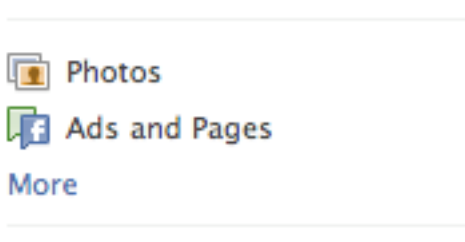


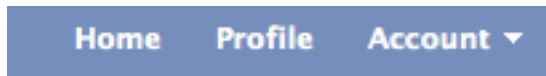


## Delta Chi Tech Notes – “Facebook Advertisements”

1. Go to **www.facebook.com** and log into your account
2. Move your mouse to the left side of the screen and click **Ads and Pages**



3. Move your mouse to the upper right corner of the screen and click **Create Ad (in a green box.)**



### 4. Create your Ad

A. **Destination URL:** Your group’s website or Facebook Page/Group/ Profile

\* If you use your website, make sure that all of the information is up to date. It is important advertise correct information

B. **Title:** Join something great, Make the most of your college experience, etc.

C. **Body:** Click here to find out how you can make the most out of your college experience (or something positive about your group.)

D. **Image:** Use any images offered from our website ([www.Deltachi.org/resources/downloads](http://www.Deltachi.org/resources/downloads).)

#### 1. Design Your Ad

[Design Your Ad FAQ](#)

**Copy an existing ad (Optional)**  
Select an ad: [dropdown]

**Destination URL.** Example: <http://www.yourwebsite.com/> [?]  
[text input]

Suggest an Ad [?]

I want to advertise something I have on Facebook.

**Title** 25 characters left. [?]  
[text input]

**Body Text** 135 characters left. [?]  
[text input]

**Image (optional)** [?]  
Choose File no file selected

**Example Ad**  
This is a sample ad.  
Danny Catalano likes this ad.  
Like



## Delta Chi Tech Notes – “Facebook Advertisements”

### 5. Choose you Target

#### 2. Targeting

Targeting FAQ

**Location**

Country: [?]  
  
 Everywhere  
 By State/Province [?]  
 By City [?]

**Demographics**

Age: [?]  
 -   
 Require exact age match [?]  
Sex: [?]  
 All  Men  Women

**Likes & Interests**

[?]

**Connections on Facebook**

Connections: [?]  
Target users who are connected to:  
 [?]  
Target users who are not already connected to:  
 [?]  
Friends of connections:  
Target users whose friends are connected to:

Birthday:  Target people on their birthdays

Interested In: [?]  
 All  Men  Women

Relationship: [?]  
 All  Single  Engaged  
 In a Relationship  Married

Languages: [?]

**Education & Work**

Education: [?]  
 All  College Grad  
 In College  
 In High School

Workplaces: [?]

Hide Advanced Targeting Options

Leave United States and Everywhere selected.

You want men age 18 and up.

Do not select years. We are trying to recruit everyone!

Select *In College*



## Delta Chi Tech Notes – “Facebook

### 6. Pricing your Ad

#### 3. Campaigns, Pricing and Scheduling

Create a new campaign <sup>[?]</sup>  
 Choose an existing campaign <sup>[?]</sup>

Campaign Name

Daily Budget What is the most you want to spend per day? (min 1.00 USD)

Schedule. When do you want to start running your ad?  
 Run my campaign continuously starting today  
 Run my campaign only during specified dates

Based on your targeting options, Facebook suggests a bid of \$1.18 per click, up to this much per click, but you will likely pay less.  
All bids, budgets, and other amounts in the UI are exclusive of tax.  
[Set a Different Bid \(Advanced Mode\)](#)

Name the campaign whatever you'd like. For example, "Join Delta Chi—Fall 2011"

Start your daily budget at \$10 and change as needed.

You can either run you ad continuously or for a specific amount of time. Regards of when you end, start your campaign a few weeks before your formal recruitment.

7. Lastly, you will review your ad and **Place Order** and wait for men to check out your organization!