

# Behind The Doors of Social Media and How You Can Utilize It











# AGENDA


- ▶ What Facebook Knows About You and How
- ▶ Different Types of Facebook Ads
- ▶ Using Analytics to Measure Results
- ▶ Final Thoughts - Questions and Discussion





# What Facebook Knows About You and Why Data Policy


 Search


 Donnie Home 20+    


 > What kinds of information do we collect?


 > How do we use this information?


 > How is this information shared?

 > How can I manage or delete information about me?

 > How do we respond to legal requests or prevent harm?

 > How our global services operate

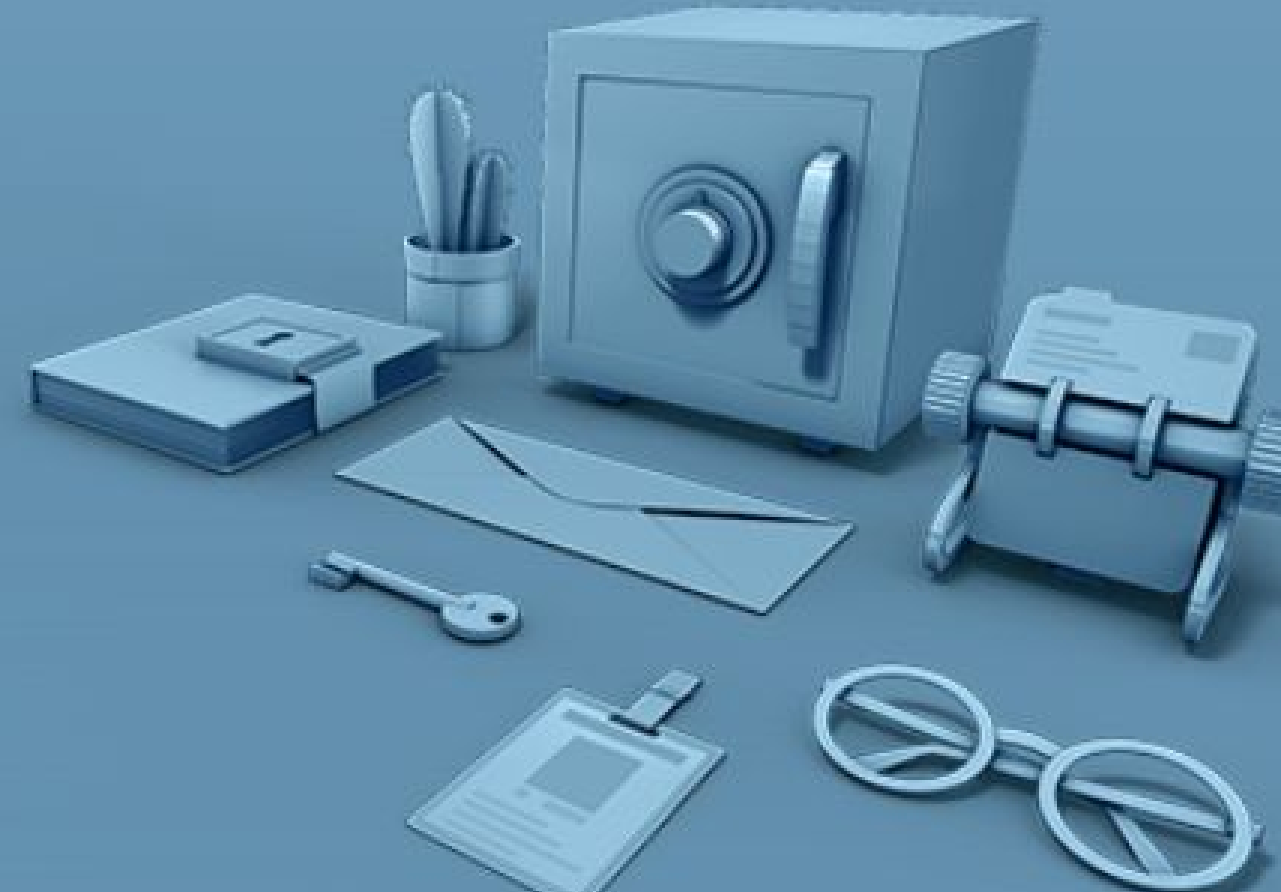
 > How will we notify you of changes to this policy?


 > How to contact Facebook with questions

## Data Policy

We give you the power to share as part of our mission to make the world more open and connected. This policy describes what information we collect and how it is used and shared. You can find additional tools and information at [Privacy Basics](#).



As you review our policy, keep in mind that it applies to all Facebook brands, products and services that do not have a separate privacy policy or that link to this policy, which we call the [“Facebook Services”](#) or [“Services.”](#)















# What Facebook Knows About You and Why Data Use Policy


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 Donnie Home 20+    


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## What kinds of information do we collect?


- Things you do and information you provide.
- Things others do and information they provide.
- Your networks and connections.
- Information about payments.
- Device information.
- Information from websites and apps that use our Services.
- Information from third-party partners.
- Facebook companies.





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## What kinds of information do we collect?

- Things you do and information you provide.

sign up for an account

location of a photo



create or share message






frequency and duration of activities


types of content you engage with





# What Facebook Knows About You and Why Data Use Policy


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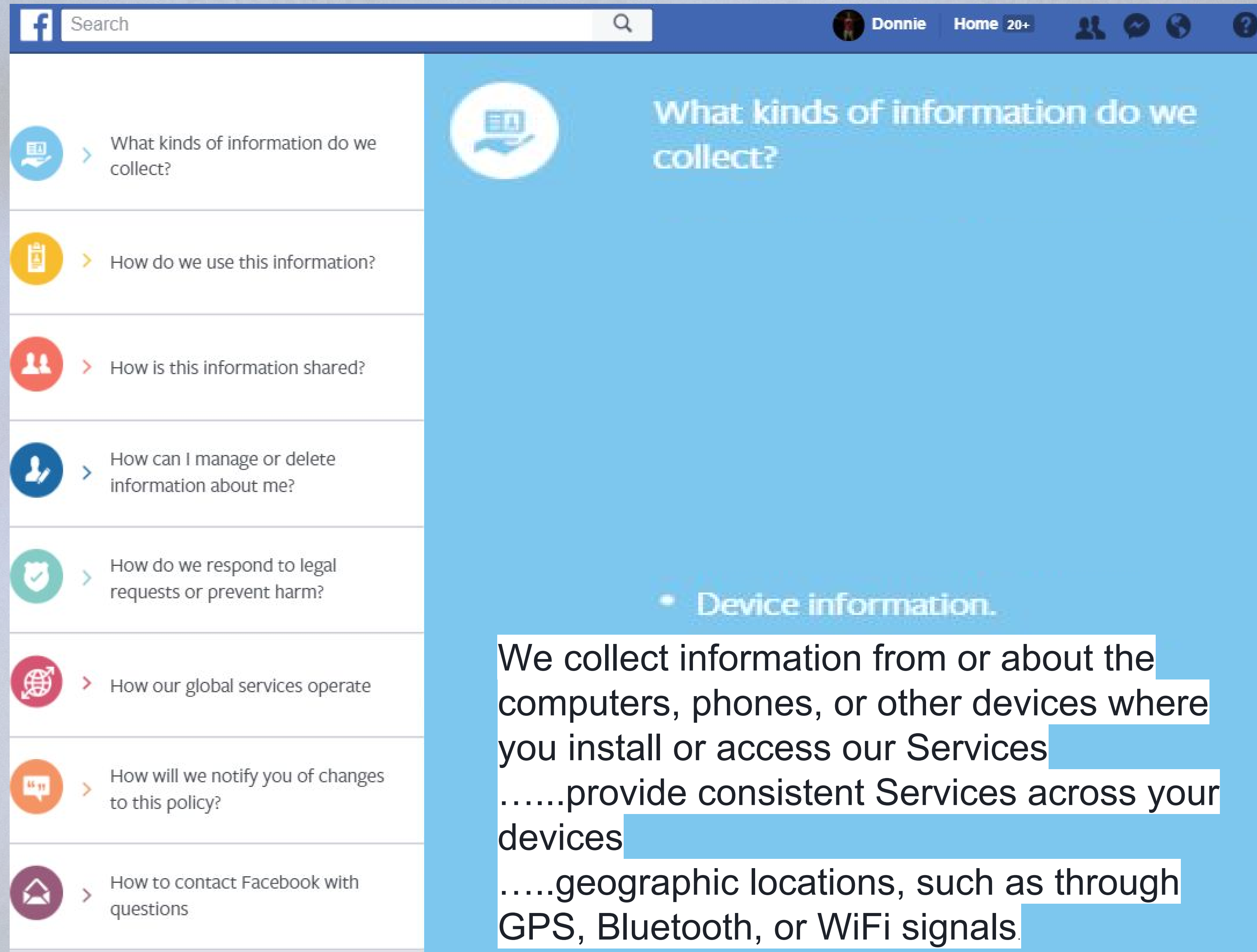
## What kinds of information do we collect?

- Your networks and connections.

We collect contact information you provide if you upload, sync or import this information (such as an address book) from a device.



# What Facebook Knows About You and Why Data Use Policy



Facebook interface showing the Data Use Policy page. The page title is "What kinds of information do we collect?". The sidebar lists the following sections:

- What kinds of information do we collect?
- How do we use this information?
- How is this information shared?
- How can I manage or delete information about me?
- How do we respond to legal requests or prevent harm?
- How our global services operate
- How will we notify you of changes to this policy?
- How to contact Facebook with questions


The main content area displays the following information:

- Device information.





We collect information from or about the computers, phones, or other devices where you install or access our Services .....provide consistent Services across your devices .....geographic locations, such as through GPS, Bluetooth, or WiFi signals.





# What Facebook Knows About You and Why Data Use Policy


 Search


Donnie Home 20+





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 > How to contact Facebook with questions





## What kinds of information do we collect?

  
WhatsApp

  
Instagram

  
oculus


 atlas  
by Facebook






 face.com


- Facebook companies.





# What Facebook Knows About You and Why Data Use Policy


 Search


 Donnie Home 20+    


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 > How will we notify you of changes to this policy?

 > How to contact Facebook with questions



## What kinds of information do we collect?

We receive information about you and your activities on and off Facebook from third-party partners

- Information from third-party partners.



# What Facebook Knows About You and How

 **Help Center**

Ask a question

Log In [Create Account](#)

[Home](#) [Using Facebook](#) [Managing Your Account](#) [Privacy and Safety](#) [Policies and Reporting](#)

[Login and Password](#)  
[Your Profile and Settings](#)  
[Names on Facebook](#)  
[Keeping Your Account Secure](#)  
[Notifications](#)  
**[Ad Preferences](#)**

**How Ads Work on**

## How does Facebook work with data providers?

[Share Article](#)

Facebook works with a select group of third-party data providers to help businesses connect with people who might be interested in their products or services. We've designed these partnerships with people's privacy in mind. People using our services have control over the ads they see.































Many businesses today work with third parties like Acxiom, Datalogix (Oracle Data Cloud),

acxiom.



# What Facebook Knows About You and How

acxiom.

|   |  |   |   |   |   |
|---|--|---|---|---|---|
|    |    |    |    |    |    |
|   |  |   |  |   |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |



# What Facebook Knows About You and How

acxiom.

**FOURSQUARE**  
LOCATION INTELLIGENCE

**FOURTHWALLMEDIA**

**adGAY NETWORK**

**hp**

**IBM**

**inmobi**

**IQM**  
INTELLIGENT  
MOBILE

**KBM GROUP**  
part of the wandemon network

**KORTX**

**krux**

**LiveIntent**

**LOTAME**

**LUCID**

**MEDIA**

**MediaMath**

**Microsoft**

**millennial media**

**MOASIS**

**NetApp**

**NinthDecimal**

**OPERA**  
MEDIASERVICES

**ORACLE**  
DATA CLOUD

**Outbrain**

**PANDORA**

**Pin**

**pk4 media**

**Prosper**  
INSIGHTS & ANALYTICS

**radiumone**  
We know your next customer.

**RedPoint**

**rocketfuel**



# What Facebook Knows About You and How

acxiom.

RUN>

sabio

sharethis

sito  
MOBILE

SOCIAL REALITY

sociomantic

Spotify

ThinkVine

TiVo  
Research

TORRENTIAL

theTradeDesk

TREMOR  
VIDEO

triplelift

TubeMogul

TURN

VARICKMEDIA  
MANAGEMENT

verticalhealth

VERVE

VIAANT.

videology

virool

























xAd

YAHOO!

YuMe



# What Facebook Knows About Don!

| Element                  |   | Details  | Action  |
|--------------------------|---|--|---|
| Date of Birth            |    | 04/29/1970                                     |  Edit/Remove   |
| Gender                   |    | Male   |  Edit/Remove   |
| Ethnicity                |    | Caucasian/White                                |  Edit/Remove   |
| Education                |    | Completed College                              |  Edit/Remove   |
| Occupation               |  | Homemaker                                      |  Edit/Remove |
| Marital Status           |  | Married  |  Edit/Remove |
| Number of Adults         |  | 2 Adults                                       |  Edit/Remove |
| Presence of Children     |  | Children Present                               |  Edit/Remove |
| Number of Children       |  | 2 Children                                     |  Edit/Remove |
| Children's Age           |  | 2 Years old,6 Years old                        |  Edit/Remove |
| Children's Gender by Age |  | Unknown Gender 00 - 02, Unknown Gender 06 - 10 |  Edit/Remove |
| Political Party          |  | Voter - Democratic                             |  Edit/Remove |



# What Facebook Knows About Don!



[Home](#) [Contact us](#) [Help](#) [Categories](#) [My Account](#)

Review and edit the marketing data about you below. Acxiom collects data from a variety of sources such as public records, surveys, and online and offline registrations. The accuracy and completeness of the data is determined by these sources. The data may not be complete and in some cases the data may not be current due to the timing of updates from these sources. Please remove or correct any data that is in error.

| Element   |  | Details                               | Action      |
|---|--|---------------------------------------|-------------|
| Home Owner/Renter                                 |  | Home Owner                            | Edit/Remove |
| Detailed Type of Home Ownership                   |  | Residential Owner - Mail/Site Address | Edit/Remove |
| Dwelling Type                                     |  | Single Family Dwelling Unit           | Edit/Remove |
| Property Type                                     |  | Single                                | Edit/Remove |
| Move Date   |  | 04/2006                               | Edit/Remove |
| Length of Residence by Year                       |  | 12 Years                              | Edit/Remove |
| Home Owners Insurance Expiration Date By Loan     |  | July                                  | Edit/Remove |
| Home Owners Insurance Expiration Date By Purchase |  | July                                  | Edit/Remove |
| Year Home Built                                   |  | 2001 - 2005                           | Edit/Remove |
| Lot Square Footage                                |  | 12424                                 | Edit/Remove |
| Home Square Footage                               |  | 0002774                               | Edit/Remove |
| Number of Bedrooms                                |  | 4                                     | Edit/Remove |
| Home Roof Type                                    |  | Asphalt                               | Edit/Remove |
| Home Exterior                                     |  | Brick                                 | Edit/Remove |
| Heating/ Cooling Systems                          |  | Both                                  | Edit/Remove |
| Home Heat Source                                  |  | Forced Air                            | Edit/Remove |



# What Facebook Knows About Don!

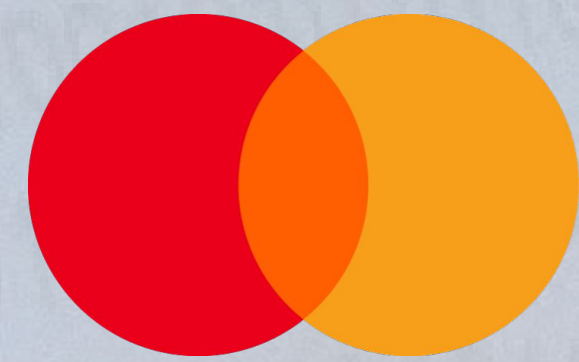


[Home](#)[Contact us](#)[Help](#)[Categories](#)[My Account](#)

| Element                      |   | Details | Action  |
|------------------------------|---|---------|---|
| Primary Vehicle Year         |    | 2004    |  Edit/Remove   |
| Primary Vehicle Make         |    | Toyota  |  Edit/Remove   |
| Primary Vehicle Model        |    | SIENNA  |  Edit/Remove   |
| Second Vehicle Year          |    | 2000    |  Edit/Remove   |
| Second Vehicle Make          |    | Toyota  |  Edit/Remove   |
| Second Vehicle Model         |  | CAMRY   |  Edit/Remove |
| Auto Policy Renewal Month    |  | March   |  Edit/Remove |
| Intent to Purchase a Vehicle |  | True    |  Edit/Remove |



# What Facebook Ads Don Sees



# mastercard

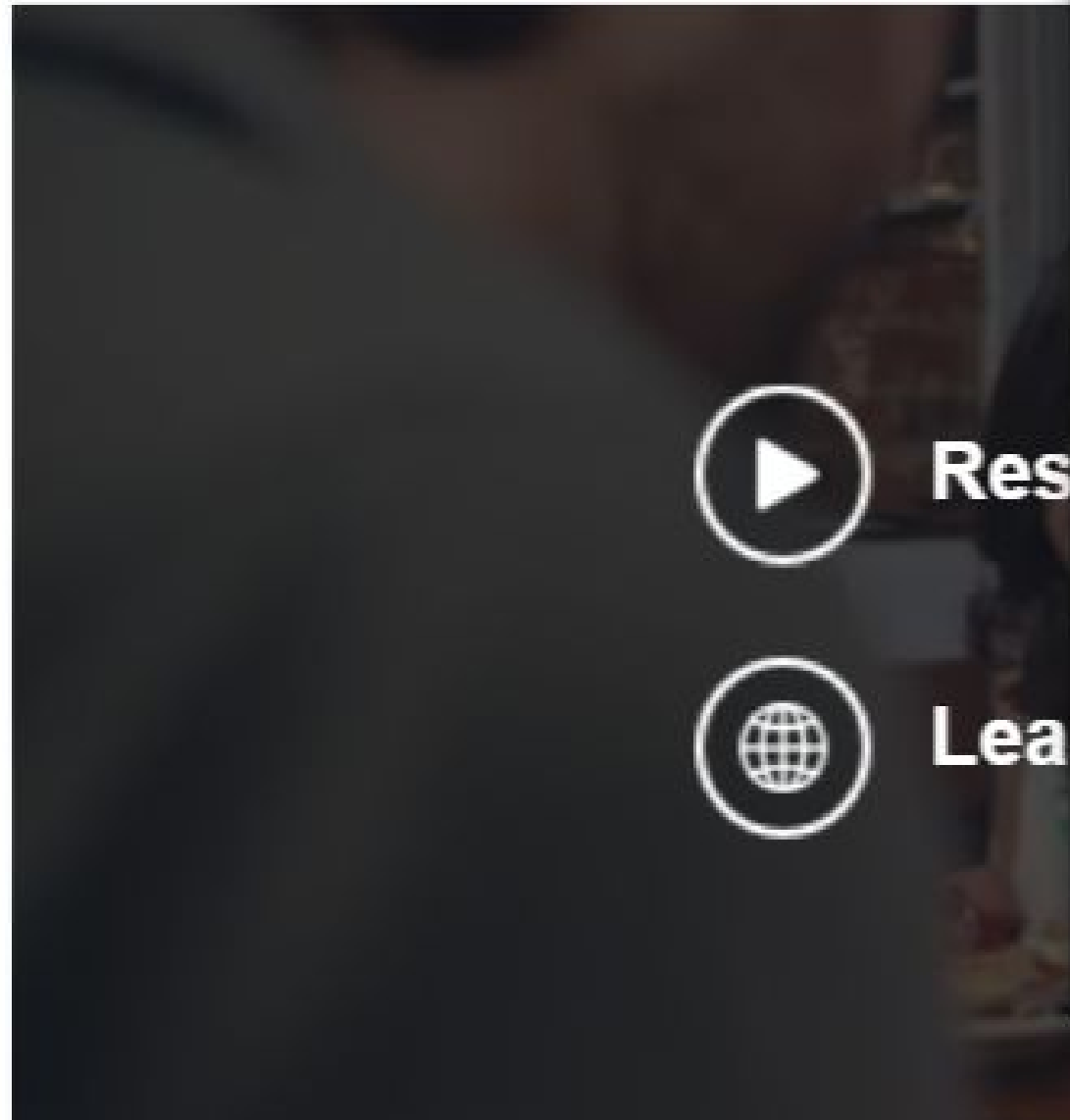
Suggested Post



**Mastercard**

Sponsored ·

See how easy it is to enjoy the city wh  
Expedia, and make your family trip pri



**Hide ad**

See fewer ads like this

**Report ad**

Mark ad as offensive or inappropriate

**Why am I seeing this?**

**Create Similar Ad**

Save video

Turn on notifications for this post

This ad is useful

Embed

More options

**About This Facebook Ad**

**Why Am I Seeing This Ad?**

Options

One reason you're seeing this ad is that **Mastercard** wants to reach people who are part of an audience called **"Family-based households"**. This is based on a combination of factors, such as your activity on Facebook and other apps and websites, as well as where you connect to the internet.

There may be other reasons you're seeing this ad, including that Mastercard wants to reach **people ages 25 and older who live or were recently in the United States**. This is information based on your Facebook profile and where you've connected to the internet.

[Manage Your Ad Preferences](#)



# What Facebook Ads Don't See

## **Quicken Loans®**

Suggested Post



Sponsored · 🌐

Why is Quicken Loans urging Americans to switch to a 15-Year Fixed? If you own a home, don't go another month without reading this. (Yes, it really works.) <http://bit.ly/2xAXG8C>

### **Pay Off Your House At A Furious Pace If You Owe Less Than \$625,500**



NMLS #3030

**Quicken Loans®**  
NMLS# 3030

Federal Program Ends 2018. Enter zip; calculate new payment.

How To Pay Off Your House At A Furious Pace

QUICKENLOANS.COM

Open Link

## **About Lookalike Audiences**

A Lookalike Audience is a way to reach new people who are likely to be interested in your business because they're similar to your best existing customers.

### **Context**

When you create a Lookalike Audience, you choose a source audience (a Custom Audience created with a data partner, your pixel data, your mobile app data or fans of your Page) and we identify the common qualities of the people in it (ex: demographic information or interests). Then we find people who are similar to (or "look like") them.



# Using That Information to Reach the Right Audience and Target Ads

- Facebook Ad Goals
- Different Types of Facebook Advertising
- Targeting your Audience
- Factors to Consider





# Free Facebook Post Vs. Paid

**International Student**

Published by Sprout Social [?] · July 8 ·

Knowing where we've been will help us to get where we're going. Mississippi State recently received a collection of Civil War and Abraham Lincoln memorabilia of over 17,000 items valued at \$3 million dollars. Experience American history at MSU! <http://bit.ly/2oivyCb>



**Mississippi State University**

Mississippi State University Featured Study in the USA school search profile for international students.

[HTTP://BIT.LY/2OIVYCB](http://bit.ly/2oivyCb)

 1,372 people reached

Boost Post

 Like

 Comment

 Share




 Guirdona Roland, Onyarin Michael and 12 others

3 Shares




Write a comment...



**International Student**

Published by Sprout Social [?] · September 18 at 7:00am ·

Why should you study at Mississippi State? You'll get a true American college experience filled with new friends, football games and a one of a kind education. <http://bit.ly/2fcjuTJ>





**Mississippi State University, Mississippi USA | College and University Search**


Mississippi State University Featured Study in the USA school search profile for international students.


[HTTP://BIT.LY/2FCJUTJ](http://bit.ly/2fcjuTJ)


Learn More


 5,498 people reached


 View Results

 Like


 Comment

 Share







 दिनेश गोराम्पा and 7 others

3 Shares



Write a comment...





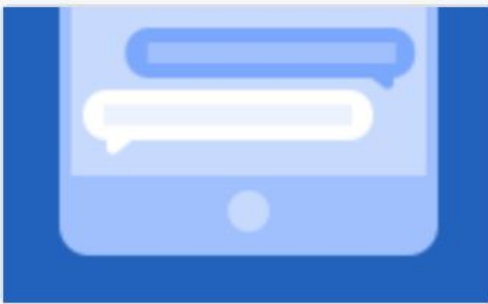






# Goals

- Do you want to promote a school fair?
- Orientation?
- A new program?
- Student recruitment

- Reach more current students on campus
- More website traffic
- Increasing your Facebook page reach

How would you like to grow your business?  
Creating a promotion helps get you more of the business results you want.

|   |   |   |
|---|---|---|
|   | <b>Show Your Posts to More People</b><br>Get more reactions, comments and shares. | > |
|  | <b>Set Up an Ongoing Promotion</b><br>Get 22 - 42 link clicks for \$35 a month    | > |
|  | <b>Get More Messages</b><br>Connect and chat with potential customers             | > |
|  | <b>Promote your Page</b><br>Connect more people with your Page                    | > |

|   |   |   |
|---|---|---|
|   | <b>Get More People to Contact</b><br>Get more people to click Contact Us              | > |
|  | <b>Get More Website Visitors</b><br>Advertise your website to a large audience        | > |
|  | <b>Get More Customer Contacts</b><br>Request contact details from potential customers | > |













# What to consider

Campaign: Choose your objective.

[Help: Choosing an Objective](#) | [Use Existing Campaign](#)

What's your marketing objective?

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



# Standard Facebook Post



**International Student**

Published by Sprout Social [?] · August 2 · 🌐



Are you looking for a challenge? Mississippi State is home to opportunity, challenges and over 19,000 students from all 50 states and 75 countries! Follow the link and get one step closer to your new home away from home at MSU! <http://bit.ly/2oivyCb>



## Mississippi State University

Mississippi State University Featured Study in the USA school search profile for international students.

[HTTP://BIT.LY/2OIVYCB](http://bit.ly/2oivyCb)

👤 699 people reached

Boost Post



Like



Comment



Share



👤 Saith Rishi, Tonna Onwuka and 5 others

Top Comments ▾

2 Shares



Write a comment...



**Réka Váradi Birnerneré Eszter Varnyu**

Like · Reply · Message · 🌐 2 · August 2 at 1:33pm







# Targeting Your Audience

- Location
- Age
- Interests

- People who like your Page
- People who like your Page and their friends

OVERVIEW

EDIT PROMOTION

AUDIENCE

People you choose through targeting

Edit

✓

Your audience selection is **great!**

Location - Living In: Australia: Sydney (+25 mi) New South Wales; Melbourne (+25 mi) Victoria, Brazil, India, South Korea, Mexico, New Zealand, Vietnam

Age: 18 - 32

People Who Match: Interests: International student, Study Abroad, College or Student, Field of study: Study abroad, Employers: Study in the USA

Less ▲

People who like your Page

People who like your Page and their friends

Cal Poly Boost

Birmingham

Create New Audience

Promote Local Business

×

AUDIENCE

Target Location

224 First St, Neptune Beach, Florida

Radius

3 miles ↕

Potential Reach ⓘ

15,000 People

here

Pablo Creek

Jacksonville Beach

Report

Age

18 ↕ - 32 ↕

Gender

AllMenWomen

Interests ⓘ

DESKTOP NEWS FEED

MOBILE NEWS FEED

INSTAGRAM

International Student

Sponsored · ⓘ

Like Page

We aim to provide the very best resources for international students anywhere in the world, whether for insurance, loans or finding a school!

Want to Study in the USA?

International Student

Get Directions

Like

Comment

Share

By clicking Promote, you agree to Facebook's Terms & Conditions | Help Center

Cancel

Promote



# Promoting Your Website

Promote Website

In Review

AUDIENCE

People you choose through targeting

Edit

✓

Your audience selection is **great!**

Location - Living In: India, Nigeria, Philippines, Pakistan

More

People who like your Page

People who like your Page and their friends

Cal Poly Boost

Birmingham

Create New Audience

Instagram

☒ Run promotion on Instagram

BUDGET AND DURATION

Daily Budget

\$5.00 USD

Actual amount spent daily may vary

Estimated 50 - 93 clicks per day

Duration

DESKTOP NEWS FEED

MOBILE NEWS FEED

INSTAGRAM

International Student

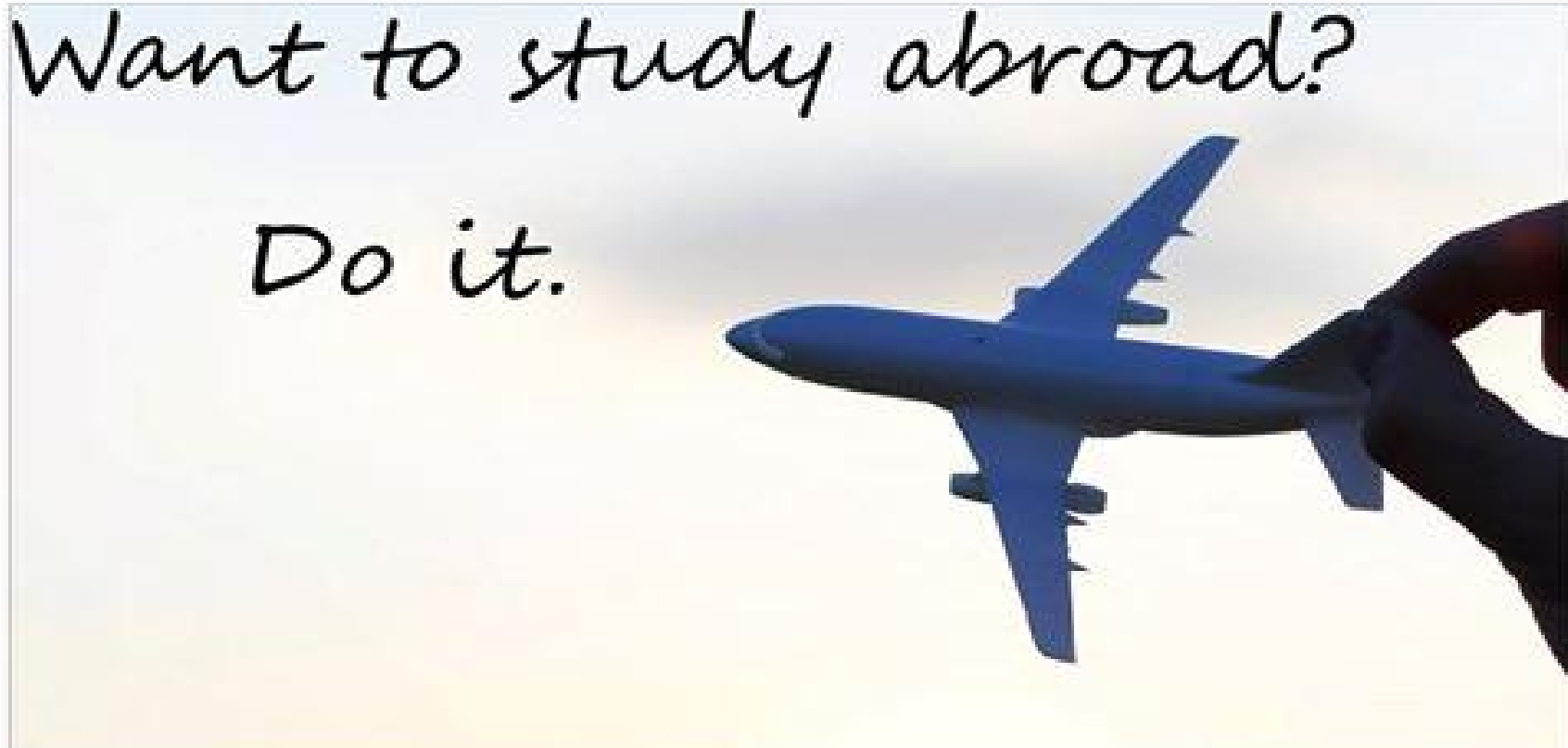
Sponsored

Like Page

Sign up for your free account on [InternationalStudent.com](#) to find colleges and scholarships!

Want to study abroad?

Do it.



Student Registration | International Student

INTERNATIONALSTUDENT.COM

Sign Up

Like

Comment

Share

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

Cancel

Save Changes



# Page Promotion

## View Results



You are targeting **men and women, ages 18 - 32** who live in **1 location**, and have **7 interests**.

### Location - Living In:

India

### Excluded Connections:

Exclude people who like International Student

### Age:

18 - 32

### People Who Match:

Interests: University, International student, Education, College, Insurance, Student or Study abroad in the United States

[Hide full summary](#)



This promotion will run for **2 days**.



Your total budget for this promotion is **\$10.00**.



Only the person who created this promotion can edit it.

1,093

People Reached [?]

483

Likes [?]

\$9.96

Total Spend [?]

Actions

People

Countries



Help Center

DESKTOP NEWS FEED

MOBILE NEWS FEED

RIGHT COLUMN

### Suggested Page



**International Student**

Sponsored

InternationalStudent.com is your free resource to find your perfect school and...



**International Student**

Education

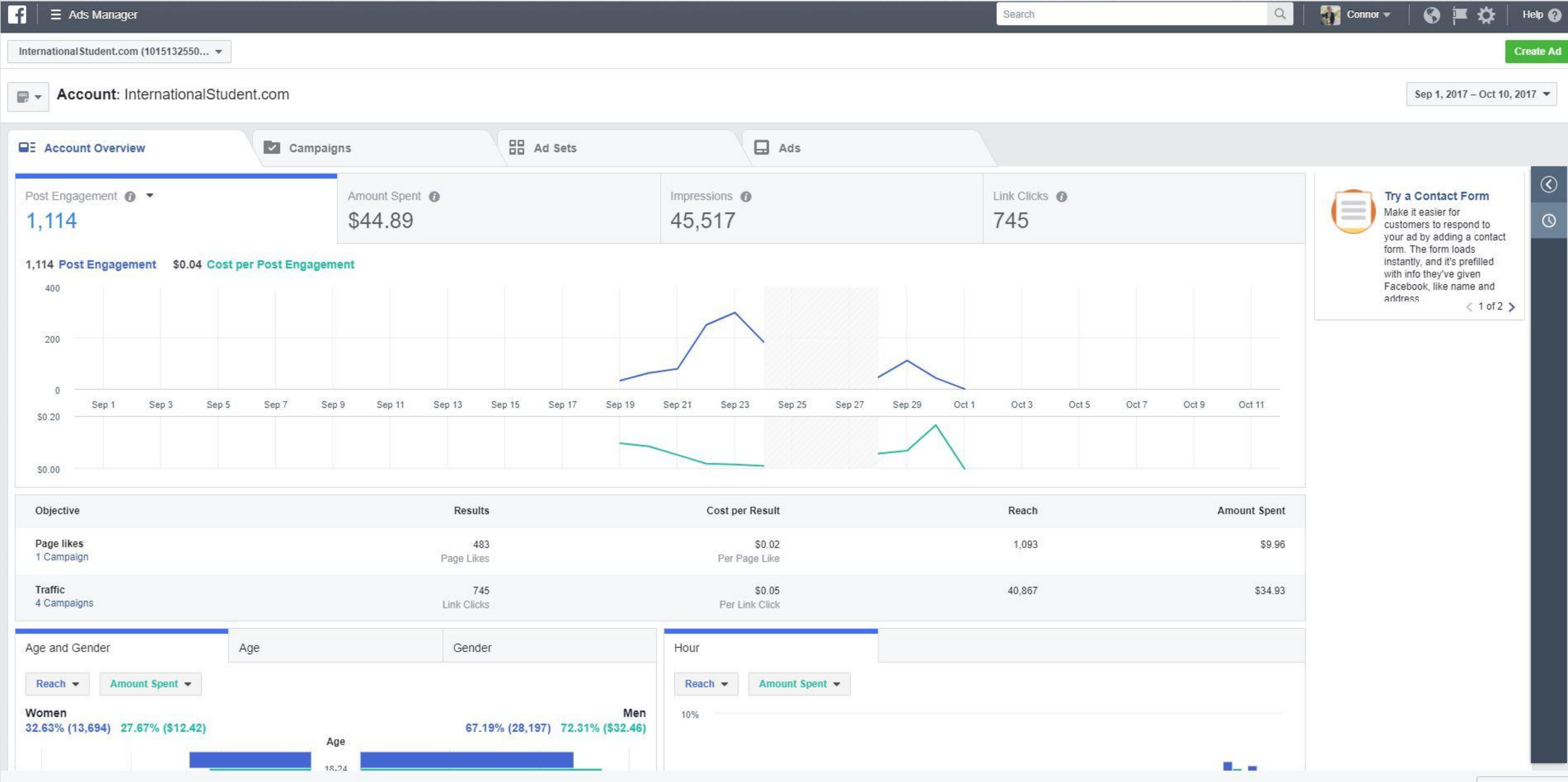
71249 people like this

Like Page

Close



# Facebook Ad Manager





Account Overview

Campaigns

Ad Sets

Ads

Reach ▼

Amount Spent ▼

Women

32.63% (13,694)

27.67% (\$12.42)

Men

67.19% (28,197)

72.31% (\$32.46)

Age

18-24

25-34

65+

60%

40%

20%

0%

0%

20%

40%

60%

Reach ▼

Amount Spent ▼

10%

5%

0%

12 AM

3 AM

6 AM

9 AM

12 PM

3 PM

6 PM

9 PM

Location

Country

Region

DMA Region

Reach ▼

🌐

© OpenStreetMap

+

-

Columns: Performance ▼

Breakdown ▼

Export ▼



International Student.com (1015132550... ▼

Create Ad

▼

Account: InternationalStudent.com

Search

▼

Filters

▼

Sep 1, 2017 – Oct 1, 2017

▼

Account Overview

Campaigns

Ad Sets

Ads

+ Create Ad ▼

Edit

Duplicate Ads...

Preview

Create Rule

More ⚡

Columns: Performance ▼

Breakdown ▼

Export ▼

⏪

📊

✎

🕒

| <input type="checkbox"/> |                                     | Ad Name  | Delivery ⓘ ▲                         | Results ⓘ          | Reach ⓘ | Cost per Result ⓘ        | Amount Spent ⓘ | Relevance ... ⓘ | People Taking Ac... ⓘ | Button Clicks ⓘ | + |
|--------------------------|-------------------------------------|--|--------------------------------------|--------------------|---------|--------------------------|----------------|-----------------|-----------------------|-----------------|---|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Promoting Website: ...                                       | ● Not Delivering<br>Ad Set Completed | 478<br>Link Clicks | 23,861  | \$0.03<br>Per Link Click | \$14.97        | 4               | 742                   | 398             |   |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | [09/29/2017] Promoting International Student                 | ● Not Delivering<br>Ad Set Completed | 483<br>Page Likes  | 1,093   | \$0.02<br>Per Page Like  | \$9.96         | 6               | 483                   | —               |   |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Promoting Website: ...                                       | ● Not Delivering<br>Ad Set Completed | 175<br>Link Clicks | 9,888   | \$0.06<br>Per Link Click | \$9.96         | 4               | 185                   | 26              |   |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Post: "South Dakota School of Mines & Technology goes..."    | ● Not Delivering<br>Ad Set Completed | 46<br>Link Clicks  | 4,056   | \$0.11<br>Per Link Click | \$5.00         | 5               | 59                    | 4               |   |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Post: "Why should you study at Mississippi State? You'll..." | ● Not Delivering<br>Ad Set Completed | 46<br>Link Clicks  | 4,331   | \$0.11<br>Per Link Click | \$5.00         | 3               | 52                    | 8               |   |



# Questions?