

#DigitalEvangelism for Dummies

USING SATAN'S TOYS AGAINST HIM



Who am I?



North American Division

May 2016
Digital Strategies
Project Manager
Social Media + Big Data
Department



Smithsonian Associates

2011-2016
Digital Marketing Strategist
Largest museum-based
educational program in the
world.



Baltimore Symphony

2007-2011
Digital Marketing Manager
\$27 million year-round
orchestra with
performance halls in two
metropolitan areas and an
annual attendance of 350K.



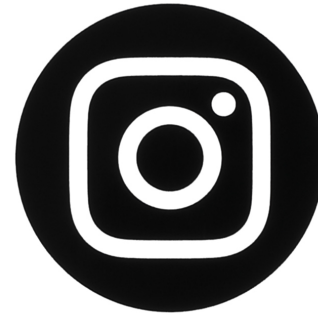
Connecting members & mission through technology



Where the people are



33% of the world population
will be on social media.



Managing Work Accounts

PREVENTING PROBLEMS BEFORE THEY START

Account management

- Create a separate work Facebook account to manage official pages.
- Facebook pages should have more than one staff admin on the page to prevent lock-out.
- Never connect work profiles to private email addresses or even personal work email addresses.
- Create a dedicated social media address (socialmedia@yourministry.com) for your organization and grant multiple people access.
- Connect accounts like Twitter, Instagram, and Hootsuite to the work social media email address.
- Visit SDAdata.org/resources to download the Social Media guidebook and best practices.



Copyright Laws

AVOIDING TROUBLE

Highlights to keep in mind

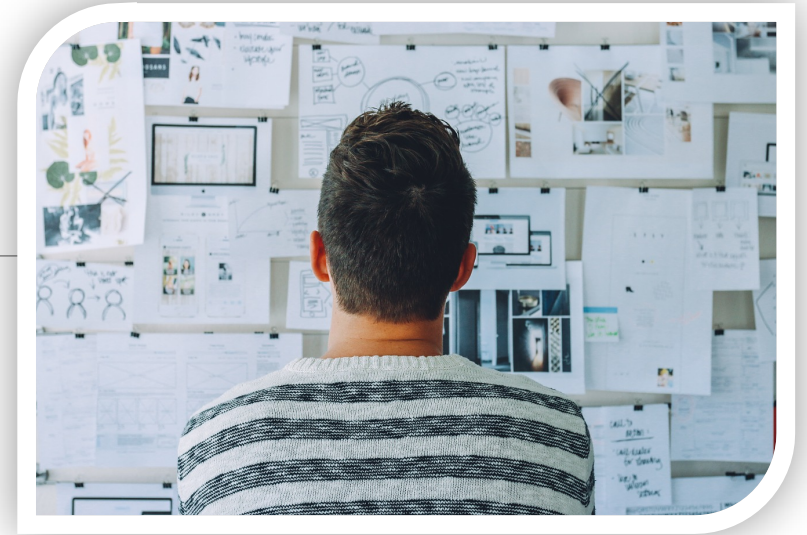
- Just because something is on the internet, it is not necessarily in the public domain.
- It is generally okay to share items that are on social media; that is the purpose of social media. However, be sure to give credit to the original creator; do not claim it as your original work.
- Understand that you are giving up some of your ownership rights when posting. Always read the terms and conditions.
- When creating posts, use public domain, fair use, or purchased stock images to avoid copyright infringement.
- **For more on copyright and trademark basics, visit: SDAdata.org/resources**



Digital Strategy

A FORMULA FOR SUCCESS

Framework



First, determine:

- Key performance goals
- Audience
- Platforms/channels
- Timeline
- Budget

Next, develop:

- Content strategy
- Partnerships

Finally, optimize & manage:

- Trackable and measurable results
- Engagement

Determine key performance goals.

Top 7 reasons non-profits use social media, according to Hubspot:

Share news

Brand recognition

Educate about the cause and/or mission

Fundraise

Volunteer recruitment

Donor recognition

Employee recruitment



Determine performance metrics

Examples of relevant trackable metrics:

Number of volunteers

Registration numbers/attendance

Change in followers or likes

Traffic to the website in general or from a specific channel or platform

Empowerment and activity of social media ambassadors

Social media reach

Change in donations



Decide on your target audience.

Things to consider:

Location

Age

Gender

Race/language

Interest

Need

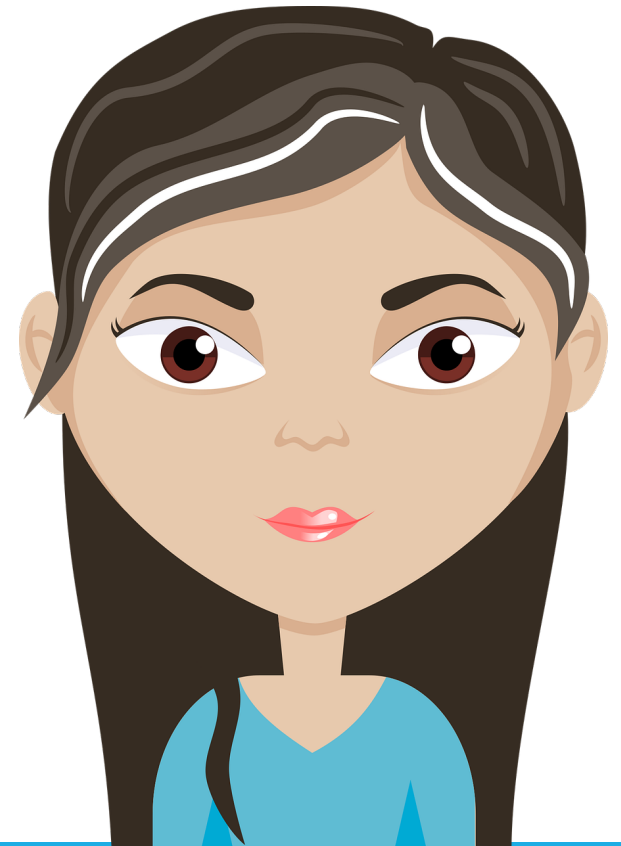


Develop audience personas.

“A persona is a fictional character that communicates the primary characteristics of a group or segment of your audience and takes into consideration needs, demographics, motivations, and environments.”

Source: The Guardian

Determining your audience personas can help you develop and write content that will be the most relevant and useful to your audience.



Faith-based personas

Are you speaking to Adventists or non-Adventists?

Internal:

- Church members
- Church leaders
- North American Division
- Faith communities: city/neighborhoods/ministries

External:

- Broader community: neighborhoods/city/state/metro areas
- Businesses
- Related causes
- Local news



Choose the right platforms/channels.

Where is your target audience?

Everyone is on Facebook, but it tends to skew older and female.

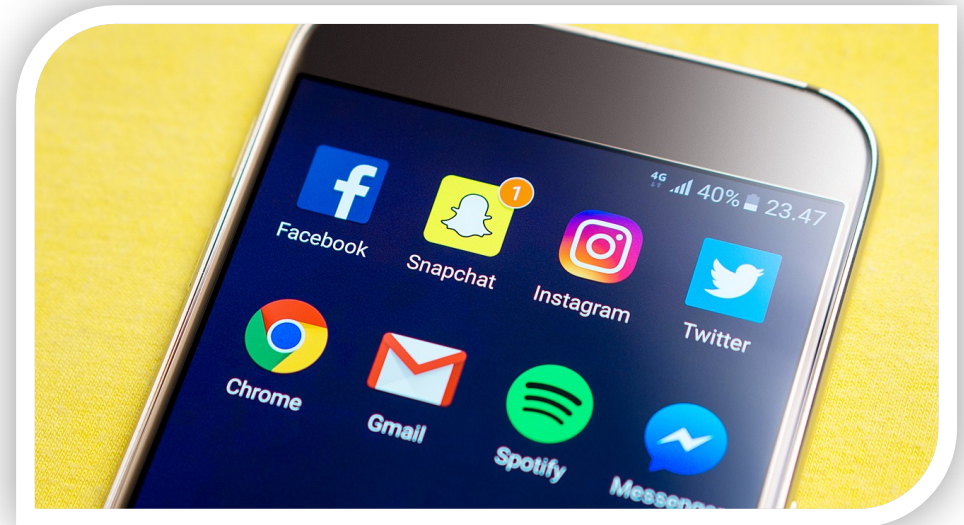
Twitter skews younger and male. It is a place for news junkies and conversation.

Instagram appeals to an audience under age 25 and offers highly visual content.

Snapchat is the second most used platform behind Facebook and is favored by teens.

Pinterest is most commonly used by women of all ages and planners.

More about each platform: goo.gl/Rezwb5



Additional factors to consider

What is the best format for your product/message?

Which platform is best suited to meet your goals?

What can you manage well?

Pick a few platforms and do them well!



Remember the rule of 7.

The Rule of 7 states that a person needs to be exposed to a message at least 7 times before they'll take action.

Strong campaigns contain multiple touchpoints across different channels:

Print

Email

Social Media

Radio

Television



Mapping out a plan

Event promotion campaigns tend to benefit from a shorter time-frame on social media.

- Usually 2-3 months in advance, can be as short as 1-2 weeks
- Print/traditional campaigns can start earlier.
- Not to be confused with an ongoing content strategy



Stay organized.

Develop a content calendar.

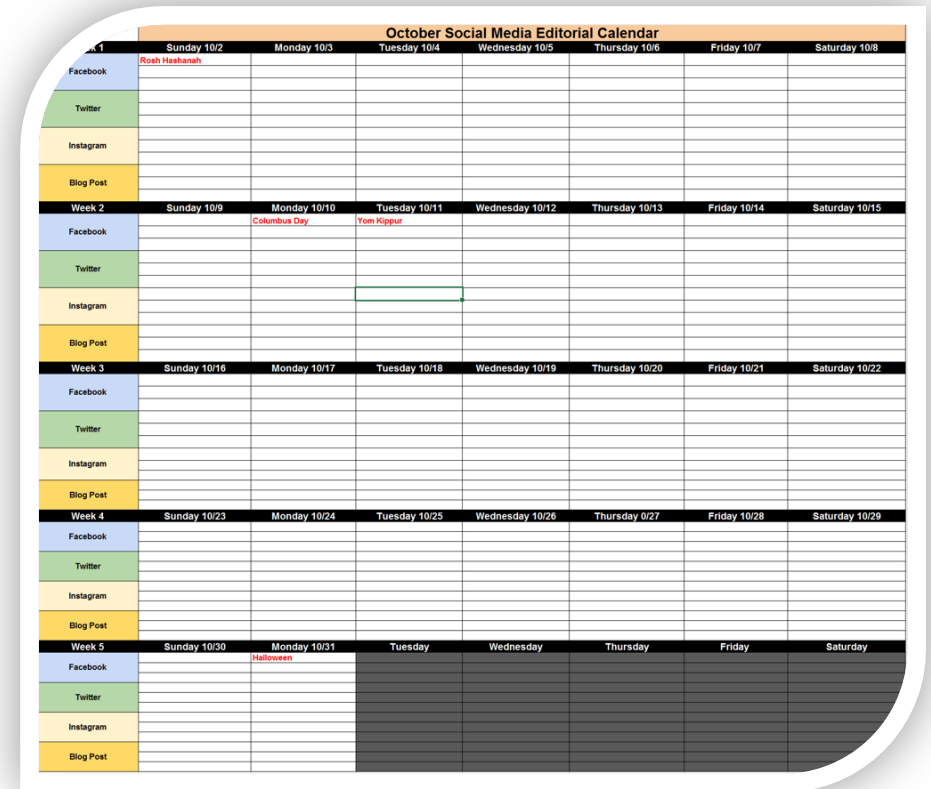
Share calendar with your entire communications team.

Schedule posts in advance (increased flexibility).

Plan across multiple platforms at once.

Content calendar template:

goo.gl/1w2NME



The image shows a content calendar template for the month of October. The calendar is organized into five weeks, with each week having a header row for the days of the week and their corresponding dates. The days of the week are color-coded: Sunday (blue), Monday (orange), Tuesday (green), Wednesday (grey), Thursday (grey), Friday (grey), and Saturday (grey). The content categories are also color-coded: Facebook (blue), Twitter (green), Instagram (yellow), and Blog Post (orange). The calendar includes several holidays: Rosh Hashanah (Monday, 10/3), Columbus Day (Monday, 10/10), and Yom Kippur (Tuesday, 10/11). The calendar is currently blank, with only a few cells containing the holiday names and dates.

October Social Media Editorial Calendar							
Week 1	Sunday 10/2	Monday 10/3	Tuesday 10/4	Wednesday 10/5	Thursday 10/6	Friday 10/7	Saturday 10/8
Facebook	Rosh Hashanah						
Twitter							
Instagram							
Blog Post							
Week 2	Sunday 10/9	Monday 10/10	Tuesday 10/11	Wednesday 10/12	Thursday 10/13	Friday 10/14	Saturday 10/15
Facebook		Columbus Day	Yom Kippur				
Twitter							
Instagram							
Blog Post							
Week 3	Sunday 10/16	Monday 10/17	Tuesday 10/18	Wednesday 10/19	Thursday 10/20	Friday 10/21	Saturday 10/22
Facebook							
Twitter							
Instagram							
Blog Post							
Week 4	Sunday 10/23	Monday 10/24	Tuesday 10/25	Wednesday 10/26	Thursday 10/27	Friday 10/28	Saturday 10/29
Facebook							
Twitter							
Instagram							
Blog Post							
Week 5	Sunday 10/30	Monday 10/31	Tuesday	Wednesday	Thursday	Friday	Saturday
Facebook		Halloween					
Twitter							
Instagram							
Blog Post							

Campaign Strategy: Name of Campaign & Date

Theme:

Location of Event:

Registration/attendance Goal:

Approved Budget:

Website:

Goals	Target Audience	Partners & Possible Influencers	Promotion Packets	Content Ideas	Paid Ad Target Audiences	Relevant SDA Networks/Conferences/Unions

- ALL communications to reinforce branded hashtag: **#example**
- Facebook pages to tag:
- Twitter accounts to tag:
- Instagram accounts to tag:
- More relevant hashtags:

Full Trackable Link to Website:

Shortened Trackable Link to Website:

Event campaign
planning template: goo.gl/PkUePw

Facebook, Twitter, & Instagram: Type of Campaign

Fill in the spaces with planned content

Date	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
START OF CAMPAIGN	5/28	5/29	5/30	5/31	6/1	6/2	6/3
	6/4	6/5	6/6	6/7	6/8	6/9	6/10
	6/11	6/12	6/13	6/14	6/15	6/16	6/17
	6/18	6/19	6/20	6/21	6/22	6/23	6/24
	6/25	6/26	6/27	6/28	6/29	6/30	7/1
	7/2	7/3	7/4	7/5	7/6	7/7	7/8
	7/9	7/10	7/11	7/12	7/13	7/14	7/15
	7/16	7/17	7/18	7/19	7/20	7/21	7/22
	7/23	7/24	7/25	7/26	7/27	7/28	7/29
WEEK OF EVENT	7/30	7/31	8/1	8/2	8/3		

Content strategy

Know your voice.

Create a pattern of frequency.

Provide diversity of content (images, video, news, registration reminders, speaker highlights).

Post content your audience responds to.

Tell your story from different angles in different ways.

Communicate important information such as deadlines.

Build urgency leading up to key dates.

Be human and authentic.

Invite engagement.



Learn to write for social media

Get to the point & focus your message.

Less IS MORE (think snackable content).

Include a call-to-action.

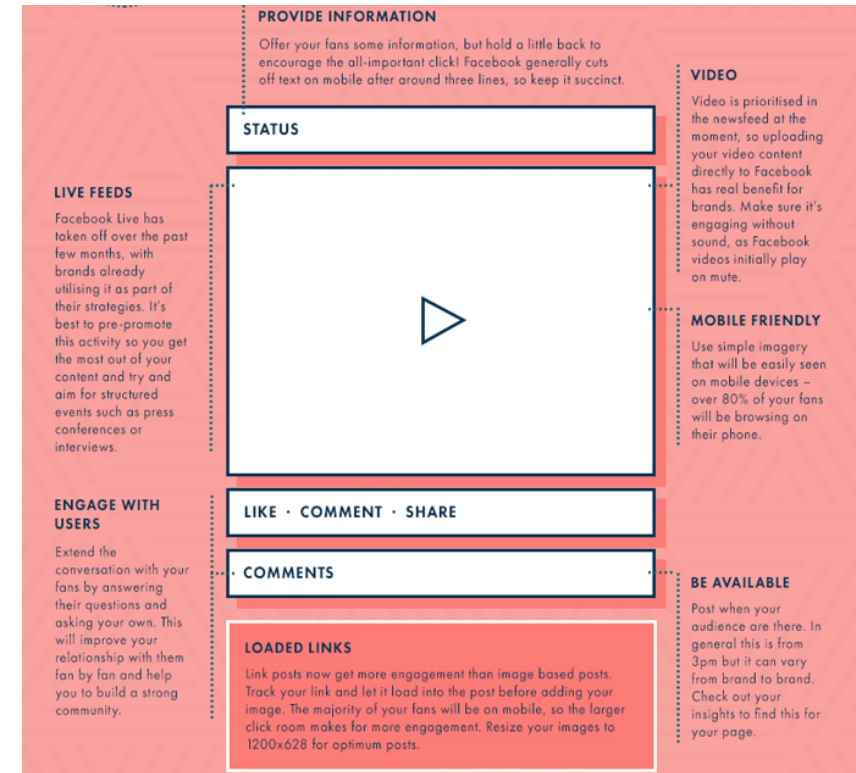
Include a link.

Use the lingo of the platform.

Tag relevant accounts.

Use relevant hashtags.

Visit SDAdata.org/resources for a complete guide to writing for social media.



Guidelines for Choosing good photos

Keep it visual, less text is more.

High quality (take your own or use stock images).

Invoke an emotional response/tell a story.

People are attracted to bright colors and group shots.

Keep a consistent look, brand, and color/font palette.

Be creative.

Use contrast to help your image stand out.

Keep it simple.



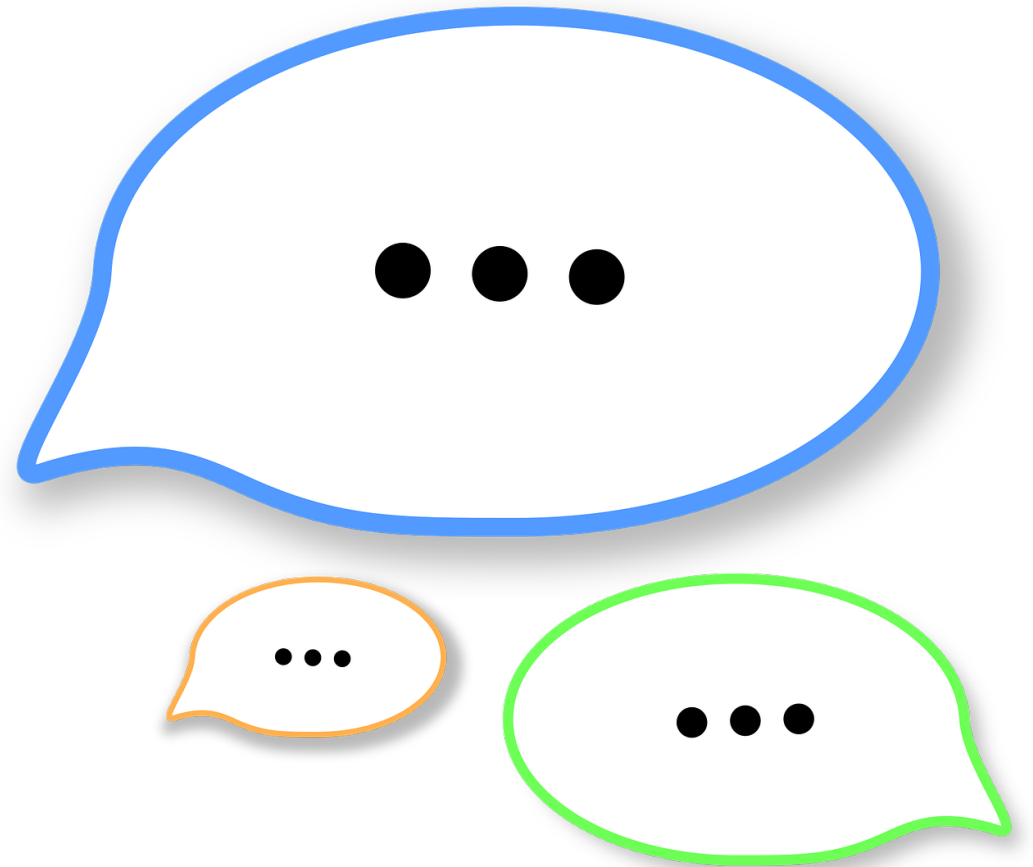
80/20 Rule

Social media is not only a conversation but should be viewed like a social gathering.

20% “sales” messages

80% engagement (or content marketing)

Don't keep telling the same story the same way. Utilize diversity of content and keep it relevant.



Partnerships benefit you.

Create and cultivate online relationships.

“No person will make a great business who wants to do it all himself or get all the credit.”
– Andrew Carnegie



Who can you work with?

Sponsors/donors

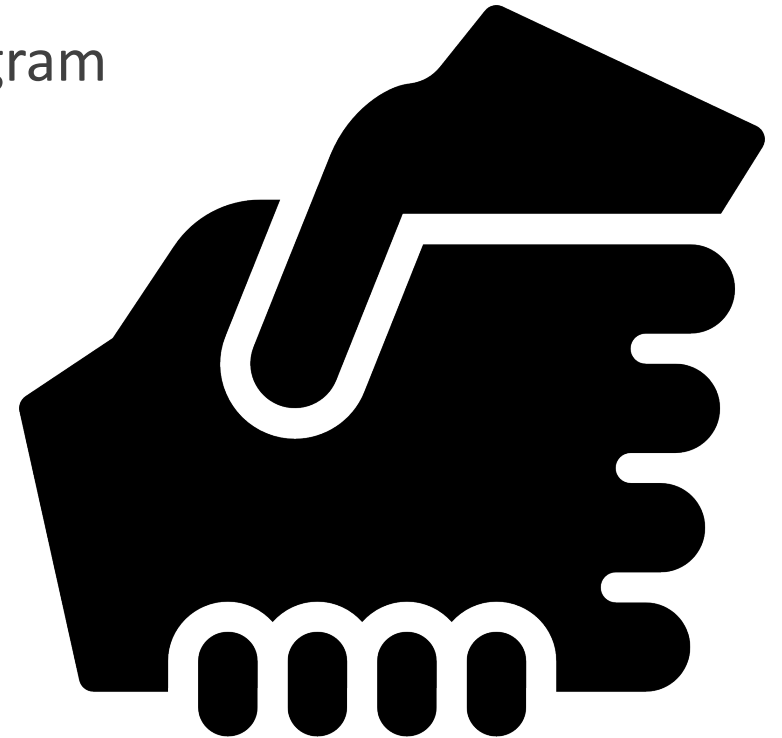
Organizations already involved in the event or program

Participants/speakers

Local churches/related organizations

Conferences & Unions

Make sure the partnerships are mutually beneficial.



Making partnerships easy

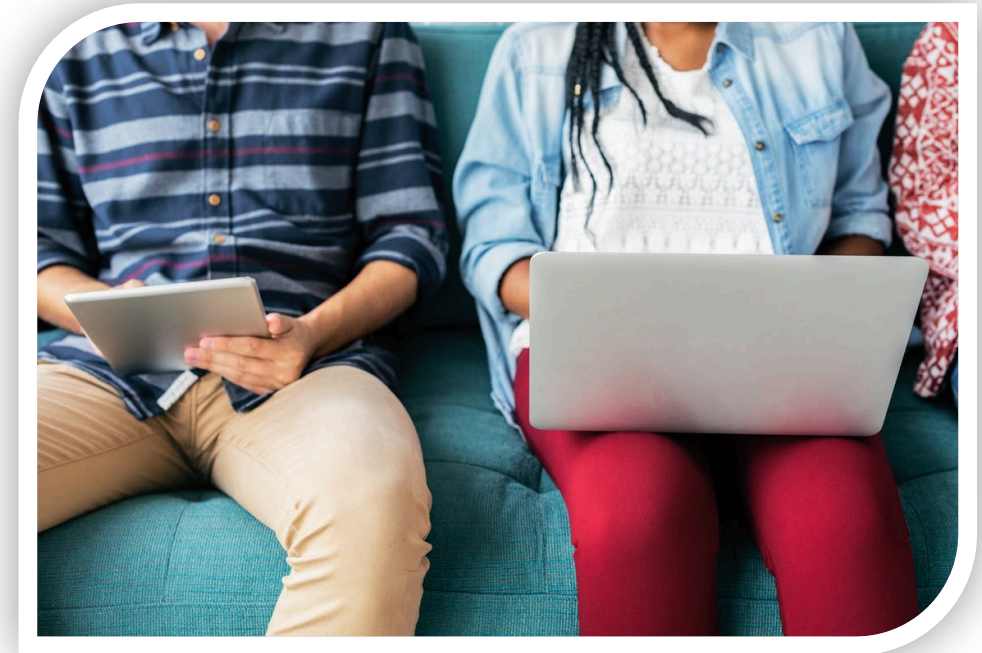
Use promotions packets to empower social media ambassadors.

- Provides pre-made images and text for social media
- Easy to use
- You control the message and empower the partner.

If you reach out to 10 contacts who have a “small” following of 1,000 people, you suddenly have the potential to reach up to 10,000.

Learn more & download template:

goo.gl/tuYB4E



Be your own social media ambassador



Paid ads and budgeting

Facebook is a business that needs to make money, therefore it limits unpaid reach. This means **only about 10-20% of your fan base will actually see your posts in their news feed**. You can counteract this by boosting key posts to reach more of your fan base and placing ads to expand your reach to new audiences.

Determine your target audiences.

- See personas

Determine your budget.

Start with a test, then expand based on results.



Tracking and measuring results

Check performance and record results weekly from:

Google analytics

Social media insights

Ad performance

Compare results to the performance goals and metrics you established. Optimize accordingly.

Share report summaries with your team (both good and bad).

Problem solve as a team. Sometimes the best solutions are found outside your industry/department.



Create reports.

There will always be a next time, but will you be better informed?

There's no point in testing strategies without tracking your efforts.

Social media is both an art and a science. Use data to inform your intuition.

Create summary reports for management; keep detailed reports for yourself.



Types of social media metrics

Activity metrics: quantity of posts made by administrators on social media profiles

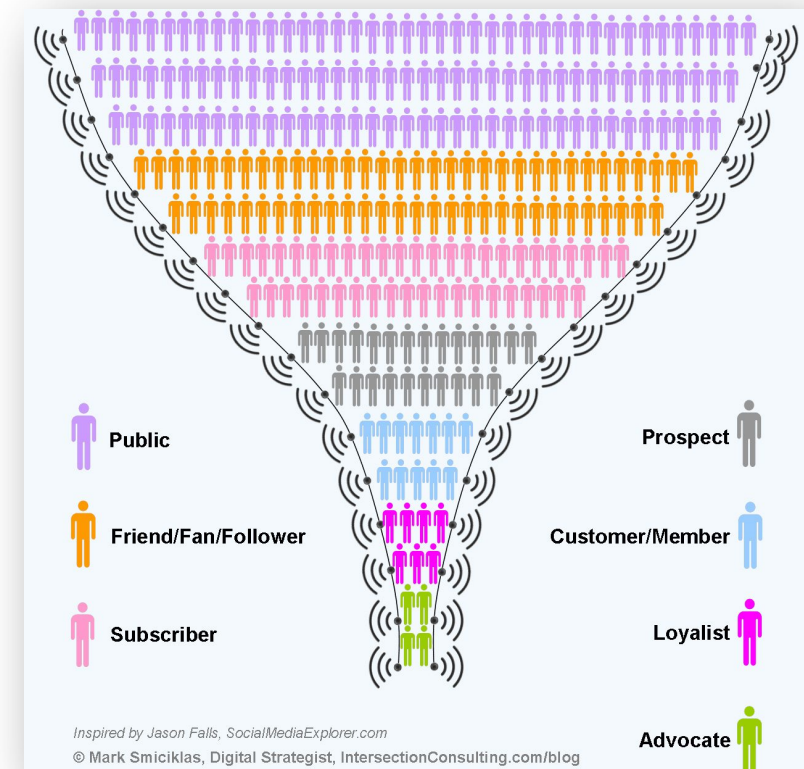
Reach metrics: number of people who see your content and audience/demographic data

Engagement metrics: interactions and interest in your brand and content

Acquisition metrics: changes in engagement over time or “relationships developed”

Conversion metrics: actions, sales, and results

Retention metrics: happy customers and brand evangelists



Source: Canva

The proper care and feeding of followers

Your goal in using social media for ministry should be to ultimately understand and fulfill a need, and to make a tangible impact in the real world.

Be available, check engagements regularly, and respond in a meaningful way.

Listen and learn.

Focus on building relationships for the next campaign.

92% of people trust a referral from a friend; create social media ambassadors.

Have a live event strategy.

Do not underestimate the power of engagement. There's no ROI (return on investment) without it!





facebook

Ads

Overview of Facebook Ads/Business Manager

How to get started and team features

Ads Manager basics

- ▶ **Create ads:** design ads that appear on the Facebook family of apps and services (including Instagram and Audience Network).
- ▶ **Manage ads:** edit your ads and update your images, audience, budget or schedule.
- ▶ **Measure results:** view up-to-date data on the performance of your ads a schedule reports.
- ▶ **FREE** to use. (You pay for the ads you place.)
- ▶ **Mobile app** for working on the *go!*

Content is taken from the Facebook business help section that can be found here: <https://goo.gl/kTZV6g>



Business Manager basics

Business Manager is a tool for **managing** access to Pages and ad accounts, geared towards companies who need to give different permissions to lots of people.

- ▶ **Manage access to Pages and ad accounts.** Clearly see who has access to your pages and ad accounts and remove or change their permissions as needed.
- ▶ **Keep your work separate.** Get access to Pages and ad accounts without being friends with your coworkers on Facebook.
- ▶ **Manage multiple campaigns & credit cards.** Allows you to separate the billing for multiple different ad projects.
- ▶ **FREE** to use. (You pay for the ads you place.)

Content is taken from the Facebook business help section that can be found here: <https://goo.gl/Uqx2Y4>



Targeting

REACHING THE RIGHT PEOPLE WITHOUT BREAKING THE BANK

Basic ways to target

You can target by:

- ▶ **Location:** country, state, city, or place
- ▶ **Age**
- ▶ **Gender**
- ▶ **Language**
- ▶ **Interest:** choose multiple to reach people interested in a specific topic or part of a particular group.
- ▶ **Connection:** fans of your page and their friends



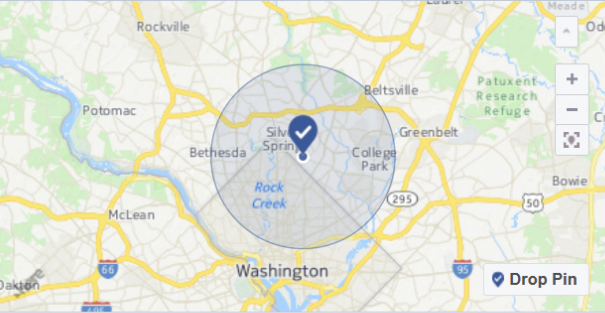
Place, Age, Language & Interest

Locations **Everyone in this location**

United States

City of Takoma Park + 5mi

Include | Type to add more locations | Browse



Age **18** - **65+**

Gender **All** **Men** **Women**

Languages **English (All)**

Enter a language...

Detailed Targeting **INCLUDE** people who match at least ONE of the following

Interests > Additional Interests

- 7th Day Adventist Church**
- General Conference of Seventh-day Adventists**
- North American Division of Seventh-day Adventists**
- Seventh-day Adventist Church**

Add demographics, interests or behaviors | **Suggestions** | **Browse**

Exclude People or Narrow Audience

Connections **Add a connection type**

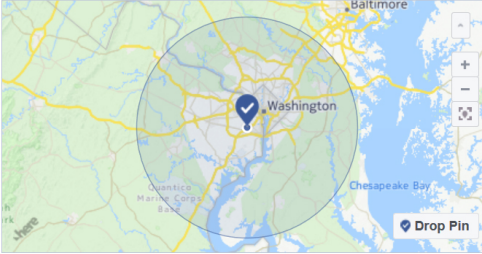
SDAs & Religious Liberty

Locations **People who live in this location**

United States

Washington, D.C. - Capitol Hill + 30mi

Include | Type to add more locations | Browse



Age **18** - **65+**

Gender **All** **Men** **Women**

Languages Enter a language...

Detailed Targeting **INCLUDE** people who match at least ONE of the following

Interests > Additional Interests

- 7th Day Adventist Church**
- General Conference of Seventh-day Adventists**
- North American Division of Seventh-day Adventists**
- Seventh-day Adventist Church**

Add demographics, interests or behaviors | **Suggestions** | **Browse**

and **MUST ALSO** match at least ONE of the following

Interests > Additional Interests

- American Catholics for Religious Freedom**
- Civil and political rights**
- Ethics & Religious Liberty Commission**
- Freedom of religion**
- Freedom of speech**
- International Religious Freedom Act of 1998**
- United States Commission on International Religious Freedom**

Add demographics, interests or behaviors | **Suggestions** | **Browse**

Exclude People or Narrow Further

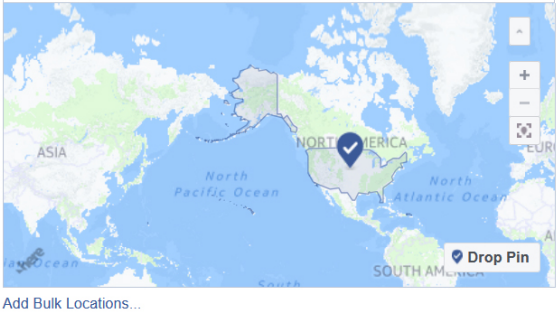
Fans of a Page/Connections

Locations **People who live in this location**

United States

United States

Include | Type to add more locations | Browse



Age **18** - **65+**

Gender **All** **Men** **Women**

Languages Enter a language...

Detailed Targeting **INCLUDE** people who match at least ONE of the following

Add demographics, interests or behaviors | **Suggestions** | **Browse**

Exclude People

Connections **Facebook Pages**

- People who like your Page**
- Digital Evangelism Strategies**

Add another Page

Live demonstration



Ad Placement

SHOW YOUR ADS TO THE RIGHT PEOPLE, IN THE RIGHT PLACE

Locations ? **Everyone in this location** ▼

United States

United States

Include ▼ | Type to add more locations

Browse

Add Bulk Locations...

Age ?

18 ▼

- 65+ ▼

Gender ?

All

Men

Women

Languages ?

Enter a language...

Detailed Targeting ? **INCLUDE** people who match at least ONE of the following ?

Interests > Additional Interests

7th Day Adventist Church

General Conference of Seventh-day Adventists

North American Division of Seventh-day Adventists

Seventh-day Adventist Church

Add demographics, interests or behaviors

Suggestions

Browse

[Exclude People or Narrow Audience](#)

Connections ?

Add a connection type ▼

Save This Audience

In most cases, leave the placements as automatic and Facebook's algorithm will place your ads in the locations best suited to optimize ad performance. Over time the algorithm learns and adapts as people respond to your ad. Take advantage of this feature to maximize your ad dollars.

You can, however, edit placements manually if desired or necessary.



Placements

Show your ads to the right people in the right places.

Automatic Placements (Recommended)

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook and Instagram. [Learn more.](#)

Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Placements

- ▶ **Facebook:** newsfeeds, instant articles, right column
 - ▶ **In-Stream videos** offer another opportunity to reach audiences by allowing advertisers to deliver 5-15 second mid-roll video ads within live and non-live videos on Facebook.
 - ▶ Instant articles is a tool designed for media publishers to distribute fast, interactive articles to their readers within the Facebook mobile app and messenger.
- ▶ **Instagram:** feeds and stories
- ▶ **Audience Network:** extend your reach by showing ads to the same target audience on other mobile apps and websites.

Source: Facebook Business help

Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types: All Devices (Recommended) ▼

Platform	Placement	Availability
Facebook	Feeds	<input type="checkbox"/>
	Instant Articles	<input type="checkbox"/>
	In-Stream Videos	Ineligible
	Right Column	<input type="checkbox"/>
Instagram	Feed	<input type="checkbox"/>
	Stories	<input checked="" type="checkbox"/>
	Audience Network	<input type="checkbox"/>

ADVANCED OPTIONS

- Specific Mobile Devices & Operating Systems
- Exclude Categories ⓘ
- Apply Block Lists for Audience Network and Instant Articles

Budget & Schedule

DEFINE HOW MUCH YOU'D LIKE TO SPEND,
AND WHEN YOU'D LIKE YOUR ADS TO APPEAR

What to consider

▶ Lifetime versus Daily Budget:

- ▶ I recommend a lifetime budget to prevent you from accidentally overspending.

▶ Timeframe: you must spend at least \$5 a day.

▶ Optimization: generally, let Facebook choose the recommended option.

▶ Bid Amount: automatic is the best option; let Facebook's algorithm work for you.

▶ Scheduling: you can let Facebook decide or you can choose specific days and times to run ads.

- ▶ **Example:** you can set it up so ads don't run on the Sabbath in the time zone of the person seeing them.

Live Demonstration>>

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more](#).

Budget ⓘ Lifetime Budget ▼ \$350.00
\$350.00 USD

Schedule ⓘ
Start ⓘ May 16, 2017 4:35 PM
End ⓘ Jun 16, 2017 4:35 PM
(Eastern Time)

Your ad will run until **Friday, June 16, 2017**.

You'll spend up to **\$350.00** total.

Optimization for Ad Delivery ⓘ Link Clicks ▼

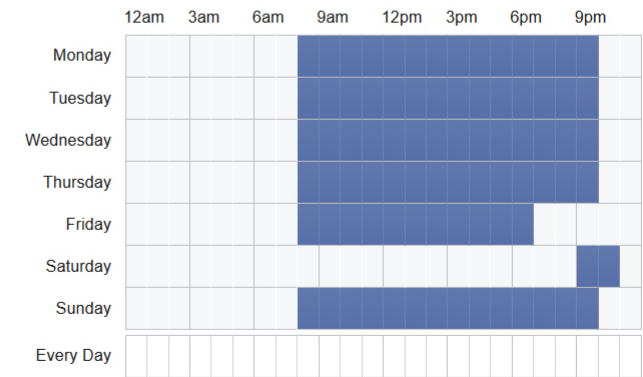
Bid Amount ⓘ
 Automatic - Let Facebook set the bid that helps you get the most link clicks at the best price.
 Manual - Enter a bid based on what link clicks are worth to you.

When You Get Charged ⓘ Link Click (CPC)
[More Options](#)

Ad Scheduling ⓘ
 Run ads all the time
 Run ads on a schedule

We'll schedule your ads based on the time zone of the person seeing it.

For example, if you select 8am to 5pm, we'll only show your ads to people from 8am to 5pm in their local time.



■ Scheduled hours

Delivery Type ⓘ **Standard** - Show your ads throughout your selected schedule (recommended)
[More Options](#)

Types of Ads

DETERMINING PURPOSE

Promote your page


Page like ads:

- ▶ Increase your Facebook following.
- ▶ Create or increase brand awareness among a targeted audience.

Suggested Page

iBelieveBible
Sponsored

A web series for young adults who want to dig deeper into issues of faith & spirituality.




iBelieveBible
Religious Organization
26,089 people like this.

Like Page

Website ads


Send people to your website to:

- ▶ Increase attendance at an event.
- ▶ Increase traffic to your website.
- ▶ Promote content or a product.
- ▶ Increase brand awareness.
- ▶ Claim an offer.

Office of Volunteer Ministries - HE SAID GO  

Sponsored · 

Join students, members, and church leaders for this vital discussion on the Mission of the Adventist Church. Register today!
[#HeSaidGo](#)



2016 Missions Conference Nov. 18-20 [Learn More](#)

hesaidgo.org

Boosted posts

Boost your posts in order to:

- ▶ Ensure your content reaches more of your fans.
- ▶ Expand the reach of your content.

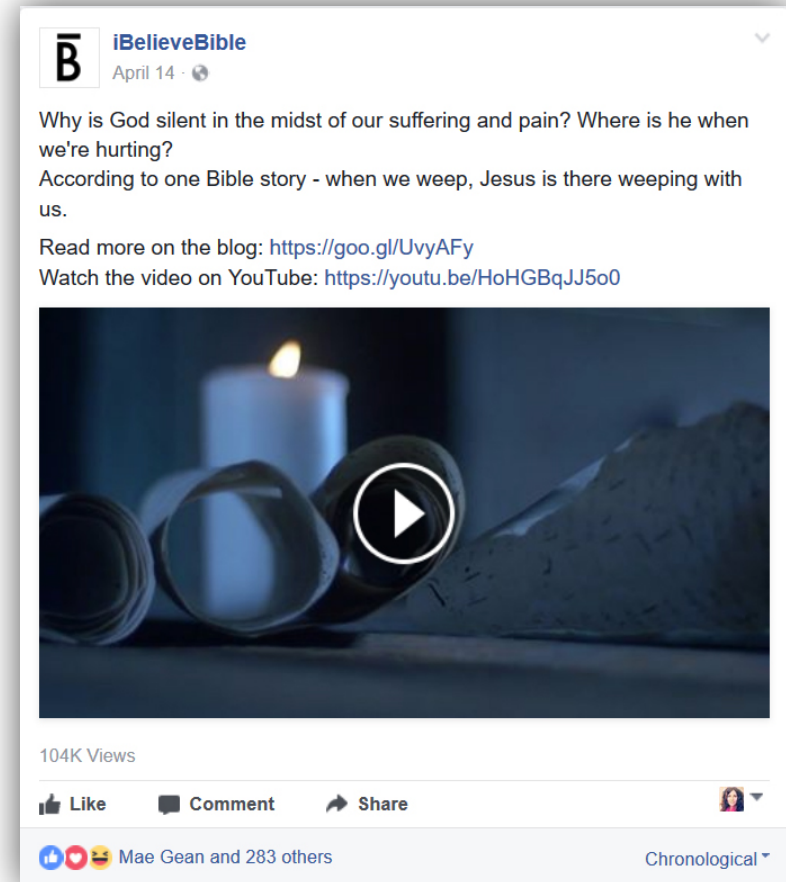
Facebook is a business that needs to make money, therefore it limits unpaid reach. This means **only about 10-20% of your fan base will actually see your posts in their news feed**. You can counteract this by boosting key posts to reach more of your fan base.



Video views

Get video views:

- ▶ Increase video reach to a targeted audience.
- ▶ Increase video engagements & views.
- ▶ Tell your story to a wider audience (video is king).



Event response ads

- ▶ **Promote a Facebook Event to:**
 - ▶ Enable fans to easily share about the event and invite their friends.
 - ▶ Increase attendance and awareness.
 - ▶ Take advantage of crowd mentality (I can see that my friend is going so I want to go too).

Irina Tomenko, Yuri Yuryevich and 2 others are going to this event. ▼

 **Sligo Church** shared their event. Sponsored · 🌐

Learn the truth about why Americans are so sick and what we can do about it. Invite your friends to this special film screening and Q&A in Takoma Park, MD.



MAY 16 **Free Film: Eating You Alive**
Sligo Church · Washington
55 people interested · 24 going 📌 ▼

General tips

To optimize the effectiveness of your ads:

- ▶ Limit text in images & use high quality images.
 - ▶ Facebook has free stock imagery you can use in the images section of the ad creation tab.
- ▶ Keep text brief but provide context.
- ▶ Always target your audience.
- ▶ Include a clear call-to-action.
- ▶ Be honest; no bait-and-switch marketing.
- ▶ Include captioning on videos.
- ▶ Visit SDAdata.org/resources for more information on how to write for social media.



Ad images

Format
Choose how you'd like your ad to look.

Carousel
Create an ad with 2 or more scrollable images or videos

Single Image
Create up to 6 ads with one image each at no extra charge

Single Video
Create an ad with one video

Slideshow
Create a looping video ad with up to 10 images

Fullscreen Experience
Make your ad fullscreen with Canvas, a mobile experience that opens instantly from your ad. [Learn more.](#)

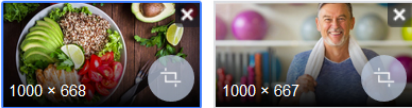
Add a Canvas

Create a Canvas from URL [NEW](#)

Images
You can create up to 6 ads at once by uploading multiple images. [Learn more.](#)

[Browse Library](#) [Free Stock Images](#)

[Add more images](#)




Recommended Image Specs

- Recommended image size: **1,200 x 628 pixels**
- Image ratio: **1.91:1**
- To maximize ad delivery, use an image that contains **little or no overlaid text.** [Learn more.](#)

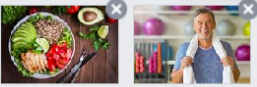
Select Images

[Image Library](#) [Stock Images](#) [Upload Images](#)

healthy food POWERED BY SHUTTERSTOCK



Selected Images (2 of 6)

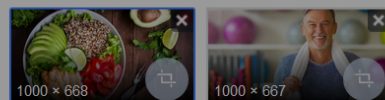


[Done](#)

Images
You can create up to 6 ads at once by uploading multiple images. [Learn more.](#)

[Browse Library](#) [Free Stock Images](#)

[Add more images](#)



Recommended Image Specs

- Recommended image size: **1,200 x 628 pixels**
- Image ratio: **1.91:1**
- To maximize ad delivery, use an image that contains **little or no overlaid text.** [Learn more.](#)

You can test up to 6 different images on an ad. I recommend a mix of your own high quality images and stock images. You may also want to consider a slideshow or carousel if that would make sense for what you are promoting.

Analysis

MAKING SENSE OF THE RESULTS

Facebook ads insights

Check your ad performance regularly to make changes and optimize as needed.

- ▶ Understand where your ads are appearing and who you are actually reaching.
- ▶ Understand what the numbers mean.
- ▶ Monitor engagement/response.
- ▶ Test images and audiences (A/B Testing).
- ▶ Connect performance to Google Analytics and visitor behavior using trackable links.



Key terms

Highlights: as defined by Facebook Business manager

- ▶ **Results:** The number of times your ad achieved an outcome, based on the objective you selected.
- ▶ **Reach:** The number of people who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same people.
- ▶ **Impressions:** The number of times your ads were viewed
- ▶ **Frequency:** The average number of times each person saw your ad.
- ▶ **Cost per Result:** The average cost per result from your ads.
 - ▶ Aim to keep this below \$0.50



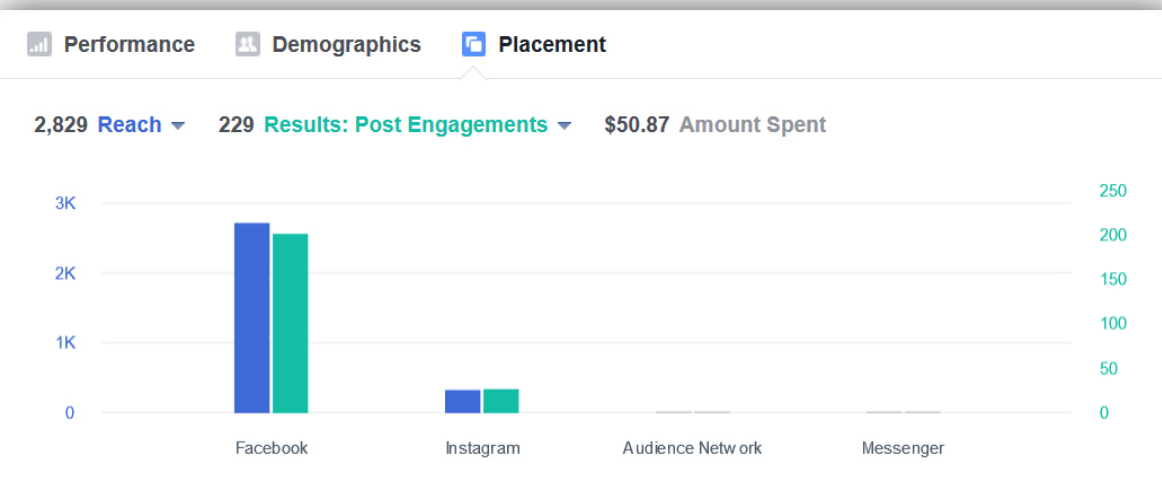
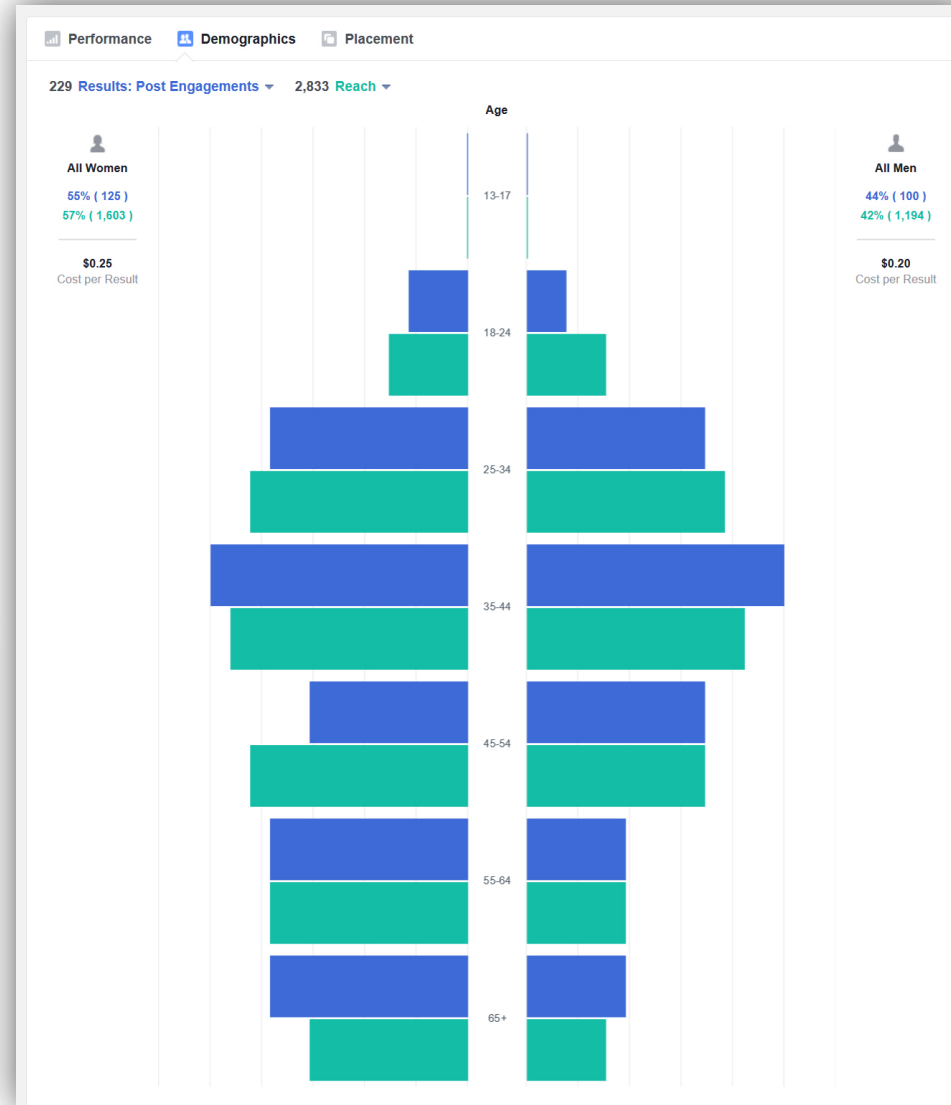
Key terms continued

- ▶ **Relevance:** A rating from 1 to 10 that estimates how well your target audience is responding to your ad.
 - ▶ Aim for at least a 6, but an 8-9 rating is preferred.
- ▶ **CTR (Click-through rate):** The percentage of times people saw your ad and performed a click (all).
 - ▶ Aim to keep this above 3%
- ▶ **CPM:** The average cost per 1,000 impressions
- ▶ **CPC (All):** The average cost for each click
 - ▶ Aim to keep this below \$0.50



Example & live demonstration

Check regularly during the course of a campaign as results will shift over time as the algorithm adapts.



Account Overview													
Campaigns (1 selected)													
Ad Sets (1 selected)													
Ads for 1 Ad Set													
+ Create Ad Edit Duplicate Ads... Preview Create Rule More +													
Ad Name	Delivery	Results	Reach	Frequ...	Cost per Result	Amount Spent	Relevanc...	Clicks (All)	CTR (All)	CPC (All)	Impressions	CPM (Cost per 1,0...	
Post. "" - Engagement	Active	229 Post Engagements	2,829	2.24	\$0.22 Per Post Engagement	\$50.87	8	239	3.76%	\$0.21	6,351	\$8.01	
Results from 1 Ad		229 Post Engagements	2,829 People	2.24 Per Person	\$0.22 Per Post Engagement	\$50.87 Total Spent		239 Total	3.76% Per Impressi...	\$0.21 Per Click	6,351 Total	\$8.01 Per 1,000 Impressions	



#DigitalEvangelism

@DigiEvangelism

Connect with us

Follow [@DigiEvangelism](#) on Facebook, Twitter, and Instagram for tips, courses, resources, and videos. Or visit [SDAdata.org](#) and subscribe to our eNewsletter.

Alvin Kibble, Vice President

alvinkibble@nadadventist.org

Paul Hopkins, Director

paulhopkins@nadadventist.org

Jamie Schneider Domm, Digital Strategist

jamiedomm@nadadventist.org

