

# Facebook Campaign Guide

## *Social Media Ads*

### Timeline

For a first-time project with Sabal Strategy, allow 1.5 weeks from the time we receive the data and artwork to the start of the campaign. If we are designing the ads, allow extra time for this process.

For repeat projects, 1 week is advisable lead time.

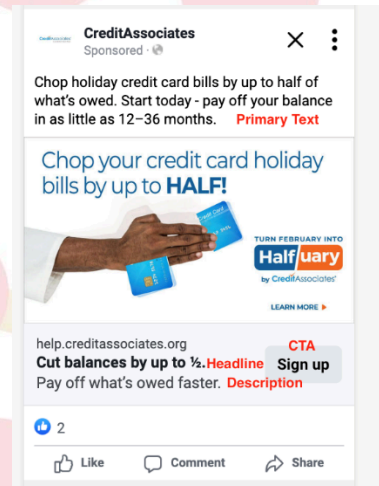
- Pages 1-3: If client is providing all assets
- Page 3: If Sabal Strategy is creating all assets
- Page 4: Prohibited Characteristics

### What We Need if Client Provides All Assets

#### **Average Timeline: 4-6 business days**

- **Data File**
  - Common forms of data are CSV, DBF, XLSX, delimited
  - If the data file needs emails appended, specify Household vs Individual
  - A list of seed records to use during testing or actual deployment (limit of 20 total)
- **Facebook/Social Creative**
  - Access to your Facebook account
    - In order to advertise on the client's behalf, we must be granted advertiser access to the client's Facebook page. This action simply allows us to place the ads.
    - Send the client Facebook page URL to Sabal Strategy
    - The process begins with a notification from "Group Media."
    - Please follow these steps:
      - Go to your Facebook page.
      - Click on the Notifications globe at the top, then click on the notification from Group Media.

- Once you click on the notification, you will be taken to the “Page Roles” section of the Settings page. Find the request from us, then click on “Respond to Request.”
  - In the popup menu, click “Give Group Media access to my page.” Under that you should see a message that says, “I work with Group Media.”
  - Click “Approve Request.” This tells Facebook that you are partnering with us.
  - The popup menu will disappear. Click “Save.”
  - Re-enter your Facebook account password, then click “Submit.” You should now see us listed as an Advertiser/Analyst.
  - If you need any assistance, reach out to Sabal Strategy and we can provide more detailed instructions if necessary.
- **URL(s)/UTM(s)** to link to the social ads
  - **Single-Image Requirements**
    - File type: jpg or png
    - Image ratio: 1.91:1 or square
    - Image size: Should be 1080x1080 (Square) or 1920x1080 (Horizontal)
    - Instagram and Facebook Stories size should be 1080px × 1920px (if the client chooses this placement)
    - Text may not be more than 20% of the image in the ad. Click [here](#) for more details and to test your creative.
    - Primary Text: 125 characters (this is the text that goes above your ad)
    - Headline: Up to 32 characters (appears at the bottom of the image and is usually a call to action)
    - Link Description: Up to 18 characters visible
  - **Carousel Ad Requirements**
    - Minimum number of cards: 2
    - Maximum number of cards: 10
    - Image file type: jpg or png
    - Video file type: Supported file formats
    - Video maximum file size: 4GB
    - Video length: Recommended Video length: 5 - 30 seconds



- Image maximum file size: 30MB
- Recommended resolution is at least 1080 x 1080 px
- Recommended ratio is 1:1
- Images that consist of more than 20% text may experience reduced delivery.
- Primary Text: 125 characters (goes above your ad, similar to where your text would appear for an image you shared personally)
- Headline: 40 characters (appears at the bottom of the image)
- Link Description: 20 characters
- CTA (Call to Action) examples:

Shop Now	Sign Up	Subscribe	Watch More
Get Promotions	Apply Now	Book Now	Contact Us
Donate Now	Download	Get Offer	Get Quote
Get Showtimes	Learn More	Listen Now	Order Now
Get Access	Request Time	Get Updates	See Menu

## How to Preview Your Social Ad in Facebook

- Your project manager will provide you with preview links to review your ad.
- Click the “Show Ad” button.
  - You will be redirected to your homepage.
- Scroll down and you will see the clickable preview of the ad in your feed.

## What We Need if Sabal Strategy Creates All Assets

### Average Timeline: 6-8 business days

- **Data**
  - If we are creating a data list, specify parameters to use for identifying the audience.
  - If we are targeting a specific list, send us the postal data.
  - Specify matching requirements - Individual versus Household appends
  - Common forms of data are CSV, DBF, XLSX, delimited
  - A list of seed records to use during testing or actual deployment (limit of 20 total)
- **Facebook Access**
  - Access to your Facebook account

- In order to advertise on the client’s behalf, we must be granted advertiser access to the client’s Facebook page. This action simply allows us to place the ads.
- Send the client Facebook page URL to Sabal Strategy
- The process begins with a notification from “Group Media.”
- Please follow these steps:
  - Go to your Facebook page.
  - Click on the Notifications globe at the top, then click on the notification from Group Media.
  - Once you click on the notification, you will be taken to the “Page Roles” section of the Settings page. Find the request from us, then click on “Respond to Request.”
  - In the popup menu, click “Give Group Media access to my page.” Under that you should see a message that says, “I work with Group Media.”
  - Click “Approve Request” to tell Facebook you are partnering with us.
  - The popup menu will disappear. Click “Save.”
  - Re-enter your Facebook account password, then click “Submit.” You should now see us listed as an Advertiser/Analyst.
  - If you need any assistance, reach out to Sabal Strategy and we can provide more detailed instructions if necessary.
- **URL/UTMs** for each Social CTA and link

## Prohibited Characteristics

- Promotion of online gambling (paid, free, or gateway to paid gambling)
  - Brick and mortar gambling is acceptable
- Depicting or delivering libelous, violent, tasteless, hate, defamatory, or illegal content
- Portraying partial or complete nudity, pornography, and/or adult themes and obscene content
- Spawn pops, simulate clicks, contain malicious code, viruses, or executable files of any kind
- Delivering surveys via floating layers, pop-ups or pop-unders
- No explicit language, no spelling mistakes, no simulated expletives (e.g., #\$\$%!)