

Destination Plus

Not going to make an ad deadline through the Co-Op? You also have the option to create your own Facebook or Instagram ad in the meantime.*

CREATING A FACEBOOK AD

To create a Facebook Ad, follow these steps as defined by Facebook Business Manager:

- Choose your objective
- Select your audience
- Decide where to run your ad
- Set your budget
- Place your order
- Measure and manage your ad

CREATING AN INSTAGRAM AD

To place ads on Instagram, follow these steps as defined by Facebook Business Manager:

- Go to Ads Manager
- Select **Create**.
- Choose an objective that supports Instagram as an ad placement
- Select **Continue**
- Fill in the details for your ad set
- At the Placements section, you can select **Manual Placements** and select Instagram to have your ads appear on Instagram. If you select **Automatic Placements**, your ad will run across a variety of Facebook placements, including Instagram, to give you the best value for your ads
- Select **Continue**

Questions? Click here for more details:

Facebook ads: <https://www.facebook.com/business/ads>

Instagram ads: <https://www.facebook.com/business/help/1513393428972189?id=1997185213680277>

**Facebook and Instagram ads created outside of the Co-Op are not covered under the Co-Op program and are the responsibility of your business or organization*

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Not going to meet a Co-op deadline for your Paid Facebook campaign? You can boost your own Facebook post! Boosted Facebook posts allow you to apply money to boost to your page's timeline to an audience of your choosing*. Boosted posts show up on your audience's Facebook News Feed as an ad.

To boost a Facebook post, you must follow these steps:

- Go to your Facebook Page.
- Find the post you want to boost. This may include an event, video, carousel, or single image post.
- Select Boost Post. You can find it in the bottom-right corner of your post.
- Fill in the details for your ad (spend, audience, geography, boost length, payment method, etc.).
- Spend, audience, geography, boost length, payment method etc.
- Under "Goal," select "Get more website visitors."
- When you are done, select Boost Now.

Questions? Click here for more details:

<https://www.facebook.com/business/help/347839548598012?id=352109282177656>

**Boosted Facebook post costs are not covered under the Co-Op program and are the responsibility of your business organization.*