In previous workshops, we talked about setting up Facebook accounts, creating and managing your club’s Facebook page. Sarah Moreland Byrne gave us some advice on writing engaging posts and she showed us where you can find resources from Kiwanis International to help you fill out your page. Still, your message is only getting seen by a super, tiny fraction of the billions of people on Facebook.
The average organic reach for a Facebook post by a brand is two percent. If your page has 100 followers, on average, the algorithm will only serve your post to two followers. If 1-thousand people in the community like your page, 20 people will see your posts on average. That's why making friends with the algorithm is so important. If the algorithm likes you, you'll be able to get your organic reach higher. Even still, we're still talking about less than 10 percent organic reach.

To take your social media game to the next level, you're going to have to advertise.

Think of it like a newspaper or newscast... you can send your best pitch to the newsroom to convince them to cover your club. They may or they may not.... Just like the algorithm may or may not serve up your content. But if you really want your club's news to be seen by the readers of that newspaper or the people watching a
newscast, the only surefire way to make that happen is to buy an ad. The news organizations will gladly sell you space in the newspaper or a commercial in the newscast so you can share your message. Facebook is the same. If you want people to see your news, Facebook will gladly sell you access to more people. In fact, more than 90 percent of organizations that use Facebook are buying that access.
In this workshop, we're going to cover the basics of advertising on Facebook. Those basics include how much to spend, the different advertising options, the three ways to place an ad, defining who gets to see your ad and how to measure your results. Throughout this presentation, I'll use real data and assets from the different campaigns I've been working on as part of the effort to bring Kiwanis to new communities. This slide deck and script are already available online at kiwanis.org/buzzbuilder.
Thank you for hanging out with me today. I’m Steve Hadt and I do public relations at Kiwanis International. My main role in the organization is creating and distributing content through various channels, like paid advertising, media relations, social outlets and our own channels like Kiwanis.org. I just celebrated my sixth anniversary at Kiwanis. Before I entered the Kiwani-verse, I worked in televisions newsrooms in Cleveland, Pittsburgh and Indianapolis as a producer and executive producer determining what is news and how to tell the news to our audience. Let's start with the most important part of advertising... what should we advertise.
Resources are limited up and down the ladder. Advertising can cost thousands, hundreds of thousands or even millions of dollars. I'm guessing your club doesn't have a budget like that. Kiwanis International doesn't either. But, as part of Kiwanis International's strategic plan, the communication team is tasked with getting more awareness for Kiwanis. Advertising is one of the tactics we're using to accomplish that. Digital advertising is where we spend the bulk of the advertising budget because it is less expensive than traditional advertising. It’s more effective because of audience segmenting. And you get better data on engagement. Most of our advertising budget is spent on Facebook because it is the largest social media platform in the world. And, we know our target audience uses the platform.

When Kiwanis International decides to spend money on boosting a post or placing an ad, it’s because we believe *that* content fits our goal of increasing awareness of Kiwanis. We want people to see the
cool things Kiwanis clubs are doing. We want people to know they can make a difference in their community by joining Kiwanis. We want members to feel inspired by other members and we want members to feel connected to the international organization.

My suggestion for your club is to have a similar overarching goal. You want your community to know more about what your club does. It always bears repeating, if people know your name and what you do, it’s easier to get new members to join the club, it’s easier to get people to come to a fundraiser and you’ll have more legitimacy within the community.
Here is an example of a post that meets our criteria for boosting because it shares important news to our audience. You see the content in the upper right corner. "Voting for the Legacy of Play contest is now open."
Sarah set the budget at $40 and made the post show up in news feeds for 15 days.
55-hundred people saw the content, which is many times more than would have sent it if this content was only organically distributed.
And, 736 people engaged with the content in one way or another.
And, you'll remember engagement makes the algorithm happy, so that increased the organic distribution as well.
Here's another example. This advertising meets our criteria because its asking people to help with a service project so they can see impact they can make in their community if they join Kiwanis. This was run in relation to a club opening event in Michigan. The goal was to get people to an organizational meeting by pairing it with a service project. The content was: We need your help putting together art boxes for kids at Detroit City Camp. We spent $200 over 35 days. This ad reached 84-hundred people.... way more than we could have reached organically, especially since Kiwanis doesn’t already have a presence in this community. Of the 84-hundred people who saw the post, 180 people said they were going or were interested in going to the event. Of course, this is digital media. People click and say things they have no intention of following up on.
But, out of those 180 people, 25 of them showed up. 14 percent is an impressive number. Of those 25, nine became Kiwanis members that night.
And now that club has contact information for the other 16 people, so they can invite them to another service project or fundraiser and get more of them to become members.
When people tell me advertising doesn’t work, I can name the 105 people who joined Kiwanis since January because they saw an ad on Facebook.
It does work — if you have the right message and the right audience. So how do you get started?
Here’s a six-step guide for you.

Step 1: Define your goal.
What are you trying to accomplish?

Step 2: Create awesome content
- How are you showing what your club is doing?
- Are the words and images you're using engaging? Will they stop people from scrolling?

After you define your goal, the next step is to create awesome content.
content that convinces people to do what you want them to do. Are the words and images you're using engaging? Are they going to stop people from scrolling to actually read and see the content? Earlier today in Facebook 101, Sarah talked about creating engaging content so we won’t go over it here. You’ll remember, the key points are focusing on the user, using good images featuring kids and service and being fun. These first two steps are done outside of the Facebook environment.
For step 3, you have to get into your Facebook account. Now post that great content you created in step 2 onto your Facebook page. Again, we covered posting in earlier workshops, so I won't go into it here.
After you post your content, it'll look like this. This is from the Kiwanis Club of St. Albans in West Virginia. The words are inspiring. There's a good call to action. There's a nice image. (ADVANCE) Let's boost this post and get more people to see it. We boost it by clicking the big blue boost button at the bottom of the post.
This is what happens after you click the boost button. You're given different options where you can set what kind of people you want to see your content. And, this is the key difference between digital advertising and traditional advertising. You get to pick who gets see your ad. With traditional media, you have to look at the audience demographics of each publication or show to decide where to advertise. There's a lot of research involved. This is much easier and faster because Facebook is using its algorithm. And, you get 100% of the audience you want.

(advance)

But look here, Facebook is sending us a message. It says our ad's reach may be lower because images with a higher percentage of text don't use their budget efficiently, thereby reaching fewer people. That's a nice way of staying stop working on this ad. It's going to be rejected in the review process.
Facebook decided they're only allowing text in an ad’s image to be 20% of the image. They say it has to do with making a good experience for users.
Our text covers about a third of the image. So when we press publish, the Facebook bots will reject the ad.
While this image is a nice image, it doesn't meet Facebook standards. It's their sandbox. We have to play by their rules – nothing we can do about that except find a different image. And we want an image because you'll remember Sarah saying that posts with images get more engagement. Additionally, we know a picture is worth a thousand words and brains process images much faster than text.
I went to the Kiwanis stock photos and found a different photo to go with my text.
You can get to the Kiwanis stock photos from the brand page, Kiwanis.org/brand and then clicking on photos.
There are hundreds of photos that we own all the rights to and you can use in all editorial or marketing materials.
I'll just stress again, photographers own the copyrights to their photos. You just can't use a photo from the internet without permission. Don't even use a photo from Kiwanis.org or Kiwanis magazine. We don't own the rights for clubs to use all those photos. Obtaining those rights would simply just be too expensive and we are all doing our best to make every dollar stretch as far as possible. Stealing a photo from the internet exposes you and your club to potential legal action and fines. It's just safer to use one of the Kiwanis stock photos.
(advance)
Now let's try to boost this post again by clicking the boost button.
And, again, we get the pop up box with all the options. And this time, there is no warning about the image. So we are good to keep going and keep working on this ad.
So we move to Step 4 of the guide. Defining your audience and budget. What kind of people do you want to reach? How much do you want to spend?
Taking a look at the pop up window, your first choice is selection of the objective.
There are two options for this post. Other types of boosts have other options. For instance, if you're boosting an event, there are different options.
In this case, we have the choice of getting more people to react, comment and share. Or the option of connecting and chatting with potential customers.
Based on your decision, the algorithm puts your content in front of the people it thinks will do what you want. If you want the chatting option, the post will go to people more likely to chat with you. If you want the engagement option, it'll go to people who are more likely to engage.
(advance)
Under the objective section, we are given the option to add a button to the post.
The button options are shop now, book now, learn more, sign up, send message or send WhatsApp Message. If you pick one of those buttons, you'll be able to insert a website where you want the user directed if he or she clicks the button. Also, the preview on the right side of the screen will update with your button selection.
Under the button section is where you get to start selecting your audience... these are the people you want to see the content. You have several options. Automatic audience is the one Facebook recommends. They want you to send the ad to anyone living in the United States who is between the ages of 18 and 65+. That doesn't make sense to me because lots of people who have no connection to your community will see the ad. That's a waste of money.

The next option is people you choose through targeting. If you click that little radio button, you'll can choose who to target. Facebook will have a suggestion here too. In this case, they suggest people 18 to 65+ living in Saint Albans and within 10 miles of Saint Albans. But you can change that, if you click edit.

That pulls up this box. Now you can select the gender of the audience you want to see your
content. You have the option of All, Men or Women. You can select the ages of the people you want. If you want only men over the age of 50 to see your content, you can select that. You should remember, though, all these categories were self-selected by the user when they signed up for Facebook. So you’re relying on the user to input their correct data.
Then you have the option for locations. Facebook allows you to target ads by Country, State -- or region, depending on the country. You can also target based on city, Zip code or Postal Code, or a specific address. In the United States, you can also target by DMA, which is a media market as defined by Nielsen.

To change the location, X out any of the selections that are already in that box. And start typing the location you want to target. Once Facebook figures out what you’re typing, select the location you want to target. Under the map, you’ll get an estimate of how many Facebook users are in that area. In this case, it’s 180-thousand people. And you see a gauge there too. Facebook consider that a good audience size.

Back up to the location box... you see that mileage box next to the
city name, click the down arrow.
(ADVANCE)
That now gives you the option to send ads to the current location and a radius around the current location.
If you only want people in the current location to see the ads, select current city only.
Facebook is trying to get you to spend more money, so they naturally select a 25-mile radius of the location.
You have the option of making the radius 10 to 50 miles wide.
In this instance, the ads are going to the people in and within a 10-mile radius of Saint Albans.
You can see, because we reduced the radius to 10 miles instead of 25, the audience size changed from 180-thousand people to 79-thousand.
But let’s say our club is setting up a flower stand and we want to advertise it to people just nearby... not people across the whole community because we don’t think people are going to drive across town to buy flowers from us.
To advertise to people closer to an exact spot, we need to drop a pin.
To do this, click the drop pin button on the lower right side of the map and then place the pin where you want it to be. You probably will need to zoom in to find the exact location you want to drop it. You can zoom in by clicking the plus or minus buttons above the drop pin button. That X button recenters the map.

(ADVANCE)

In this case, I wanted the pin at our flower stand right here along I-64. I changed my radius distance to two miles. When dropping a pin, the closest you can advertise to is one mile. The farthest is 50 miles. Now people within this radius will get my ads. But, you see a problem here. We’re targeting two locations. The location of my pin drop and the larger community.

(ADVANCE)

So we just click off the St. Albans radius and just use the longitude and latitude reading of where we dropped the pin.
When we did that, you can see our potential reach is now 3-thousand people. Facebook is saying the audience selection is too specific, but that’s ok because we only want to reach the 3-thousand people within two-miles of our flower stand.
Below the location box, you have the option for detailed targeting. You may have to use your scroll bar to see it since the map pushed it down when it opened.
This is where you can add more ways to target your audience by demographics, interests or behaviors.
This is the real power of Facebook. This is how advertisers get ads to show up to people they know would be interested in their product.
Here’s a basic example.
The blue circle is everyone in the community. You own a store that sells dog bones.

(ADVANCE)
It seems like a waste of money to advertise to everyone in the community since only 50 percent of the people have pets and it’s a fair assumption that the 50 percent who don’t have pets are never going to buy a dog bone.

In the detailed targeting box, that’s where we tell Facebook to only serve our awesome content to people with pets.

(ADVANCE)
But that still seems like a waste of money because only 30 percent of the people who have pets actually have dogs.

In the box, we get even more specific and change the detailed targeting to people who have dogs.

After the ad is published, the algorithm only puts your ad in the
newsfeed of people who only have dogs. Facebook knows who has a dog from its partnership with the big data companies that have access to trillions of data transactions a year. Here’s a cool or scary stat… these companies have on average 15-hundred data points on every single person dead or alive. You can’t escape big data so let’s take advantages of it.
Now to be honest, when I place Kiwanis advertising, I don’t do any detailed targeting.
We have done some A/B testing and targeted our new club ads to people who fell within certain categories like charitable organization, leadership development, community issues and volunteering. They didn’t react to the ads any differently than no targeted audience. However, if I was placing advertising for my club’s mutt strut fundraiser, I would only send those ads to people with dogs.
When you’re placing advertising, think about the kinds people who will consume whatever your selling. Detailed targeting is how you get your ads in front of them!
In the box, you can type in key words and Facebook will give you suggestions. You can click on “suggestions” and Facebook will give you some ideas on who might fit the profile of the person you’re trying to target. Or you can click “browse” and then go through the different demographics, interests or behaviors available.
When you get home and you’re ready to do this on your own, go and take a look at all the ways you can segment your audience. (ADVANCE)
Meanwhile, that little gauge keeps moving to show you the audience size.
In this example, I selected people within a 10-mile radius of my pin, which is in the center of St. Albans and people who have dogs. The potential reach went from 72-thousand to 29-thousand.
You show know, as your audience gets more and more specific, each click is going to be more expensive, which isn’t bad because the person clicking is highly interested in your product. You’re not wasting money on lookie lous who have no intention of buying.
When you have your audience selected, press save.
That option is the most powerful of all the audience targeting options. Rounding out the list is people who like your page. You would use this option to share news or important details to club members. Because, if you remember, organic reach is only two percent. 98 percent of the people who like your page won’t see the message until you boost it.

Another audience option is “people who like your page and their friends.” You would use this option to capture the attention of your members and their friends.

The last option is custom audience. This is just like the “people you choose through targeting” option, except you have the option to save that audience to use in the future. This is also where you would select custom audiences you may have already built in the audience
section of ads manager.
Under the audience section, is the automatic placements section. Again, Facebook recommends you leave this on. It’s another way to get you to spend more money. With it on, your ads will go to:

Facebook Feed
Instagram Feed
Facebook Marketplace
Facebook Suggested Video
Facebook Right Column
Facebook Stories
Instagram Stories
Messenger Stories
Facebook In-stream Videos
Inboxes and Messaging
Messenger Inbox
Messenger Sponsored Messages
Contextual Spaces
Facebook Instant Articles
More Apps and Sites
Audience Network Native, Banner and Interstitial
Audience Network Rewarded Videos
Audience Network In-stream Videos

If you turn it off, you’ll be able to select what platforms and what positions the ads will be seen. I don’t have any specific advice for this. Unless your page is connected to Instagram, the ads won’t be sent there. And, I’m not opposed to people seeing our ads in other places as long as the audience fits the criteria we’ve already determined, which it does.
Under that, comes to duration and budget section. You can decide how many days you want the ad to run by selecting the number of days or by selecting the end date in the calendar box. If you want your ad to start running at a time in the future, you have to create the ad though ad manager. Be cognizant of that. Put in your budget and Facebook will give you an estimated number of people reached per day. In this instance, a total budget of $200 over 10 days means Facebook will spend 20 dollars per day and reach between 500 and 17-hundred people a day. Then there’s a section for payment. Under the account that you’re charging, there is a little checkbox that asks if this ad relates to politics or an issue of national importance. Facebook has been a little wonky with me and this. They consider our advertising a matter of national importance, so they’ve been
rejecting my ads with the box unchecked. If your ad is rejected and Facebook says it’s because of political reasons, you can request a human review the content. It should be approved in that case.

If you’re going to be advertising a lot on Facebook... and a lot is more than $5-thousand dollars, go ahead and get certified. It doesn’t cost you anything. Facebook asks for a copy of your driver’s license and they run a background check to make sure you’re not a Russian bot. Because of the meddling in the 2016 election, Facebook is stepping up its transparency efforts and this is part of it.

If you’re a casual advertiser, I don’t think it’s worth it and you can just ask for a manual review of rejected ads.
On the right side of the box, you can see a preview of what your ad will look like on desktops. If you pull down the drop down arrow, you can also see a preview of what it will look like on mobile devices. If you selected other positions under the placement category, you’ll be able to see previews of what your ad looks like in those positions. Double check to make sure everything is right, then click the boost button. That’ll send the ad off to Facebook to review. Once they approve your content, it’ll start showing up in feeds. That’s step 5 of the 6-part guide.
Step 6 is monitor your ad and respond to any comments. After you hit publish, you have to be ready to act to any leads you’re getting or any comments coming in to your post. This is social media. People expect answers immediately. If you don’t respond in a timely fashion, they’re moving on.
The boosting method is the easiest way to place ads. You can do that for content you have already posted to your page, such as a post or even an event.

There are at least two other ways to place ads.

(ADVANCE)
You can click the “Ad Center” button at the top of the page. That will get you into the “Ad Center” where you can see the advertising summary for this page.

In this example, you can see the number of people reached, post engagements and link clicks.

(ADVANCE)
To place an ad from this page, either click the promote button or the create ad text.

That will bring up this box which gives you seven advertising options, such as getting more website purchases, boosting a post or an event, promoting your page. The options go and on on.
Select the strategy that fits what you are trying to do and then Facebook will walk you through the process like we just did.
The other way to create ads is through the ad manager. In my opinion, this is the hardest way. Because it’s advanced, it’s created for an advanced user and lets you really get a handle on your advertising strategy.

(ADVANCE)

To access the ads manager, click the little down arrow button, which will give you a dropdown list that will show you your pages, if you’re connected to a business manager account, it’ll let you get to a page manager section, a manage groups section, then the manage ads section.

Click manage ads to get to the ads manager.

The other categories on this drop down are the activity log to where you can see all the things you have done on Facebook. Sections on your news feed preferences and your Facebook settings. And then the option to log out.

We’re going to click ads manager.
It’ll take you to a screen that looks like this. You can see all the ads *you’ve* created even if they are for different pages. You can see some of the performance metrics and can change the views to get more In depth reporting. My recommendation is unless you’re becoming a Facebook advertising pro. You don’t need to get into all of this. (ADVANCE)

If you click the green “create” button, it’ll take you to a new screen where you can start building your advertising. You’ll have options of the advertising funnel... which is building awareness, getting consideration and then ultimately conversion. Again, you’ll pick your goal and then Facebook will walk you through building an ad. Doing it this way has a few more bells and whistles and is where you can set a start date that we talked about earlier.
We’ll get out of this screen and before we finish today, I want to show you what is working for me as I do Kiwanis advertising, which is easily to replicate.

We’ve tried the big tv campaigns... placing splashy commercials on TV and cable. That drove traffic to our website, but we weren’t able to track anyone who actually joined Kiwanis because of it.

We tried a large digital campaign, placing ads in a market that talked about all the good we are doing in communities and inviting people to join one of our clubs in those cities. We received a handful of people who filled out a form asking for information. But still, not enough qualified leads.

Our latest iteration of the Kids Need Kiwanis campaign is taking it even more granular and advertising for specific new club opening events.

We’re inviting community members to come to an open house.
Here’s an example from the Kiwanis Club of Grosse Pointe, Michigan...
It was made as an event and then boosted to the community plus 10-mile radius.
No targeting.
You see the details of the meeting. Easy to find – the time, date and place.
But it was the details section that showed in the boosts....
(ADVANCE)
It read... some kids are hungry. Some kids need help learning to read. Other need mentors. You can help improve these issues and move — one child at a time.
The focus is on kids with a little aspirational writing thrown in there.
A group of us are getting together to figure out how we can help kids in our community realize a brighter tomorrow.
Still nothing about a new Kiwanis club coming to the community. It’s
all about helping kids.
The last paragraph says whether you’re a young professional, a new parent or a retiree, you can make a positive difference in the lives of children. Come help us change the future of children in Michigan.
Here’s another example... where we incorporated a service project into the advertising.
The title of the event... assemble art boxes for kids.
Look at that big picture. Help us help kids.
Would that get you to stop mindlessly scrolling and read the text of the post?
(ADVANCE)
The text said we need your help putting together art boxes we can deliver to the kids at Detroit City Camp. We have a pallet of supplies, but need people to sort and assemble the kids. Join us at time, date and place. We end with make a positive difference in the lives of kids and learn more about our new club and the positive impact we’re making in the community. For this one, 25 people came to help us pack these kits. 9 of them became Kiwanis members on the spot.
One last example from an existing club... This one from Castle Rock Impact After hours. We placed an ad inviting people to a special lunch meeting they were having. But again, we used the same language about helping children thrive and making a positive difference in the community. Three people showed up after seeing the ads. But, 7 people messaged us saying they were interested in coming, but couldn’t because it was during the work day. So, that’s potentially seven more new members. So 10 potential members and we spent 200 on advertising.

I don’t have any case studies from service projects or fundraisers, but I don’t see why this approach wouldn’t work.
As we wrap up... we go to our key messages.... The points I want you to take away from today’s workshop.

Most important point ever... Focus the content on the user and the beneficiaries of the club, not the club. Your content needs to be inspirational and aspirational. “A special night of Kiwanis” is neither. It’s not going to get people to your page, your event or even stop their scrolling.
Determine who you want to reach and how much you want to spend. Target the people most likely to respond to your advertising. Then go and experiment. With digital advertising, it’s possible to spend just a few dollars to see how your ads are working.
So thank you for spending time with me. I hope this was valuable.
You’ll be getting an email this afternoon asking you to rate today’s
workshops.
Please do that.
If you have questions, thoughts or suggestions, feel free to email me.