engagement        |  Catalog sales |
|   |  App installs      |  Store visits  |
|   |  Video views       |   |
|   |  Lead generation |   |
|   |  Messages        |   |

Create New Ad Set ⓘ

Create Multiple New Ad Sets ⓘ

Ad Set Name ⓘ

Preview Night Students

Advanced Options

Switch to Quick Creation

### Traffic

Choose where you want to drive traffic. You'll enter more details about the destination later.

- Website
- App ⓘ
- Messenger ⓘ

### Offer

Drive more conversions by creating an offer people can save and get reminders about. [Learn more.](#)

OFF

### Audience

Define who you want to see your ads. [Learn more.](#)

Create New

Use a Saved Audience ▼

Custom Audiences ⓘ

Add Custom Audiences or Lookalike Audiences

Exclude | Create New ▼

Locations ⓘ

Everyone in this location ▼

United States

United States

### Find More People Like Your Best Customers

Create a Lookalike Audience based on people who are already interested in your business. We'll use traits, like location, age and interests, to find similar people.

To get started quickly, choose a high quality Custom Audience as a source, like past purchasers.

Create a Lookalike Audience

### Create Multiple Ad Sets in One Step

Add variables for locations, detailed targeting, age ranges and Custom Audiences to quickly create multiple ad sets at one time.

Create Multiple Ad Sets

### Audience Size



Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

Custom Audiences ? Add Custom Audiences or Lookalike Audiences

Locations ?

- Everyone in this location
- People who live in this location
- People recently in this location
- People traveling in this location

📍 Birmingham, Alabama + 30mi ▼

📍 Include ▼ | Type to add more locations

Browse

! Your audience location has been changed from United States to Birmingham. Undo Change ×



Add Locations in Bulk

Age ? 15 ▼ - 20 ▼

Gender ? All Men Women

Languages ? Enter a language

Your Best Customers

Create a Lookalike Audience based on people who are already interested in your business. We'll use traits, like location, age and interests, to find similar people.

To get started quickly, choose a high quality Custom Audience as a source, like past purchasers.

Create a Lookalike Audience

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Add variables for locations, detailed targeting, age ranges and Custom Audiences to quickly create multiple ad sets at one time.

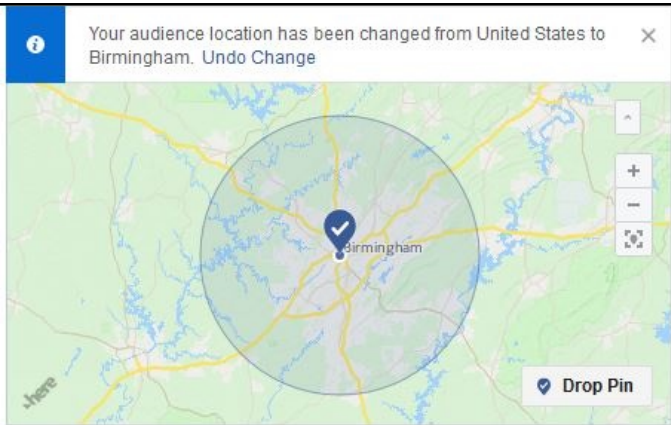
Create Multiple Ad Sets

Audience Size



Your audience is defined.

Potential Reach: 60,000 people ?



Add Locations in Bulk

Age ? 30 ▼ - 65+ ▼

Gender ? All Men Women

Languages ? Enter a language...

Detailed Targeting ? INCLUDE people who match at least ONE of the following ?

Demographics > Parents > All Parents

Parents with teenagers (13-18 years)

Add demographics, interests or behaviors | Suggestions | Browse

Exclude: People or Narrow Audience

Expand interests when it may increase link clicks at a lower cost per link click. ?

Create a Lookalike Audience based on people who are already interested in your business. We'll use traits, like location, age and interests, to find similar people.

To get started quickly, choose a high quality Custom Audience as a source, like past purchasers.

Create a Lookalike Audience

? Create Multiple Ad Sets in One Step ×

Add variables for locations, detailed targeting, age ranges and Custom Audiences to quickly create multiple ad sets at one time.

Create Multiple Ad Sets

### Audience Size



Your audience is defined.

Potential Reach: 27,000 people ?

### Estimated Daily Results

Reach  
310 - 1,100 ?

The accuracy of estimates is based on factors like past campaign data, the budget



Automatic Placements (Recommended)

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram, Audience Network and Messenger. [Learn more.](#)

Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types

All Devices (Recommended) ▾

Asset Customization ⓘ

Select all placements that support asset customization

Platforms

|                                 |                                     |
|---------------------------------|-------------------------------------|
| Facebook                        | ▾                                   |
| Feeds                           | <input checked="" type="checkbox"/> |
| Instant Articles                | <input checked="" type="checkbox"/> |
| In-Stream Videos                | <input type="checkbox"/>            |
| Right Column                    | <input checked="" type="checkbox"/> |
| Suggested Videos                | <input type="checkbox"/>            |
| Instagram                       | ▾                                   |
| Feed                            | <input checked="" type="checkbox"/> |
| Stories                         | <input type="checkbox"/>            |
| Audience Network                | ▾                                   |
| Native, Banner and Interstitial | <input checked="" type="checkbox"/> |
| In-Stream Videos                | <input type="checkbox"/>            |
| Rewarded Videos                 | <input type="checkbox"/>            |
| Messenger                       | ▾                                   |
| Home                            | <input checked="" type="checkbox"/> |
| Sponsored Messages              | <input type="checkbox"/>            |



Facebook Instant Articles

[View Media Requirement](#)

## Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

Budget ⓘ Lifetime Budget ⇅ \$150.00  
\$150.00 USD

Schedule ⓘ  
Start 📅 Mar 7, 2018 ⌚ 11:44 AM  
End 📅 Apr 7, 2018 ⌚ 11:38 AM  
(Eastern Time)

Your ad will run until **Saturday, April 7, 2018.**

You'll spend up to **\$150.00 total.**

## Optimization for Ad Delivery ⓘ

Bid Strategy ⓘ

When You Get Charged ⓘ

Ad Scheduling ⓘ

Delivery Type ⓘ

### Link Clicks ▾

#### ✓ Link Clicks

We'll deliver your ads to the right people to help you get the most link clicks from your ad to a destination, on or off Facebook, at the lowest cost.

#### Landing Page Views

We'll deliver your ads to people who are more likely to click on your ad's link and load the landing page. You'll need a pixel installed on your landing page to track views.

#### Impressions

We'll deliver your ads to people as many times as possible.

#### Daily Unique Reach

We'll deliver your ads to people up to once a day.

Hide Advanced Options ▲

Create a Lookalike Audience

## ⓘ Create Multiple Ad Sets in One Step ×

Add variables for locations, detailed targeting, age ranges and Custom Audiences to quickly create multiple ad sets at one time.

Create Multiple Ad Sets

## Audience Size



Your audience is defined.

Estimated Reach: 60,000 people ⓘ

## Estimated Daily Results

Estimated Daily Results

Estimated Daily Results

## Editing Ad Set: Montgomery Students

Graph not available

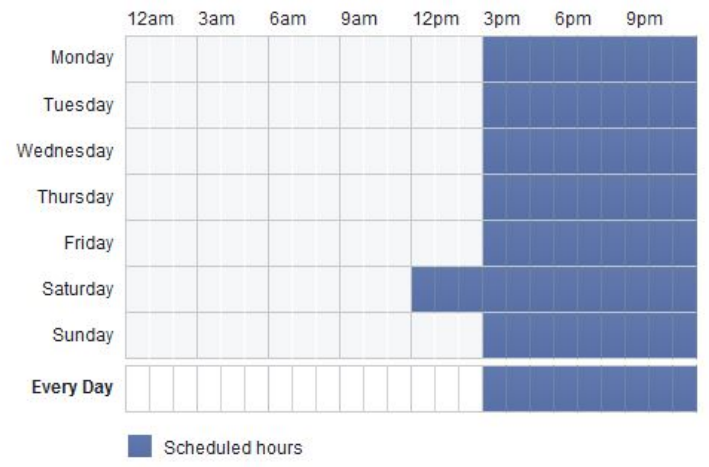


**Start Date** Tuesday, Jan 30, 2018 11:28am  
Eastern Time

**End Date**    
Eastern Time

**Ad Scheduling**  Run ads all the time  
 Run ads on a schedule

We'll schedule your ads based on the time zone of the person seeing it.  
For example, if you select 8am to 5pm, we'll only show your ads to people from 8am to 5pm in their local time.



# Brand Guidelines



USA

UNIVERSITY OF  
SOUTH ALABAMA





PREVIEW  
**SOUTH**  
BIRMINGHAM



PREVIEW  
**SOUTH**  
NEW ORLEANS



PREVIEW  
**SOUTH**  
FLORIDA



PREVIEW  
**SOUTH**  
TUSCALOOSA




PREVIEW  
**SOUTH**  
MONTGOMERY



PREVIEW  
**SOUTH**  
HUNTSVILLE


## Format

Choose how you'd like your ad to look.




**Carousel**

Create an ad with 2 or more scrollable images or videos




**Single Image**

Create up to 6 ads with one image each at no extra charge




**Single Video**

Create an ad with one video



**Slideshow**

Create a looping video ad with up to 10 images

NEW

**Collection**

Feature a collection of items that open into a fullscreen mobile experience. [Learn more.](#)

Editing 2 Ads

Text

Learn about the opportunities waiting for you at the University of South Alabama. Find your direction — Go South.

View & Edit

Destination

Website URL

Messenger Setup

Create the first few messages people see in Messenger after they click on your ad.

Set up messages

Automatically show the best performing cards first

Add a card at the end with your Page profile picture

Add a map card showing your nearest business locations

Select cards from previous ads

1 2 3 4 +

Image  Video / Slideshow

Remove

Change Image

Crop Image



PreviewSouth\_Insta\_V3-3.jpg - 600 x 600

Ad Previews

1 of 2 Ads

Desktop News Feed

3 of 11



The University of South Alabama

Like Page

Sponsored

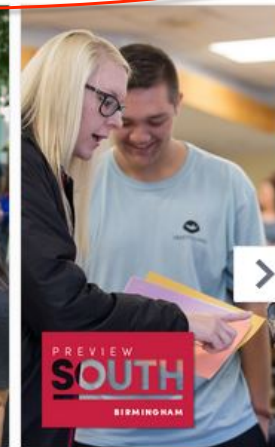
Learn about the opportunities waiting for you at the University of South Alabama. Find your direction — Go South.



Meet Us In Birmingham

Learn More

Wednesday, Feb. 7



Meet Us In Birmingham

Wednesday, Feb. 7

13 Likes

Like

Comment

Share



**Editing 2 Ads**


Add a map card showing your nearest business locations ⓘ

Select cards from previous ads

1 2 3 4 +

Image  Video / Slideshow Remove

Change Image Crop Image

 PreviewSouth\_Insta\_V3-3.jpg – 600 × 600

For questions and more information, see the Facebook Ad Guidelines.

Destination URL ⓘ

<http://southalabama.edu/departments/admissions/previewsouth.html>

Headline ⓘ

Meet Us In Birmingham


Description (optional) ⓘ

Wednesday, Feb. 7


See More URL ⓘ Preview URL

<http://southalabama.edu/previewsouth>


View & Edit

Ad Previews 1 of 2 Ads < > 

Desktop News Feed ▾ 3 of 11 < >

**WE ARE SOUTH** **The University of South Alabama** Sponsored ·  Like Page

Learn about the opportunities waiting for you at the University of South Alabama. Find your direction — Go South.






Meet Us In Birmingham

Learn More

Wednesday, Feb. 7

13 Likes

 Like  Comment  Share



Editing 2 Ads

- 1
- 2
- 3
- 4
- +

Image  Video / Slideshow

Change Image Crop Image

PreviewSouth\_Insta\_V2-4.jpg - 600 x 600

For questions and more information, see the Facebook Ad Guidelines.

Destination URL

<http://southalabama.edu/departments/admissions/previewsouth.html>

Headline

Meet Us In Birmingham

Description (optional)

Wednesday, Feb. 7

See More URL

<http://southalabama.edu/previewsouth>

View & Edit

See More Display Link (optional)

<http://southalabama.edu/previewsouth>

Ad Previews

1 of 2 Ads

Desktop News Feed

3 of 11

**WE ARE SOUTH** **The University of South Alabama** Sponsored · Like Page

Learn about the opportunities waiting for you at the University of South Alabama. Find your direction — Go South.



Meet Us In Birmingham

Meet Us In Birn

Learn More

Learn More

Wednesday, Feb. 7

Wednesday, Fe

13 Likes

Like Comment Share

Editing 2 Ads

Add a map card showing your nearest business locations ⓘ

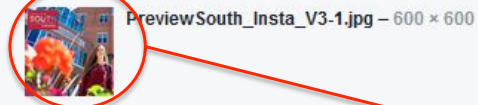
Select cards from previous ads

1 2 3 4 +

Image  Video / Slideshow

Remove

Change Image Crop Image



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Destination URL ⓘ

<http://southalabama.edu/departments/admissions/previewsouth.html>

Headline ⓘ

Meet Us In Birmingham

Description (optional) ⓘ

Wednesday, Feb. 7

See More URL ⓘ

Preview URL

<http://southalabama.edu/previewsouth>

View & Edit

Ad Previews

1 of 2 Ads < >

Desktop News Feed ▾

3 of 11 < >



The University of South Alabama

Like Page

Sponsored · ⓘ

Learn about the opportunities waiting for you at the University of South Alabama. Find your direction — Go South.



Learn More

Meet Us In Birmingham

Wednesday, Feb. 7

Learn More

Meet Us In Birn

Wednesday, Fe

13 Likes

Like

Comment

Share

Editing 2 Ads

1 2 3 4

Image  Video / Slideshow

Change Image Crop Image

PreviewSouth\_Insta\_V2-6 (1).jpg – 600 × 600

For questions and more information, see the Facebook Ad Guidelines.

Destination URL <http://southalabama.edu/departments/admissions/previewsouth.html>

Headline **Meet Us In Birmingham**

Description (optional) **Wednesday, Feb. 7**

See More URL <http://southalabama.edu/previewsouth> Preview URL

View & Edit

See More Display Link (optional) <http://southalabama.edu/previewsouth>

Ad Previews

1 of 2 Ads < >

Desktop News Feed

3 of 11 < >

**WE ARE SOUTH** **The University of South Alabama** Sponsored · Like Page  
Learn about the opportunities waiting for you at the University of South Alabama. Find your direction — Go South



iam **Meet Us In Birmingham** Learn More  
Wednesday, Feb. 7 Learn More

13 Likes

Like Comment Share

Charts for Campaign: Preview South NOLA

Lifetime: Mar 11, 2011 – Mar 7, 2018

**Performance**

Demographics Placement

**349**  
Results: Link Clicks  
**8,731**  
People Reached  
**\$249.18**  
Amount Spent

**349 Results: Link Clicks**   **\$0.71 Cost per Result**   **1.30% Result Rate**



Custom

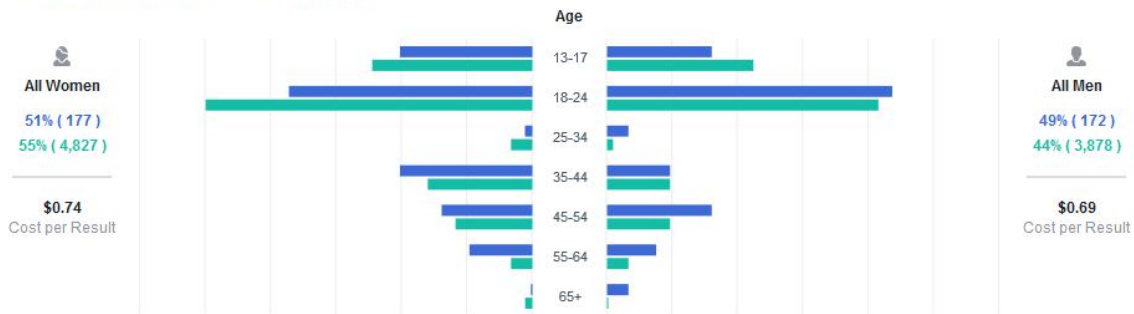


Charts for Campaign: Preview South NOLA

Lifetime: Mar 11, 2011 – Mar 7, 2018

Performance **Demographics** Placement

349 Results: Link Clicks 8,731 Reach



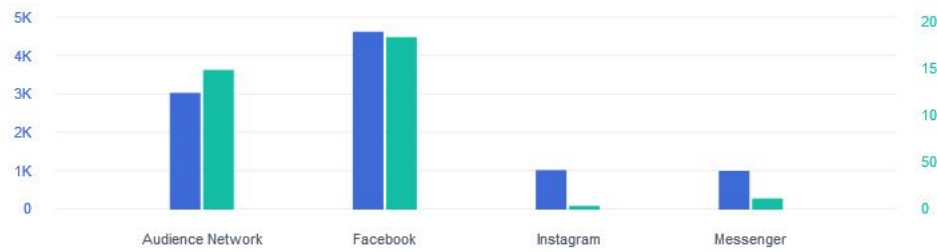
Charts for Campaign: Preview South NOLA

Lifetime: Mar 11, 2011 – Mar 7, 2018



Performance Demographics **Placement**

8,731 Reach 349 Results: Link Clicks \$249.18 Amount Spent



Device Type

Mobile and Desktop

About Placement Results

Ad delivery is optimized to allocate your budget to placements likely to perform best with your audience, based on your targeting and bid amount.

[Learn More](#)

## Campaign Results

---

|             | Clicks | Reach  | Impressions | Cost Per Click |
|-------------|--------|--------|-------------|----------------|
| Nola        | 349    | 8731   | 26910       | \$0.71         |
| Baldwin     | 158    | 4759   | 20176       | 1.14           |
| Oxford      | 114    | 3579   | 9257        | 0.87           |
| Dothan      | 115    | 5584   | 14356       | 1.3            |
| Tuscaloosa  | 258    | 5788   | 20573       | 0.58           |
| Montgomery  | 496    | 10231  | 40570       | 0.6            |
| Birmingham  | 722    | 17303  | 52745       | 0.42           |
| Huntsville  | 671    | 15099  | 48726       | 0.45           |
| Florida     | 436    | 21197  | 69452       | 0.68           |
| Mississippi | 404    | 14727  | 49911       | 0.74           |
| Hoover Test | 33     | 2774   | 4161        | 0.41           |
| B'ham Test  | 24     | 2297   | 3460        | 1.04           |
| Total       | 3780   | 112069 | 360297      | \$0.53         |

## Campaign Results

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| Total       | 3780   | 112069 | 360297      | \$0.53         |





The University of South Alabama

Like Page

Sponsored · 🌐

If you watched a smalltooth sawfish give birth during Discovery's "Shark Week" this summer, you also saw University of South Alabama alum Dr. Andrea Kroetz at work. #WeAreSouth



### 'Making a Dent' in One Species' Recovery

With the smalltooth sawfish's numbers shrinking, South graduate Dr. Andrea Kroetz gets to witness several pups enter life.

SOUTHALABAMA.EDU

Learn More

88 Reactions 2 Comments 9 Shares

Like

Comment

Share



### Budget & Schedule

Lifetime Budget

\$30.00 USD

Up to \$30.00, including \$30.00 you've spent so far.

Graph not available ⓘ

Start Date Wednesday, Nov 8, 2017 11:41am

Eastern Time

End Date

Eastern Time

Ad Scheduling ⓘ

- Run ads all the time
- Run ads on a schedule

### Audience

SAVED AUDIENCE: **marine** ▼

#### AUDIENCE DETAILS

Location - Living In: United States: Alabama; Florida; Georgia; Mississippi

Age: 13 - 65+

People Who Match: Interests: Discovery Channel, Shark Week, Shark (TV series), Marine biology or Endangered species

[Edit](#)

**View Results** ×

live in **4 locations**, and have **5 interests**.  
[Show full summary](#)

This promotion ran for **3 days**.

Your total budget for this promotion was **\$30.00 USD**.

**2,223** People Reached [?]  
**37** Clicks [?]  
**\$30.00** Total Spend [?]

**Actions** | People | Countries


|             |    |
|-------------|----|
| Link Clicks | 37 |
| Page Like   | 1  |
| Comments    | 2  |
| Shares      | 2  |

[Increase budget and duration](#)

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

[Boost Another Post](#) [Close](#)

DESKTOP NEWS FEED   MOBILE NEWS FEED   INSTAGRAM



**#SouthSuccessStories**

**'Making a Dent' in One Species' Recovery**  
With the smalltooth sawfish's numbers shrinking, South graduate Dr. Andrea Kroetz gets to witness several pups enter life.

SOUTHALABAMA.EDU [Learn More](#)

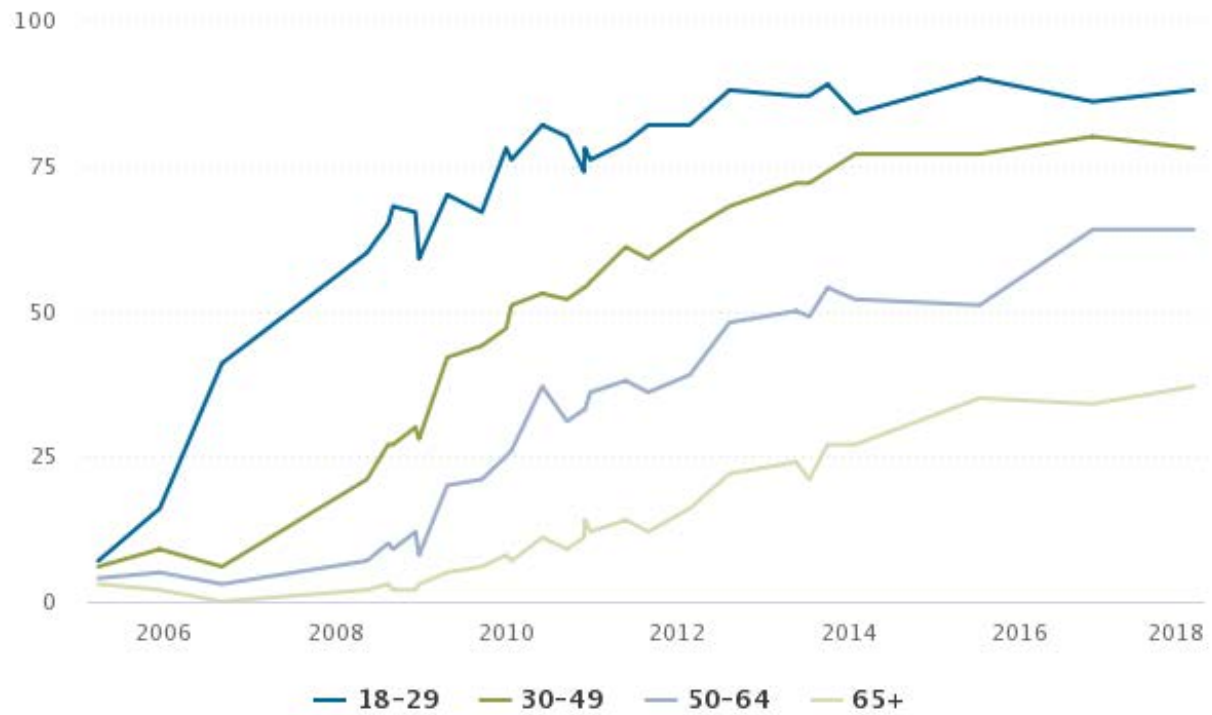
88 Reactions 2 Comments 9 Shares

Pew Research Center™





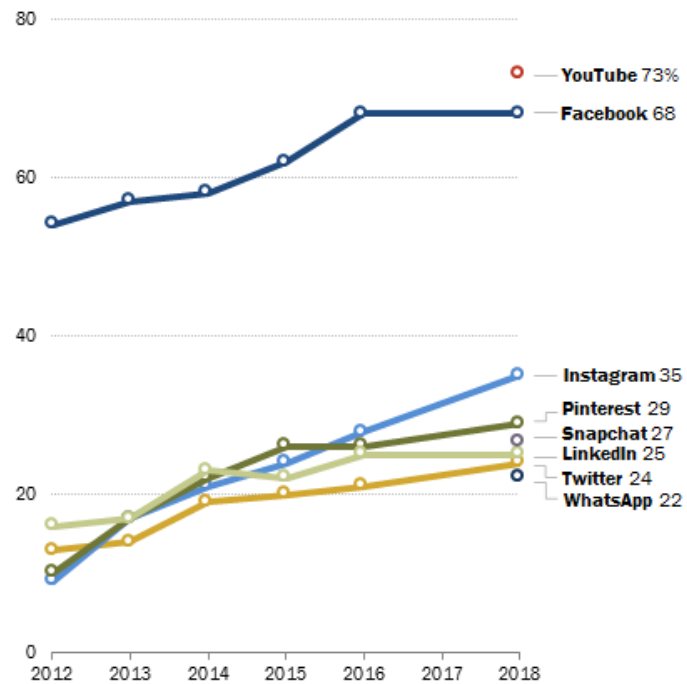
*% of U.S. adults who use at least one social media site, by age*



Source: Surveys conducted 2005-2018.  
PEW RESEARCH CENTER

## Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone



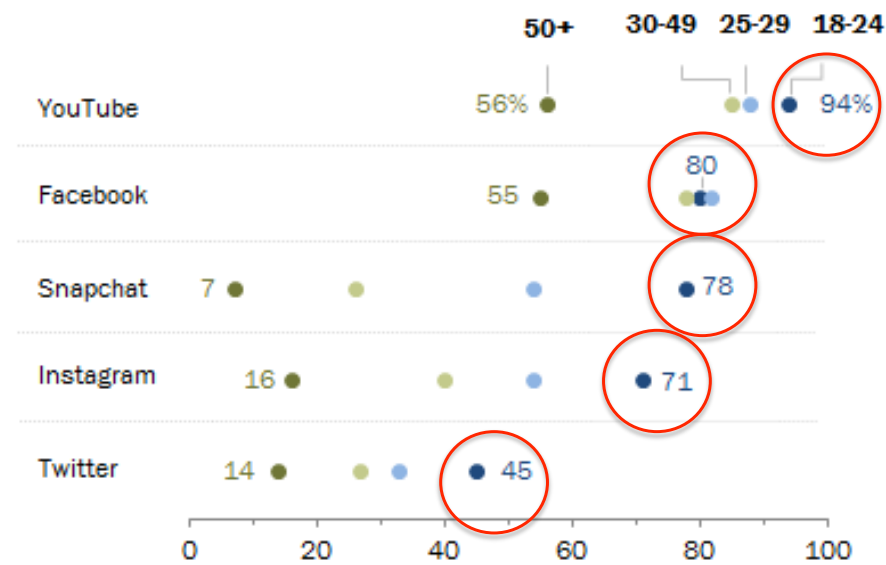
Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.  
Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

"Social Media Use in 2018"

PEW RESEARCH CENTER

## Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

*% of U.S. adults in each age group who say they use ...*



Source: Survey conducted Jan. 3-10, 2018.  
"Social Media Use in 2018"

PEW RESEARCH CENTER

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### Substantial 'reciprocity' across major social media platforms

*% of \_\_\_ users who also ...*

|           | Use<br>Twitter | Use<br>Instagram | Use<br>Facebook | Use<br>Snapchat | Use<br>YouTube | Use<br>WhatsApp | Use<br>Pinterest | Use<br>LinkedIn |
|-----------|----------------|------------------|-----------------|-----------------|----------------|-----------------|------------------|-----------------|
| Twitter   | –              | 73%              | 90%             | 54%             | 95%            | 35%             | 49%              | 50%             |
| Instagram | 50             | –                | 91              | 60              | 95             | 35              | 47               | 41              |
| Facebook  | 32             | 47               | –               | 35              | 87             | 27              | 37               | 33              |
| Snapchat  | 48             | 77               | 89              | –               | 95             | 33              | 44               | 37              |
| YouTube   | 31             | 45               | 81              | 35              | –              | 28              | 36               | 32              |
| WhatsApp  | 38             | 55               | 85              | 40              | 92             | –               | 33               | 40              |
| Pinterest | 41             | 56               | 89              | 41              | 92             | 25              | –                | 42              |
| LinkedIn  | 47             | 57               | 90              | 40              | 94             | 35              | 49               | –               |

Source: Survey conducted Jan. 3-10, 2018.  
"Social Media Use in 2018"

PEW RESEARCH CENTER

90% of LinkedIn users  
also use Facebook



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# Questions?

[jeschrenk@southalabama.edu](mailto:jeschrenk@southalabama.edu)

460-6633

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