

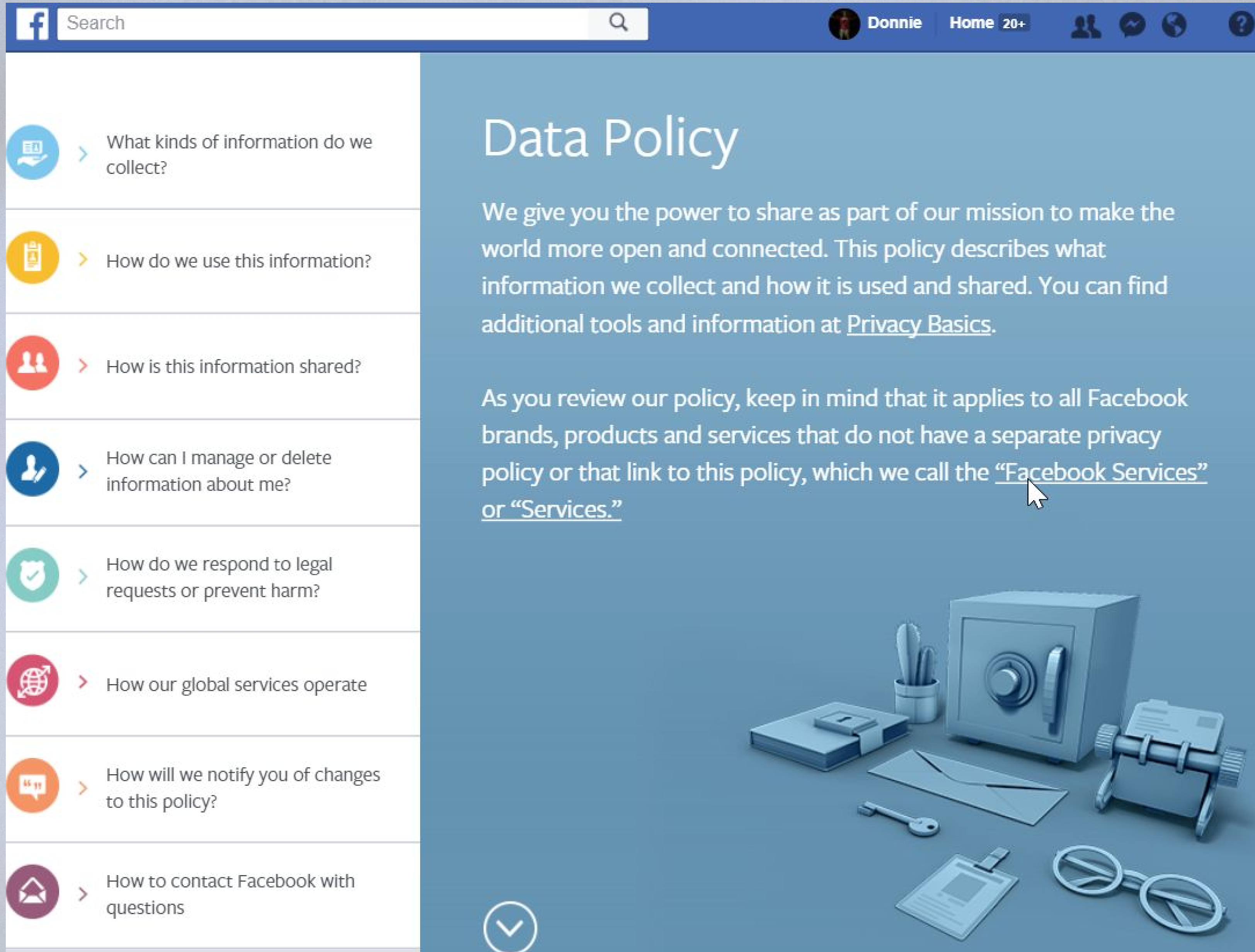
Behind The Doors of Social Media, How You Can Join




Agenda






- Facebook's data policy
- Different types of Facebook post
- Three case studies from The English Language Center


What Facebook Knows About You and Why Data Policy





What Facebook Knows About You and Why Data Use 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









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+    


 > What kinds of information do we collect?


 > How do we use this information?


 > How is this information shared?


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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?

- 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


 Search


 Donnie Home 20+    


 > What kinds of information do we collect?


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

 > How to contact Facebook with questions

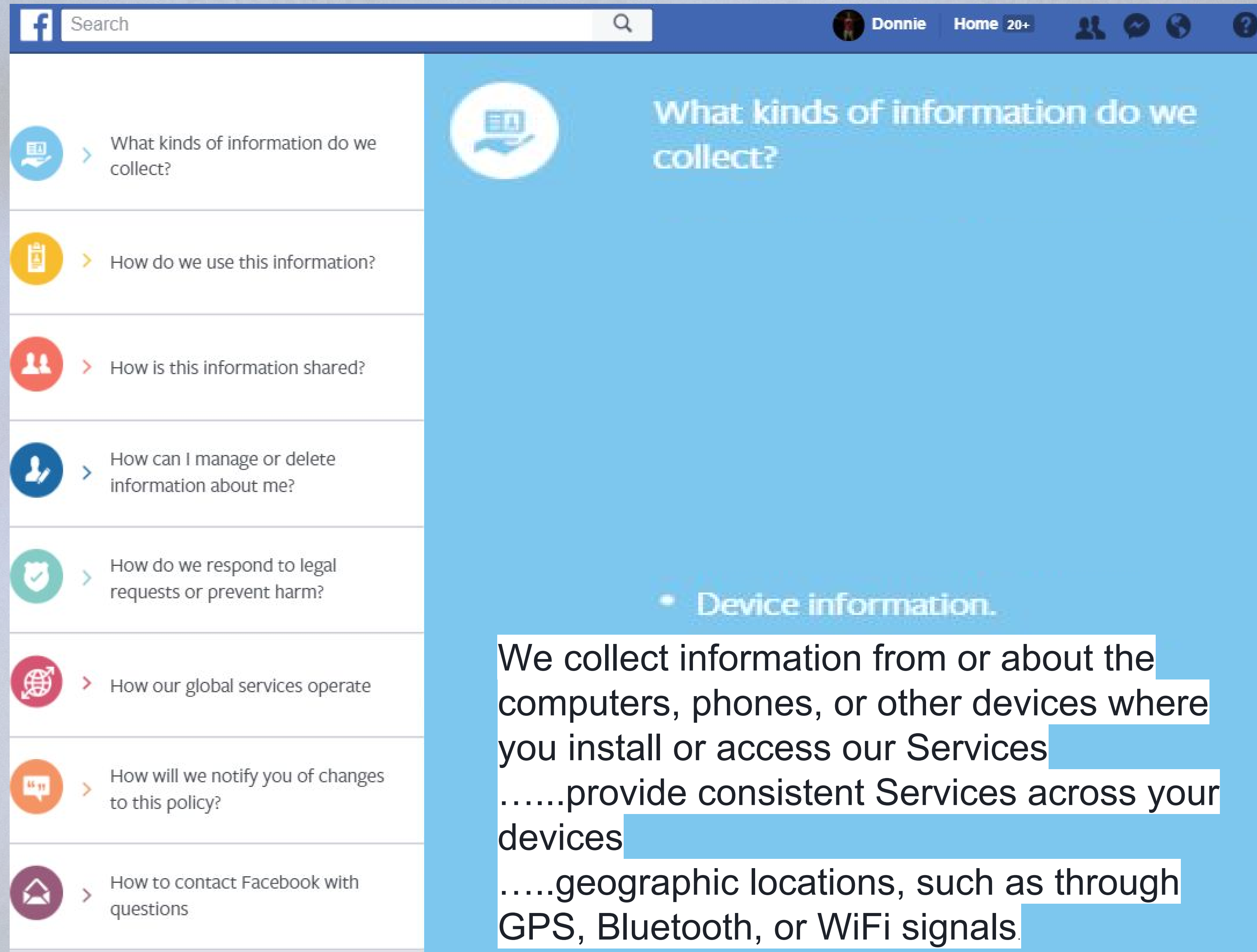


What kinds of information do we collect?

- 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 left sidebar lists several policy topics:


- 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 Servicesprovide consistent Services across your devicesgeographic locations, such as through GPS, Bluetooth, or WiFi signals.


What Facebook Knows About You and Why Data Use Policy


 Search


Donnie Home 20+





 > What kinds of information do we collect?


 > How do we use this information?


 > How is this information shared?


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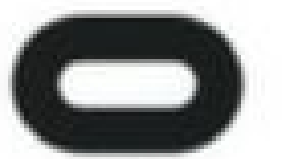
 > How to contact Facebook with questions





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+    


 > What kinds of information do we collect?


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 > How is this information shared?


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 > 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



What kinds of information do we collect?

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),



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
MEDIASWORKS

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!



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

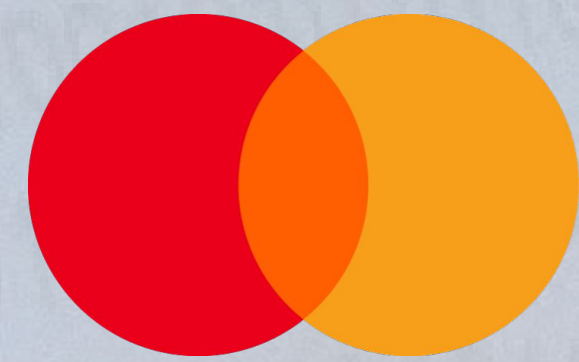
What Facebook Knows About Don!



[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

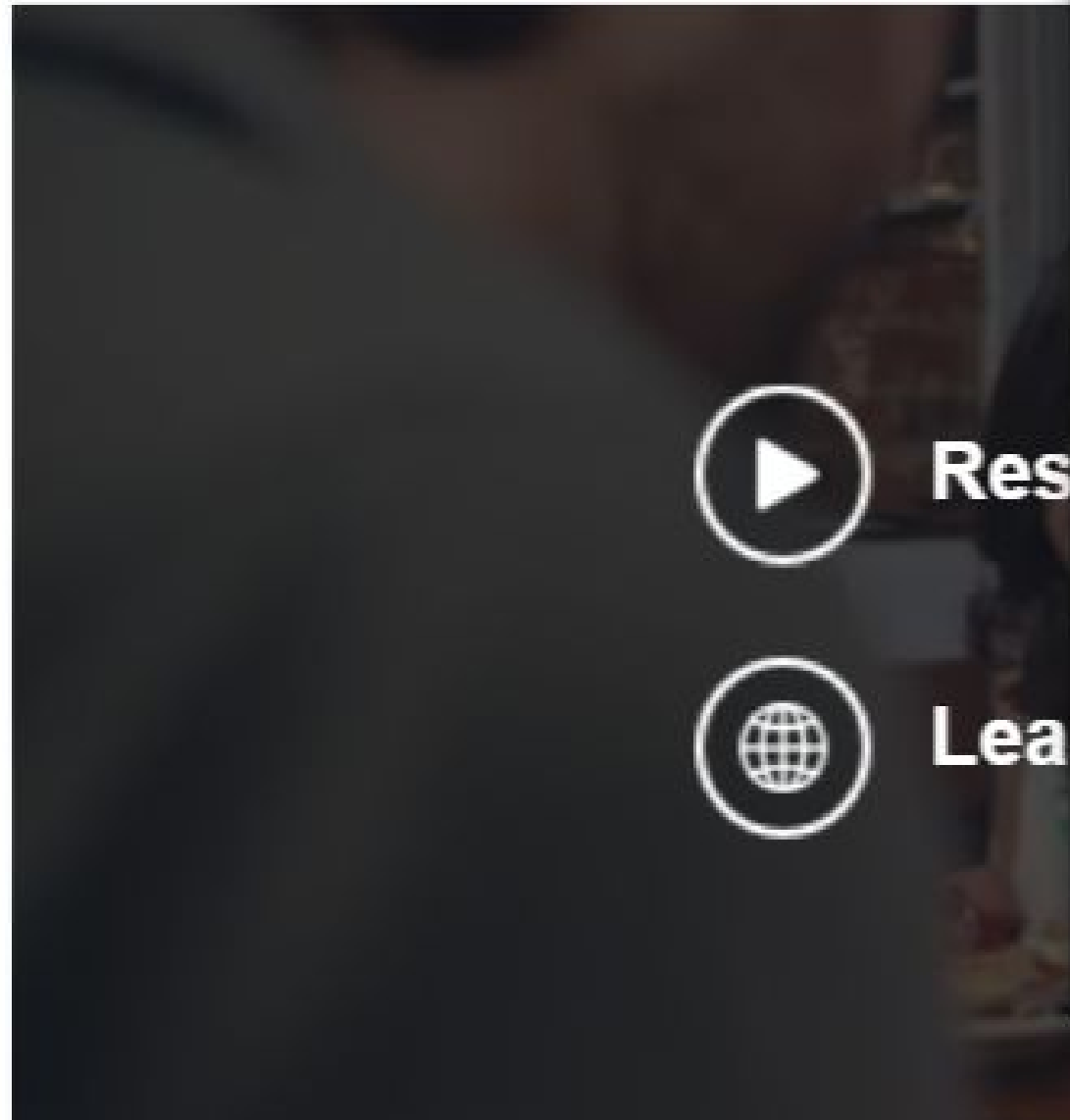
Suggested Post



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



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...



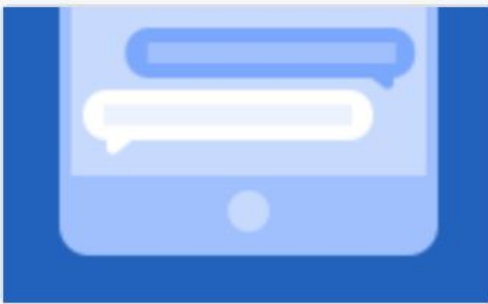






Goals

- 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 Birnerneré 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

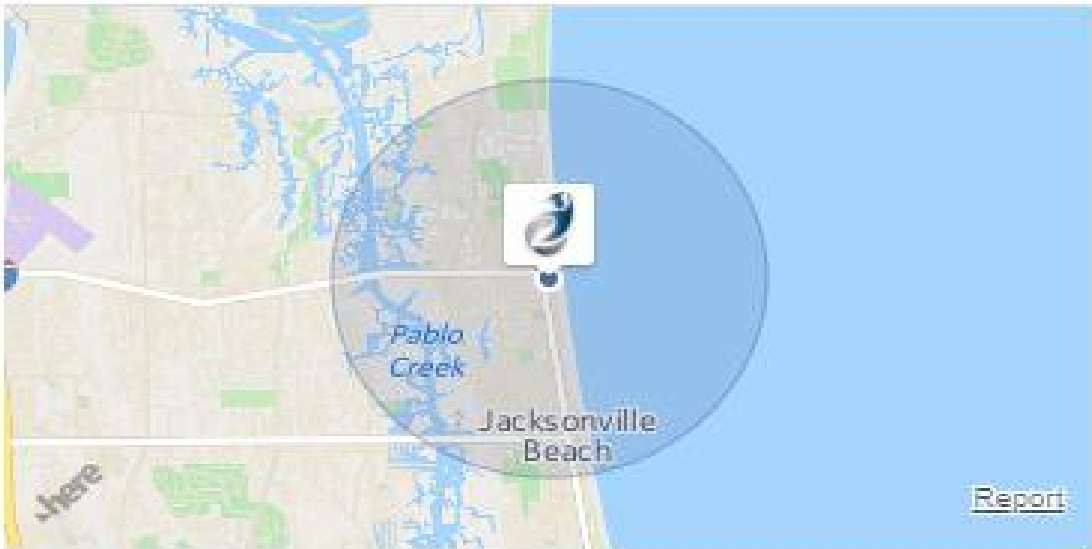
224 First St, Neptune Beach, Florida

Radius

3 miles ↕

Potential Reach ⓘ

15,000 People



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!



International Student

Get Directions

Like

Comment

Share

⚙

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

Cancel

Promote

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...

Want to Study in the USA?



International Student

Education

71249 people like this

Like Page

Close

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 ⓘ

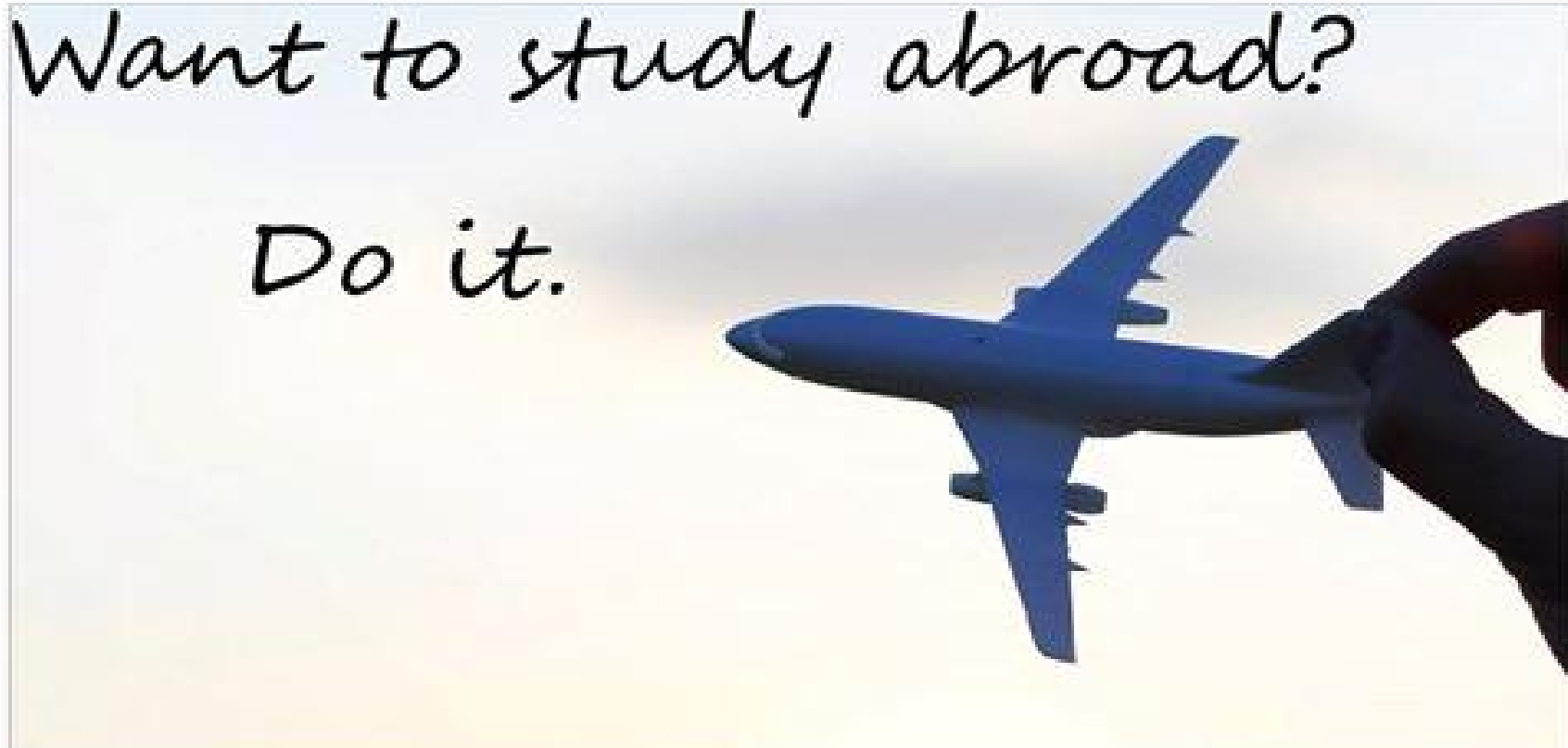
Duration ⓘ

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

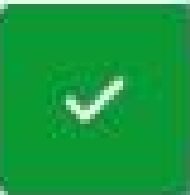
Save Changes

Targeting Your Audience

[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](#)

facebook

Sign Up

Email or Phone

Password

Log In

Forgot account?

the
english
language
center

The English Language Center (TELC)

@TheEnglishLanguageCenterLaGuardia

Home

About

Services

Photos

Events

Reviews

Videos

YouTube

Instagram feed

Posts

Community

Create a Page



Like

Recommend

...

Watch Video

Message

Services



Morning Intensive Program

September 26 - December 8 | Monday to Friday | ...

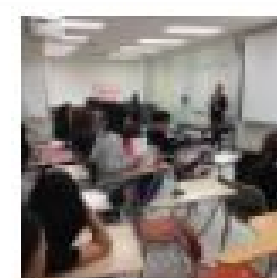
\$1695



Afternoon Intensive Program

October 2 - December 13 | Monday to Thursday | ...

\$1495



Writing Class

October 2 - December 13 | Monday and Wednesd...

\$375

Language School in Long Island City

4.7 ★★★★★ · Open Now

Community

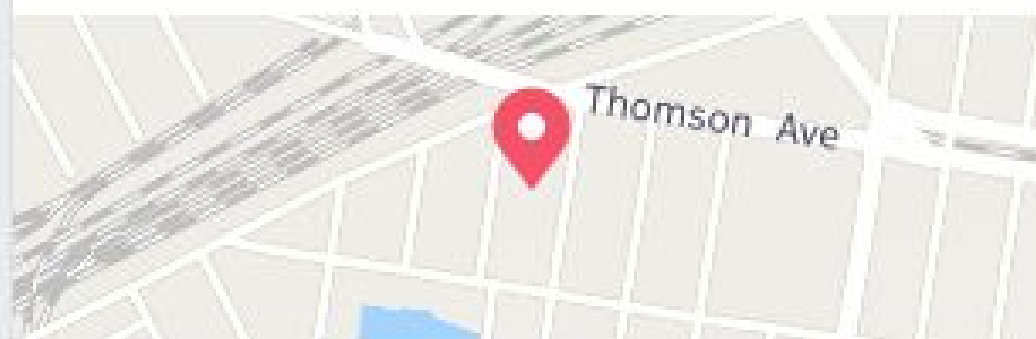
See All

9,489 people like this

9,440 people follow this

About

See All

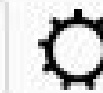


29-10 Thomson Avenue, Room C354
Long Island City 11101



telclaguardia

Edit Profile



376 posts

335 followers

95 following

The English Language Center The English Language Center is the largest ESL program in New York City. theenglishlanguagecenter.blogspot.com



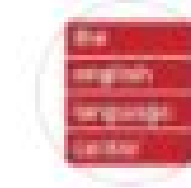
October 9 Closed

We will be closed on Monday,



Workshop & Elective Changes

September 29



telclaguardia

The English Language Center (TELC)

telclaguardia Are you an international student studying English in NYC? Join Kaijian and Cansu at TELC! #telcstories #英语 #inglês #inglés #ingles #英語 #영어 #الإنجليزية #ingilizce #inglese #английскийязык #anglais #อังกฤษ #idioma #английский #интересно

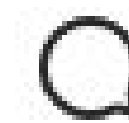
telclaguardia Kaijian says: "We can make many friends who come from different countries." X

telclaguardia Cansu says: "This school is more serious and academic than my other school." X

english.now Great! X

chungdambodyshape 원더풀입니다 ^^!~!~ X

youngnahan I like your photo! X



36 likes

DECEMBER 13, 2016

Add a comment...





The English Language Center (TELC)

Published by HB Telc [?] · December 13, 2016 ·

Like Page



Are you an international student studying English in NYC? Join Kaijian and Cansu at TELC! #telcstories #英語 #inglês #inglés #ingles #英語 #영어 #الإجليزية #ingilizce #inglese #английскийязык #anglais #อังกฤษ #idioma #английский #интересно



3,684 people reached



View Results

Asanee Tooptientong, Ana Alina and 2 others

1 Comment



Like

Comment

Share

3,684 People Reached

6 Likes, Comments & Shares

4

Likes

4

On Post

0

On Shares

1

Comments

1

On Post

0

On Shares

1

Shares

0

On Post

1

On Shares

45

Post Clicks

32

Photo Views

0

Link Clicks

13

Other Clicks

NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Featured Languages:

- Simplified Chinese
- Turkish

Other Targeted Languages:

- Arabic
- French
- Japanese
- Korean
- Portuguese
- Russian
- Spanish
- Thai

Less Obvious, Don't Forget:

- English

Geography:

- 25 mile radius around New York City

Interests:

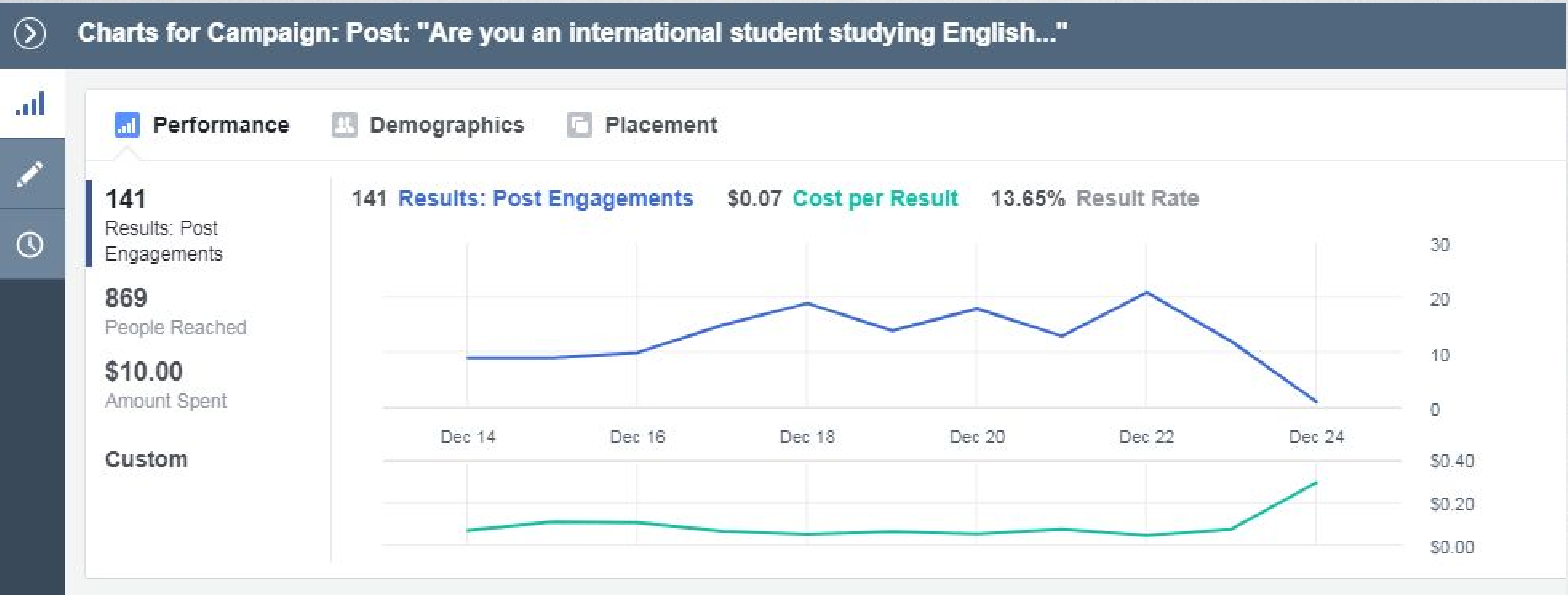
- Learning English
- International Student
- Study In The USA
- Improve Your English

Ages:

- 18-40

Limit:

- \$10 for a 10 days

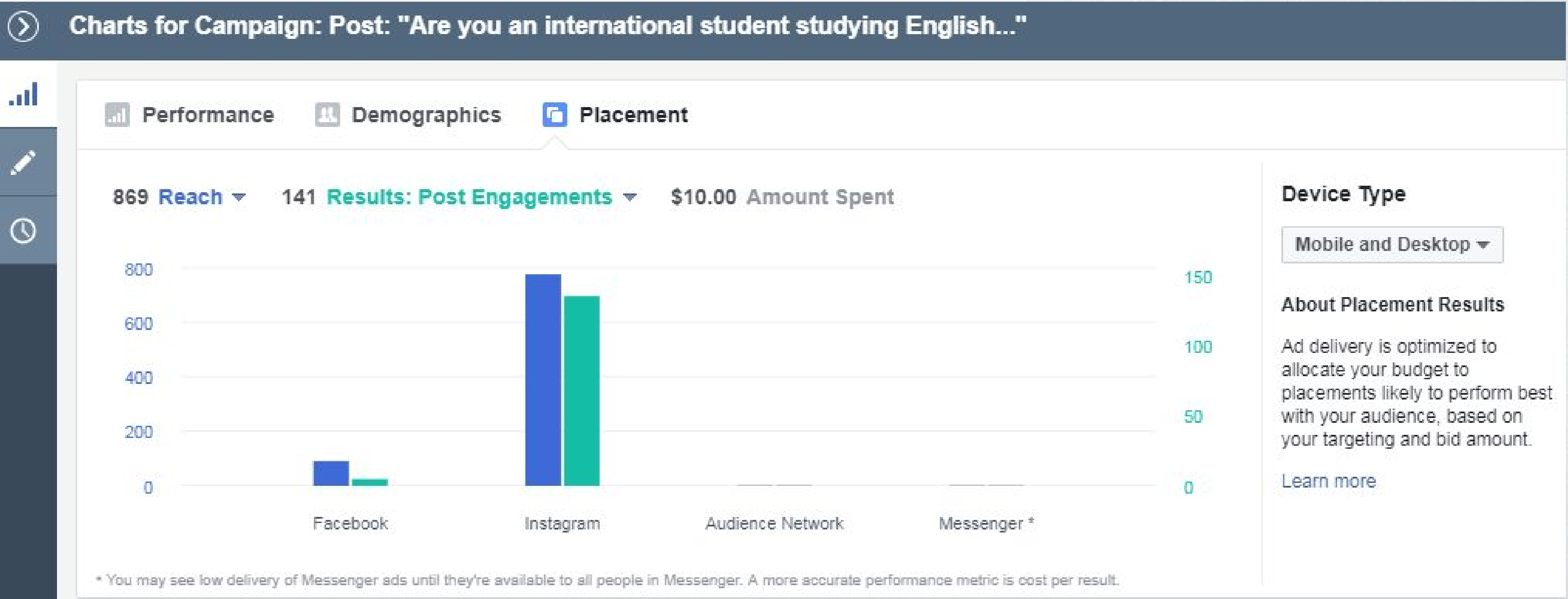


\$0.01 / person reached

\$0.07 / click

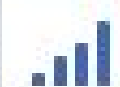
99% placement on mobile

Largely targeted to Instagram





Charts for Campaign: Post: "Are you an international student studying English..."



Performance



Demographics



Placement

141 Results: Post Engagements ▾

869 Reach ▾



All Women

45% (63)

52% (453)

\$0.08

Cost per Result



All Men

54% (76)

46% (399)

\$0.06

Cost per Result

Age

13-17

18-24

25-34

35-44

45-54

55-64

65+

Suggested Page



The English Language Center (TELC)

Sponsored

Ahora es el momento para estudiar Inglés en Nueva York!



The English Language Center
(TELC)

9486 people like this



Suggested Page



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Editing Ad Set: CO - 19-30



Audience

SAVED AUDIENCE: **Colombia I20 Prospects** ▼

AUDIENCE DETAILS

Location: Colombia

Interests: International student, Study abroad in the United States or Learn English

Excluded Connections: Exclude people who like The English Language Center (TELC)

Age: 19 - 30

Language: Spanish, English (UK), English (US) or Spanish (Spain)

Edit

Placement

☒ Automatic Placements (Recommended)

Audience Definition



Your audience is defined.

Potential Reach: 110,000 people ⓘ

Estimated Daily Results

Reach

1,400 - 4,800 (of 92,000) ⓘ

Page Likes

56 - 170 (of 200) ⓘ

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

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Reached 47,740 people
751 likes
\$0.10 / like

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Reached 32,394 people
467 likes
\$0.10 / like

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Reached 17,719 people
212 likes
\$0.10 / like

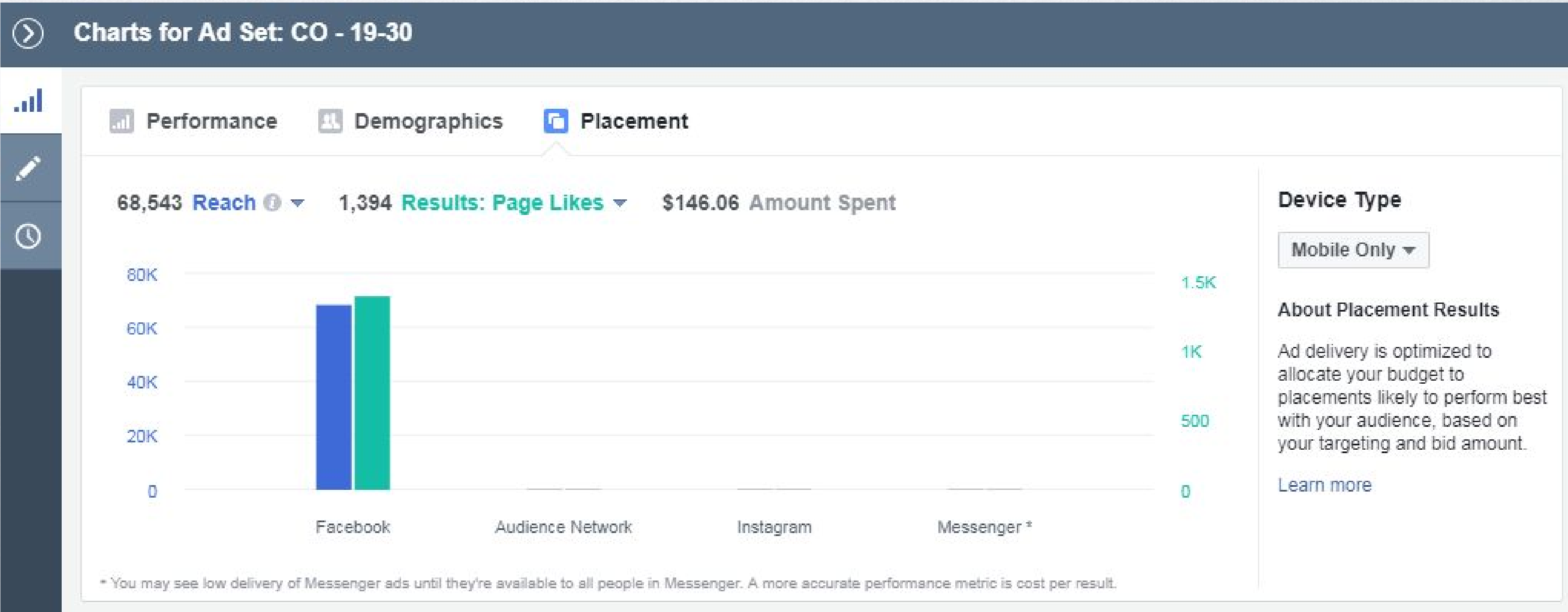


71,347 people reached
<\$0.01 / person

1,430 new likes
\$0.10 / page like

96% placement on
mobile - 68,543 users

Targeted to Facebook -
before our Instagram
integration





Charts for Ad Set: CO - 19-30



Performance



Demographics



Placement

1,430 Results: Page Likes ▾

71,347 Reach ▾



All Women

57% (819)

58% (41,110)

\$0.11

Cost per Result

Age

13-17

18-24

25-34

35-44

45-54

55-64

65+



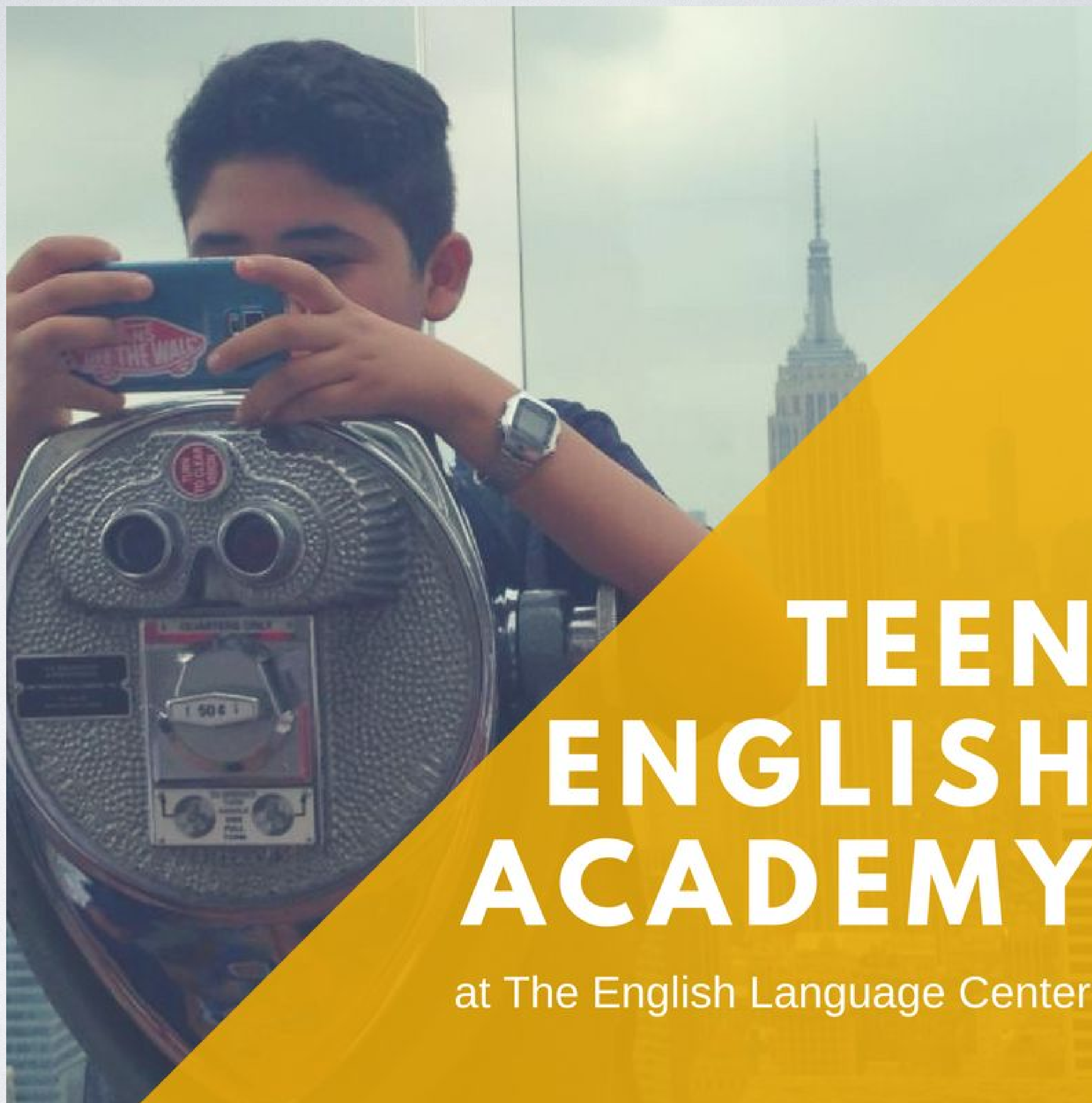
All Men

42% (599)

41% (29,533)

\$0.10

Cost per Result



TEEN ENGLISH ACADEMY

at The English Language Center

Parents and Guardians

Ages: 30-55

Location: New York City, 15 mile radius

Languages: Arabic, Chinese (Simplified), Chinese (Traditional), English, Greek, Hindi, Italian, Nepali, Polish, Portuguese, Russian, Spanish, Thai, Turkish, Urdu

Behaviors: Expats (Brazil, China, Colombia, Dominican Republic, Greece, India, Indonesia, Italy, Mexico, Morocco, Nepal, Peru, Poland, Portugal, Puerto Rico, Russia, Spain, Venezuela

Demographics: Family-based households, parents with teenagers (13-18 years)

Connections: People connected to us, people not connected to us

Teens

Ages: 13-16

Location: China, Colombia, Dominican Republic, Ecuador, Egypt, Greece, Hong Kong, Italy, Lebanon, Libya, Mexico, Morocco, Pakistan, Poland, Puerto Rico, Russia, Saudi Arabia, Spain, Taiwan, Tunisia, Turkey

Languages: Arabic, Chinese (Simplified), Chinese (Traditional), Greek, Italian, Polish, Russian, Spanish, Turkish, Urdu

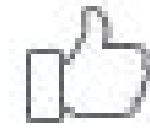
Interests: English language, English language learning, International student, Learn English, New York City

Connections: People connected to us, people not connected to us



The English Language
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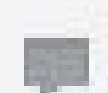
Learn English and make friends in New York
City this summer! 🤓 🇺🇸 🚗



Learn More



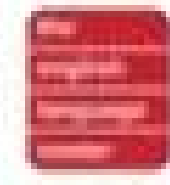
Like



Comment



Share



The English Language
Center (TELC)

Sponsored · 🌐



What is your teenager doing this summer?
Learning English! Teens from 13 to 16 years old
will learn English, explore New York City, and
make friends with other young people from all
over the world. Join by June 23!



The English Language
Center

Learn More



Ghada Metwaly and Hilda J Lema

Planned Spend

\$150 over a month

\$125 on guardian ads

\$25 on teen ads



Parents and Guardians

136 people reached
9 clicks

Teens

3 people reached
10 impressions



 The English Language Center (TELC)  
Sponsored · 

"The classes were so much fun that they didn't feel like classes, which helped me learn more."


The Teen English Academy combines fun and interactive classes with weekly field trips so students can practice... [More](#)



laguardia.edu/TELC [Learn More](#)

New Campaign

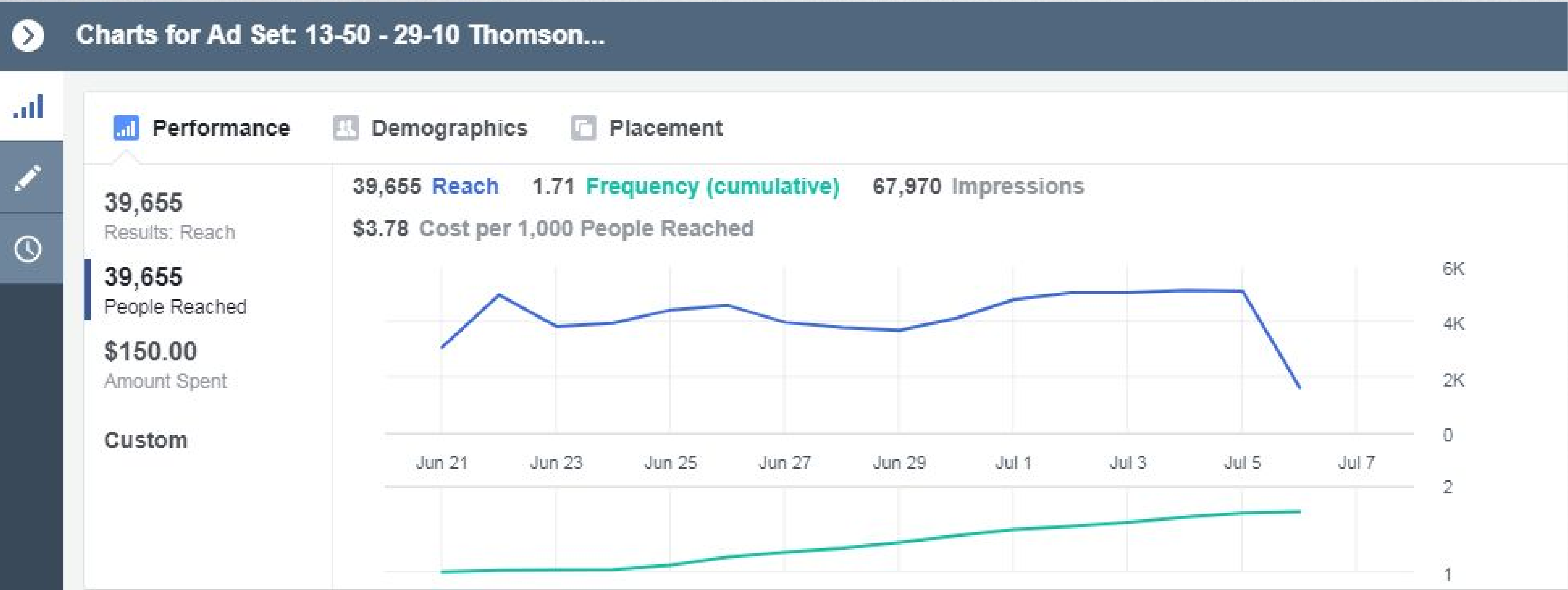
Location: 25 mile radius of our school

Age: 13-50

Languages: Arabic, Cebuano, Chinese (Simplified), Chinese (Traditional), English, Filipino, Greek, Korean, Nepali, Polish, Portuguese, Russian, Spanish, Tamil, Thai, Turkish, Urdu

Interests: Learn English

Demographics: Family-based households, Parents with teenagers



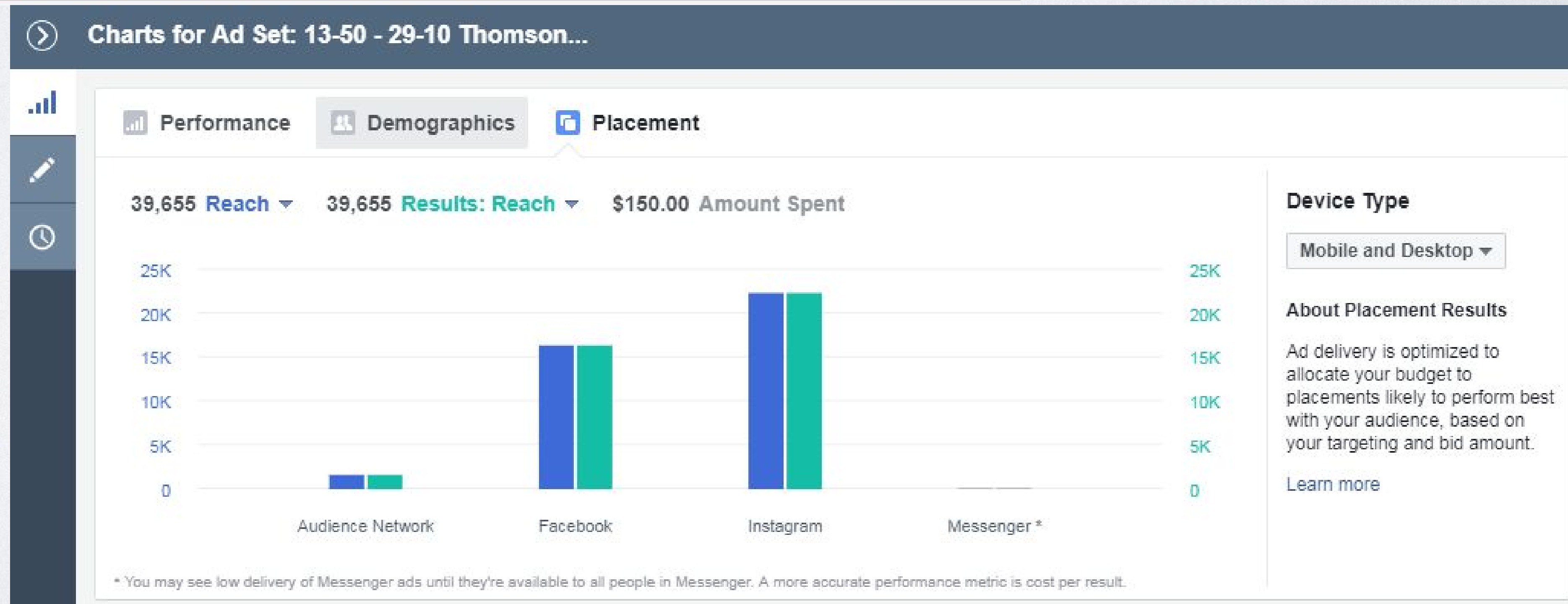
39,655 reached

67,970 impressions

<\$0.01 per person

Format did well on Instagram

99% of the ads were delivered on mobile





Performance



Demographics



Placement

39,655 Results: Reach ▾

39,655 Reach ▾



All Women

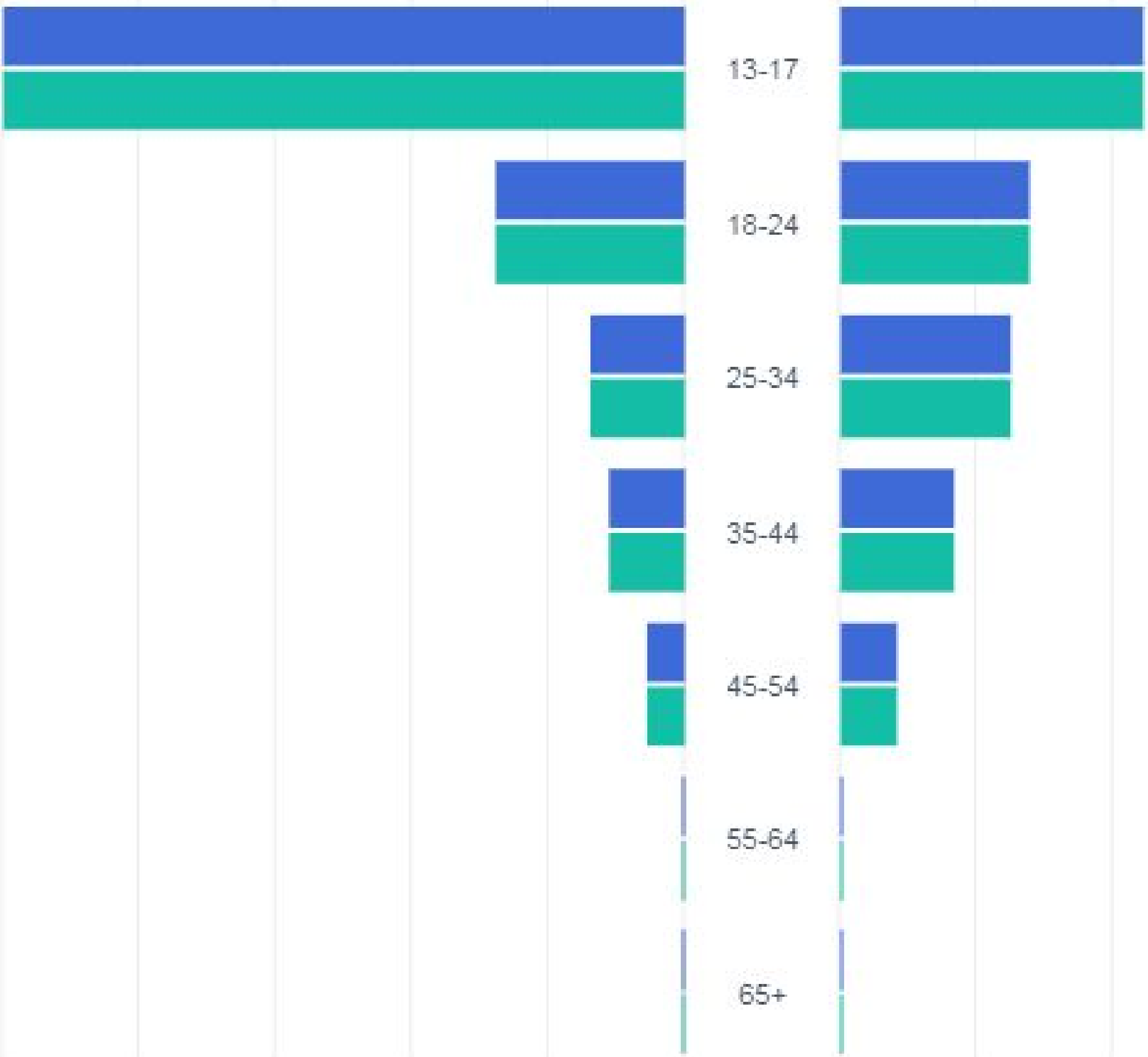
56% (22,075)

56% (22,075)

\$3.94

Cost per Result

Age



All Men

44% (17,404)

44% (17,404)

\$3.59

Cost per Result

Colleges Use Facebook Ads to Target Applicants, Parents, and Lawmakers

By Michael Vasquez | OCTOBER 17, 2017 ✓ PREMIUM

The ads showed up in the feeds of thousands of Facebook users, and the timing of the sponsored posts — less than two months before the University of Virginia's application deadline — was no accident.

"UVA offers one of the best values in higher education," read one post last November, seen by both potential students and their parents. Below the words were the Cavalier colors of orange and navy blue.

The students might have assumed each post had appeared because of their Google habits. But it was in their feeds because the University of Virginia has spent about \$10,000 to send targeted Facebook ads to various groups, including prospective students, parents, donors, employees, and state lawmakers.

Other colleges, too, have spent millions of dollars on targeted Facebook marketing,

 University of Virginia
Sponsored · 

 Like Page

Students, looking for news writing experience? UVA Today is hiring.



Student News Writer

The student news writer will provide timely, informative, well-written and well-researched news and feature stories for UVA Today, a news website and daily republication newsletter.

UVA.TODAY.JOINHANDSHAKE.COM

 Like  Comment  Share

U. of Virginia

A Facebook ad sponsored by the U. of Virginia. Colleges and universities are spending millions on such ads, and data from admissions applications are one of their secret weapons. Privacy experts are crying foul.

What about the ethical implications?

The Chronicle of Higher Education
October 17, 2017

bit.ly/2gPrvvr

Final Thoughts - Questions and Discussion

Contact Us

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