

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



PRESENTERS

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AGENDA


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


Data Policy





 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

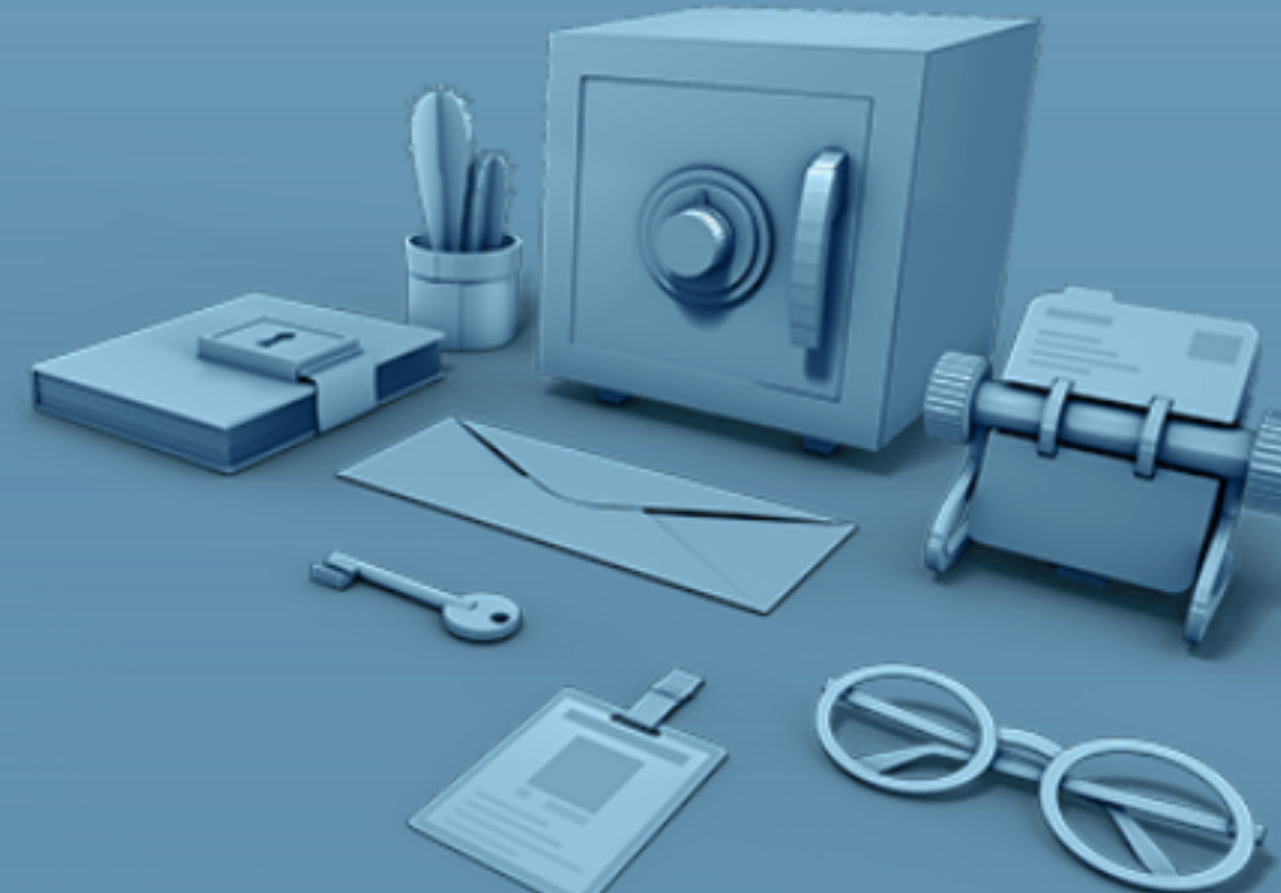
 > How will we notify you of changes to this policy?


 > 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.”








Data Use Policy


 Search 


 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.


What Facebook Knows About You and Why


Data Use Policy


 Search


 Donnie Home 20+    


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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


Data Use Policy





 Donnie Home 20+    


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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.


Data Use Policy





 Donnie Home 20+    


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What kinds of information do we collect?


- 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.


Data Use Policy





 Donnie Home 20+    


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What kinds of information do we collect?


WhatsApp


Instagram



oculus


 atlas
by Facebook




- Facebook companies.


Data Use Policy


 Search


 Donnie


Home 20+














 > What kinds of information do we collect?


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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

I How Ads Work on

How does Facebook work with data providers?

Share Article










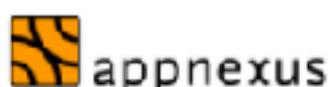




















Facebook works with a select group of third-party data providers to help businesses connect with people who might be interested in their products or services. We've designed these partnerships with people's privacy in mind. People using our services have control over the ads they see.

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



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

KBMGROUP
part of the adnexus network

KORTX

krux

LiveIntent

LOTAME

LUCID

MEDIA

MediaMath

Microsoft

millennial media

MOASIS

NetApp

NinthDecimal

OPERA
MEDIWORKS

ORACLE
DATA CLOUD

Outbrain

PANDORA

Pinterest

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

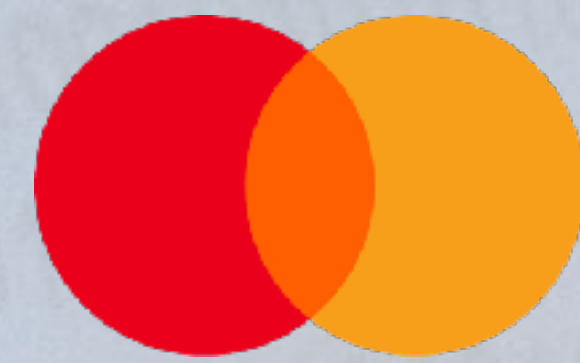
Help

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't See



mastercard

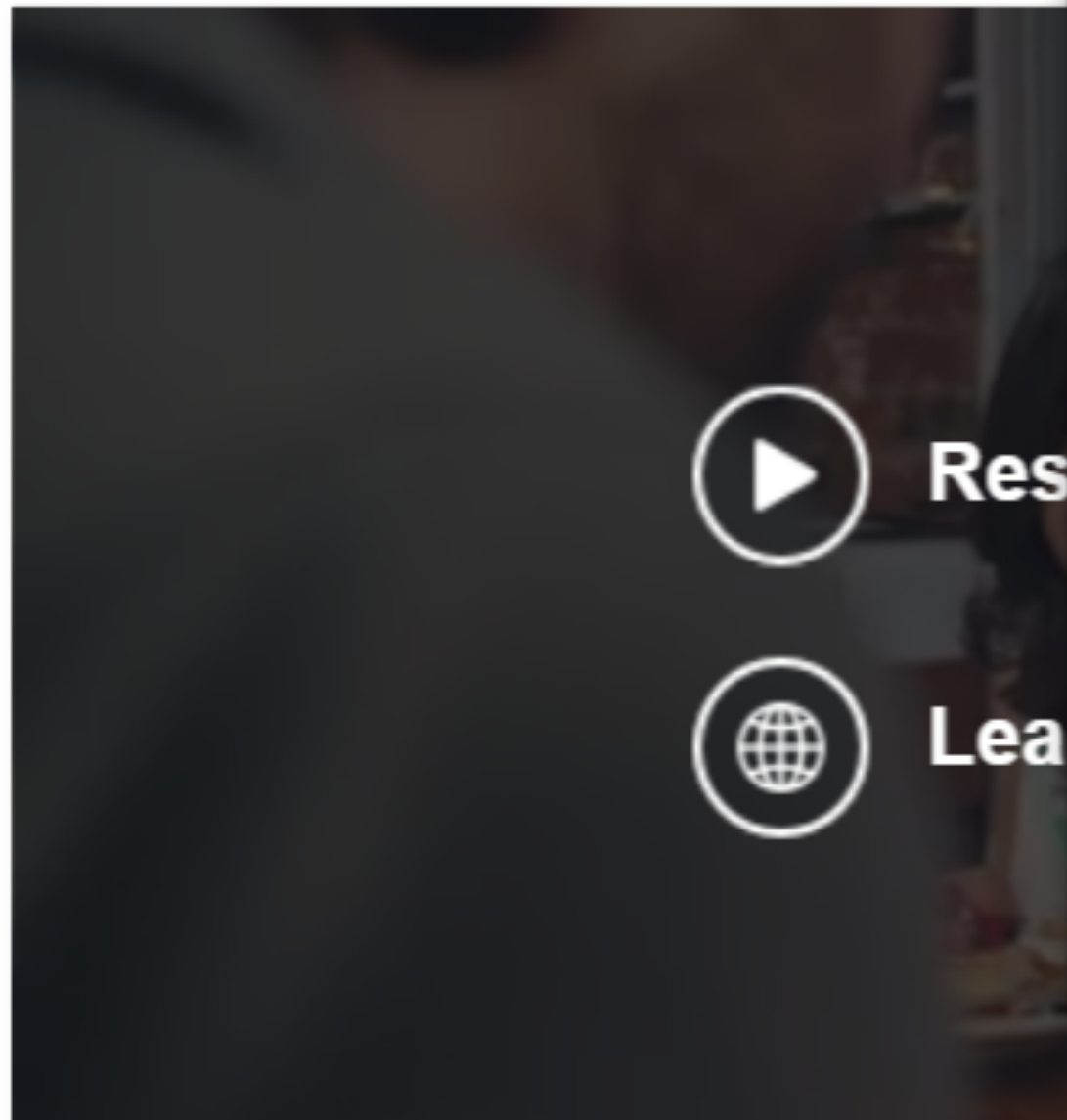
Suggested Post



Mastercard

Sponsored ·

See how easy it is to enjoy the city with
[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.

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











	Get More People to Contact Get more people to click Contact Us	>
	Get More Website Visitors Advertise your website to a large audience	>
	Get More Customer Contacts 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 Birnerné Eszter Varnyu**

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

Boosting a Post

AUDIENCE

☒ People you choose through targeting Edit

✓

Your audience selection is **great!**

Location - Living In: Australia, Brazil, India, South Korea, New Zealand, Vietnam

More ▾

☐ People who like your Page

☐ People who like your Page and their friends

☐ Cal Poly Boost

☐ Birmingham

Create New Audience

BUDGET AND DURATION

Total budget ⓘ


\$5.00 USD


▾

Estimated People Reached ⓘ

3,500 - 9,200 people


of 31,000,000

 **International Student**

Sponsored · 

Like Page

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.


INTERNATIONALSTUDENT.COM

Learn More

Like

Comment

Share



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

Cancel

Boost

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 ⓘ

⚙️

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

Cancel

Save Changes

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

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

Global Festival Facebook Ads

Skyin (Xiaoyu) Yin



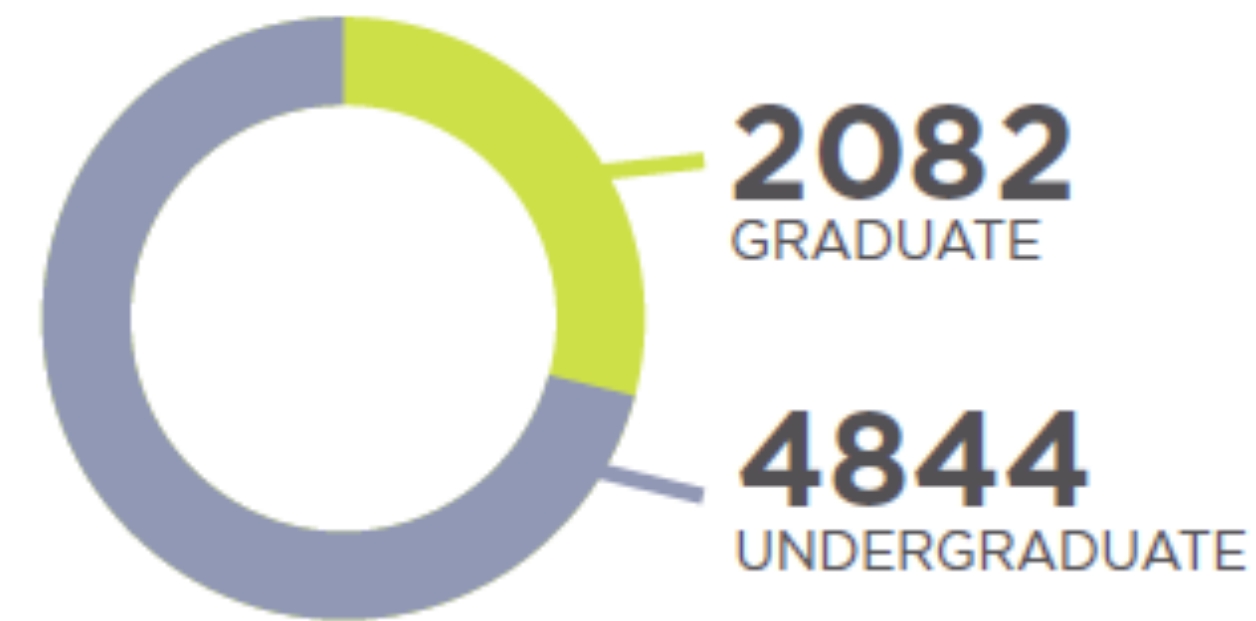
Office for International
Students and Scholars
MICHIGAN STATE UNIVERSITY

OFFICE FOR INTERNATIONAL STUDENTS AND SCHOLARS

427 N. Shaw Lane, Room 105 | 517-353-1720
www.oiss.msu.edu | oiss@msu.edu



14% of the MSU
student
population is
international

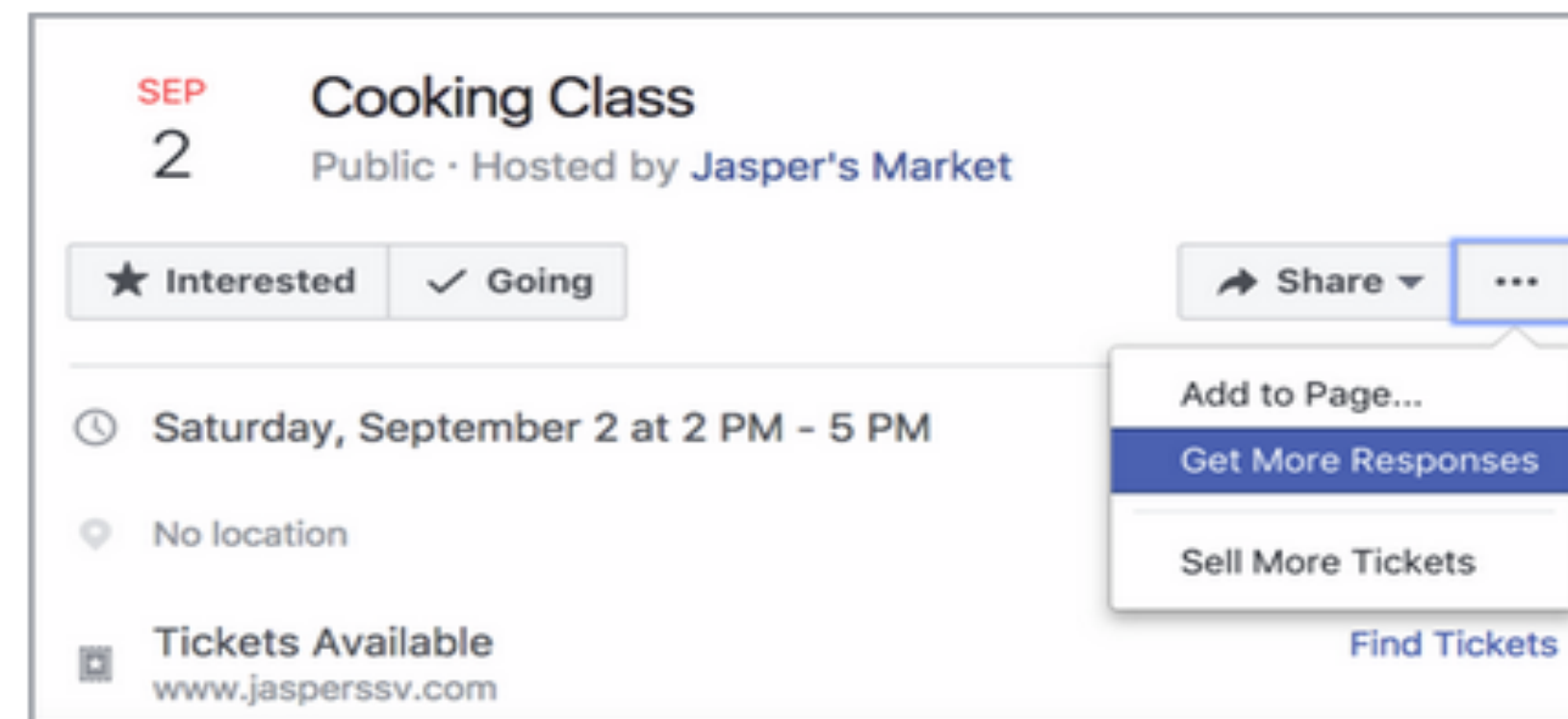


7264 International students
enrolled In Fall 2016

Facebook Paid Ads – How?

▼ Create an event ad to drive on-Facebook responses

1. Go to your event's Page.
2. Click ... and then select **Get More Responses**, which will open [Ads Manager](#).



3. Choose the **Engagement** objective and select **Event responses**.
4. Fill in your details for **Audience**, **Placement** and **Budget & Schedule**. Then click **Continue**.
5. Click **Format** and **Media** to choose your creative.
6. Under **Page & Event**, choose the Facebook event you want to promote (either select an event you've already created or enter a URL) and link your Facebook Page.
7. Click **Place Order**.

<https://www.facebook.com/business/help/860042077457803>

GLOBAL FESTIVAL 2016

**Sunday, November 13th
1-6pm at the MSU Union**

- International exhibits
- Live performances
- World Gift Shop
- Children's activities
- Performance workshops
- Fashion show



For more information visit <http://cvip.isp.msu.edu/globalfestival>

Sponsored By:



Office for International
Students and Scholars



MOSAIC
The Multicultural Unity Center



Logo design inspired by David Ward

About Global Festival

- Biggest event of the year at OISS
- Open to everyone
- 3000-4000 attendees
- 40+ nationalities represented
- Integrated marketing campaigns

Facebook Paid Event Ads

Objective: More people can see the event page and ultimately RSVP

Targeting: General public in the area – geographic targeting



- \$20
- 11/10/2015 to 11/20/2015
- 2790 Reach
- 87 RSVPs

Facebook Paid Event Ads

Objective: More people can see the event page and ultimately RSVP

Targeting: General public in the area – geographic targeting



- \$200
- 11/09/2016 to 11/12/2016
- 14507 Reach
- 98 RSVPs

Facebook Paid Ads

Objective: More people can see the event page
and ultimately RSVP

Targeting: General public in the area – geographic targeting

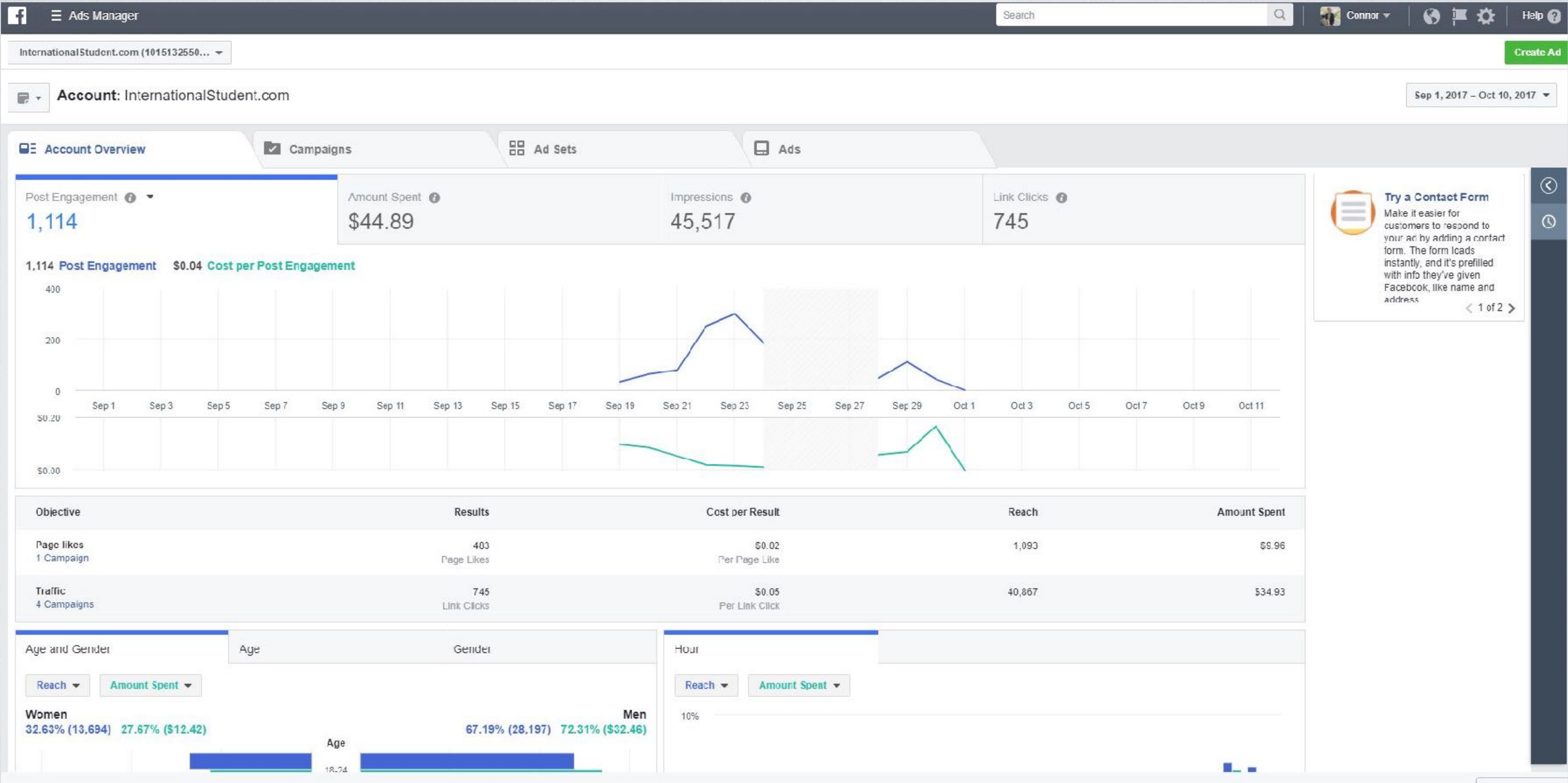
Ad Set Name	Reporting Starts	Reporting Ends	Amount Spent (USD)	Results: RSVPs	Reach	Cost per Results
Event: 2016 Global Festival	2015-11-10	2015-11-22	20	87	2790	0.229885
Event: 2015 Global Festival	2016-11-09	2016-11-12	200	98	14507	2.040816

Year	Went	Interested (RSVP)	Paid FB ad?
2013	426	114	no
2014	629	134	no
2015	912	515	yes
2016	371	676	yes

University Challenges?

- Budget
- Buy-in from leadership and colleagues

Facebook Ad Manager



Try a Contact Form

Make it easier for customers to respond to your ad by adding a contact form. The form loads instantly, and it's prefilled with info they've given Facebook, like name and address

< 1 of 2 >

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+

Reach

Amount Spent

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

Report a Problem

InternationalStudent.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"/>		Promoting Website	● Not Delivering Ad Set Completed	478 Link Clicks	23,861	\$0.03 Per Link Click	\$14.97	4	742	398	
<input type="checkbox"/>		[09/29/2017] Promoting International Student	● Not Delivering Ad Set Completed	483 Page Likes	1,093	\$0.02 Per Page Like	\$9.96	6	483	—	
<input type="checkbox"/>		Promoting Website: ...	● Not Delivering Ad Set Completed	175 Link Clicks	9,888	\$0.06 Per Link Click	\$9.96	4	185	26	
<input type="checkbox"/>		Post: "South Dakota School of Mines & Technology goes..."	● Not Delivering Ad Set Completed	46 Link Clicks	4,056	\$0.11 Per Link Click	\$5.00	5	59	4	
<input type="checkbox"/>		Post: "Why should you study at Mississippi State? You'll..."	● Not Delivering Ad Set Completed	46 Link Clicks	4,331	\$0.11 Per Link Click	\$5.00	3	52	8	

Questions?