

## **WEBINAR VIDEO TRANSCRIPT**

Partnership for Care HIV TAC

### **Social Media for Sustainability, CoP #3**

#### **Social Advertising Fundamentals: Using Paid Social Media Advertising to Promote Your Community Healthcare Center**

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The MayaTech Corporation  
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STEVE LUCKABAUGH: Good afternoon. My name is Steve Luckabaugh and I'd like to welcome you to the social media for sustainability, community, and practice number three webinar. This one is centered around social advertising fundamentals and using paid media advertising to promote your community health care center. This webinar is brought to you by the Partnerships for Care, HIV Training, Technical Assistance, and Collaboration Center, HIV TAC.

The Partnerships for Care project is a three-year, multi-agency project funded by the Secretary's Minority AIDS Initiative Fund and the Affordable Care Act. The goals of the project are to expand provision of HIV testing, prevention, care, and treatment in health centers serving communities highly impacted by HIV, to build sustainable partnerships between health centers and their state health department, and to improve health outcomes among people living with HIV, especially among racial and ethnic minorities. The project is supported by the HIV Training, Technical Assistance, and Collaboration Center, HIV TAC.

Our speaker today is Carlos Morales. Carlos has over 15 years of experiences as an expert at synthesizing cultural competency, technology, and prevention for a variety of audiences, and at providing training and technical assistance in developing, maintaining, and measuring social media presence.

I think most of you are familiar with Carlos from his previous webinars, and we're all excited to see what he has for us today. So, with that, please join me in welcoming Carlos Morales.

CARLOS MORALES: Thank you, Steve. Thank you for that introduction, I appreciate it. Let me actually go ahead and talk a little bit about the agenda. Welcome everyone. Thank you for attending this webinar. We're going to be talking about social advertising. These are the five points that we're going to actually go through on today's webinar.

We're going to talk about the components that you guys need to have when you create an online marketing campaign. The overall objective of the webinar is to actually show you how you can maximize your reach. If you have some budget available that you can put aside to make sure that you are reaching the audience that you want to reach, that is one of the best strategies for you to actually get faster and better results.

So that's the whole point of the webinar. So we're going to be talking about what it takes to create an online marketing campaign, what are some of the things that you need to have in place, why it's important for you guys to, within your strategy, also have some social media ads, and create some ads based on the strategies that you have in place.

How do we plan a social media campaign? So we're going to talk about the best practices, of course, of doing that. And also, we're going to be talking about landing pages. What are those? How does a landing page, a one-page site, actually have a positive impact on our marketing campaigns, and what are some of the elements?

If you actually decide to have a landing page, what are some of the things that you need to have in place, that need to be part of your design strategy in order for you to actually have the desired results and have a major impact in your campaigns?

So that's today's agenda for this webinar, so let's go ahead and get started.

So let's talk a little bit about what a digital marketing campaign is. And so, the purpose of a digital marketing campaign for any organization is actually to force you to think about the process. Pretty much researching and articulating, on paper, what are your goals and objectives?

If you guys remember, on the first webinar, we talked about what a social media strategy looks like. And so, basically, that's the roadmap, that's the footprint of your digital marketing campaign. So you have goals, you have objectives, you have created the audience profile-- remember that we talked about that.

And now, what are the channels you're going to use? What are the social media channels? Are we using Facebook? Are we using Twitter? Are we using Instagram? Snapchat?

Where is it that our audiences are in terms of having online communications? Are they on Twitter, or on Snapchat? And if they are, do we have the resources internally for us to actually target them there, to communicate with them on those platforms?

So that's what a digital marketing campaign is. And one of the things I will stress, is that before we do anything, we have to have a plan, because otherwise you're going to be wasting time, resources, and money, because you wouldn't know what [? the ball is, ?] and you know how to master it, you wouldn't know if you're actually being successful or not.

And so, that's one of the things that I wanted to highlight in regards to that.

OK, so let's talk now a little bit about the elements of an effective digital marketing campaign. First thing, and the most important thing, is your audience. And I know that we've talked a little bit about this in the past, but when we are actually creating a campaign, one of the things that we need to do, basically-- until our social media platforms-- is who we want to reach.

Who is it that we want to see the messages, the communication messages, the posts that we are creating, or the videos? And so we need to be clear on that because otherwise, we're just posting information for the sake of posting.

It might look good, because you're creating content. So when we look through social media channel and you say, oh, well here's the content that we're creating. So, on the surface, it might look good. But actually when you go underneath it, and you're not actually reaching the audience, there's no one actually sharing comments on your content, then you're just wasting resources and time.

And so your audience you have to consider your people. Not only who they are, but also how they communicate. If they're online, like I mentioned before, which if the specific channels are they using? Do you know that?

One of the things that I'm actually providing is a TA to one of the grantees that actually have been part of this webinar as well, they've attended. One other thing is that you might be able to identify three or four different types of audiences, because you might have three or four different types of programs for those audiences.

And that is totally fine. But when you do that now, and you realize that you have different types of audiences because now you might be reaching Baby Boomers, for example, right?

And Baby Boomers-- it's one of the audiences that actually might be on Facebook and Twitter, but also then you have teenagers. You actually are reaching between 13 and 17-year-old kids, well, Facebook might not be the right platform. Or, you can do a combination of Facebook and Instagram, because they actually might be on both.

And so, once you do that, and you know where your audience is, then you know how to position yourself, how to position your message, and how you're going to actually create that message in order for you to actually be able to create that response based on the social media platform they're using.

So if your audience is one of the audiences that communicates largely offline-- let's go back to the example of Baby Boomers. They might be actually communicating online, but they also might be able to communicate offline. And you might be able to create flyers, you might be able to create some handouts, you might be able to create additional material that will be actually add-ons into your online strategies.

So one of the things that I hope that you get out of this is that, as we are talking about a digital marketing campaign, it doesn't mean that you have to stop everything else that you do offline. If it is working, you continue doing it. But on the other hand, though, for the most part, you're going to have your audience communicating verbally, face-to-face, but also are using social media.

And that's where you come in. When you actually start engaging them, because it's a lot easier for you to actually track and test if those messages are working. If you serve a broad range of people, for example-- and we talked about it-- consider how they provide and receive information.

We actually gave the example of Baby Boomers, now I gave you the example of teens, teenagers. How do they consume information?

For the most part, teenagers actually like to use Instagram, they like to use Snapchat, because the way they consume information is also is very interactive. Think about all the filters that you use when you use Instagram or Snapchat. They make it fun, because if it is not fun, they're not going to share it. And that's one of the pieces that you have to consider when you're creating messages-- how is it that you're going to position yourself so you will be relevant to the audience that you're reaching?

So the audience is number one, the number one element that you have to spend time on, in defining it. Remember that in the previous webinars, we talked about that. We gave you an audience profile worksheet in which you actually will answer questions in more detail about your audiences. Once you do that, believe me, once you do that, you will have a clear idea in what messages you want to actually create and how you're going to position your health care center in front of that audience.

And so, that's key, all right? So before we do anything else, you have to identify clearly who your audience is. And it goes beyond the age, it goes beyond the gender, it has to do more also about all their behaviors. Where do they go to access information? What kind of social media platforms are they using? What mobile apps are the ones that they're actually using to communicate, to interact, to have fun?

So it's about getting to know your audience, OK? Because that's actually going to dictate where you're going to go, which technology is the one that you're going to be using.

The second element is actually-- we'll talk now about campaign goals. You have to be clear in terms of what you want to achieve. If not, if you are creating content because right now you're having, for example, you create awareness about HIV testing or Hepatitis C, and basically what you're doing is just creating information. You just posted information and actually creating and post after post with pictures and videos, but there's nothing else.

You hope that actually people will see it, you hope that people will have some reaction, but there's no wall behind it. So for example, if you're creating a post in which you actually say, I'm promoting an HIV testing event, and I want to actually reach a least 1,000 people, then when you do that, then what happens is, basically, you have to create an event for that particular goal, meaning that you have to be more specific.

If the message is to reach 1,000 people, the 1,000 people I will have to ask, who are they? If we're talking go back to the teenagers, for example, then we can tell Facebook or Instagram, for example, that we want to target 13 to 17 years old. And so, once we actually do that, we can actually see through the stats if we are actually meeting our goal, if actually those are the ones looking at our post.

Because if they're not the one paying attention to that, they're not the one seeing it, and we got everybody else, then we're just missing the goal, we're just missing the point. And so, you have to pick an objective, you have to think in terms of how are you going to measure it-- just like that example I just gave you. And you want to make sure, though, if that, for example, if you're looking to increase HIV testing among young African-Americans, for example, you have to say, OK, how many HIV tests were performed in a specific time frame based on the social media post that we created?

So you can type those in. And so if you are promoting an event, you have to actually put, for example, a link to a particular page, and people will be able to inform themselves more about the event. If you are creating some sort of an RSVP, they can put the information before they attend, for example. And that's how you measure that, because that is actually part of the campaign. That is a consequence from them going to your page and give you the information for them to do RSVP, for example.

If you have them call, well, how are we tracking those phone calls? You can actually track phone calls, you can actually put a number which they will call, and you have a system that will actually track those phone calls based on the campaign that you actually are creating or are implementing.

So there are many ways of doing this. And so, I just wanted to make sure that you're clear on what your goal is, OK? You have to be very specific. Don't tell me that you want to just increase awareness. The next question will be, what does that mean? How do you actually want to increase awareness, by how much? What is the benchmark? What are the numbers that we are actually comparing these to? How many people do you want to see this message? How many people you want to actually take action based on the messages that they are seeing?

So that's where the campaign goal is. We talked about the audience, number one element.

Number two, campaign goals.

Now, the call to action. The call to action is one of the most important things when we're talking about a digital marketing campaign. For the most part, we tend to actually create content. And we create content, and we don't necessarily actually tell people what they need to do. We hope that people will read what we posted, we created names for example, we created videos, pictures we hope that they see it, but we don't necessarily ask what to do with that information.

And so this is the place where I think we need to be clear. If we want people to register for an event, you want to make sure that you say, register for this event, or share this actual video, or comment. You can actually create posts in which you're asking questions at the end of the post, so that will actually increase engagement.

And so for people to take action, they must have a reason. OK? Remember that. They must have a reason. If you want them to provide you with data, like an email address, for example, because they register for an event, they will need to get something in return. So you have to think about what kind of incentives can you give.

I know that there are grantees in which actually they give incentives if they actually enroll in a program for a certain period of time. Whether the incentive is-- you may have gift cards, or you may have bus tokens, you might have-- whatever the incentive is, you want to make sure that it's clearly defined and clearly communicated through your post. OK?

The incentive can be useful, informative, engaging, or entertaining. I know grantees right now, they actually work with teenagers, and they actually get movie passes based on the programs they're attending. But you want to make sure that that is clearly communicated based on the message, based on the strategies that you have in place.

Now, to make this content, to make the character that you created effective to your goal, you have to tie it back, OK? You have to tie it back to the objective. You have to tie it back to the goal. If we know that we want to have 50 young people who are being tested for HIV, we want to make sure that we meet that number.

But in order for us to get that number, we want to make sure that there are at least, for example, 100, 200, 500, people who will see that message. And so, the more people see it, the better chances you will have of actually meeting the actual 50 people actually taking that HIV test. And so that needs to be part of your strategy, OK?

In terms of the call to action, like say you say, get tested, or ask for the test, or talk about HIV-- if you're creating awareness about the topic, get the facts and tips on how to start a conversation. If one of the things that you want to do is educate your audience, how they can have a conversation about HIV or substance abuse, for example, if you actually are creating a campaign in which you are telling people where they can actually go to get HIV tested, you can say well, get your test location here. Send your message here. Or share this content with--

these or actually clear calls to action that you need to have as part of your digital marketing campaign. All right?

So this is the element number three.

Number four-- and this is the fourth step and this is the most important one-- is to create a landing page. So, a landing page is a one-page site, OK? In a little bit I'm going to give you a more detailed example of what that looks like. But, this is where people go once they click on the link of your campaign, all right? So this is where you're going to send them to, this is actually where you're sending traffic to, OK?

This will allow you to actually capture your visitor's data. So you're asking for email addresses or phone numbers, for example. This is where they actually will be able to enter that information in. And if you want people to share a specific message, you actually send them to a landing page in order for you to further explain what your objective is, what your message is all about, what do you want him to do, OK?

So a social marketing campaign can drive traffic to your landing page, but it's up to the landing page to convert your audience into active participants. So in other words, you have to have a well-designed landing page. And we're going to go into details in terms of what that means, in terms of the elements of a landing page.

So I'm not going to leave you hanging, just give me a few more minutes and you will be able to see that.

Now, let's actually talk about the value of social media advertising. Now, I just talked to you about the four elements of a digital marketing campaign. We're going to add in to it now social media ads. How do we actually-- now that we have those four elements in place-- how do we maximize our exposure and maximize our reach? How do we make sure that the right audience is seeing our messages.

So, in this case, paid social media advertising is quickly becoming an integral component of an effective marketing plan for an organization, both large and small. It has to be part of the social media strategy.

So, by using technology now that allows you to take your message to a specific audience, social ads, if they're done right, can help your program or organization. Get in front of people who are more likely to be interested in your message. So-- I hope that you get this-- so these social ads would allow you to get in front of the people who most likely will be able to respond to the message that you actually are posting for creating, OK?

What's going to happen is, you have to define your audience. And when you define your audience, you're telling your social media platform, these are the people that I want to see my messages. And when they see it, they will most likely be the one responding. OK?

I'll show in a little bit how we can create an ad, and I'll give an example, in this case, we're going to use Facebook as one of the platforms, OK-- but the value, the value of your social life on the value of sites of your audience you can potentially reach. If you actually launch an ad campaign in a local area, you can certainly reach 10, 20, 50, 60,000 people or more if that's part of your goal.

The more people you reach, the better chance you have of meeting your actual numbers. When you're creating social media ads, for example, Facebook sometimes says you want to have a minimum amount of at least 50 to 60,000 people that you want to reach. So your campaign can be effective. It doesn't mean that you're going to have 50, 60,000 people coming to your door.

What it means is that you're maximizing the reach. You're actually increasing the numbers, and as you increase in the numbers, you actually increase the chances of having the right number of people responding to your message.

The other thing is, in terms of the value, is that the amount of money you have available to pay for the ads. So it's important to allocate enough to clearly see the impact of your ads. So you might want to consider, in this case, put in at least \$500 as a good place to start. And it's not a lot of money, and I understand that maybe some of you might say, well, we are very limited in budget.

But here's what I want you to see in terms of understanding the potentials of doing that, is that, for a lot of people, for a lot of grantees, you might be already using money to print out flyers or to print out brochures. Or to have some sort of a marketing in place to do your outreach, right? Because you're out there, doing face-to-face outreach.

But, part of that money, you know you might want to entertain the idea of, how do I make that money actually be used to also promote your program online? When you do that-- the nice thing about doing this is, you actually can see right away whether that particular add, that money that you invested, is working or not in real time.

And it allows you to actually stop and change your strategy right away so that you don't keep wasting those resources, you don't keep wasting that budget that you might have. The other thing, too, is that social ads can be useful when you're promoting a small, one-time event.

So again, an HIV testing event, or whether you actually are trying to increase awareness about a specific program, whether you had an actual event, in which you have a fair, a health fair for example-- so these are a one-time event.

When you use social media ads, they can be very useful. They can be very useful because you actually can create ads targeted to a specific event, because it's taking place in a local area.

Also, it allows you to test and discover what kind of messages resonate with your audience as well. So these are some of the advantages of using social media apps.



Think about this-- millions of people act through their social network on a daily basis. They share their interests, they connect with friends, family, they share their favorite bands or brands. Social advertising will help the organization serve ads to the right segment of an active audience.

That's why-- whether you're using Instagram, you can create ads on Instagram, if you're using Snapchat, you can do the same. If you're using Twitter or Facebook, for the most part, now, the companies that are creating the social media platforms, they understand that. Their audience have millions of users. In this case, Facebook has billions of users. And so when you do that, you actually have everybody congregating in one place.

And they have different interests. They have people that might have interests, for example, in things that have to do with a specific type of music, they might have interest in people who are interested in technology, computers, gadgets. But also you might have people interested in topics such as substance abuse, or HIV, or sex, for example. Or, they might actually have like pages that actually touch on the topics that you are doing prevention on.

And so when you do that, when you actually take your social media platform, you take in all those things into account. Then what they do is basically they say, OK, this is actually the best audience based on the interests of these people, based on what they're interested about, based on the things that they follow. They maybe follow some artists, they maybe follow musicians, they maybe follow some movie actors or actresses.

So when you put that in there, because that's the audience that you want to reach, so they are going to say, the social media platform said, yes, these are the people that they want to reach, let's go ahead and give it to them based on the interest that you have to have plugged in based on the way that you have described it in the social media setting.

And so that's the advantage of doing this, OK? So ads that are aligned with your social media strategies will produce better results than those without a plan behind it.

And I don't get tired stressing that, I think it's important that we actually stress that. So make sure, as you think about creating your social ads, they are tied with your goals and objectives that you have described on the social media strategy plan.

And so that that's one of the things, this is the value of actually having a social media advertising strategy, OK? Let's actually talk now in terms of, what are some of the things that you want to consider when you're creating your social ad campaign?

So there are two questions that you might want to consider. So does your organization have a social media strategy plan? If the answer to that question is no, then I would say stop, and actually, let's put one together, right? You can have a one to two, three-page social media strategy plan. And you can get it done in a few hours, OK?

Because that's going to be the one that's going to dictate how you're going to implement and what are you going to do in social media. But it also is going to dictate how you are going to be creating your social media ad as well.

First of all, have a social media strategy plan, OK? If you don't have one, we can certainly provide TA help to you to do that, we're working our way to be grantees and in order to do that, we're providing TAs.

So if you don't have one, we can get it done, we can help you get it done. Do you have a clear idea how social ads will help support your goals and objectives?

So again, let's suppose that you want to increase your Facebook followers or your Facebook fans to about 1,000 people in the next three months. You can create social media ads that will help you achieve that goal. You can create an awareness campaign within Facebook that will help you achieve that goal, for example. Or you want to increase the engagement of your social media platforms.

So for example, if you have an Instagram and your audience are teenagers, and you are actually posting content, one of the things that you can do is actually you can pre-select some of those contents and actually, with an Instagram, create an Instagram ad so you can reach more people and you can increase the engagement level, in which people will respond and comment on that particular Instagram post, or they will share with others as well.

So again, number one, have a social media strategy plan. If you don't have one, we can provide TA, technical assistance, and have a clear idea of a social ads will help to support your goals and objectives that are going to come from this social media strategy plan.

OK, if you have any questions, feel free to actually type questions as I go, as well, but make sure that I answer any questions that you may have. So feel free to do that, OK?

So let's go to now, what are the best practices for planning your social media ad campaign? You want to plan, as we talked about, what the ad will say, OK? Who to target, all right?

What action you want them to take, and how those actions will be measured. So in other words, when you create an ad, your social media platform will give you some templates that you can use. And so, as you're doing that, you want to make sure that if you actually are promoting an event, one of the things that your ad might say is, hey, register for HIV testing day on this date, for example.

And then you actually can put a picture in regards to that-- you can put a picture of somebody who actually looks similar to the audience that you're trying to reach. Facebook and other social media platforms allow you to use stock photos. Because one of the questions that you may have, well, do are to use a photo of myself, or a photo of my clients?

No, you don't have to. You can actually use a stock photo if you want that actually will resonate with your audience, OK?

So who you're going to target, OK? So you can actually tell the social media platform, I'm going to be targeting, for example, 13 to 17-year-olds that actually live in the Brooklyn, New York area, for example. And, or, are within a 10 to 15-mile radius from my organization. That's how specific you can be, OK?

So I hope you realize the potential of social advertising. I hope as I'm actually telling you this that you guys will start thinking in ways that you can actually do this and use this, so you can get better results. And you can see, in real time, the data that actually these social media ads are producing for you and how people are responding to it.

In terms of the ads-- allow you to have a narrow scope-- drive only one action, OK? One call to action. So in other words, I'm not going to be creating you an ad or a post in which I'm telling people to register for an HIV testing day, or download a report, or go ahead and go to this site.

That's real poor call to action. So people wouldn't know what the message is all about. So you want to have just one call to action. You want him to go to a specific page, you say, hey, click here to register, go ahead and share this message, or click here to download the invitation. Just one call to action for one particular campaign, OK?

That way, you're clear with your message, your audience will engage better, you will not confuse them, and you can actually measure your results better, all right?

Now, the other thing, in terms of the best practices, you can extend in traffic sources and evaluate which social network provides quality traffic. So, in other words, you will know whether Facebook is the best social media channel, or Instagram, or Twitter, or Snapchat, or any other social media platform they use.

So basically, all the data that you get actually in terms of traffic, you will be able to see as well. So, how many people actually came to a landing page to get to the registration page via Facebook? Or via Instagram? Or via Twitter?

So you will actually see which one is the one providing you the best quality of traffic. And when you do that, guess which one you're going to be actually creating more content on?

On the one that actually is producing the best results. That way, you don't waste time or resources doing something else. That's the advantage, that's the value, of actually doing this.

And, in terms of you need to research your audience a better time-- remember, we went back to number one component of the marketing campaign is what?

Audience. So when you research your audience, you will almost have a guarantee that your campaign will have good results because you will put all the research that you actually know about your audience, you will actually put it in place when you do the targeting through your social media platforms, OK? When you describe your content, because you already know who your audience is and how you can position your content in a way that would be relevant to them and they can respond better.

What kind of language are you going to use? Remember, we talked about that in the previous webinar. Are we talking about, what kind of tone? Is it an educational tone, is it an entertaining tone, are we trying to be funny and educational at the same time?

That will be dictated by how you want to actually have your grant perceived. It is also going to be dictated by the audience that you want to reach, OK?

So if you're working with teenagers, the way that you're going to communicate with them is going to be totally different than the way you're going to communicate with Baby Boomers, for example. Teenagers use a different the language versus Baby Boomers. So those are one of the things that you want to make sure that you understand, because the creation of your messages are going to be totally different, all right?

You cannot have the same content and produce and present it in the same way if you're trying to reach different types of audiences. If you do that, you're not going to have the results that you want. It's going to be harder for you to measure which one, which audience is the one responding to the message that I'm creating, OK? So you need to be clear who your audience is.

Let me give an example of a social media strategy to create an ad. All right, so let's suppose now that we want to increase awareness about prevention programs to the 25 to 40 years of MSM population of color in Brooklyn. OK? And any surrounding areas via your social media.

So the objective that we have, we want to increase the awareness. So one of the things is that, in order for us to do that, by June 30, for example, we want to have a Facebook fan page of about 500 people. And we want to have those 500 people, most of them, we want them to be the audience that we want to reach or the audience that we want to work with or provide services to. OK?

So, we're going to be creating and posting relevant content for the MSM community, all right? So what's going to be the strategy behind it?

OK, so we're going to be actually creating a Facebook campaign in which we're going to highlight certain services that are going to be appealing to the MSM community. We're also going to have some testimonials because you've done great work, and I'm sure you have some great reviews, some great testimonials of the people that you actually have worked with from the MSM community, for example, to be more specific, because that's the audience that you're

reaching. And so, if you have testimonials, we want to make sure that those testimonials are part of our content strategy, part of our social media ad strategy.

And we want to have stories. If you have a story that you have permission to tell, we want to make sure that we highlight that as well. Again, you're being a strategic. Because what's happening is, that you're actually creating stories from who?

From your MSM population. From your MSM community because that's the audience that you want to reach.

I'm not talking about stories from Baby Boomers or teenagers. I'm actually being specific. We're talking about content, particularly for the MSM community.

So when you do that, when you're being strategic and you went in intentionally towards you want to reach, you will have better results. So, how are we going to do it? What are the tools that we're going to be using? What are Facebook posts? Facebook organic posts mean that we're going to be posting content, right? But also Facebook ads, in which we're going to create ads, based on the information that we, as an organization, as a community health center, have available to us.

I know, based on some of the websites that I've seen from the community health center that you guys have really great content that you can use. OK? The key is to learn which type of content and how to use it? And that's part of this training, that's part of this webinar.

But it's also part of the TA that we can provide to you, to help you personalize it based on the audience that you want to reach. And so, if you have those testimonials already, one other thing is, you can use that as part of your strategy. Somebody is doing the selling for you. Somebody is actually telling the story in which they actually are saying, I got better or was able to actually get this service based on the help that I got from the staff of a specific community health center.

And so we want to make sure that we highlight that, OK? Because it's not only about you, saying, we're the greatest health center in the world, or in Brooklyn, but it's your client saying that for you. OK?

And so we want to make sure that we are able to tell their story, we're able to actually use testimonials. I understand-- some of your questions might have to do with HIPAA-- well, you can actually get testimonials from clients, because I know other health centers are doing it without necessarily getting into the specifics, in terms of, what are some of the things that you've done for them or being too personal about it.

But there are some clients that are willing to come out and tell their story. They're willing to come out and actually talk on your behalf. And so these are some of the powerful ways of you

communicating how you can help your audience, and so I would encourage you for you guys to actually take advantage of that as well.

If there are services, you know which are HIV testing, or we're talking about counsel for those who are HIV-positive. How do you want to position that? How do you want to make sure that, we don't just talk about the service, we offer counseling for mental health issues, for example. Or we offer counseling for people who are actually HIV-positive. But you want to give some context to it, in terms of how is that going to help me.

If I'm HIV-positive, how is that service going to actually help me? Can you actually put the story behind it, without necessarily mentioning somebody's name?

So now you're being strategic. And that's the whole point of doing this, is that, you are actually being strategic in how you are going to position your content, and you're going to be using Facebook posts and you're going to be using Facebook ads.

All right, so, what I'm going to do here, I'm going to showcase really quick how you create an ad using Facebook, for example. Here's one of the things about it, is that, if you use Facebook, you automatically can create the same ad in Instagram, and you can do some changes and editing in Instagram because Facebook owns Instagram.

So that's one of the advantages of using those two platforms. Instagram is a platform that is used by younger adults and teenagers. In fact, those who are using Snapchat are also, for the most part, using Instagram, OK?

And so, that gives you, in terms of-- because some people might say, man, do I have to go use Snapchat now, and learn how to use it?

For some people that might be familiar with it, it will not be a problem. But what I'm saying is, that if you know that your audience is very actively using Instagram, go ahead and be there. Go ahead and send the message there, go ahead and have a presence there and answer their question. Be a resource to them.

Once you actually know how to manage that platform, you can actually go and use another one, like Snapchat, for example. But my goal is not-- I'm not saying, be in every single place that they are, but be strategic about which one, and how many you can be at, based on the resources you have available, all right?

So let me actually do a screen share here really quick. One of the things that I wanted to show you guys is, this is basically a Facebook fan page here, and basically if I want to create an ad, OK? Once you are in the settings, if you are the administrator, you will be able to get through this once you go on to your settings of your page.

But once you're there, one of the things there is how you get there, basically you actually go there, where you go Facebook.com/addandmanage, and so, when I got here, for example, I get a list of all the accounts that you manage, right?

So I click on one of those links, in this case it might be only one link, because there's only one account that you manage, because you are the administrator of your Facebook and Instagram page, for example. It's the same thing with Snapchat. In Snapchat, you will have an administrator account. And so, I'm here, OK? I've done several campaigns before, I can see a list of all the campaigns here, but if I want to create an ad, I can actually go here, where it says, create ad, OK?

And once I go here, this is very important. One of the things I want to make sure is that I know what my objective is. OK? So, we have two objectives in terms of having to do with awareness. Brand awareness and reach. OK?

And so, basically, what we're trying to do here is, for people that don't know much about your program-- they don't know that they can benefit from the services that you provide, for example, or you want to reach out to new people-- one of the things that I always suggest is for people to actually do this.

Select the brand awareness objective. OK, so if you do that, let me actually go here-- and so once you do that, actually go down, you can actually put any names into this brand awareness campaign. You can put the name of your community health center if you like, or you get put the month, because you want to run a campaign for 30 days. So, in this case, if I want to do a June brand awareness campaign, I can actually put it here.

And if I do what it says, continue, this is where I get a specific-- remember how we talked about creating your audience profile?

Well, this is where actually I'm doing this. This is where all the information that I put in writing, this is where I'm going to plug it in.

Now I'm showing you Facebook, but remember, what I can do on Facebook, these settings, are also gathered by Instagram. Instagram has access to this because they're connected.

So if you have an Instagram, this is the account you already use. It has to be connected to our Facebook page. You already have access to this, OK?

Snapchat or Twitter allow you to do the same within their own platform too. You have to tell them which is your audience.

So, in this case, for example, I already had an audience that I wanted. So in this case, I want some audience, for example, in the Los Angeles area. OK.

So, one of the ages that I'm going is from 15 to 50 years old. And you can break it out. You're going to have 15 to 19, and you can have a 25 to 50, you can break it out any way you want to. This is for the sake of this example, because we don't have time to actually break it out and have specific, different types of ads. I, just want to just give you a sense of what you can do here.

But here, for example, is that these are the ages, this is the area, just for this particular example. And these are the interests.

And so these are people who are interested in gay pride, HIV Aids awareness, the LGBT community, gay news-- I can add anything here that I want. I can add more information if I wanted to, I can change this, I can edit it. And this is one of the things that we do, is we provide TA, we sort of actually help you manage this and actually know all the things you can do when you're creating interest for your audience.

And so basically, as you do that, if I go down here, because I don't want to go over every single detail, but as you go down here, you actually tell, do you want to spend \$5 a day, or you want to actually just have a lifetime budget?

And a lifetime budget, it could be, let's say \$350. And you can say, let's do it from May 18 to June 18. So, it's 30 days. OK?

But basically, once we do that, so one of the things, we see here, with this audience side to the right, that the potential reaches about 1.6 million people. So, when we do that and it's basically on that budget that we have, \$350, it says that we're going to reach between 4,100 and 14,000 people on a daily basis. That number changes. But at a minimum of 4,100 people.

So we can play around with numbers. One of the things I always suggest, you start with a daily budget. And so when we start with a daily budget, I can actually say where I want to spend, in this regard, let's say \$10.

Because we can measure on a daily basis and I can stop and pause any campaign if I know that I'm spending way too much, and make some changes and adjustments so I can decrease the cost. And if we do that, I'm saying May 18 to June 18, so it's about 31 days, we're not going to be spending more than \$155.

So our budget got lower, right? From 350 to 155. But it's telling me here that I'm going to be reaching between 1,800 and 6,000 people, and that's good.

We want to test how things are. And so, when we do that, we're able to maximize how much money we want to invest and how we can actually measure our campaign, so we're not wasting resources. You always want to have this, that when Facebook says your audience is defined, because that means that you actually have the right number of people that you want to reach.



If it is too broad, Facebook will tell you. If it is too specific or too narrow, Facebook will let you know as well. And we don't want it to be too narrow, because what's going to happen is, we're only going to reach a minimum amount of people, and we're going to be actually missing the rest that actually could be included in our audience as well.

All right. So, we can do that. So this is a brand awareness goal that we have, right? So, in this case, we have the bid being automatic, meaning that Facebook actually place that bid automatically for you based on the results that it's seeing.

So in other words, if the audience is responding to it, you're going to be spending less. If your audience is responding to your message but it's not so frequent, the cost of that engagement is going to go higher, OK?

So that's one of the things that I always do. Let Facebook figure it out first, and then we'll look at the data after probably 72 hours and see what some of the changes that we can make. OK?

All right, so let's go. If I click on Continue really quick, this is where I can tell Facebook, OK, so do I want a single image? I just want to put one image or one video? I've seen part of my ad. Do I want to do a slide show where you can actually have videos along with images? OK?

Or you can create a carousel of images, which you actually have. You can create an ad with two or more scrolls of images or videos.

So there are different ways of doing this. One of the things that I like to do, first, you have a single image, and create a list of five to 10 different ads with five to 10 different images because I can test which image is the one performing better. OK?

And so, again, we just go, we actually connect with your Facebook page, if we have an Instagram account, you see how it right here plugs it in automatically for you. And this is where we can actually talk about the message. And so, as we're typing here, we can see that, actually, it's changing on the right side.

To help YMSM in Los Angeles area-- and so this is one of the things that I want to make sure they understand, is, you can describe your program. This is just a sample text, I would go a little more specific in terms of describing exactly what the ad will look like. But the nice thing about it, though, is that you get a preview of what the ad is going to look like, based on their mobile devices, OK? If it is a smartphone-- this is basically what it's going to look like if they're actually on their computer.

And these are some of the things that I want to make sure that you pay attention to because, you have control of that, you have control of that, and ultimately, because I don't want to go into a lot of details of here-- this is part of things that I can help you on when we do a personalized TA-- we can show you exactly how to do this.

It's hard to show via webinar because there's a lot of components that you might want to be aware of, but here when it says Facebook picture, what that is, is the code. It's a code that you can actually plug in back in to your landing page, and what happens is, actually we can re-target your audience.

In other words, your audience might see the message, one. But we can tell Facebook, OK, after seven days, or after three days, I want to see it again. I want to see the same message, because I want to make sure-- for some people, it takes four, five, six, or seven times before they make a decision.

And that's the power of social media ads, because you can actually put more on your program, once, twice, three, four, five, six, or seven times. And so, because people may not have an instant reaction on first time, it doesn't mean that they will not have another reaction later on.

And so these are some of the things that you can do in social media and that's called re-targeting. This is a separate training, in which we can actually talk about that, and how you could do this.

But, before we go there, we have to actually do this first. We have to create a social media strategy, we have to create an ad, and so forth.

So, I hope that this has been very helpful for you. And I wanted just to showcase really quick some of the things that you can do.

As you're trying to implement and create your social ad campaign, I wanted to mention what are the best practices in regards to that.

We've talked about having goals and objectives. So, one of the things that you want to do is, you want to pick a campaign type, like we just did. The brand awareness, right? That's the type of the objective, that's the goal that we want, that we actually want and that's what we picked using Facebook.

So, in this case, brand awareness will align with us trying to increase our online community, trying to increase the number of fans or followers we have in our social media channels.

Number two, in terms of best practices, research your audience, so you know, you've got to know who they are, you got to know who you want to reach, and then, if you are active in social media-- let's suppose you already have some social media channels-- you want to look at your best performing organic posts.

These are posts in which you haven't paid anything, you're just creating posts and people are responding to it. And you want to look at the content. If you know that you're actually having some good results in some of the content that you've created, wow, you can use the same content and create an ad. Because that would allow you to reach more people. You already

know it's working, the only thing that we're doing now is creating an ad in which we expanded the reach, and making sure that the audience that we wanted to see it, will see it.

And because they're already responding to it, most likely you will have more people responding to it as well. So I hope that makes sense in terms of the best practice.

In terms, again, going back to the best practices, you want to use a combination of visuals to make ads stand out. So when I show you the example of Facebook, we can actually have up to five, six, or seven images that we can use.

So we can test which images actually work better. That's one of the things I always suggest is, basically, use combinations of images, combinations of visuals. Because for some people, some people are going to respond better to one image versus the other. And you want to pick the one that is creating the most engagement.

So when you do that, what you do is actually you pause the campaign on the one that I'm not creating that engagement, the ones that are not working well-- so you don't waste money on that particular ad with that particular picture, if it's not providing you the result.

See? Right there, you're actually being diligent in how you're spending your ad money. You don't have to waste it, but you actually are making that decision based on data. It's an informed decision that you make based on data. It's not like it's a hunch, it's not like, oh my gosh, I'm just guessing-- they are telling you that your people don't care about the image, that you want to actually pick image number two, because that one is the one that is creating the most level of engagement. So that's the advantage of doing this.

And then you want to have multiple images, going back to my point on number two, copy-- there are actually, when we talk about copy-- OK, how do we position our message?

It would say, register for this HIV testing event. Will that actually be good as supposed to, you want to know if you actually have HIV or not? You want to know what your HIV status is?

Either way, you can actually lead a healthy life. So, when you do that, you position your message better. And so what happens is you're able to test both copies, both texts, and see how people react based on what you're writing.

It's the same example in terms of the images, now we're using text. That's the piece that I think is important that you guys realize in terms of how much you can do. The calls to action and the placement. In terms of the placement, you can say to Facebook, or Instagram, or any platform-- I only want people who are using their smartphone to see this.

People that are using their computers, I want them to see the ads. And it happens. Why does it happen?

Because for the most part, you're going to have a majority of your audience looking at your ad, looking at your content, your organic content on Facebook or social media, using their mobile devices.

That's actually the difficulty-- when you look at the data, you're going to have probably 60, 70, or 80% of those people looking at your content by using their mobile devices.

So when you do that, again, you can actually make another informed decision in which you can say, let's concentrate now on making sure that these ads are being seen only by people that use my smartphone. You can do that.

So people decide, no, I want people actually to see the ad, they use their smartphone but also I want those to actually use their computers. And that's fine.

But you can actually make an informed decision, all right? Because if you know that you're getting the most level of engagement for those who are reaching you via the other mobile devices, you might want to think about putting more money into that, so you can maximize your reach.

So I hope this is helpful guys.

So let's do, now, in terms of our poll number one, how many of you would be interested in creating a social media ad campaign for your program?

If you type Yes, awesome! If you type No, let me know why not.

I want to know what are some of the obstacles or barriers that will prevent you from creating the social media ad campaign for your community health center for a specific program or services that you're offering.

So feel free to answer that, and whenever we're ready, we can close that so we can look at the results. If not, we can always come back to it if we need to.

But, I guess the idea of this webinar is to make sure that we answer any questions that you may have in terms of using social media ads. And so I want to make sure that you guys understand the potential, I want to make sure that you understand how much you can do, how much more you can do, and how much more effective you can be, knowing how to actually create-- have a good strategy-- and how to actually have social media ads to help you advance that strategy as well. All right?

So 100% of you say Yes. Awesome. I like that answer. OK, so if you would be interested in creating a social media ad campaign, again, we can certainly actually help you and provide TA in regards to it.

So make sure that you request it, so we can actually help create a strategy and create a social media ad campaign.

You just saw me, when you created the example I gave you, when I was reading the ad. I can certainly do that for you, show you how to do it, so the next one you can do it yourself. I can always provide feedback on how things are working.

So, keep that in mind as we're moving along through this webinar. OK?

I want you to feel now that you-- what is it I'm going to do with his information?

This information is not there for the purpose of you just listening to it, but know exactly that we can provide you with help as well.

All right, so, landing pages. Now we come to the landing pages. And, again, this is probably the most important piece when we're talking about digital marketing campaign.

A landing page is a dedicated and stand-alone page, OK? And by stand-alone, I mean that has no ties to your website.

You're not going to see any navigation menu. It's just one page with your message, very clear, with no navigation menu going back to your home page or going back to your website, OK?

You will have a call to action in there and you actually will have the content-- what is it that you're promoting, what your offer is. And so that's what a landing page is.

And so, when we do this, and when we're talking about creating a landing page, we want to make sure that you understand that it's not one of your pages of your site. It's a separate page. Because you design it for one purpose, and that purpose could be to have more followers or to have more people actually registering for an event, to have more people call you.

When you do that, and there's no navigation menu, there's no distraction. You will have a better response rate because people don't have to be clicking around, trying to see other things or information that might distract them from the action that you want them to take.

This is a marketing principle for anybody who actually does online campaigns, online marketing campaigns, says, never start a marketing campaign without a dedicated landing page.

Now, we can certainly do marketing campaigns if we know that we want to create a level of engagement, if we know we want to increase the amount of followers in our social media We can certainly do that.

But, if we have a landing page that actually further explains what we actually want people to do, how people can benefit from a specific service that we're providing, then we will be actually getting better results, the engagement level will be better.

A response to your message you will be able to track even more. And so that's the purpose of a landing page.

So let me actually give you an example here really quick in terms of a landing page.

This is a landing page, it's from an organization called Futures Without Violence, and basically, before they designed this landing page, one of the things that they wanted, they said, OK, we want increase our donors, the number of people that will give us money for our cause.

And we want to actually generate an online marketing campaign to do that. But what is it that we can give to them?

In order for them to actually come to our landing page, they can give us their information, and then later, we can actually do a marketing campaign, an email marketing campaign, and we can ask people to donate.

And so they created a report that was about domestic violence, and it was specifically on children. And when they created a report, they say, OK, now we have it, we want to make sure that we have a place in which we can promote it, because we want increase our database of donors. We have to create a landing page, and we have to make it in a way that is very appealing.

So this is the landing page that actually they put together. And I'm going explain to you the different elements that they have in this landing page. So let's start with the headline. So think about this-- the attention spans are very short, OK? When people come to look at your site, or they come to your social media post, OK, you want to make sure that you get people's attention, just in a few seconds once they land on your page. All right?

And so the headline is often the first thing the reader sees, and you want to make sure they can understand what you're offering before they can even think about clicking to another page. So in this case, you're saying, get the facts.

And this is an awareness campaign. You're educating new donors, new possible donors, right, in regards to what children and domestic violence is. And so you want to make sure that you have a clear headline in that regard.

So in this case we have the facts. Now, what follows is the number two, does it have to do with a copy of format? OK?

So the copy and format. So the body on your landing page should further describe what your offer is. In this case, get the facts is the offer, is the headline, OK? But then you've got to give them a reason, remember that we talked about this.

Why should they download it? What is the benefit? What is it that they're going to get in return?

So here is where we expand a little bit more, when it says, download the facts on children and domestic violence. The more you know, the more you can do.

So that's the message. That's what you're telling me, that I'm going to get once I give you my email address. That's the purpose of the copy and format. You want to be very clear. You want to give them a reason for them to give you their information.

So I want you now to look at this image, which is number three. So the image has to catch the viewer's attention. So your goal is to use a relevant and captivating image that reinforces the benefits of your offer.

So this serves as a way to further engage and entice your visitor to complete the form. Remember, this is number three. Number four here in a little bit is going to be for them to give you their contact information.

So we have the image. The image goes along with the message. We have the image of a child, who actually looks scared, he has a Band-Aid, he's been bitten, and so the image is very congruent to the method that you actually are delivering your page.

But not only that, though. If you look at the message right next to the image, it says, Bruises fade. Cuts heal. But some scars last forever.

So look at that-- this actually reinforces the image that you're portraying. So growing up in a violent home impacts every aspect of a child's life as well as the development.

So right now you actually are educating your audience. Now, so here's what happens. So we have an image, we have the right text right next to the image that reinforces that message, OK?

So now, we have the form. And the form has to be very clear. You don't want them to spend a lot of time filling out a form. And when you do that, and you have to fill out a long form, they're not going to stay there. They're going to go.

OK? So you want to minimize that. Remember, you only have a few seconds for you to get their attention and actually for them to take some sort of action. In this case, the action that you want them to take is fill out a form. So in this case, we're asking email, first name, last name, and postal code, that's it.

Take this into consideration well. Look at the call to action-- get the facts. So if I had actually written here instead of, get the facts, is, download the report. That actually would have given me a different result. And it's been tested.

I'm telling you this based on numbers. It's not that I'm making this up, it's been tested that if you actually use a clear call to action, clear instructions rather than general, you're going to have a better result.

So if I actually would have put a button that said, download here, or click here to download, it's actually more impactful when I say, get the facts.

And if you look at the color of the button, it's green. So it's actually go ahead and you can see it. You're emphasizing that call to action based on the color that you're using.

And so, basically, you have what is called a privacy policy. The privacy policy is something that you have to have on every landing page, it's part of the rule. Google, Facebook, any social media platform that you want to use to drive traffic to a landing page will ask you to have a privacy policy because you tell your users-- and for the most part you usually want to see this-- you tell your users that you're using that information and you're not going to sell it or share it with anybody else. That information is only for you only, and for the purpose of this campaign. OK?

And then, finally, number six. We have the logo and hidden navigation bar. Like I mentioned before, you have the logo of your organization, in this case, Futures Without Violence, and there's no navigation bar, there there's no navigation menu. OK? Because you want people to concentrate on your message, you don't want them to go anywhere else.

So what happens? So now that they actually are here, so what happens, where do they go? So once they put that information, another page is going to come up, and once they put their email, first name, last name, and they click on, Get the facts, another page is going to come up. And that page is the thank-you page. And so when we look at the thank-you page, this is the page where we actually say, thank you for your support, now you download your facts here.

So you actually [INAUDIBLE] right? They click here, and actually the PDF for the report will be downloaded automatically. So this is your thank-you page. But only that, I want you to pay attention to how they use their thank-you page.

They also use the thank-you page as a way for them to promote their Facebook page. So, learn more about domestic violence and our mission by joining us on Facebook.

So you can actually, from that page, click Like, and you automatically like the page and became a fan of that page.



So, you can actually do a lot of this stuff, in terms of when you've been a strategic, and you know exactly what you want to do, you can actually implement all these strategies with a goal in mind.

So, they want to increase the number of donors, they want to increase the number of email addresses in the database, so they've done that. But also, they want to increase the number of fans. The number of people that will share their cause, that will share their values, and so by doing that, by actually placing this plug-in, this [INAUDIBLE] in the thank-you page, they are achieving that as well.

So I wanted to mention that as well. So let's actually now go to question number two. And this one is, I'm sure you see the value on social media ads and you have mentioned that, but how many of you actually would be interested in receiving technical assistance to learn how to do this, to learn how to implement this?

Let me know if you'd be interested. And we want to actually have a sense of how many people will be interested in doing this. And we can actually close the poll here if we can.

All right, so all of you say, yes, that's awesome-- so if that's the case, please, go ahead and submit a TA request so we can actually help you. We want to make sure that what you do with this information is that you apply it, and you can see some results based on what you're learning here in these webinars.

We want to make sure that we are intentional about that. We didn't want to go and listen to this information and nothing happens. We want to make sure that you can apply it. But you're not alone, we can help you achieve the results you want by providing some personalized TA.

I'm actually going to go back really quick here, because I wanted to show you something. I'm going to show you another example of a landing page. This one instance actually, it's about PrEP, OK? It's from the Village Pharmacy. But I wanted to show you this because this is another example of a landing page, all right?

If you notice, there's no navigation menu at the top, we have our links for the Facebook, it's very clear in terms of their information. We have the address and phone number, there's a map link-- and this is very important because you want that information to be seen from the beginning, right away, when people actually go to your page. You don't want people to scroll down to see your contact information, you want to actually have it available and visible at the top of your page, OK?

You have a picture of a gentlemen here. It's about PrEP. Get started with PrEP, and then you educate your audience in terms of, what is PrEP?

And so the way that they've done this is, they sort of actually did a frequently asked questions, right? And based on some of those frequently asked questions, they say, OK, how do we create

a landing page that will answer those questions? So right away we can give them the answers, and we can actually prompt them, we can encourage them to take action, to get started on PrEP, by making an appointment with us or by giving us a call.

And so that's what they did here. And so, and they say, three steps to get started. So they actually were very clear in giving directions to help people getting started with PrEP. And so, basically, make an appointment, all right, with your doctor, to talk about going. If you don't have a doctor, let the Village Pharmacy recommend why for you. And so this is actually you instructing your audience, what is it that they need to do with the information they're reading.

So they're being very clear in regards to this. And so then they talk about the insurance, and it's all about that particular question, which is the question, is this covered by insurance or not?

And so, this is something that I wanted to show you because you can have an example here, how you can start a landing page, keeping in mind who your audience is.

Now, the only downside is, because there's no navigation menu here though, we see that there's a whole bunch of navigation menus at the top. I would take that off. If I know I have your attention here, I don't want to have them go down and click somewhere else. And so, I want to make sure that this information is not there. And so that I actually provide enough information for them to take action, whether it's call us, email us, OK, and tell them exactly what they need to do, all right?

But I wanted to give you this example. This is not a perfect landing page, but actually the concept from the beginning, when they designed it, is actually a pretty good concept. I mean, there are ways that they can improve it and enhance it, but I wanted to show you this as well.

And, finally, I want actually show you this one really quick.

This one is not necessarily-- let me actually see if I can go here, and we can actually show you really quick.

So this one, for example, is not necessarily a landing because you see there's navigation menu here. The reason that I'm showing you this is because, again, there are some elements that you can copy if you're thinking about creating your own landing pages. And one other thing is, basically, it's very clear who their audience is. You see how they use images that actually reflect the audiences that they are working with, or the audience they're reaching. Right? And so, age is not a [? conduct. ?]

So we're talking here about an older audience. We're talking about Baby Boomers in a diverse audience that you can see in the different pictures that they use. And so this is a nice way for you, from the beginning, relating and presenting yourself as relevant in front of your audience, because you're using images that actually reflect how they look.

And how, then, you actually see all these different images, you can see how they actually have different messages, all right? My suggestion for this page, for example, would be, instead of having three or four images, we can actually have one in one particular message with one call to action. So there are many things that you can actually do in regards to enhancing and improving.

But I wanted to show it to you so you can get some good ideas in terms of what kind of things that you can start doing investing when you actually create landing pages. Again, as a personalized TA, we could actually go deeper into that and there are tools that you can use to create landing pages, things that actually would make it easier. You don't have to become a web designer or web developer to do that, there are tools, really, that you can use to do that as well, OK?

So this is what I wanted to show you really quick. And so, I wanted to summarize now, when you're planning your social ad campaign, these are pretty much the seven steps that you want to take into consideration. Number one, you want to find your campaign goals. What is it that you want to reach, where are the numbers? You've got to give numbers, because otherwise there's no way for you to measure that, right? If you actually are increasing the number of followers, you know, 500, 1000, you want to increase the number of views in your videos because by now, we have one [? size ?] that fits.

I want to create a video, but I want to at least have 100 views. OK, so if that's the case, we want to put that number in there because then, we have to select the strategy that will help us achieve that goal. If you want to actually have five shares on a particular post, make sure that we include that in your social media strategy, as well. That has to be part of your campaign goals.

Know your audience is one of the most important things that you need to do. Know exactly who you want to reach and get to know your audience and how they're using technology for them to actually look for the information that they are interested in, but how they communicate with each other. Design a landing page, which I just showcased to you. Showcase some of the landing pages that I think you can use as an example, and grab some components in order to design your own.

And then, choose your social ad platform. Facebook and Instagram might be good for some of you, but then maybe you might say, well, Snapchat, can we actually place ads in Snapchat? You can certainly do that, the only thing with Snapchat is that you have the statistics, it is very limited, because you know that all the content that you actually create on Snapchat is only available to for 24 hours. So that means that these stats for that particular content is only available for 24 hours.

So there are some limitations in regards to that, and that's why I always advise grantees to use Instagram because Instagram actually does the same thing as Snapchat. All the filters that you use in Snapchat, you can actually use in Instagram as well. Because they're trying, Instagram is

trying to actually maintain their audience there, and discourage them from moving to Snapchat. It's about competition. So that's just a piece of information that it will be good to share with you guys.

You do have to create a budget. So I suggested to have a \$500 budget as a start, and that pretty much will allow you at least to test it for 30 days and see what works and what doesn't. There might be some grantees that actually might have available more money than that. You can say, I have \$1,000, and we spread that out in about three, two or three months. Certainly, there's many things that we can do in regards to that, but it's always good to know how much money we have available because that's going to be how much we can do.

You want to test and analyze, like I showed you, all the different images that you can use, and how you can test and analyze which image or video or content or copy works better for you. Your platform, your social media platform, will be able to give you the data in that regard. And then based on that, you're actually going to make changes. You're going to find out that one image is going to be working better than the other, it went well, you stop the campaign on the other image that is not producing the result. So that way you can actually minimize the waste of money and you will only focus on those that are actually generating the more conversions, the more engagement, the more shares, for example.

And so that's how you do this. I just wanted to make sure that you guys have a pretty good understanding, a pretty good overview, in terms of what social media ads are, how you can actually plan them, what are the best practices, what you can get in terms of the data, and the potential that I hope-- I hope-- that you guys take advantage of. You don't need to have a huge budget. You can start with a small budget and grow from there based on the result that you're getting.

All right and that's it for me. So any questions I'll be happy to answer.

STEVE LUCKABAUGH: All right, we have a few minutes here, if you have any questions. Please type them into the questions pane and we can address those. Not seeing any questions right now.

CARLOS MORALES: Remember, guys, that you can actually ask for technical assistance, OK? So if you want to implement any of the stuff that we have got over, feel free to ask for technical assistance and we'll be more than happy to help you. So if there's not any questions, that's fine. One of the things that we have here is for the next webinar, which is going to be Thursday, June 22, from 1:00 to 2:30. And so, on this particular webinar, we're going to have, actually, another grantee who is going to be showcasing some of the things that they've done in social media.

So I don't know if anybody else wants to say anything more in regards to this, but hopefully we'll be able to showcase you and show you more concrete strategies in how social media is being used.

STEVE LUCKABAUGH: I'm not seeing any questions, for now.

CARLOS MORALES: Sounds good. Well thank you, everyone, for your time.

STEVE LUCKABAUGH: All right, thank you for participating in today's webinar, take care everybody, and we'll see you next time.