

# School Board Personal Support Worker Program Promotion Toolkit

## Social Media Marketing & Advertising

Last updated: May 2016

### Contents

<b>Introduction to advertising on social media.....</b>	<b>2</b>
<b>Part 1: Advertising on Facebook.....</b>	<b>3</b>
What is Facebook advertising?.....	3
How to set up and manage a Facebook Business account.....	3
Getting started.....	4
Step 1: Choosing a Campaign Objective.....	5
Step 2: Selecting your Target Audience.....	6
Step 3: Setting your budget.....	9
Step 4: Creating your ad .....	10
Step 5: Review and place order.....	16
A/B Testing.....	18
Step 6: Analyze your results! .....	19
Billing.....	20
Resources.....	21
<b>Part 2: Advertising on Twitter.....</b>	<b>22</b>
How to set up and manage a Twitter Business account.....	22
Getting started	22
Step 1: Choose your objective .....	22
Step 2: Set up your campaign .....	23
Step 3: Select your audience.....	24
Step 4: Set your budget.....	26
Step 5: Choose your creatives.....	27
Step 6: Analyze your results! .....	28
Billing.....	28
Resources.....	28
<b>Suggested Ad Creatives for PSW program promotion.....</b>	<b>29</b>
<b>Photos.....</b>	<b>31</b>

## Introduction to advertising on social media

Using social media platforms such as Facebook and Twitter is an easy and effective way to reach your target audience without spending a lot of time or money. With billions of users accessing social networking sites on a daily basis, it's no wonder that advertising on social media has surpassed newspaper advertising and other more traditional forms of marketing. That being said, promoting your programs through social media should only complement your current promotional methods, such as print ads and community partnerships, not replace them entirely. The best approach to advertising is a holistic one – digital, print, and word of mouth.

This guide outlines step-by-step how to create paid advertisements on Facebook and Twitter. The screenshots will help you understand what each step of the advertising process looks like, and there is suggested ad copy and creatives at the end to make it easy for you. Note that both Facebook and Twitter change their advertising formats and features fairly frequently, so some elements may change from the time you read this until the time you're ready to create your first ad. But the more you become familiar with social media advertising, the easier it is to navigate these changes.

As with all forms of marketing and promotion, online advertising can be hit or miss, trial and error. You may find that one of your ads gets a lot of clicks and generates more interest than others. This is why it's a good idea to test multiple ads at the same time (see more on *A/B Testing*, p. 18). You'll discover over time what works and what doesn't for your target audience. Whether you are selling clothes or promoting a program, the same strategy applies: know your audience and create ads that "speak" to them!

If you have any questions or require any assistance with setting up your advertising campaign, please contact Brittany Howlett, Communications & Social Marketing Coordinator at CESBA, at [bhowlett@cesba.com](mailto:bhowlett@cesba.com) or 416.597.1904 ext. 4.

## **Part 1: Advertising on Facebook**

### **What is Facebook advertising?**

Advertising on Facebook is an effective method of reaching your target audience to promote programs and recruit potential future students. As one of the most popular social media platforms with over 1 billion users, Facebook has made it easy for advertisers, including non-profit organizations, to reach their target audiences through ads that appear in the News Feed, Right Column and on mobile devices.

### **How to set up and manage a Facebook Business account**

In order to advertise on Facebook, you must have a Facebook Business account that is linked to your school board, learning centre/school or program Facebook page – NOT your individual Facebook page. In order to do this, you must first be a page administrator for your school board/learning centre/program page.

If your school board/learning centre/program does not have a Facebook account and you are permitted to create one, simply follow Facebook's step-by-step instructions on how to set up a Facebook page at <https://www.facebook.com/business/learn/set-up-facebook-page>

Once your page has been created, you'll need to set up a Business Account for the page so that you can add payment information and start creating ads. If this has already been done by someone else but you want to access the page as an administrator, you'll have to get that person to add you as a page admin. Facebook has easy to follow steps on setting up a Business Manager account: <https://www.facebook.com/business/learn/how-to-setup-business-manager>

Being a page administrator allows you to edit and modify the page, as well as create and schedule posts, ads, view analytics, and much more.

## Getting started

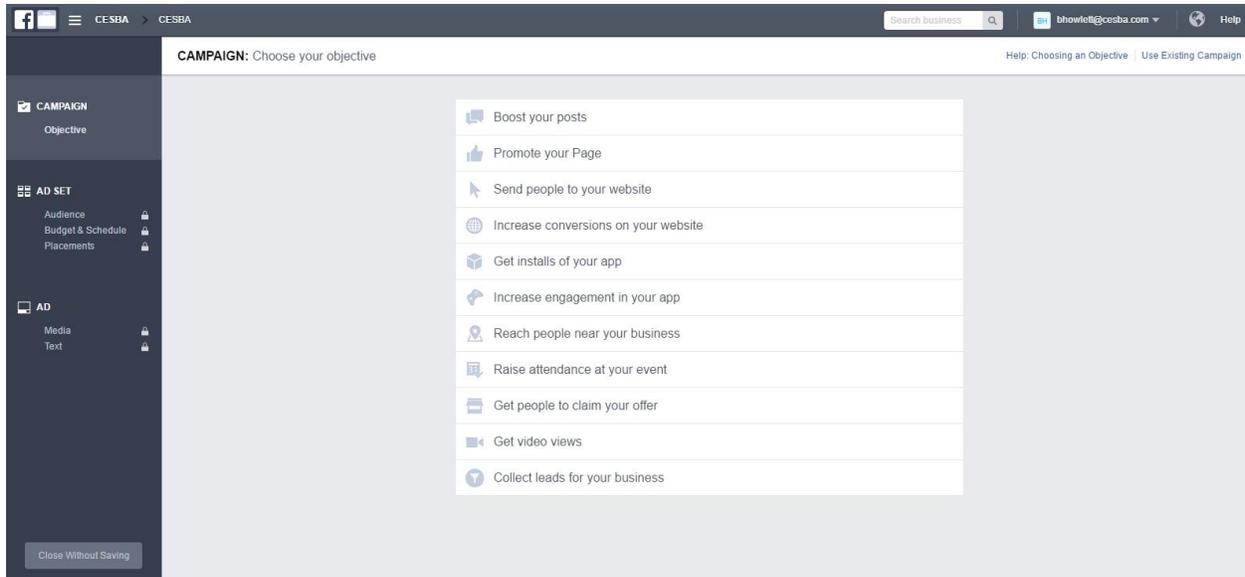
Once you're ready to start creating ads, you'll want to go to the Ads Manager. You can get there from clicking the "Promote" button at the top right of your page and then clicking "Go to ads manager", or you can get there from your Business Page and clicking on Ads Manager in the left hand task bar. You can also go to [www.facebook.com/ads/create](http://www.facebook.com/ads/create).

The screenshot shows the Facebook Business Page for CESBA Education. The page header includes navigation tabs: Page, Messages, Notifications, Insights, Publishing Tools, Settings, and Help. The main content area features a large image of a conference with a CESBA banner. A 'Promote' button is visible in the top right corner, with a dropdown menu open showing options: Promote Your Call to Action, Promote Your Website, Promote Your Local Business, Promote Your Page, and Invite Your Friends. A 'Go to Ads Manager' button is located at the bottom of the dropdown menu. The page also shows a search bar, a status update input field, and a notification of 124 likes.

The screenshot displays the Facebook Ads Manager interface. The left sidebar contains navigation options: Setup Guide, Ads Manager, Power Editor, Business Settings, Add New, Claim Assets, and Request Access. The main area is titled 'Overview' and shows account details for 'CESBA' (Account ID: 1105358166163174). The overview includes two line graphs: 'TOTAL SPEND' showing \$7.01 spent and 'TOTAL IMPRESSIONS' showing 482 total impressions. Below the graphs are filters, a 'View Account Summary' button, and a search bar. At the bottom, a '7 DAY SPEND' graph is shown alongside reach and impression metrics: 362 reach (+2.2%) and 482 impressions (+3.4%).

## Step 1: Choosing a Campaign Objective

Facebook gives you 11 pre-determined objectives for your ad:



The ones you'll most likely use are:

### **Send people to your website**

When people click on your ad, it will send them to your website. This is a great choice if you want them to get more information about your program or to sign up/register.

### **Boost your posts**

If you've created a post on your Facebook page and want to reach a wider audience with it, you can use this to get more engagement outside of your regular audience, or to simply have your post appear to more of your followers.

### **Raise attendance at your event**

If you're hosting an event such as a job fair or program information session, this is an easy way to promote the event to a targeted audience in your area.

Once you've selected a campaign objective, simply create a Campaign Name and click *Continue*.

## Step 2: Selecting your Target Audience

Facebook will show your ad to people who fit specific criteria that you select. It is important to fully understand who your target audience is before creating your campaign.

There are a number of targeting parameters that Facebook provides so that you can narrow down who will see your ad. Once you start setting parameters, you'll see the arrow on the right side of the screen start to move between Specific, Defined and Broad reach. Facebook will also give you a potential reach number for your ad (an estimate of how many people will see your ad).

The screenshot displays the Facebook targeting interface. On the left, the 'Locations' section is set to 'Everyone in this location' with a dropdown menu showing 'Canada' and 'Toronto, Ontario +25mi'. A map shows a blue circle centered on Toronto, Ontario, with a radius of 25 miles. Below the map, there are filters for 'Age' (18 - 65+), 'Gender' (All, Men, Women), and 'Languages' (Enter a language...). A notification box states: 'Your audience location has been changed from Ontario to Toronto. Undo Change'. On the right, the 'Audience Definition' section shows a progress indicator and the text 'Your audience is defined.'. Below this, 'Audience Details' lists: Location: Canada: Toronto (+25 mi) Ontario; Age: 18 - 65+; Placements: on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers, Third-party Apps and Websites on mobile devices or Instagram Feed. 'Potential Reach: 3,200,000 people' is shown. 'Estimated Daily Reach' is displayed for Facebook (1,500 - 3,900 people) and Instagram (1,200 - 3,100 people).

The options for audience targeting are:

### Location

You can narrow down your audience by City, Province and Postal Code. You can also change the radius for targeting around a particular locale. You can add as many geographical areas as you wish! The map will show you pins of the areas you selected and the radius of the targeted area.

### Age

Choose the age range that applies to your target audience.

### Gender

You can choose to select all genders, or target Men or Women specifically.

## Languages

Unless the audience you are targeting uses a language that is not common to the location you've selected, it's best to leave this blank.

## Detailed Targeting

In this drop down menu, you can select various criteria that apply to your target audience, such as level of education or field of study, interests, occupation, career, and more. The more specific you are, the narrower your Audience Definition becomes. Facebook will give you suggestions based on criteria that you start entering. Try to keep it broad enough so that you'll hit a good number of people.

The screenshot displays the Facebook Ads targeting interface. On the left, the 'Detailed Targeting' section is active, showing a breadcrumb path: 'Demographics > Education > Field of Study'. Below this, a list of interests is shown, with 'Health care' selected. Other interests include 'Health club', 'Health (magazine)', 'physical health', 'Mental health', 'Health insurance', 'Public health', and 'health fitness'. A 'Connections' section is partially visible. At the bottom, the 'Placements' section shows 'Mobile News Feed' and 'Instagram' both selected with blue checkmarks.

On the right, the 'Audience Definition' panel features a gauge showing the audience is 'Specific'. Below the gauge, 'Audience Details' are listed: Location (Canada: Toronto (+25 mi) Ontario), Age (18 - 65+), and Placements (on pages: News Feed on desktop computers, News Feed on mobile). The total audience size is 122,700,770 people. The interests are categorized as 'Business and industry > Health care'. A description states: 'People who have expressed an interest in or like pages related to Health care'. A warning indicates 'Fewer than 100 people on Instagram'.

## Connections

If you want to reach people who already have a connection to your Facebook page, such as if they like your page already or if they've attended one of your events in the past, you can select this feature. This will narrow your audience to include only people with that specific connection who also meet the other targeting categories you've selected.

The screenshot displays the Facebook Ads targeting interface. On the left, the 'Gender' section has 'All' selected. The 'Languages' section has an input field. The 'Detailed Targeting' section is set to 'INCLUDE people who match at least ONE of the following' and lists 'Demographics > Education > Field of Study' with sub-categories: 'Health and Social Care', 'Health Care Support', 'Personal Support Worker', and 'PSW (Personal Support Worker)'. The 'Connections' section has a dropdown menu open showing 'Facebook Pages', 'Apps', 'Events', and 'Advanced Combinations'. The 'Placements' section is partially visible at the bottom left.

On the right, the 'Audience Definition' section features a scale from 'Specific' (red) to 'Broad' (green), with the needle pointing towards 'Specific'. A message states: 'Your audience is too specific for your ads to be shown. Try making it broader.' Below this, 'Audience Details' lists: Location (Canada: Toronto (+25 mi) Ontario), Age (18 - 65+), Placements (on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers, Third-party Apps and Websites on mobile devices or Instagram Feed), and People Who Match (Field of study: Health and Social Care, Personal Support Worker, Health Care Support or PSW (Personal Support Worker)). 'Potential Reach' is listed as 'Fewer than 1000 people'.

The 'Estimated Daily Reach' section shows two bars: Facebook (200 - 370 people on Facebook, with a scale up to 370) and Instagram (Fewer than 100 people on Instagram, with a scale up to 100). A note at the bottom states: 'This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.'

Each time you select different criteria for audience targeting, you can see the Audience Definition scale move and the Estimated Daily Reach and Potential Reach change. Try to keep your Audience Definition in the green range (the middle).

### Step 3: Setting your budget

Finding the right balance between cost and reach is key to getting the most out of your advertising dollars. Fortunately, you don't have to spend a lot of money to get a wide reach. Start at the bottom end of your budget to see how many people you can target, and slowly increase the amount from there if you need a bigger reach. Your estimated daily reach will be displayed on the right hand side of the page so you know roughly how many people will view your ads.

The screenshot displays the Facebook Ad Manager interface, divided into two main sections: **Budget & Schedule** and **Audience Definition**.

**Budget & Schedule:**

- Budget:** Set to "Lifetime Budget" with a value of "\$100.00" (equivalent to \$100.00 CAD).
- Schedule:** Start date is "May 17, 2016" at "3:17 PM". End date is "Jun 6, 2016" at "3:17 PM" (Toronto Time). A note states: "Your ad will run until Monday, June 6, 2016. You'll spend up to \$100.00 total."
- Optimization for Ad Delivery:** Set to "Link Clicks to Your Website".
- Bid Amount:** "Automatic - Let Facebook set the bid that helps you get the most link clicks at the best price." is selected over "Manual".
- When You Get Charged:** "Link Click (CPC)" is selected.
- Ad Scheduling:** "Run ads all the time" is selected.
- Delivery Type:** "Standard - Show your ads throughout the day - Recommended" is selected.

**Audience Definition:**

- A gauge indicates the audience is defined, ranging from "Specific" to "Broad".
- Audience Details:**
  - Location:** Canada: Toronto (+25 mi) Ontario
  - Age:** 18 - 65+
  - Placements:** on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers or Third-party Apps and Websites on mobile devices
  - People Who Match:**
    - Interests: Health care or personal support worker
    - Field of study: Health and Social Care, Personal Support Worker, Health Care Support or PSW (Personal Support Worker)
- Potential Reach:** 290,000 people
- Estimated Daily Reach:** 310 - 800 people on Facebook (out of 240,000).
- A note states: "This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience. Ad set duration: 20 days"

### Budget

You can set your budget based on daily spend or a lifetime amount. It's best to select a Lifetime Budget so that you can control exactly how much you're going to spend for the entirety of the campaign.

### Schedule

Ads can run continuously or have a start and end date. The date range is important for time-sensitive items and to control how much will be spent in that time frame. You can choose to run an ad for a week, or for a month, or longer. It's entirely up to you to decide how long you want your ad campaign to run for.

### Optimization, Bidding, CPC, Delivery Type

Facebook provides additional options to help advertisers optimize their ads. It's best to leave everything at the default selections, since ad optimization and bidding can become quite complex.

## Step 4: Creating your ad

This is the fun part and the last step in creating your ad campaign!

The screenshot shows the Facebook Ads creation interface. At the top, there are two tabs: "Create New Ad" (selected) and "Use Existing Post". Below the tabs is the "Format" section, which has the heading "Format" and the instruction "Choose how you'd like your ad to look." There are two radio button options: "A single image or video in your ads" (selected) and "Multiple images in one ad". Each option includes a small thumbnail and a "Learn more" link. To the right of these options is a link that says "Learn more about these ad formats in the Ads Product Guide". Below the "Format" section is the "Media" section, which has the heading "Media" and the instruction "Choose the image or video you'd like to use in your ads." There are three options: "Images" (with a play button icon), "Slideshow" (with a play button icon), and "Video" (with a play button icon). Each option includes a description of what can be uploaded or chosen.

**Create New Ad** | Use Existing Post

**Format**  
Choose how you'd like your ad to look.

**A single image or video in your ads**  
Show only one image or video at a time in your ad. [Learn more.](#)

**Multiple images in one ad**  
Show up to 5 images at a time at no extra cost. [Learn more.](#)

[Learn more about these ad formats in the Ads Product Guide](#)

**Media**  
Choose the image or video you'd like to use in your ads.

**Images**  
Upload your own images, choose images from your Facebook Page or use stock images

**Slideshow**  
Upload or choose 3 to 7 images that will play as a video

**Video**  
Upload a video or choose one from your library

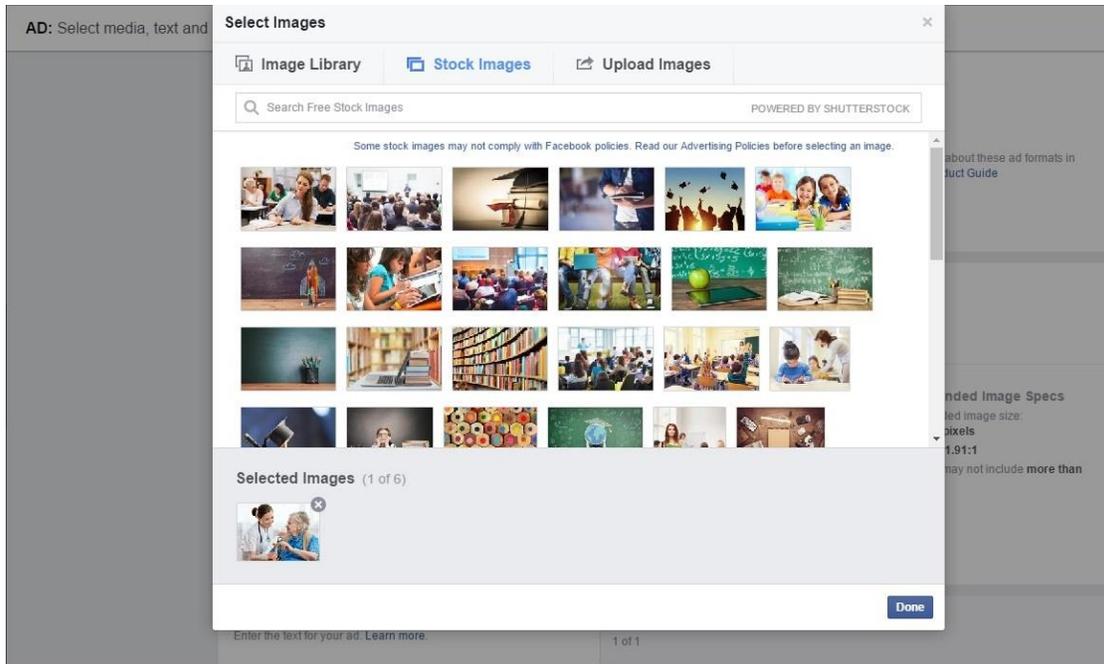
### Format

You can choose to use either images or a video in your ad. For the purposes of advertising PSW programs, it's best to select the first option, "A single image or video in your ads". (Multiple images are good for companies that want to show a bunch of products).

### Media

You can choose to use up to 6 images, a Slideshow format, or a video for each campaign. The more photos you use, the more you can test how your audience responds to each image.

You can choose from the photos provided in this package, or your own, provided that they are high-resolution and are the right dimensions. You can customize your photos with text or your school board or centre logo (provided it follows the 20% rule – see below!) You can also choose to select images from Facebook's stock images, at no cost. Try typing in "healthcare" or "personal support worker" to get a range of images if you'd like to use stock photos.



### Design recommendations

Facebook has design recommendations for photos and video to make sure that they show up clearly in your ads. Here are the recommended image sizes for photos:

**Recommended image size:** 1,200 x 628 pixels

**Image ratio:** 1.9:1

**NOTE:** Follow the **20% rule!** Facebook does not allow images that include text that comprises more than 20% of the image. This includes logos. If you want to check if your photo has too much text, you can use the Grid Tool: [https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/ads/tools/text_overlay)

For videos, it's a bit more complicated:

**Aspect Ratio:** 16:9

**Video:** H.264 video compression, high profile preferred, square pixels, fixed frame rate, progressive scan

**Format:** .mp4 container ideally with leading moov atom, no edit lists

**Audio:** Stereo AAC audio compression, 128kbps + preferred

**Caption length text:** Text only, max 2,200 characters

**Recommended Aspect Ratio:** 1.33:1 / 4:3 / SDTV, 1.375:1 / film, 1.77:1 / 16:9 / HDTV, 1.85:1 / Film, 2:39:1 or 2:40:1 / Widescreen / 9:16, no pillar boxing or letter boxing

**Length:** 120 minutes max

**Thumbnail image ratio:** Should match the aspect ratio of your video.

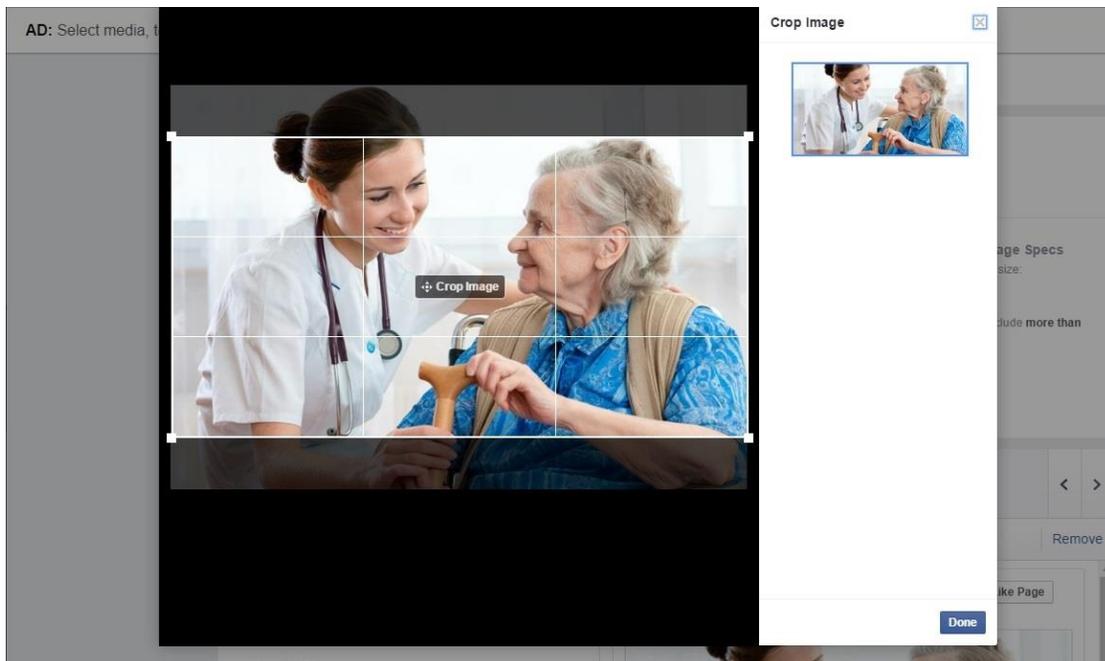
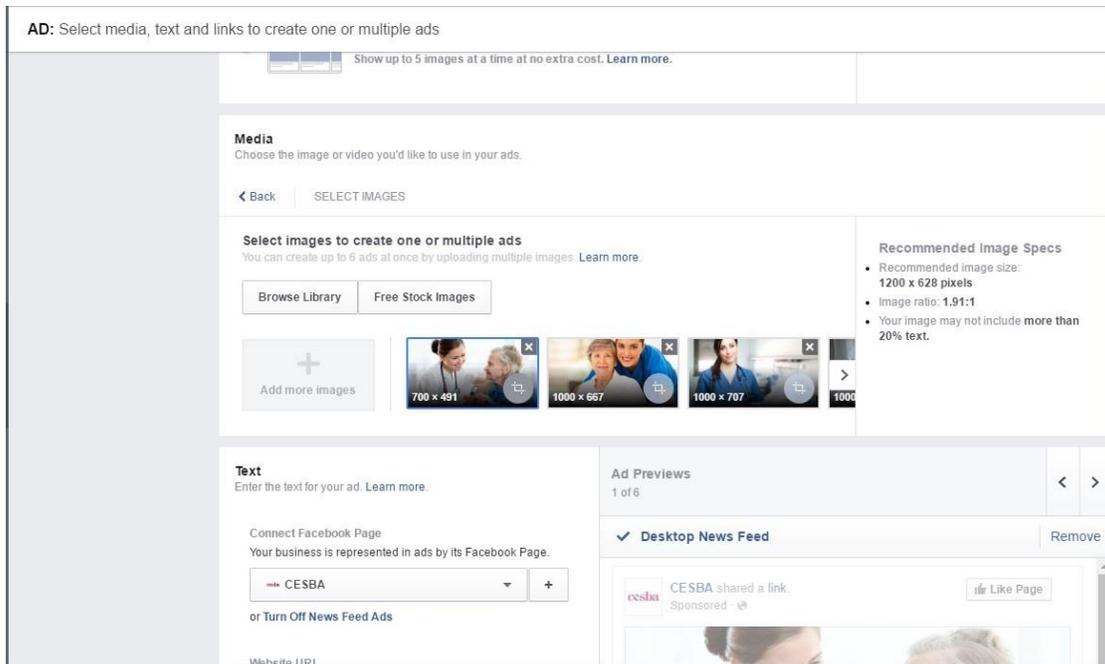
**Minimum resolution:** 600 x 315 pixels (1.9:1 landscape) / 600 x 600 pixels (square)

**File Size:** Up to 4GB max

**Frames:** 30fps max

Once you've selected the images you want to use, you can crop or edit them by clicking on the crop button in the bottom right corner of the thumbnail. Make sure you do this if your image does not quite fit Facebook's Design Recommendations, or your photo may not show up the way you want it to in your ad. Once you've edited your photo, click "Done".

**NOTE: If you've edited your photos but then decide to add or remove one, all of your images will (rather annoyingly) go back to their default format, and you'll have to re-edit each one.**



## Text

Here you can add in your ad text, links and modify ad placement. You also get to see what your ads will look like in various areas of Facebook and on different devices.

The screenshot displays the Facebook Ads creation interface. On the left, the 'Text' configuration panel includes:

- Text:** A text input field with the placeholder 'Enter the text for your ad. Learn more.' and a 'Learn more' link.
- Connect Facebook Page:** A section stating 'Your business is represented in ads by its Facebook Page.' with a dropdown menu showing 'CESBA' and a '+' button.
- or Turn Off News Feed Ads:** A toggle option.
- Website URL:** A text input field containing 'www.cesba.com' and an 'X' button to clear the field.
- Headline:** A text input field containing 'Become a Personal Support Worker!'.
- Text:** A text input field containing 'Looking for affordable PSW training? Earn your certificate with our accredited program.'
- Call To Action (optional):** A dropdown menu showing 'Apply Now'.
- Hide Advanced Options:** A link to expand more options.

On the right, the 'Ad Previews' section shows '2 of 6' views:

- Desktop News Feed:** A preview of the ad in a desktop news feed. It shows the 'CESBA' profile, a 'Like Page' button, and the ad text: 'Looking for affordable PSW training? Earn your certificate with our accredited program.' Below the text is an image of a young woman in blue scrubs assisting an elderly woman.
- Mobile News Feed:** A preview of the ad on a mobile device, with a 'Remove' button.
- Instagram:** A preview of the ad on Instagram, with an 'Add' button.
- Audience Network:** A preview of the ad on Audience Network, with a 'Remove' button.
- Desktop Right Column:** A preview of the ad in the desktop right column, with a 'Remove' button.

### Connect Facebook page

Choosing to connect a page allows you to represent your organization in the News Feed. Your ads will still link to your website, but they will be shown as coming from your Facebook Page. This part will automatically default to your Business Page.

### Website URL

Make sure the website you want to direct people to is correct (if your Campaign Objective was to send people to your website).

### Headline

Currently Facebook allows 40 characters for your headline, so you'll want to be clear and direct (see suggested Headlines on page 29). The headline will appear on all ad placements (Newsfeed, Mobile, Right Column).

## Text

There is a 90-character limit for the text above your ad, so is important to write compelling text that lets people know what you are promoting and what to expect when they click your ad (see suggested text on page 29). The text will appear on all ad placements (Newsfeed, Mobile, Right Column).

## Call-to-action button

This optional button can be placed in your ad. It is a good idea to use this button to help people understand what action you want them to take. There are several options, but good ones to use are “Learn More”, “Sign Up” “Apply Now” and “Contact Us”.

The image shows the Facebook ad creation interface. On the left, there are several input fields for ad configuration:

- Headline:** A text box containing "Become a Personal Support Worker!".
- Text:** A text box containing "Looking for affordable PSW training? Earn your certificate with our accredited program."
- Call To Action (optional):** A dropdown menu with "Apply Now" selected.
- Hide Advanced Options -** A toggle switch.
- News Feed Link Description:** A text box containing "Make your 2016 about learning and 2017 about earning! Our accredited PSW program will give you the skills you need to succeed in this growing healthcare field."
- Display Link:** A text box containing "www.cesba.com".
- URL Parameters (optional):** A text box containing "Ex: key1=value1&key2=value2".

On the right, the **Ad Previews** section shows a preview of the ad in a desktop news feed. The preview includes:

- A photo of a female healthcare worker in blue scrubs with a stethoscope.
- The headline: "Become a Personal Support Worker!".
- The text: "Make your 2016 about learning and 2017 about earning! Our accredited PSW program will give you the skills you need to succeed in this growing healthcare field."
- The URL: "WWW.CESBA.COM".
- The call-to-action button: "Apply Now".

Below the preview, there is a list of ad placements with checkboxes and "Remove" buttons:

- Desktop News Feed (Remove)
- Mobile News Feed (Remove)
- Instagram (Add)
- Audience Network (Remove)
- Desktop Right Column (Remove)

## Advanced Options

### News Feed Link Description

The link description is additional text used to emphasize why someone might want to visit your website. This only appears in the user’s News Feed, and you can enter up to 200 characters to supply extra information about your program.

### **Display Link**

If your Campaign Objective is to send people to your website, the URL will be displayed below the ad. If your website is very long, you can edit how it will appear in the ad. For example, if the URL to your PSW program is

<http://www.dpcdsb.org/CEC/Programs/Adult+Education/Personal+Support+Worker+Program.htm>, you can edit this field so that it displays as [www.dpcdsb.org](http://www.dpcdsb.org). People will still be taken to the longer URL when they click on the ad.

### **Ad preview and placements**

On the right hand side is a preview of how your ads will show up on Facebook in different settings. You can see what each of your photos will look like in the ad by clicking on the grey arrows beside *Ad Preview*. It's best to review all different previews of your ad placements so you can ensure your images and text work well for the News Feed, Right Column and Mobile feed.

**Desktop News Feed** and **Mobile News Feed** ads will show up in the main news feed of the user's homepage. These are the best placements for ads because they are large and show more information. They show up alongside the posts of a user's friends and pages they like, thereby increasing the chances your ad will be noticed and clicked on. **Right Column** ads will show up in the right hand column of the news feed and other areas within Facebook.

The **Audience Network** placement is a collection of mobile apps where Facebook advertisers can serve ads using the same targeting and measurement tools that they use on Facebook. You can choose to select or deselect this feature.

**Instagram** ads will show up in Instagram if your profile is linked to it. If you do not have an Instagram account, you can deselect this option.

## Step 5: Review and place order

Now that you've created your new ad campaign, you can review everything to make sure that you've set up your ad the way you want. Simply click the **Review Order** button at the bottom of the page and review the pop-up.

Make your 2016 about learning and 2017 about earning! Our accredited PSW program will give you the skills you need to succeed in this growing healthcare field.

Display Link ⓘ

URL Parameters (optional) ⓘ

Pixel Tracking ⓘ



**Facebook Pixel**  
You can now create one pixel for tracking, optimization and remarketing. [Learn More](#)

[Create a Pixel](#)

Instagram

- ✓ Audience Network ⓘ Remove
- ✓ Desktop Right Column ⓘ Remove



**Become a Personal Support Worker!**  
www.cesba.com  
Looking for affordable PSW training? Earn your certificate with our accredited program.

[Back](#) [Review Order](#) [Place Order](#)

AD SET

Ad Set Name: Toronto - 18+

Targeting: Location: Canada: Toronto (+25 mi) Ontario  
Age: 18 - 65+  
More ▾

Ad Placement: Desktop News Feed, Mobile News Feed, Desktop Right Column, Audience Network

Budget & Schedule: \$100.00 Lifetime | May 17, 2016 - Jun 06, 2016

Optimize For: Link Clicks  
Bid: Automatic  
Pay For: Link Click (CPC)  
Less ▾

---

6 ADS

Ad Name:  - Image #

Headline: Become a Personal Support Worker!

Text: Looking for affordable PSW training? Earn your certificate with our accredited program.

Images:   
Each image will create a different ad.

[Edit Order](#) [Place Order](#)

If there are changes to be made, simply click the **Edit Order** button to go back to the ad creator.

If there are any issues with your ad, Facebook will notify you with an error message at the bottom of the screen and will tell you what needs to be fixed (such as missing text or a photo that is low resolution). It will also notify you in the review order screen. If this happens, simply click **Fix Errors**. Facebook will not allow you to place an order before errors are fixed.

The screenshot shows the Facebook Ads review interface. It includes sections for 'Display Link', 'URL Parameters (optional)', and 'Pixel Tracking'. The 'Pixel Tracking' section features a 'Facebook Pixel' card with a 'Create a Pixel' button. On the right, there is a list of ad placements: 'Mobile News Feed', 'Instagram', 'Audience Network', and 'Desktop Right Column', each with a 'Remove' button. At the bottom, a red error banner states: 'We found 2 errors.' The errors listed are: 'Please select an image Fix Error' and 'Please provide a Website URL Fix Error'. Navigation buttons for 'Back', 'Review Order', and 'Place Order' are visible at the bottom.

Once you have reviewed your ads, click **Place Order**. Your ads will be placed under 'in review'. Facebook will send you a notification when your ads are approved (usually fairly quickly, unless there is an issue). You are able to edit your ads at any time, however keep in mind that each time you do so, Facebook will need to re-approve them.

### What happens if my ad isn't approved?

Facebook has fairly strict **Advertising Policies**. As long as you're abiding by their rules around profanity, hate speech, adult content etc., you shouldn't have any issues. It's a good idea to read through their Policies (<https://www.facebook.com/policies/ads/>) to get an idea of what's allowed and what's not.

If for some reason your ad is not approved, Facebook will notify you and will give you a reason. Ads are reviewed and filtered digitally (i.e. not by a human), so errors do happen. If you're not sure why your ad wasn't approved and Facebook's rationale does not make sense, you can contact them directly by responding to the email you'll receive about your ad. They are normally fairly quick to respond and will usually approve your ad once their error has been reviewed. You can also submit an ad appeal form here: <https://www.facebook.com/help/contact/1582364792025146>.

### **Don't forget to engage your Facebook fans!**

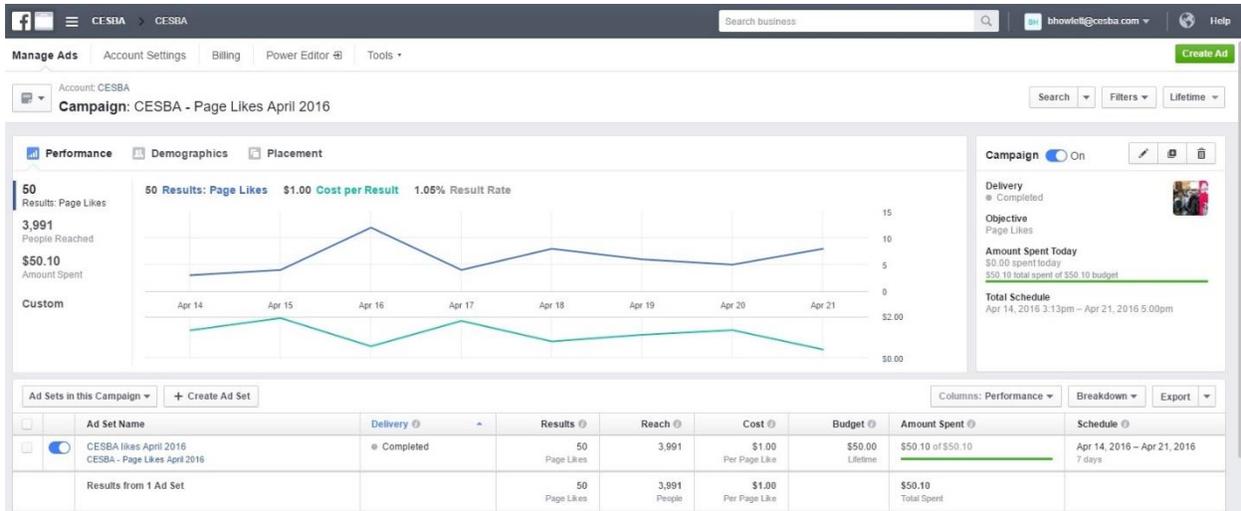
You can continue to take advantage of your ongoing organic reach (i.e. people who already like your page) and supplement it with well thought-out paid campaigns. This will help you get the most out of your Facebook page when your followers like, comment and share your posts and ads. The more you engage with your followers, the more reach you'll get! You'll get notifications about people that are liking, commenting on and sharing your ad. ***Note that Facebook ads do not show up on your Facebook page – the only way to “find” them is through the ads manager.***

### **A/B Testing**

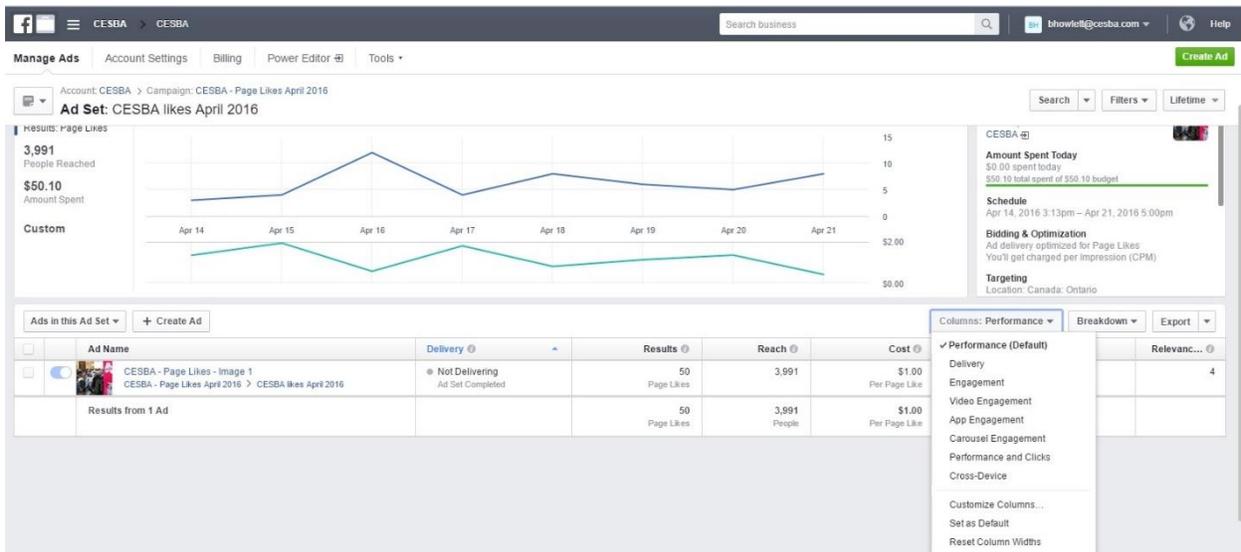
There is no tried-and-true method to Facebook advertising. Facebook is constantly changing its algorithms, so it's difficult to find out how to best optimize advertising reach. That being said, the best way to test your ad's effectiveness is to perform split testing, or **A/B testing**. This means running two or more different ad campaigns at the same time to test which one performs better and how people respond to them. This is a great time to try different messaging (headlines and text) to see what people react to more. That way you can ensure that your advertising dollars are being used in the most effective way possible. Once you know which images/videos and text perform the best, you can re-use them or come up with similar messaging and photos for future ad campaigns. Simply create two or more ad campaigns simultaneously and use the same photos but different text, or different photos and the same text. You can also try adding a logo or text to a photo compared to a photo with no text or logo.

## Step 6: Analyze your results!

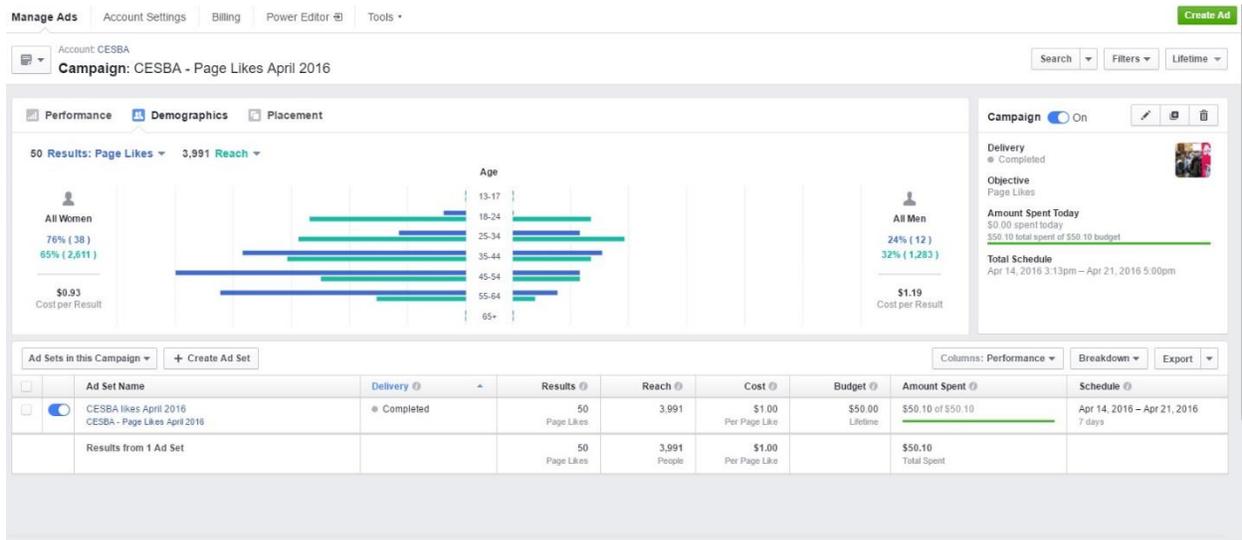
One of the fun parts of Facebook advertising is watching your ad's performance in real time.



When you're in the Ad Manager (which you can find in the left-hand column of your Business Page), you'll see a summary of your ad's performance. Select the ad that you created to see its performance over time as well as a summary of how many people have engaged with your ad (clicks, likes, comments, shares).



You can select Performance, Demographics and Ad Placement at the top right to see a summary of each.



You can also analyze your audience by age, gender, locale, and other criteria. If you're not sure what one of the performance measurement numbers means, simply hover your mouse next to the grey 'i' circle to get a definition.

The more you understand about your ad's performance and how people respond to it, the more successful your future campaigns will be since you can target more effectively. It's a good idea to keep an eye on the Cost-Per-Click ratio (CPC) to see how much you are actually spending per page click. If this number is very high (ie. not many people are clicking on your ads for what you've spent), then it might be a good idea to review and revise your ads.

### Don't forget conversion tracking!

When someone clicks on your ad and then performs the behaviour that you're seeking (for example, buying a product or signing up for an event), this behaviour is called a 'conversion'. In the case of PSW programs, the ultimate goal is to get students to enroll in your programs. The only way to keep track of this is to capture as much information as you can about students who are enrolling in your programs. This should be done on an intake form and recorded, so that you will know how many students came to you or heard about you through social media.

### Billing

Facebook will email you regular invoices during their billing cycles. These are available for viewing and printing in the Ads Manager under the "Billing" tab at the top.

## Resources

*Facebook Ads Guide*

<https://www.facebook.com/business/ads-guide>

*Design recommendations* (for Clicks to Website ads)

<https://www.facebook.com/business/ads-guide/clicks-to-website/links/?toggle0=Photo>

*Grid Tool* (to check 20% rule)

[https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/ads/tools/text_overlay)

*Facebook Advertising Policies*

<https://www.facebook.com/policies/ads/>

*Appeal a Disapproved Ad*

<https://www.facebook.com/help/contact/1582364792025146>

## Part 2: Advertising on Twitter

Twitter Ads aren't quite as in-depth as Facebook ads and don't have as many options for targeting, like Facebook, they are an easy and cost-effective way to promote your program to a larger audience beyond your regular followers.

### How to set up and manage a Twitter Business account

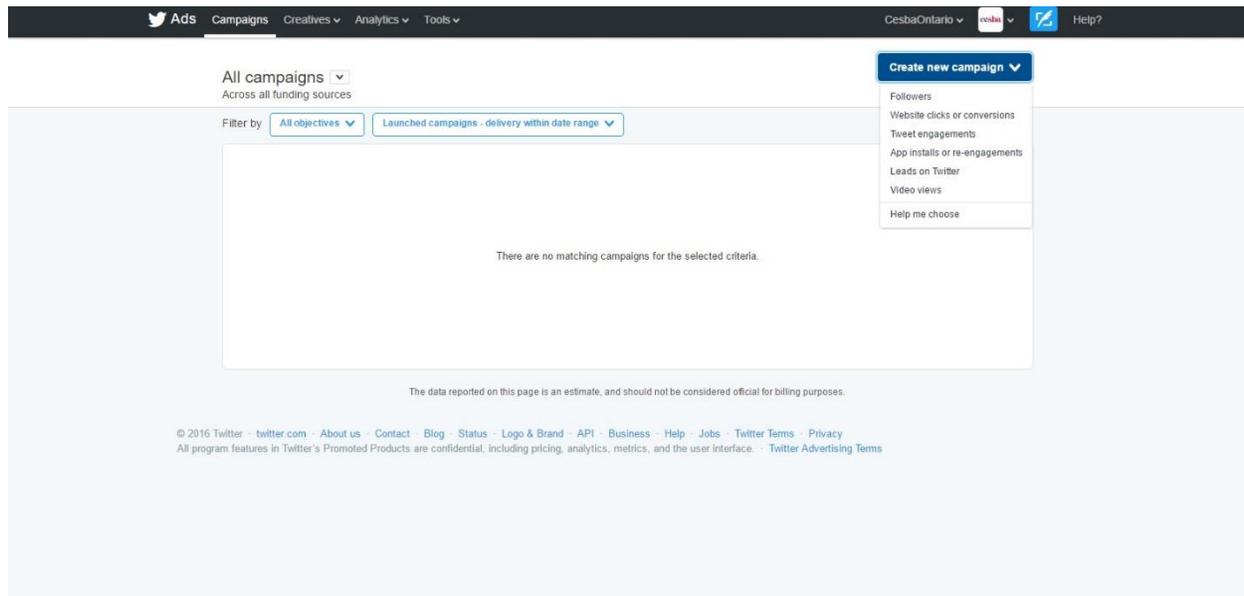
If you already have a Twitter profile, simply click on your profile thumbnail in the top right of the Twitter masthead and select *Twitter ads*. From there you'll be able to enter payment and account information.

### Getting started

Once you're ready to start creating ads, click on *Twitter ads* under your profile drop-down. You can also go to <https://ads.twitter.com>.

## Step 1: Choose your objective

Much like Facebook ads, you'll want to choose a campaign objective. Start by clicking on the **Create new campaign** button on the top right of the Twitter Ads platform. A good one to start with is **Website Clicks or Conversions**, since you can lead people to your website for more information about your program.



The screenshot displays the Twitter Ads management interface. At the top, there is a navigation bar with 'Ads', 'Campaigns', 'Creatives', 'Analytics', and 'Tools'. On the right side of the navigation bar, there are user-specific options: 'CesbaOntario', 'realis', and 'Help?'. Below the navigation bar, the main content area shows a 'Create new campaign' button on the right. A dropdown menu is open from this button, listing several campaign objectives: 'Followers', 'Website clicks or conversions', 'Tweet engagements', 'App installs or re-engagements', 'Leads on Twitter', 'Video views', and 'Help me choose'. On the left side, there are filters for 'All campaigns' and 'Filter by' with options for 'All objectives' and 'Launched campaigns - delivery within date range'. The main content area is currently empty, displaying the message 'There are no matching campaigns for the selected criteria.' At the bottom of the page, there is a disclaimer: 'The data reported on this page is an estimate, and should not be considered official for billing purposes.' and a footer with copyright information and links to 'About us', 'Contact', 'Blog', 'Status', 'Logo & Brand', 'API', 'Business', 'Help', 'Jobs', 'Twitter Terms', and 'Privacy'.

## Step 2: Set up your campaign

Twitter takes you through four steps to create your campaign.

PSW promo ad 1 WEBSITE CLICKS OR CONVERSIONS Exit Save Launch

Funding — Credit/debit card Automatic bid — Yes Daily budget — Required

UNSAVED 1 Overview > 2 Audience > 3 Budget > 4 Creatives

### Set up your campaign STEP 1 OF 4

Name your campaign

? When do you want to run this campaign?

Start immediately, run continuously  Set start and end dates

19 May 2016 4:02 PM — 26 May 2016 11:59 PM America/Toronto time

**Twitter Audience Platform**

Increase your campaign's reach by displaying ads across Twitter and the Twitter Audience Platform, subject to [Twitter Ads Policies](#) and [Terms & Conditions](#).

Expand your reach on the Twitter Audience Platform

Increase your campaign's reach by displaying ads across Twitter and the Twitter Audience Platform

Enter the domain name of the website used for this campaign

(Required) Enter the top-level advertiser domain for your campaign in the format "advertiser.com"

Please note: This is not the destination or landing page URL where users will be directed on ad click.

Select which category best describes your website

(Required) Select which category best describes your website. This categorization is not related to targeting. This selection is used to identify the subject matter of your website to other publisher apps and websites where ads are shown within the Twitter Audience Platform. More than 2 selections will limit scale.

In this step, you'll want to give your ad campaign a name and select when you want your ads to start and end (you can have them run continuously, but for maximum control and budgeting, it's best to select a timeframe).

Enter the URL for your website where it says "Enter the domain name of the website used for this campaign".

You'll also have to select a category for your website. You can start typing one in to see the pre-determined categories, or select **Browse**. You'll most likely need to select **IAB5 – Education** and then **IAB5-2 - Adult Education**. Remember that these categories describe your website, not the nature of your ad, and does not affect your ad in any way.

### Step 3: Select your audience

There are a bunch of variables in this section, but it's best to keep things fairly simple. Select your audience location by city, province or postal code. You can further narrow down your audience by gender and languages.

Select your audience STEP 2 OF 4

AUDIENCE PROFILE

Select locations (required)  
Target users by country, states, regions, metro areas, or postal codes. [Learn more.](#)

Search for locations, e.g. Canada or Import multiple locations

Target users located in...

Country	× Canada
Metro area	× Toronto, Halton, Ontario, Canada

Select gender  
We infer gender from information our users share as they use Twitter, including their profile names and follow graphs. [Learn more.](#)

Any gender  Male  Female

Select languages

Select devices, platforms, and carriers

SELECT ADDITIONAL AUDIENCE FEATURES

**Audience summary**

PROFILE

In 2 locations  
Gender: Any gender  
Languages: Any languages  
Platforms: On all platforms  
Carriers: On all carriers

AD PLACEMENTS

Users' timelines  
Users' profiles  
Twitter Audience Platform

POTENTIAL AUDIENCE SIZE

RECOMMENDED RANGE

### Additional Audience Features

To help narrow down your audience and target your ads more effectively, you can add optional keywords to find users who tweet particular words. Targeting by keywords allows you to reach people that search, tweet about, or engage with specific keywords. The benefit of this type of targeting is that it helps you define a more qualified audience, since these people are actively looking for or engaging with those specific keywords that are relevant to your program. Twitter will tell you how many people per day tweet those particular words (as you can see in the example below, Personal Support Worker and PSW are not often tweeted).

You can also add followers to reach twitter users with interests similar to the accounts you add, if applicable.

SELECT ADDITIONAL AUDIENCE FEATURES

Add keywords [Remove keyword targeting](#)

Target searches or users who tweet with words you enter. [More about keyword matching](#)

Recent global daily volume of Tweets containing each keyword

< 1,000  1,000-10K  10K-100K  100K-1M  +1M

Enter a keyword or phrase or Import multiple keywords

× Match personal support worker PSW

**New:** Use the + symbol to match precise keywords; remove the + to expand to broad matching. [Learn more](#)

Expand your reach by adding recommended keywords like education, college, and more

Add at least one keyword to get recommendations.

Matching options

Add followers [Remove follower targeting](#)

Targeting @usernames allows you to reach users with interests similar to followers of any of those accounts. For example, enter @TwitterAds to target people likely to be interested in advertising on Twitter. [Search Twitter for @handles to include.](#)

Search for @usernames or Import multiple @usernames

Then you can expand your reach by adding recommended @usernames

Also target your followers  Also target users like your followers

POTENTIAL AUDIENCE SIZE

144 - 216

RECOMMENDED RANGE

Likely the most useful part of the additional targeting features is interests. Twitter has pre-determined categories, like Facebook, but a lot less options. You can select criteria such as “Health” and “Senior living”, but you can add others depending on your target audience. It’s helpful to understand your target audiences and consider how they might be using Twitter.

[Matching options](#)

[+ Add followers](#)

Add interests [Remove interest targeting](#)

Interest categories increase potential reach. We will target users interested in any of the categories you enter, in addition to any @usernames you enter above.

Search for interest categories or [Browse categories](#)

Target users interested in...

<a href="#">X Health</a>	<a href="#">X Alternative care</a>	<a href="#">X Health news and general info</a>
	<a href="#">X Pharmacy</a>	<a href="#">X Weight loss</a>
<a href="#">X Society</a>	<a href="#">X Senior living</a>	

[+ Add tailored audiences](#)

[+ Add TV targeting](#)

[+ Add behaviors](#)

[+ Add event targeting](#)

[+ Customize where Promoted Tweets appear.](#)

<input checked="" type="checkbox"/> <b>Users' timelines</b> Promote Tweets into the home timeline of the specific group of people that you are targeting	<input checked="" type="checkbox"/> <b>Profiles &amp; Tweet Detail Pages</b> Promote Tweets to users when they visit profiles and tweet detail pages on Twitter.
---	---

[Limit targeting by excluding tailored audiences.](#)

The other features under this category aren’t as useful or necessary, but it’s good to take a look at them to learn about the various options available for advertising.

You can choose where Twitter ads will show up for users. Twitter pre-selects **Users’ timelines** and **Profiles & Tweet Detail Pages**. It’s best to leave both of these checked off.

## Step 4: Set your budget

This is where you'll enter how much money you want to spend throughout your campaign. If you selected a campaign timeframe of 7 days, you will have to enter how much you want to spend per day, as well as the maximum you want to spend (optional, but recommended). The **Reach Summary** on the right will show you what the estimated daily reach of your ad will be and what this means for number of website clicks. The more money you spend, the more engagement you'll get. Start at the low end of your budget to see how effective it will be, and you can work your way up from there.

PSW promo ad 1 WEBSITE CLICKS OR CONVERSIONS Exit Save Launch

Funding — Credit/debit card Automatic bid — Yes Daily budget — \$5.00

**UNSAVED** 1 Overview > 2 Audience > 3 Budget > 4 Creatives

### Set your budget STEP 3 OF 4

- Set a daily maximum (required).  
Cap the amount you will spend each day. The maximum resets daily at midnight, America/Toronto time. [Learn more](#)

CA\$ 5 per day

- Set a total budget (optional).  
If set, this campaign will stop running once this budget has been reached. We will not exceed this amount during the life of the campaign. [Learn more](#)

CA\$ 50

Choose pricing.

Automatic bid ▾

Your bid will be optimized to get the best results at the lowest price (within your budget).

#### Reach summary

ESTIMATED DAILY REACH  
520 — 780

ESTIMATED DAILY IMPRESSIONS  
614 — 922

ESTIMATED DAILY WEBSITE CLICKS  
1 — 2

Raise your bid to reach a greater share of your potential audience.

## Step 5: Choose your creatives

You can choose to either use a tweet that you've already created and tweeted before, or one that plan on tweeting (Scheduled Tweets or Organic Tweets). Or, you can choose to create a tweet that will only be seen to the audience you've created above (i.e. it will not appear on your Twitter page, only as a Twitter ad).

### Choose your creatives STEP 4 OF 4

You can promote existing Tweets or create new ones. All Tweets eligible for this campaign type appear below. Choose or write Tweets that give people a reason to take action. All Tweets must include a URL or Website Card. [Learn more about Website Cards and campaign best practices.](#)

#### Create or select creatives

@CesbaOntario Promoted-only Tweets Show replies

Promoted-only Tweets Impressions Web clicks Web click rate

Become a Personal Support Worker! Our affordable and accredited [PSW](#) program meets ministry & industry standards.

Schedule Tweet 28

May 2016

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Select an available card 70

#### See preview

iOS Android Desktop Twitter Audience Platform

Live preview

CESBA @CesbaOntario Dec 31

Become a Personal Support Worker! Our affordable and accredited PSW program meets ministry & industry standards.

Promoted

Selected creatives 0

Compose or select available Tweets to promote in this campaign. We recommend having 4-6 Tweets per campaign.

If you want people to click on your website, Twitter asks you to create a website card. This consists of your website URL, a 70-character Headline, a photo, and your 140-character tweet. You can view a preview of your ad on the right hand side across different platforms (such as mobile and desktop). Unlike Facebook ads, your photo can include more than 20% text.

Qualified [PSWs](#) are in high demand across Ontario – get started on your career today!

Schedule Tweet 32

Website Card or Add media (optional)

Create a card Select an available card

Headline 37

Become a Personal Support Worker!

Website URL

http://www.cesba.com

Card name

Pick a unique name for your card. This will not be shown to users.

CESBA @CesbaOntario Dec 31

Qualified PSWs are in high demand across Ontario – get started on your career today!

Become a Personal Support Worker!

www.cesba.com

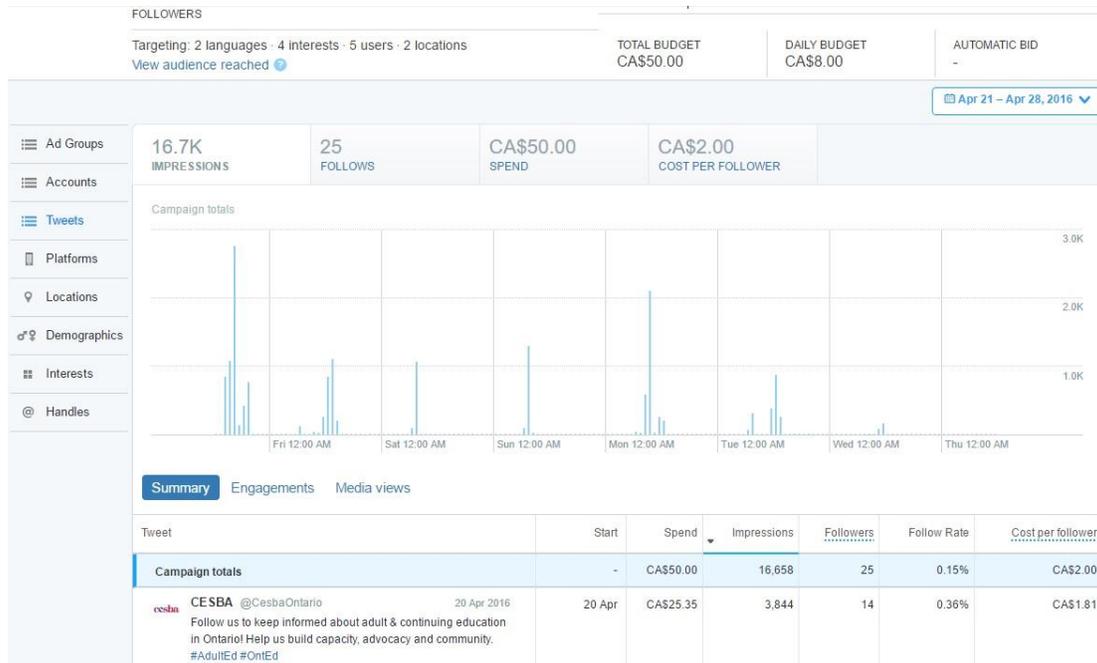
Promoted

Selected creatives 0

Compose or select available Tweets to promote in this campaign. We recommend having 4-6 Tweets per campaign.

## Step 6: Analyze your results!

Just like with Facebook Ads, Twitter will keep track of all your statistics and demographics of people that are seeing and clicking on your ad.



You can analyze your audience by location, demographics, interests, and how they are interacting with your ad. Don't forget to track conversions, i.e. how many people are seeking information about your program and enrolling in your program (either through phone, email, or intake forms). This is the only real way to know if your ad's performance was successful!

### Billing

Twitter will email your invoices for your ad. You can also access account and billing information, as well as your invoices, in the Ad Campaigns section. Click on your handle name in the top right on the masthead and select "Billing History".

### Resources

*Editorial guidelines for advertising*

<https://support.twitter.com/articles/20170421>

*How Twitter Ads work*

<https://business.twitter.com/en/help/troubleshooting/how-twitter-ads-work.html>

## Suggested Ad Creatives for PSW program promotion

The suggested text below was developed with the help of CESBA’s PSW Committee in order to make advertising PSW programs easy, effective and to ensure consistent messaging. The text can of course be modified based on your program and the angle you want to focus on. Feel free to add in info such as your school board name or acronym, program dates, or information about part-time options, length of program and cost. Note that these can be “mixed and matched” depending on preference, and that many can be used for both Facebook and Twitter ads.

### HEADLINE

**Facebook character limit: 40**

**Twitter character limit: 70**

1. Become a Personal Support Worker! (33)
2. Personal Support Worker Certificate (35)

### DESCRIPTIVE TEXT

**Facebook character limit: 90**

**Twitter character limit: 140**

#### Accreditation/standards-focused

Our affordable and accredited PSW program meets ministry & industry standards (81)

#### Cost-focused

Looking for affordable PSW training? Earn your certificate with our accredited program (87)

#### OSSD-focused

1. Get your PSW Certificate and earn credits towards your **OSSD** with our accredited program (87)
2. Get your PSW Certificate and earn credits towards your **high school diploma** (77)

#### Career-focused

1. Qualified PSWs are in high demand across Ontario – get started on your career today! (87)
2. Gain skills employers value. Earn a PSW Certificate at [**school board name or acronym – 33 characters max**]. (57)

## NEWS FEED LINK DESCRIPTION (Facebook only)

### Facebook character limit: 200

1. Enjoy a rewarding career in the healthcare field! Gain real-world work experience through clinical and community co-op placements with our accredited program. Apply today! (174)
2. Make your 2016 about learning and 2017 about earning! Our accredited PSW program will give you the skills you need to succeed in this growing healthcare field. (159)
3. If you're looking for a sustainable career in the healthcare field, join our accredited program and earn your **government-recognized** PSW Certificate. (148) (option: **employer-recognized**)
4. Our accredited program features affordable hands-on training that will get you ready for a career as a Personal Support Worker. (131)

### Modifiable keywords/text:

- Start date/registration information (e.g. *Sign up for Sept 1 start!*)
- Number of weeks/months of program (e.g. *Join our 40-week program!*)
- Part-time option
- Cost-effective, free tuition (instead of "affordable")

**Photos**

