



**Miller Center**  
for Social Entrepreneurship



## Social Media Toolkit for Digital Marketing Team



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# Instructions

Welcome to the Social Media Toolkit. This manual can provide you with a basic understanding of advertising one's business through social media. Through a variety of tips and guiding questions, this toolkit helps to lead you through creating, posting, and optimizing your advertising campaigns. This toolkit has three sections:

1. Definitions — provide a compilation of important and commonly used terms in advertising programs, specifically Facebook Business Manager
2. How-To's — illustrate step-by-step instructions for various advertising processes
3. Evaluation — builds upon the information in the previous sections, and provides questions to guide you through evaluating which posts are most effective and why.

Developing an engaging and cost-effective campaign is essential to creating a sustainable business model. Whether the objective of the advertisements is to acquire customers or convert inquiries into customers, having ads that allow for and encourage engagement will help you reach this goal faster. This toolkit's purpose is to provide an easy and comprehensive compilation of Facebook Advertising knowledge that holds value for new employees, current employees, and also new partners.

If you are a new employee, new to Facebook, launching a new app, or trying to improve your advertising skills, this resource can be beneficial as you learn the Facebook platform. Start by reading through the Definitions section and mainly focus on the main metrics. Once you feel comfortable with the Facebook terminology, read through section two, How-To's. In this section, make sure to spend time on how you want to define your audience and how to create campaigns in order to best tell the story of your application or product. Lastly, use the Evaluation section to generate new ideas for your ads and campaigns. These proposed questions can help you reanalyze and reflect on your current advertising strategy.

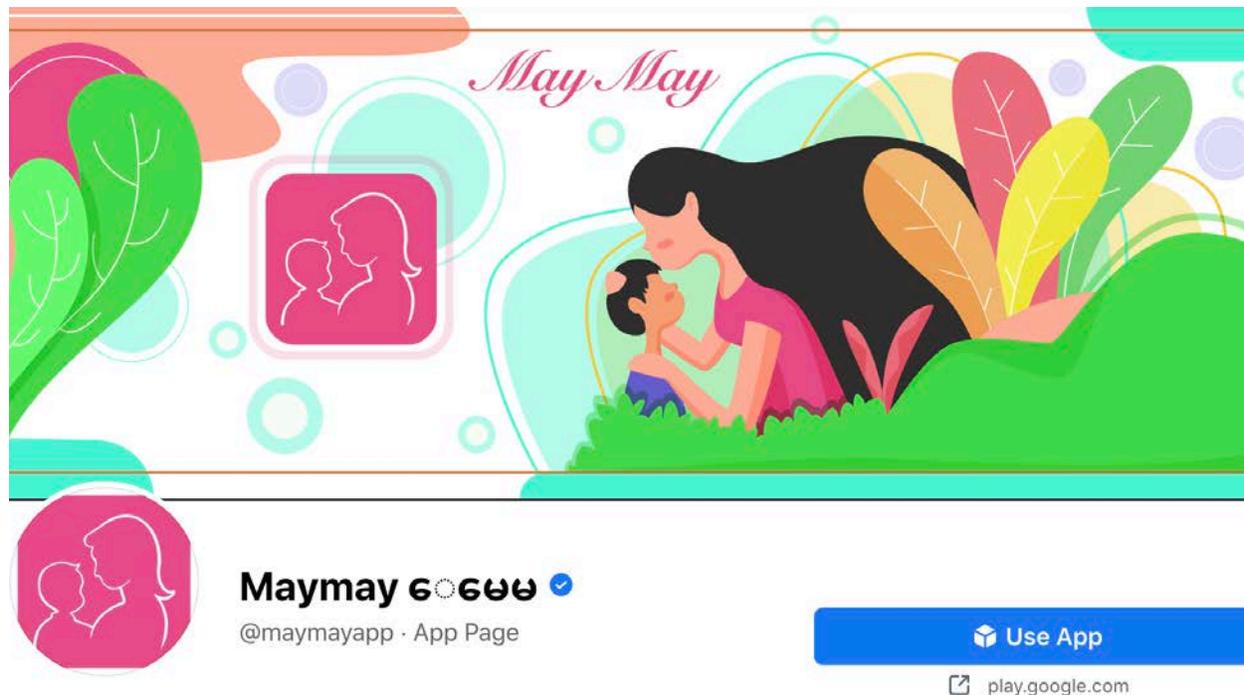
If you are a current employee and are already familiar with Facebook, the last section, Evaluation, will be the most helpful. This section challenges you to think about your advertising in new ways and provides additional ideas to increase engagement. Also, this toolkit is meant to grow with new ideas and information. Please add onto the working document to help your teammates and new employees.

Hope you enjoy this social media toolkit and good luck elevating your Facebook platform!

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## Definitions



**Figure 1.1** This is the MayMay Facebook Profile in September 2020.

### Main Metrics:<sup>1</sup>

- Reach: The number of people who saw your ads during the active campaign.
- Impressions: The number of times the ad was on screen overall or for a specific target audience.
- Frequency: An estimated number of times each person saw your ad.
- Audience: An audience is a group of people who can potentially see your Facebook ads. When choosing a target audience for your ad set, you can either create a new audience or use a saved audience.
  - Age and Gender of Engaged Viewers:
    - Percentage of Male vs. Female
    - Different target age ranges
  - Countries
  - Language
  - Interests

- Videos your engaged viewers are watching
  - This is a good section to look at in order to generate ideas on future content.
- Conversions: Customer-completed actions, such as a purchase of a product or service from the website.
  - Also based on the number of subscribers obtained.
- Rates
  - CPC (Cost per click): Average cost for all clicks on the page.
  - CTR (Click-Through Rate): The percentage of times people saw the ad and performed a click.
  - CPM (Cost per mile): The average cost of 1,000 impressions. Often denotes the cost-effectiveness of an ad campaign.
    - Calculated by total amount spent on ad campaign / impressions \* 1,000.
- Page Engagement: Total number of actions on the Facebook Page and its posts, because of the ads.
  - Page Likes: Number of likes on Facebook Page due to ads.
  - Post Engagement: Number of actions by people on the advertisements themselves.

## Minor Metrics:<sup>2</sup>

- **Post Reactions:** The number of reactions on your ad or post. These reactions include: Like, Love, Haha, Wow, Sad or Angry.
- **Where your Page Likes Happened:** Where individuals are liking your page. Some of the main categories include:
  - Ads
  - Your Page
  - News Feed
  - Page Suggestions
  - Restored Likes from Reactivated Accounts
  - Search
  - Other
- **Where your Page Followers Happened:** Where individuals are following your page. Some of the main categories include:
  - Ads
  - On Your Page
  - Uncategorized Desktop
  - Search
  - Others

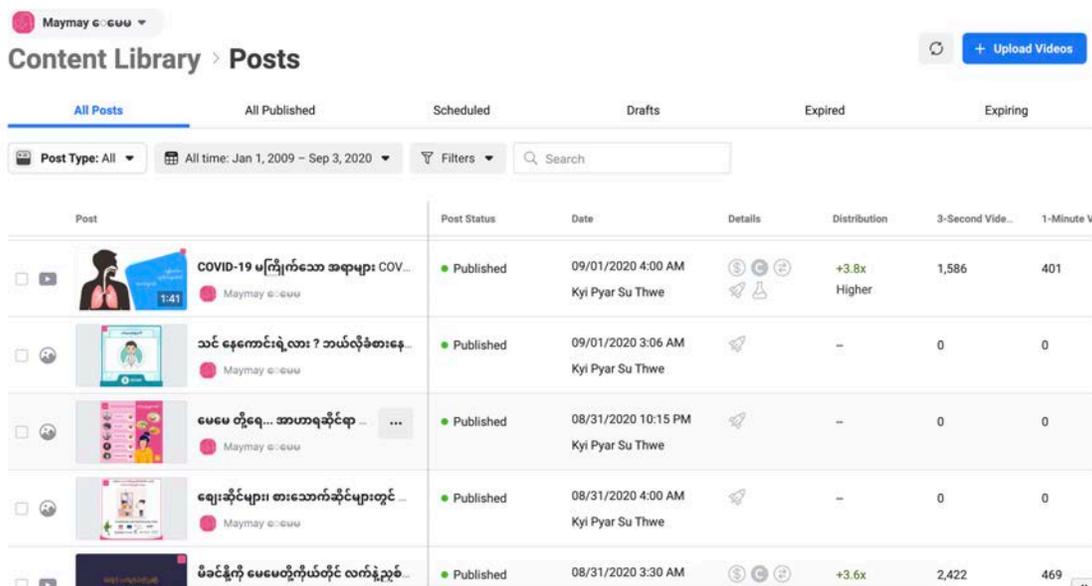
## Organic vs. Paid:

- **Organic engagement:** Individuals using or viewing your page or post without being prompted.
- **Paid engagement:** Individuals using or viewing your page or post with being prompted with paid ads.
  - With paid engagements you can target audiences who would be interested in your page or posts.

## How-To

### How to Post on Facebook (steps):<sup>3</sup>

1. On the MayMay page, click Creator Studio on the left hand side bar.
2. On the home page of Creator Studio, click Create Post.
  - a. Choose one of the following options: Create Post, Upload Video, Go Live, or Post Videos Across Pages.
3. Choose to Post on the MayMay Page.
4. Publish or Schedule your Post.



Post	Post Status	Date	Details	Distribution	3-Second Video Views	1-Minute Video Views
 COVID-19 မကြိုက်သော အရာများ COVID-19 ကို ကာကွယ်ရန်အတွက် အရေးကြီးသော အချက်များကို ဖော်ပြထားပါသည်။ Maymay ဝင်းဇူ	Published	09/01/2020 4:00 AM Kyi Pyar Su Thwe	  	+3.8x Higher	1,586	401
 သင် ရောဂါကင်းရှင်းလား? ဘယ်လိုခံစားနေသလဲ? Maymay ဝင်းဇူ	Published	09/01/2020 3:06 AM Kyi Pyar Su Thwe		-	0	0
 မေမေ တို့ရဲ့ အာဟာရဆိုင်ရာ အချက်အလက်များ Maymay ဝင်းဇူ	Published	08/31/2020 10:15 PM Kyi Pyar Su Thwe		-	0	0
 ရွေးချယ်မှုများ၊ စားသောက်ဆိုင်များတွင် COVID-19 ကို ကာကွယ်ရန်အတွက် အရေးကြီးသော အချက်များ Maymay ဝင်းဇူ	Published	08/31/2020 4:00 AM Kyi Pyar Su Thwe		-	0	0
 မိခင်နှင့် ကိုယ်ပိုင် မေမေတို့ကိုယ်တိုင် လက်ခံနိုင်ရုံသာ Maymay ဝင်းဇူ	Published	08/31/2020 3:30 AM Kyi Pyar Su Thwe	  	+3.6x	2,422	469

**Figure 2.1** The Content Library from Creator Studio of all posts, all post types and details (Screenshot from MayMay Facebook page, September 2020).

### Main Forms of Content to Post:

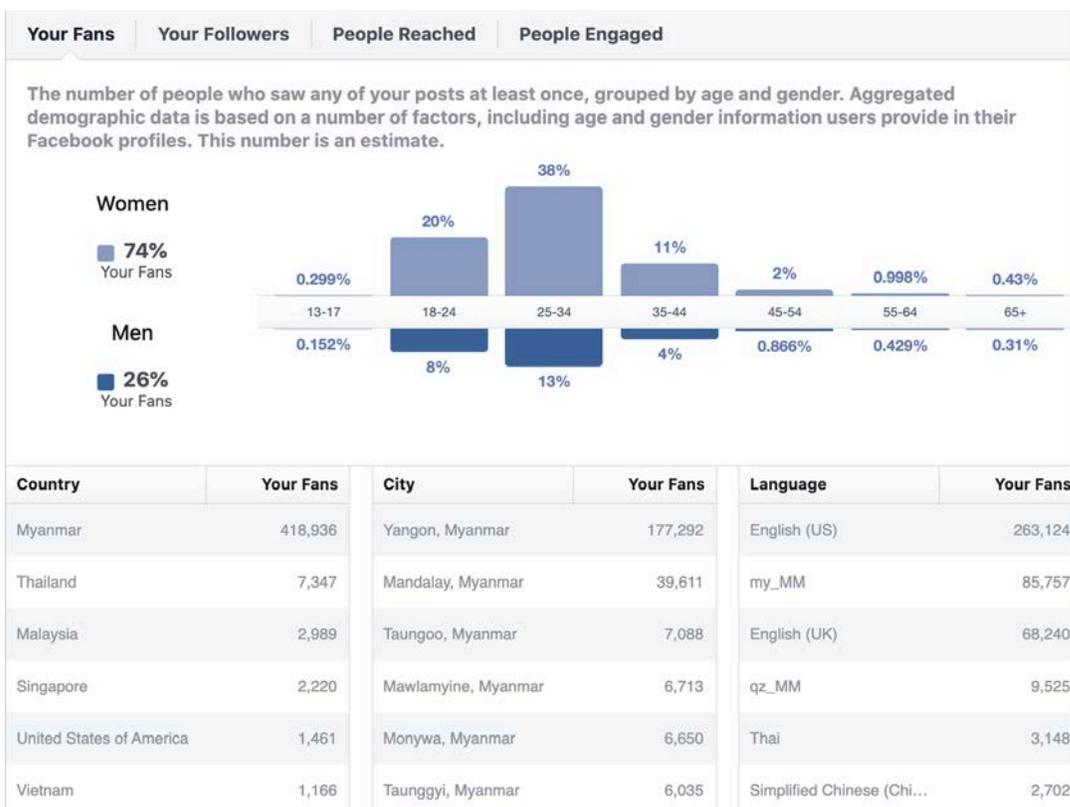
- Infographics with educational caption
- Image or Images with educational caption
- Video with educational caption

Note: Use the content library on Creator Studio to view all posts, all published, scheduled, drafts, expired and expiring.

## How to Define your Target Audience:

How to find current statistics on audience reached:

1. On the left-hand side of the MayMay Page, click on Insights.
2. On the new sidebar, click on People.
3. Under People, you can find statistical information on Your Fans, Your Followers, People Reached, and People Engaged.
  - a. Under each section there is demographic data on age, gender, country, city, and language.
  - b. Fill out each section aligned with your defined target audience.



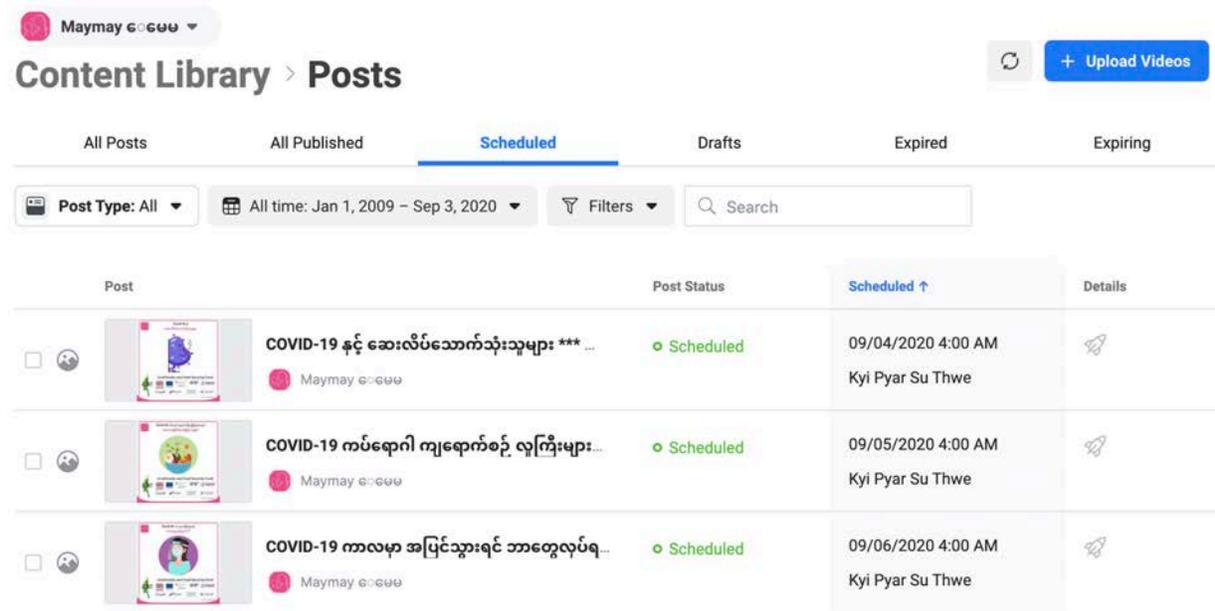
**Figure 2.2** A display of Your Fans, from Insights under Audience, with information on gender, age, location, and language (Screenshot from MayMay Facebook page, September 2020).

When to define your target audience:

1. To narrow down your audience to users who are more likely to be interested in your product.
  - a. This can optimize engagement with your posts and ads, as well as increase the chances of conversion and gaining a new customer.

## How to Schedule Ads:<sup>4</sup>

1. On Ads Manager (within Facebook Business Manager), select the campaign you would like to work with.
2. Scroll to and click on Budget & Schedule.
3. Under Budget, select Lifetime Budget.
4. Select a start and end date for the campaign and click Run Ads on a Schedule.
5. Determine the times you would like your ad to run.



**Figure 2.3** The Content Library from Creator Studio of scheduled posts, all post types and details (Screenshot from MayMay Facebook page, September 2020).

## When to Schedule Ads:

1. If you would like your ads to appear at specific times throughout the day, it is recommended to the schedule ads. Scheduling Ads has the potential to:
  - a. Optimize engagement with users at ideal times through the day.
  - b. Deliver ads at times outside of the work day.

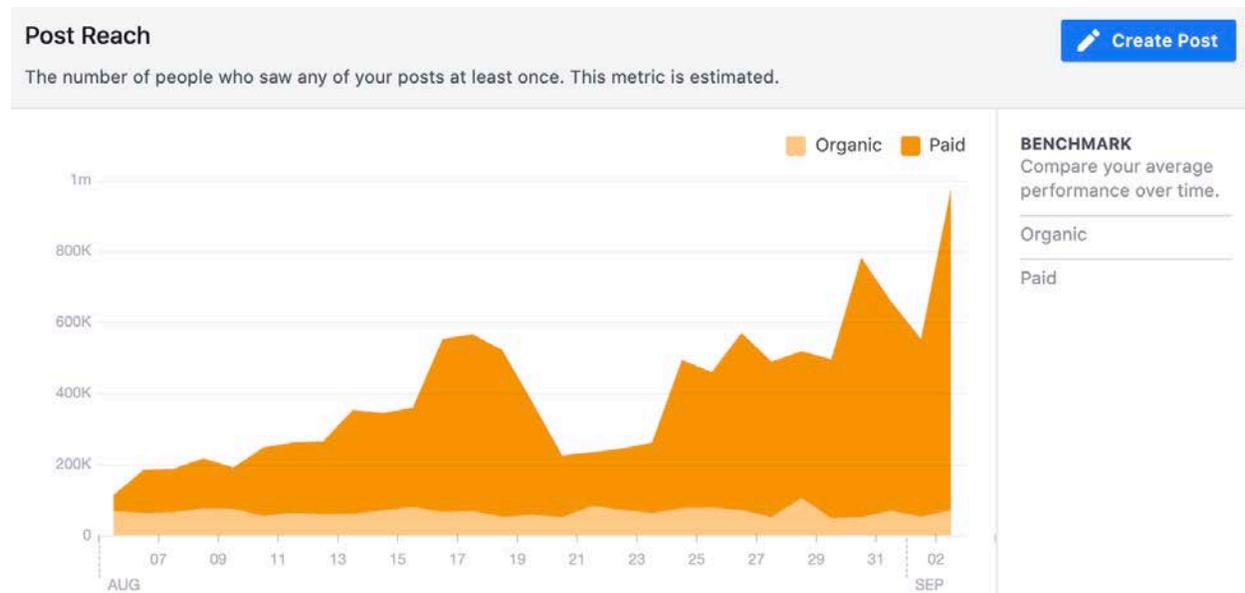
## To Find when your audience is online:

1. On the left sidebar on MayMay Page, click on Insights.
2. Then, click on Posts on additional sidebar.
3. At the top of the page, it shows “When Your Fans Are Online”.

- a. The graphic above demonstrates how many users are online at different time periods of the day. This is a great tool to use when figuring out the best times to schedule posts.

### Difference between Content, Boosted Post, and Ad:<sup>5</sup>

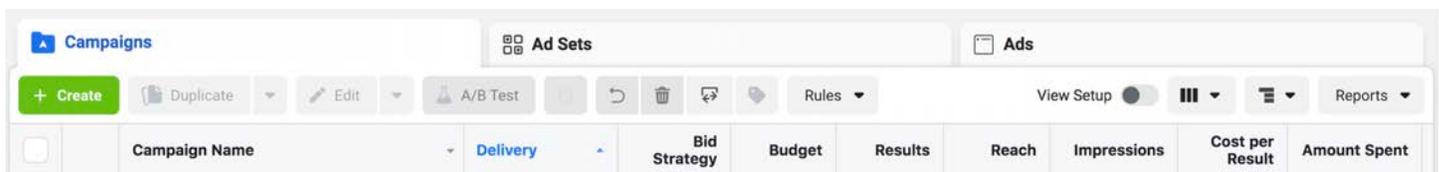
- Content is a Post published to the MayMay Page.
  - This receives organic engagement.
- Boosted Post is a Post published to the MayMay Page that you apply money to in order to boost in a specified audience. When a Post is boosted, it will be integrated into your selected audience's Facebook News Feed.



**Figure 2.4** A graphical display of post reach with differences in organic versus paid comparison from Insights under Reach (Screenshot from MayMay Facebook page, September 2020).

- Goal: Boosted Posts are typically used to increase page likes, comments, or shares.
- Things to consider when boosting a post:
  - Choosing a target audience
  - Setting your budget for the campaign
  - Duration of boosted post
- Note: A boosted post is also considered an ad.
- An Ad can be a Boosted Post or an Ad created through Ad Manager with additional customizable features.

- Goal: An Ad can be used for increasing page likes, comments, or shares (a boosted post) or more advanced marketing including increasing app installments, website conversions, video views, and shop/product orders.
- Additional features in Ad Manager:
  - Choose Ad placement
  - Use specific Ad objectives
  - Advanced creative tools
  - Advanced targeting capabilities



**Figure 2.5** Campaign Manager from Ads Manager in Facebook Business Manager (Screenshot from Facebook Business Manager, September 2020).

### Campaigns:

- A collection of advertisements run with the same overall objective, classified under a single campaign.
- MayMay campaigns can be requested by partners who provide images, captions, and target audiences, or they originate from KKT.
- Before creating a campaign, it is important to understand and determine the objective behind the campaign, so you can tailor the campaign to the users through Ads Manager.
- It is also important to have pre-determined budgets before creating the campaign, so that you spend intentionally and effectively.

### How to Create a New Campaign(steps):<sup>6</sup>

1. Open Ads Manager within Facebook Business Manager.
2. Select the Campaigns tab and click the “+ Create” button.
3. Decide on a marketing objective and a name for your campaign.
  - a. Option to run experiments and collect data for analysis purposes by selecting “Split Test”.

4. Determine and create the target audience for the campaign.
5. Create an Ad Budget.
  - a. In Ads Manager, click on Budget & Schedule.
  - b. Select whether you would like to budget daily or long-term (“Lifetime”).
  - c. Set a start and end date, and schedule posting times for ads in the campaign.
6. Create the Ads requested for the campaign.

### **How to Create Ads that Click to Messenger:<sup>7</sup>**

1. On the left-hand side of the MayMay page, click on Ads Center.
2. At the top of the page, click on Create Ad.
3. Choose the objective: Get More Messages.
4. Choose the audience and budget for your ad.
5. Select which media form you would like to use for your ad.
6. Select Message Setup to create how Messenger will look after the user clicks on the ad.
  1. There are two options on how to set up your message: click on the JSON tab to manually input or click on Standard for a quicker setup by filling in the fields.
  2. You can also enable conversion tracking if applicable, in the Advanced Section.
  3. Explore many of the features within Message Setup to customize your Messenger responses.
7. Click Place Order to complete your ad.

## Evaluation

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The Evaluation section has been redacted due to proprietary information. In this section, we answered seven questions that aim to challenge KKT employees to think about advertising in new ways and provide additional ideas to increase engagement. Each question includes a detailed answer based on our research and collaboration with Koe Koe Tech. These recommendations will help members of KKT within Myanmar and other countries as they begin to scale.

### **The following questions were presented and answered in this section:**

What is high engagement?

Why is high engagement important?

What are the best ways to routinely check on engagement?

How can I gain more engagement on my image-based ads?

How can I gain more engagement on my video-based ads?

How can I maximize conversions?

How can I gain insights from Ads that click to Messenger?

# End Notes

1	These definitions are from Facebook for Business: Glossary of Ad Terms found at <a href="https://www.facebook.com/business/help/447834205249495">https://www.facebook.com/business/help/447834205249495</a>
2	These definitions are from Facebook for Business: Glossary of Ad Terms found at <a href="https://www.facebook.com/business/help/447834205249495">https://www.facebook.com/business/help/447834205249495</a>
3	These steps were adapted from Facebook for Business: Upload, Compose, and Post Facebook Content found at <a href="https://www.facebook.com/business/learn/lessons/upload-compose-posts-creator-studio">https://www.facebook.com/business/learn/lessons/upload-compose-posts-creator-studio</a>
4	These steps were adapted from Facebook for Business: How to Set the Budget and Schedule for Your Facebook Ads found at <a href="https://facebook.com/business/learn/lessons/tips-to-setting-up-facebook-ad-budget?ref=search_new_0">facebook.com/business/learn/lessons/tips-to-setting-up-facebook-ad-budget?ref=search_new_0</a>
5	These steps were adapted from Facebook for Developers: Ads that Click to Messenger found at <a href="https://developers.facebook.com/docs/messenger-platform/discovery/ctm-ads/">https://developers.facebook.com/docs/messenger-platform/discovery/ctm-ads/</a>
6	These steps were adapted from Facebook for Business: The Difference Between Boosted Posts and Facebook Ads found at <a href="https://www.facebook.com/business/help/317083072148603">https://www.facebook.com/business/help/317083072148603</a>
7	These steps were adapted from AdEspresso: The Beginner's Guide to Facebook Advertising and from Facebook for Business: How to Set the Budget and Schedule for Your Facebook, found, respectively, at <a href="https://adespresso.com/guides/facebook-ads-beginner/facebook-manager-campaign-setup/">https://adespresso.com/guides/facebook-ads-beginner/facebook-manager-campaign-setup/</a> ; <a href="https://facebook.com/business/learn/lessons/tips-to-setting-up-facebook-ad-budget?ref=search_new_0">facebook.com/business/learn/lessons/tips-to-setting-up-facebook-ad-budget?ref=search_new_0</a>
8	This question was answered with the additional advice from Falcon.IO: Facebook Video Ads - 15 Essential Best Practices for 2019 found at <a href="https://www.falcon.io/insights-hub/topics/social-media-strategy/facebook-video-ads-best-practices-for-2018/">https://www.falcon.io/insights-hub/topics/social-media-strategy/facebook-video-ads-best-practices-for-2018/</a>
9	This question was answered with the additional advice from HubSpot: How to Create an Effective Customer Journey Map found at <a href="https://blog.hubspot.com/service/customer-journey-map">https://blog.hubspot.com/service/customer-journey-map</a>
10	This question was answered with the additional advice from Facebook for Developers: Analytics & Feedback - Messenger Platform found at <a href="https://developers.facebook.com/docs/messenger-platform/analytics/">https://developers.facebook.com/docs/messenger-platform/analytics/</a>