

tecc

Tobacco Education
Clearinghouse
of California

TECC Training: Demystifying Facebook

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What we'll cover

- Social media resources
- Developing organic tobacco control social media posts
- Facebook Advertising
 - Benefits of paid and organic Facebook posts
 - Challenges of paid advertising
 - 5 steps for success

Social Media Resources

Social Media Resources

TECC Social Media

- Provide trainings, resources, and support with **organic** social media
- **Can** provide support with developing and reviewing social media graphics and copy.
- **Cannot** provide consultation on your project's individual social media strategy, e.g. how to build followers, increase engagement, etc.

CTCP Social Media

- Provide training, resources, and support with **paid** social media
- **Can** provide technical assistance for paid social media support.
- **Contact:** Holly Vannatta
 - holly.vannatta@cdph.ca.gov

Social Media Resources

Adapt Media

Adapt Media is a marketing and consulting company, specializing in developing business strategies by focusing on your goals, your consumer and your needs. We serve a wide range of clients and focus on a multi-platform approach to communications and strategy, which includes both traditional and digital media. We are collaborators, experience-focused and have a passion for working with clients to build comprehensive plans and delivering results.

With Adapt Media, you will have an extension to your team. Let's Collaborate to Inspire Great Ideas!

- **Website:** Adapt Media
 - AdaptMedia.co
- **Contact:** Bobby Wadkins
 - Bobby@AdaptMedia.co

TECC Online Catalog

- Free downloadable brochures, fact cards, posters, signs, and much more!
- Questions about technical support:
 - help@tecc.org

The screenshot displays the TECC Online Catalog website. The top navigation bar is orange and includes the phone number (800) 258-9090, links for MatBuilder, MatTrack, FAQ, Sign In, and Register. The TECC logo (Tobacco Education Clearinghouse of California) is on the left, and navigation links for HOME, TOOLS, MATERIALS (circled in red), and CTCP FUNDED are on the right. A search bar is also present.

The main content area is titled 'Search' and shows 'Showing 1-15 of 316 products'. On the left, there are two filter sections: 'TOPICS' and 'FORMAT'. The 'TOPICS' section lists categories such as Advocacy Material (4), Cessation (73), and Children And Families (22). The 'FORMAT' section lists options like Booklet (14), Brochure (45), and Fact Card (72).

The product grid displays six items, each with a 'New' badge and a 'See Details' button:

- Asterisk / Poster:** A poster with a white asterisk on a black background. Text includes 'BIG TOBACCO SAYS IT'S A SMARTER ALTERNATIVE' and 'WE CAN TRUST THEM, RIGHT?'. A 'New' badge is in the top right.
- Cost of Vaping:** A graphic showing a hand holding a cigarette and a hand holding a vape pen. Text asks 'WHAT WOULD YOU RATHER SPEND YOUR MONEY ON?'. A 'New' badge is in the top right.
- Cost of Vaping - Spanish:** A similar graphic to the previous one but in Spanish, asking '¿EN QUÉ PREFERIRÍAS GASTAR TU DINERO EN?'. A 'New' badge is in the top right.
- Cost of Vaping, Poster:** A graphic showing a hand holding a cigarette and a hand holding a vape pen. Text asks 'WHAT WOULD YOU RATHER SPEND YOUR MONEY ON?'. A 'New' badge is in the top right.
- Everyone Deserves a Healthy Smokefree Home:** A graphic showing a house with a green roof and a hand holding a cigarette. Text asks 'EVERYONE DESERVES TO HAVE A HEALTHY, SMOKEFREE HOME!'. A 'New' badge is in the top right.
- Everyone Deserves a Healthy Smokefree Home, Spanish:** A similar graphic to the previous one but in Spanish, asking '¡TOODOS MERECEMOS TENER UN HOGAR SALUDABLE Y LIBRE DE HUMO!'. A 'New' badge is in the top right.

CTCP Social Media Resources

Media

Media & Communications

CTCP's Media & Communications Unit

Welcome to the Partners home of the California Tobacco Control Program's Media & Communications Unit.

In addition to developing award-winning advertising, social media and public relations efforts for the California anti-tobacco campaign, the Media Unit provides training, technical assistance and strategic input to CTCP-funded partners.

Quick Links: to request media-related technical assistance or to view and request advertising materials via the Media Library, please click the appropriate button below.

[Technical Assistance](#)

[Media Library](#)

Tabs

[Media & Communications](#)

[Advertising](#)

[Public Relations](#)

[Social Media](#)

[Tools](#)

[Media Schedules](#)

[Trainings](#)

[Contact Us](#)

- Partners Website - Media & Communications
 - Technical Assistance requests
 - Media Library
 - Past recordings of social media trainings
 - Social media tools

TECC Social Media Toolkit



- Free, [comprehensive guide](#) to help CTCP-funded projects with social media.
- Available for any program or organization working in tobacco prevention.
- [TECC Social Media Savvy Webinar](#)

TECC Social Media Message Library

- Library of sample social media posts and images organized by content sections.



E-cigarettes



Secondhand Smoke



Cessation



Smokeless/Chew



Multi-Unit Housing



Advocacy



General Tobacco Facts



Flavored Tobacco



Holiday Awareness and Special Dates



211 Call Centers

TECC Images Gallery

SOCIAL MEDIA GALLERY



TOBACCO PRODUCTS GALLERY



- Free gallery featuring high-resolution, tobacco-control related images to use on social media or in educational materials.

Developing organic social media posts

Creating Engaging Content

Creating content that is **relevant, informative,** and **high quality** will naturally increase engagement and followers.

- Share up-to-date information on tobacco prevention.
- Create attention-grabbing headline and use facts/statistics to engage audience.
- Create concise, engaging copy, no more than 5 sentences.
- Create stylized graphics.



Sharing content from trusted sources

In tobacco prevention, our content is scrutinized very closely by people that support the tobacco industry. Make sure you only share content from reputable, fact-based sources. Some examples are:

- Tobacco Free CA
- Truth Initiative
- CDC
- American Lung Association



Creating Engaging Copy

tecc TECC - Tobacco Education Clearinghouse of California
April 22, 2020 · 🌐

A TECC sticker that is well loved. #EarthDay
<https://www.tecc.org/.../tobacco-can-hurt-the-earth-sticker/>



6 People reached 2 Engagements – Distribution score [Boost post](#)

👍❤️ 2

vs.

tecc TECC - Tobacco Education Clearinghouse of California
Published by HubSpot · October 15, 2020 · 🌐

There's no question about it: nicotine is poison.

As a highly toxic chemical, the EPA lists nicotine liquid as "acute hazardous waste." It changes the way connections form in the brain, which can interfere with kids' attention and learning and may even contribute to developing anxiety disorders.

This is especially alarming since just 1 Juul pod has the same amount of nicotine as 41 cigarettes!

Need help quitting? Check out <https://hubs.la/H0x-qVt0>



Source: Stanford Tobacco Prevention Toolkit

140 People reached 42 Engagements – Distribution score [Boost post](#)

👍 7 6 Shares

Creating stylized graphics for social media

- When creating graphics, make sure to use high resolution, stock images. Additionally, do not use too much text. Save the text for your post.
- Canva is a free graphic design tool for non-designers.
 - Hundreds of templates with graphics for different social media platforms are included with a free account.
 - The free account also includes a variety of stock images.
- Canva Pro (paid account)
 - Allows you to save brand colors, brand fonts, and logos
 - Helps to keep a consistent brand presence on social media



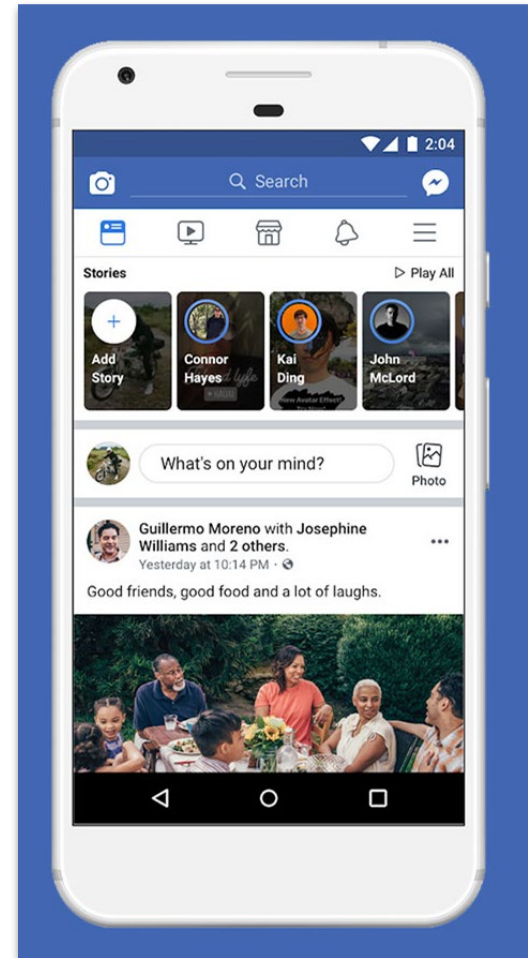
More tips to build engagement

- Make it a practice to follow relevant pages, such as local organizations, school districts, local health clinic pages, in addition to tobacco prevention organizations.
- Tag relevant accounts in your posts.
- Regularly share posts in IG/FB stories. When you do, make sure to tag source account.



Facebook/Instagram Stories

- Stories are posts that are shared for 24 hours.
- Sharing your own posts on stories helps to get more eyes on your posts.
- Re-sharing other posts on stories, and tagging those pages, alerts pages to you sharing their posts.
- Facebook
 - You cannot re-share posts on your Facebook business page, only your personal page.
 - You can create stories from scratch for your business page.



Benefits of Paid and Organic Facebook Advertising

Benefits

- Paid and Organic go hand-in-hand
- Both are important and play different roles
- Paid content reaches new audiences, increases brand awareness, and drives lead generation
- Regular organic reach complements paid advertising - This deepens relationships with existing followers while building brand recognition with new followers
- Understanding your organic analytics can create an audience baseline for your paid strategy which will increase your targeted marketing performance
 - Tip: If an organic ad is performing, we recommend using that content to create a paid ad version
- Integrating organic and paid strategies improves audience engagement



Challenges of Facebook Advertising

Challenges



Things to Remember

- It's ok to not know everything when it comes to Facebook Advertising
- Ad Policies are updated monthly, constantly changing, including how you dispute a disapproved ad
- Complex and intimidating for the most experienced marketers

Challenges

Assumptions

- For both Business Page and Ads Manager
 - Business Page Setup - Get verified to run for Social Issues
 - Ads Manager - Data Sources (Pixels at minimum)
 - All other info, e.g. business info, payment methods, verified business/domain

The image shows two side-by-side screenshots from a Facebook interface. The left screenshot displays the 'Page settings' menu for a page named 'TECC - Tobacco Education Clearinghouse of California'. The 'Issue, Electoral or Political Ads' option is highlighted in blue. The right screenshot shows the 'Get authorized to run social issue, electoral or political ads' section. It includes a warning about transparency, a 'Where will you run ads?' section with a dropdown menu set to 'United States', and a 'What you'll need to do' section with a checklist of five items: 'Confirm your identity', 'Create a disclaimer', 'Link an ad account to the disclaimer', 'Assign who is responsible for this Page', and 'Connect an Instagram account (optional)'. A link to 'Learn more about our requirements to run issue, electoral and political ads.' is provided at the bottom.

TECC - Tobacco Education Clearinghouse of California · Page settings

Page settings

- Messaging
- Page Info
- Templates and Tabs
- Notifications
- Advanced messaging
- Facebook Badges
- Page Roles
- Diversity Info
- People and other Pages
- Preferred Page Audience
- Issue, Electoral or Political Ads**

Get authorized to run social issue, electoral or political ads

Ads about [social issues](#), [elections](#) or [politics](#) require a high level of transparency. To get authorized, you'll need to provide additional information about you and who is responsible for the content and funding of these ads.

Where will you run ads?

You can only run issue, electoral or political ads in a country where you are authorized. In most cases, this is the country where you currently live. [Learn more](#)

Country
United States

What you'll need to do

Complete these steps to get authorized to run ads about social issues, elections or politics.

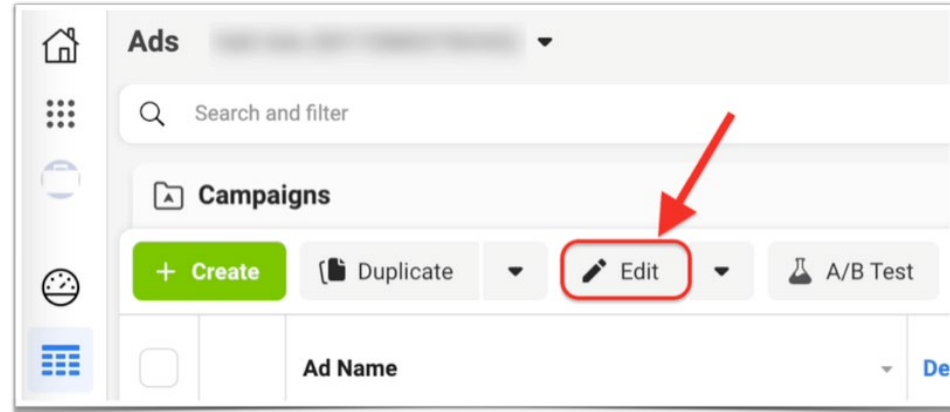
- ❗ Confirm your identity
- ✓ Create a disclaimer
- ✓ Link an ad account to the disclaimer
- ✓ Assign who is responsible for this Page
- ✓ Connect an Instagram account (optional)

[Learn more about our requirements to run issue, electoral and political ads.](#)

Challenges

Rejected Ads and Policies to Follow

- Why was my ad rejected?
 - a. Identify why it was disapproved
 - b. Facebook will usually tell you why it was disapproved, and sometimes wrong, which can be disputed
 - c. If it is not obviously wrong, re-read the ad policies (pro-tobacco, tobacco usage, promotion vs. prevention)
 - d. Common reason for disapproved ads are due to personal attributes
 - e. Edit/Resubmit, or Dispute



11. Personal Attributes

Policy

Ads must not contain content that asserts or implies personal attributes. This includes direct or indirect assertions or implications about a person's race, ethnicity, religion, beliefs, age, sexual orientation or practices, gender identity, disability, physical or mental health (including medical condition), vulnerable financial status, voting status, membership in a trade union, criminal record, or name.

[Learn More in our Business Help Center](#)

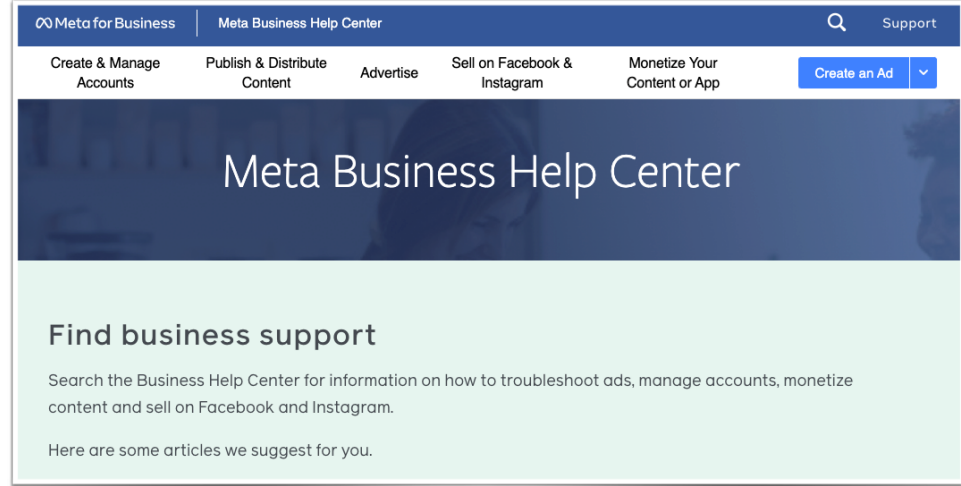
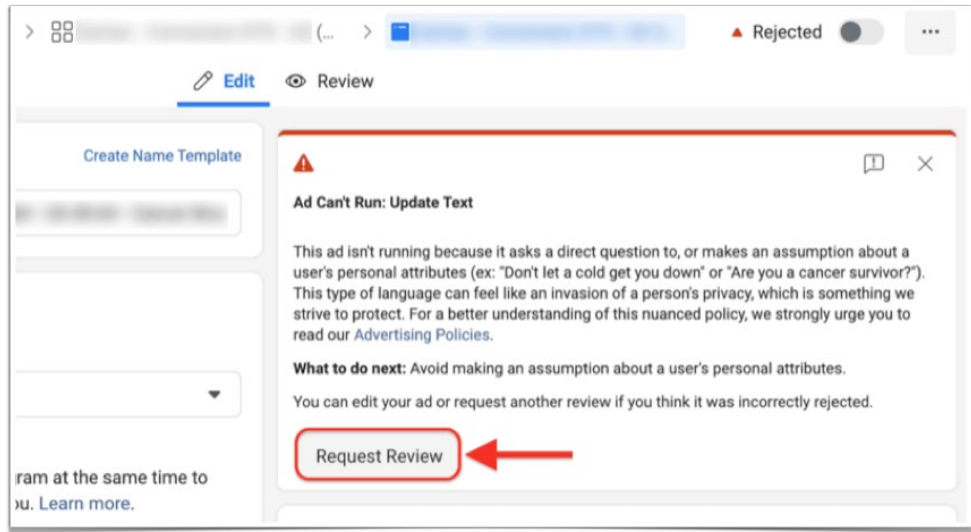
Examples

- ✓ Ad creative that describes or shows the promoted product or service
- ✓ Using the words like "you/other" without referencing a personal attribute
- ✗ Text referencing or alluding to personal attributes or characteristics of the targeted group or individual
- ✗ Using the word "you/your/other" to reference a personal attribute

Challenges

If Disputing an Ad

- Go to ad level of your campaign, click Edit, and then Request Review
- If unavailable or you have already requested a review, go to Business Help Center
- Information to provide
 - a. Business Account ID
 - b. Ad ID
 - c. Reason why your ad was disapproved and why you believe the ad is in compliance (know the policies)
- Check the status (go to support inbox or Messenger)



Facebook Advertising Success

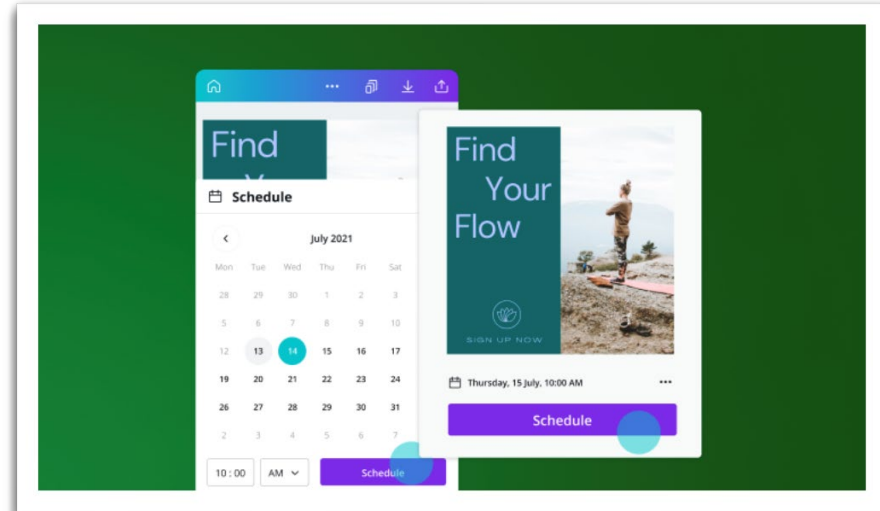
5 Steps to Facebook Advertising Success

1. Plan your Paid and Organic Campaigns
2. Create Good Content
3. Campaign Creation
4. Test, Optimize, Repeat
5. Measure Success



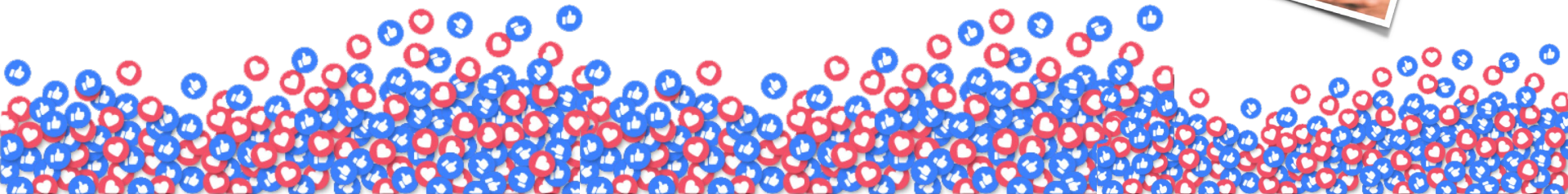
Plan your Paid and Organic Campaigns

- Define your Goals
 - Know your organization's specific needs
 - Goals can include;
 - Creating awareness
 - Driving traffic to your website
 - Improving community engagement
- Identify your target audience
- Use tools like Canva and Facebook Insights for scheduling
- Best times to post based on State of California analytics is 9am-11am, 11:30am-1pm and 5pm-9pm



Create Good Content

- Avoid rejected content by keeping ad policies top of mind
- Content is Key
- Design for Mobile
- Create a clear call to action with clever, catchy and concise copy
- Keep your designs simple



Campaign Creation

- Special Ad Categories
- Set up

“When advertising across the entire Facebook family of apps, conversion rates were 8x higher than audiences only exposed to placement on Facebook.”

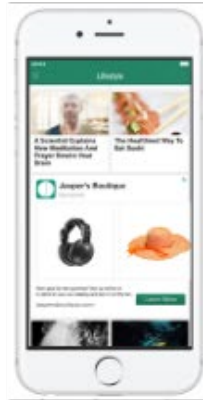
Source: Facebook IQ Study, “Optimizing Direct Response Campaigns”



**Facebook News Feed
(Desktop & Mobile)**



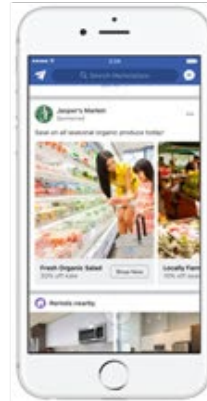
**Facebook Messenger
App (Mobile)**



**Facebook Audience
Network
(Mobile)**



**Facebook Instant
Articles
(Desktop & Mobile)**



**Facebook
Marketplace
(Desktop & Mobile)**



**Facebook
Stories
(Mobile)**



**Facebook
Search
(Desktop & Mobile)**

Test, Optimize, Repeat

- Copy style
- Calls to action
- Use of image or video
- Ad formats



Measure Success

- Choose the right metrics for your business goals
 - Keep it simple - Revisit where you defined goals (awareness, website traffic, engagement) - Measure CTR, etc.
- Measure paid and organic, and see how they work together

