

# **#WeCount**

## **Digital and SMS Toolkit**

**A toolkit of digital organizing resources to help your organization reach key constituencies and communities to rally support for the 2020 Census**

## The Basics (Talking Points)

So you're ready to start talking to your community, neighborhood, and supporters about the Census. These are the brief talking points we recommend using to explain the Census and the importance of participation. They don't need to be used word for word! They can be adjusted to fit your organization's voice and tone, or the audience you are speaking to.

### **What is the Census?**

The Census is a count of everyone in the United States that happens every 10 years.

### **Why is it important? Why should I participate?**

Because a ton of really important decisions are made based on the final census count. And a lot of money (think: BILLIONS of dollars) is given out based on census results.

The information impacts things like highway planning, education funding, and food access – all things our communities need! It also impacts political representation. Congressional, state legislative, county, city and school board district boundaries are created based on census data. The Census also determines how many seats each state gets in the House of Representatives.

### **When should I fill out the Census?**

Census surveys are going by mail (and in some rural areas by hand delivery) starting March 12th, 2020 and you have till July 31st, 2020 to respond.

### **How do I participate in the Census?**

You can respond online, by phone, or by mail between March 12th, 2020 to July 31st, 2020

### **What information does the Census ask for?**

The Census includes some basic questions about you, the people you live with, and your home. "How many people live in your home?" and "What are the ages and genders of the people in the home?"

The Census will never ask you for:

- Citizenship status
- Your Social Security Number
- Bank or credit card account numbers or information
- Money or donations
- Anything on behalf of a political party

### **Will my information be kept confidential?**

YES! Every response you provide is protected and cannot be shared. Law enforcement

agencies (DHS, ICE, FBI, CIA) cannot access or use your personal information. Neither can landlords or public housing authorities.

### **What happens if I don't fill out the Census by the end of April?**

If you forget, the U.S. Census Bureau follows-up in person with households that haven't responded.

## Sample Copy and Content

Our digital experts helped put together the recommendations below for talking about the Census to your communities, neighborhoods, and supporters. The free graphics can be downloaded and used by any and all organizations. The copy should be used to guide your own copy creation that fits your voice, tone, and audience.

### Social Media Sample Copy

We encourage you to incorporate regular updates, approximately once a week, about the Census and its importance into your social media calendar.

### Hashtags

The primary hashtags that United We Dream members and supporters will use to organize our efforts are **#WeCount (English)** and **#Contamos (Spanish)**. Make sure to use either or both in your posts so we can see your work (and elevate it!).

### Social Accounts

You can tag the United We Dream or your organization across social media channels.

- Facebook: [@UnitedWeDream](#)
- Twitter: [@UnitedWeDream](#)
- Instagram: [@UnitedWeDream](#)

### Links

You can direct people to more information or to take Census action here:

- United We Dream website: [wecountcensus.com](http://wecountcensus.com) or [contamos2020.com](http://contamos2020.com) en Español
- United We Dream Census Benefits page: <https://www.wecountcensus.com/benefits/>
- United We Dream **#WeCount** pledge (English): <https://actionnetwork.org/forms/pledge-to-participate-now/>
- United We Dream **#Contamos** pledge (Spanish): <https://actionnetwork.org/forms/participar-en-el-censo-3>
- Fill out the Census: [My2020Census.gov](http://My2020Census.gov)

### **#WeCount Graphics**

<https://www.wecountcensus.com/shareables/en>

#### Videos:

You can post videos by sharing the links we have below with the sample text, or you can natively download the video from the link below and share it on your social media!

Find videos to download here:

[https://drive.google.com/drive/folders/1qkqZ1IROCfyaZoVgt\\_SRR95HPhjULro7?usp=sharing](https://drive.google.com/drive/folders/1qkqZ1IROCfyaZoVgt_SRR95HPhjULro7?usp=sharing)

*This folder will continue to be updated with new graphics as we create them.*

#### Our Telenovela Videos

Episode	Text	Click To Tweet	Share On Facebook	Preview
CENSUS DAY <i>English</i>	It's here! Today is the day when homes all across the country will start to receive the Census in the mail. Join @UnitedWeDream and get counted! And don't worry, filling out the Census is not as dramatic as a telenovela 😊	<a href="https://ctt.ec/tf0Bo">https://ctt.ec/tf0Bo</a>	<b>Facebook:</b> <a href="https://www.facebook.com/UnitedWeDream/videos/2860370897331543/?v=2860370897331543">https://www.facebook.com/UnitedWeDream/videos/2860370897331543/?v=2860370897331543</a>	

<p>Kids Get Counted <i>Spanish</i></p>	<p>Soraya wants to prevent her kids from being counted in the Census. Think again! Find out why EVERYONE being counted is so important. #WeCount</p>	<p><a href="https://ctt.ec/5u4y9">https://ctt.ec/5u4y9</a></p>	<p><b>Facebook:</b> https://www.facebook.com/UnitedWeDream/videos/1524127051075889/?v=1524127051075889</p>	
<p>Waking Up <i>Spanish</i></p>	<p>Socorro wakes up from her coma to ask - did Luis Jose fill out the census?!? @UNITEDWEDREAM is asking, HAVE YOU filled out the census? #WeCount</p>	<p><a href="https://ctt.ec/cX008">https://ctt.ec/cX008</a></p>	<p><b>English:</b> https://www.facebook.com/UnitedWeDream/videos/648632829235115/?v=648632829235115</p> <p><b>Spanish:</b> https://www.facebook.com/UnitedWeDream/videos/202008261152724/?v=202008261152724</p>	

### Sample Language

Health care 🏥

Education 📖

Transportation 🚗

Political representation 🗳️

The 2020 Census impacts all of the above. Make sure you are counted. #WeCount [Link to United We Dream website]

Billions of dollars will be distributed based on the 2020 Census. Fill out the Census to ensure your community gets its fair share. #WeCount

You have 2020 Census questions? We have answers! Find out why participating in the Census is so important. #WeCount

Raise your 🙌 if you want good schools

Raise your 🙌 if you want good roads

Raise your 🙌 if you want better health care

Then raise your 🙌 to participate in the 2020 Census here:  
<https://actionnetwork.org/forms/pledge-to-participate-now/>

## Additional Social Media Templates and Graphics

- [Creatives for the Count](#)
- [Census Bureau Social Media Graphic Templates](#)
- [Census Bureau Social Media Posts](#)
- [Social Media Toolkit to Engage African Americans](#)
- [Social Media Templates to Engage Asian Americans](#)
- [Social Media Templates to Engage Arab Americans](#)
- [Social Media Toolkit to Engage Latinos](#)
- [Social Media Toolkit to Engage LGBTGQ+ Community](#)
- [State-by-State Social Media Graphics Regarding Census Impact](#)

## Email Sample Copy

Census updates can work as stand-alone emails during key moments, or as part of a larger email-focused campaign.

### **Suggested asks**

- Visit the #WeCount website
- Learn about the benefits of taking the Census
- Take the United We Dream #WeCount pledge
- Share information about the Census on social media

### **Suggested subject lines**

- It's 2020, and it's time to be counted
- Make sure you count in the 2020 Census
- Here's why participating in the Census is so important
- Are you going to take the Census?

### **Suggested Copy**

%%FIRSTNAME%%(Friends),

Want to make your voice heard in 2020? Then you need to participate in the Census..

The Census Bureau conducts the Census every 10 years. It is a count of everyone in the United States. And we mean EVERYONE.

**The Census is happening RIGHT NOW. Take the #WeCount pledge and commit to participating in the 2020 Census.**

We've joined the #WeCount movement to mobilize millions of people to participate in the Census. We're doing this because it's absolutely critical for our communities to be counted.

Census forms were mailed starting on March 12, and you can fill yours out online, over the phone, or by mail.

And you really should fill yours out, because some really big decisions are made based on the Census count. It'll help determine where roads, schools, and hospitals are built. It'll help determine how transportation programs, parks, and public facilities are funded. And it'll determine your political representation in Congress.

**Pledge to participate in the 2020 Census. It's an important step in making sure our communities get their fair share.**

Thank you. We'll be in touch with more ways to take part in the #WeCount movement.

SIGNATURE

**P.S. You can visit the #WeCount website if you have more questions about the Census, and why it's important.**

## SMS Sample Messages

*This is a sample text campaign script. It can be adjusted to fit your organization's voice, tone, and messaging. Peer-to-peer text messages are intended to be conversational and can be used by local staff and volunteers.*

1. Hey there! The 2020 Census is happening NOW – do you have all the info you need to make sure you and your family get counted?
  - a. If you're unsure what to do, we can definitely help. Have you participated in the census before?
  - b. What kinds of questions do you have about the census? I can share some info but would like to hear your thoughts first.
  - c. Glad to hear you've got the information you need – do you want to help us get Census info to others in the area?
  
2. If you want to learn more about the Census in 2020, we have some resources that might help. Do you want me to send that along?

- a. “Yes”: Awesome! You can check out our resources at this link; we’re here if you have any questions or want to know more. Would you mind sharing this with your friends? [link to resources]
  - b. “No”: Not a problem. You can reach us here when your census packet comes if you have questions, thanks! [link to contact info]
3. Census 2020 info was sent out starting March 12 – can you let me know if you’ve received it in the mail?
  - a. “Yes”: That’s great! I’m here if you have any questions. Can you let me know once you’re done with it? Thanks!
  - b. “No”: Not a problem! Once it arrives you can ask me any questions you might have. Will you let me know if you don’t receive it by early May?
  - c. Are you still unsure what to do once it comes? I have some resources you can check out – do you want me to send those over?
4. Did you get to fill out your Census info yet? If so, how did it go?
  - a. That does sound a bit tricky! Thanks for letting me know. Let me get some additional info for you. Is there anything else you’re uncertain about?
  - b. Great! Glad to hear it was easy. Do you know of anyone that might need help with their Census survey?
  - c. Did you tell your friends you filled out the Census? Do you think they’ll need any other info? Thank you for your help!

*For “Broadcast”-style text messages, information will be sent out without the expectation of a reply. Sample content includes:*

- The 2020 Census is happening NOW – make sure you have all the info you need so your family gets counted: [link]
- Don’t forget! Census surveys are being sent out NOW. For more info go to: [link]
- Did you know you can respond to the Census this year online, by mail, or by phone? Get all the info you need to get counted: [link]
- Do you have questions about the Census 2020? We have a lot of info here, so take a quick look when you have a moment! [link]
- Know anyone who isn’t familiar with the 2020 Census? Make sure they get counted by sending them this information! [link]



# Best Practices for Strategy and Distribution

The best practices below are tried and true — they've been tested and proven to help create content and copy that will effectively reach your audiences. Some may work better for your communication than others, and that is ok!

## Email Copywriting Step By Step

**Step 1:** Lay out the following components of your email before you start writing: (1) The sender (someone familiar helps), (2) the goal of the email, (3) the ask, and (4) the audience.

**Step 2:** Write 5-10 subject lines without constraints. They can be anything you want. The most important thing is for the options to be compelling and intriguing.

**Step 3:** Start to write your email. As you write remember:

- The first couple paragraphs are the most important part of an email. If people aren't interested, they won't keep reading. Make them interesting, and keep them as short as possible. Explain why you are emailing, and why the reader needs to act right away.
- Include multiple, direct asks in the email. The asks should be bold, on their own line, underlined, and hyperlinked.
- Include space and direction for a graphic. Visual media will catch readers' eyes.
- After the first ask, the remaining paragraphs should be used for supporting content that will convince people to take action. Be conversational, and keep your objective in mind.
- Make the email stand out and more readable with proper formatting. Bold important points, break long paragraphs into smaller ones, use bullets to break up long thoughts, and replace copy with graphics.
- Make the explanation for how the action the reader take's in this email will lead to a desired outcome. Make it clear and believable.

**Step 4:** Take a break. Put the email aside and do something else.

**Step 5:** Return to the email with fresh eyes and give it an edit. Read the email outloud to yourself to make sure it reads well.

**Step 6:** Take another break.

**Step 7:** Return to the email with fresh eyes and try to shorten it. There's no "right" number of words in an email. Shorter is usually better. Use the word count tool to see how many words are in the email, then set a goal for a cutdown. Do this multiple times if needed.

**Step 8:** Give the email a final polish for spelling and grammar.

**Step 9:** Revisit your suggested subject lines and cut it down to 2-5 favorite options.

**Step 10:** Send the email for review. Congratulations — you’ve written a great email!

## Social Media Copywriting Best Practices

**Stand out.** You have only seconds to capture someone’s attention. Use emojis, line breaks, capitalization, memes, and visuals to make people pause and read.

**Keep character count in mind.** Use only as many characters as you need to. Ideal character counts are 71-100 on Twitter and >80 on Facebook.

**Mind the platform.** Every social channel does different things and reaches different audiences. Pick the channel that is right for your goals. Make copy unique to each channel.

**Mind the algorithms.** Facebook prioritizes friend posts over publishers, and uses engagement to predict posts a user will like. Encouraging sharing and engagement is important. Twitter’s “top tweet first” feature factors in recency, engagement, media type, location, and follower count.

**Use hashtags on Twitter and Instagram only.** Facebook allows them, but they aren’t popular or highly used. They are very important on Twitter and Instagram where people frequently click through to view conversations on topics they are interested in.

**Give people something to do.** If you don’t ask people to do something, they won’t do it.

**Make it a two-way conversation.** Engaging with followers who are constructively communicating is a great way to deepen support. It helps when followers realize they are speaking to real people.

**Use visuals.** Videos, gifs, photos, and graphics all generally perform well. Use them frequently to stand out.

**Follow the data.** Take regular looks at what’s working and what’s not to hone in on your audience’s preferences for copy length, post type, content, and topics. Let the data guide your focus.

**Get a second pair of eyes on content before posting.** Quality assurance prevents embarrassing mistakes from being posted. Create a process to have at least one extra pair of eyes on a post before it goes live.

## Best Practices for Creating Digital Visuals

**Visuals should be compelling:** All photos and videos are not created equal. Content should evoke a reaction and an emotion. If you wouldn’t post the photo on your personal page, it isn’t strong enough as a stand-alone image, or for a graphic.

**Quality matters:** Strong social media photos and videos are bright and clear, in focus, with no zoom (for photos), and a simple background. You don't need a professional photographer to create compelling photos, but quality is important.

**The goal of the graphic should guide design:** "Why am I creating this graphic?" should be the first question you ask when creating a graphic. Is the goal sharing or engagement? Do I want people to feel happy or angry? Then your design decisions flow from there.

**Keep graphics simple:** Use minimal colors and font types. Keep copy short. Focus on one topic and one point at a time. Simple graphics are easier to consume, process, and act on.

**Keep quotes short:** Quote graphics are great, but attention spans on social media are short. Use short quotes and truncate long quotes.

**Use copy highlighting:** Highlighting or underlining the most important lines in longer quotes or blocks of copy draws eyes where you want them to be.

**Brand original graphics and images:** So people know who created the content if it is shared or copied and pasted elsewhere.

**One size does not fit all:** Graphics and images should be created within each platform's specifications so that they display properly across devices. [Sprout Social has a great guide that they keep updated with new platform changes.](#)

**A few email-specific reminders:** A lot of best practices for social graphics apply to email graphics as well. But for email it's also important to remember:

- The max width for email wrappers is 600px, so that should be the max width of a graphic as well.
- Always include a call to action in the email graphic.
- Keep file sizes under 1MB. The larger the file size, the more likely it is to create a longer email load time.
- Use JPEG or GIF file types. Use the PNG file type if you need to retain image transparency.

**Follow the data.** Take regular looks at what's working and what's not to hone in on your audience's preferences for graphics and photos. Let the data guide your creative direction.

## Best Practices for Mobilization

**Coordinate:** The most effective mobilization programs use cohesive messaging and creative across email, website, social media, direct mail, paid media, and offline interactions.

**Everyone is a potential lead:** Cast as wide a net as possible (and is responsible) for a fundraising universe. Just because someone hasn't received fundraising asks in the past doesn't mean they aren't a potential lead.

**Make sure your tools work:** Your CRM and mailer need to be capable of running an email fundraising program. How the sausage is made is just as important as the sausage itself.

**Report back on progress:** Have a reporting process in place. Reporting is key so you know if your program is running effectively, and to identify opportunities to optimize.

**Compare against yourself:** Industry benchmarks provide a marker for how you perform in comparison to others in your space, but you should eventually shift to a focus on improving over your own past performance.

**Figure out how much email is right for your list:** There's no "correct" number of emails. No more than one email per week (except during big moments) is a good starting point. Analysis of email performance will teach you what the list can handle.

**Use segmentation:** Put the right messages in front of the right people at the right time. Segmentation also helps manage the frequency of messages when you have multiple topics and campaigns running at once.

**Subject lines are important:** Email subject lines are key. If people don't open your email, they cannot donate. Subject lines should intrigue people to open and seek more information.

**So are sender names:** Choose senders who are familiar to the recipients and/or who will stand out in an inbox.

**Personalize emails:** It makes people feel like you are talking directly to them. Using name personalization is a good start. You should work towards copy and messaging that is specific to the user's relationship with the organization and/or past behavior.

**Make a direct ask:** People need (and want) to be told what to do. Asks should be direct and bold, and there should be multiple asks in an email.

**Develop a value proposition:** People need to understand the benefits of giving or they won't give. The value proposition may change email to email, or campaign to campaign, but there needs to be one.

**Inspire:** There's no one-way to inspire people to give, but some tactics that tend to work across industries include:

- Telling a story
- Developing a sense of urgency
- Discussing the tangible benefits of giving
- Responding to major moments or milestones

**Report back on progress:** Updates to donors about how gifts are being used or the impact of their gifts, are great ways of inspiring repeat or recurring donors. They're also a good way of inspiring non-donors to get off the fence.

**Avoid text-heavy copy:** The average person spends less than 15 seconds reading an individual email. Write no more copy than is needed to tell the story. Find creative ways of drawing the eye to the most important copy. Use visuals to tell the story as often as possible.

**Emails should be mobile-optimized:** Email reporting is in agreement that the majority of email opens are happening on mobile devices. If your emails don't look good on mobile devices, they won't be read.

**Pages should be mobile optimized as well:** If the user is opening your email on a mobile device then they're trying to donate on a mobile device as well.

**Always proof your emails:** Emails can't be taken back. Establish a process for having the final, loaded versions of emails proofread and tested to make sure everything looks and works properly.

**Always be testing:** Take every opportunity to A/B test different email components and formats to see what your list responds best to.

## Best Practices for Digital Advertising

**Paid Search Advertising:** With [over 3.5 billion search queries on Google everyday](#), paid search -- where you pay Google or other search engines to advertise your content on SERPs for relevant keywords -- is one of the most popular and effective types of online advertising. Naturally, there's enormous demand for the top ad rankings, so Google triggers an auction anytime there are at least two advertisers bidding for [keywords that are related to search queries that users consistently enter into Google](#).

Advertisers then categorize keywords and their corresponding ad copy and web page into groups, pick the group they want to bid on, and choose their maximum bid. Google will select a keyword from the advertiser's [ad group](#) that they deem most relevant to users' search queries and enter it into the auction. A Google auction isn't like your typical auction for antiques, though. They want to level the playing field when it comes to leveraging the size of their reach, so instead of the highest bidder always winning the auction, [the bidder with the highest Ad Rank](#) always wins. AdRank is calculated by multiplying your maximum cost-per-click bid with the quality of score your ad, which is calculated by measuring your page's relevance to the keyword, user experience, and click-through-rate. This means organizations can't acquire the top ranking for any keyword they want just because they have the biggest ad budgets. Their content has to be engaging.

Google AdWords wants to incentivize the best advertisers to advertise the best content on their SERPs, so they reward ads that have high quality scores with higher ad rankings and lower cost-per-clicks. In the same vein, they also want to discourage bad advertisers from advertising bad content, so advertisers with low quality scores will usually only acquire a high ad position if they pay a huge cost-per-click bid. If they want to pay lower a cost-per-click, they have to settle with stooping at the bottom of the ad rankings. If you win a Google auction, your actual cost-per-click is calculated by the second highest ad rank divided by your quality score, plus one cent. The only time you'll pay your maximum bid is if you're the only bidder in the auction or if you make the highest bid in the auction, but you have the lowest ad rank. In this case, you'll acquire the last ad rank.

**Paid Social Media Advertising:** Over [80% of the U.S. population uses social media](#), but since social networks are all trying to monetize their audiences as much as possible, [organic reach is at an all-time low](#). The quickest and most effective way to meet your audience where they spend most of their time is through social advertising.

On paid social, advertisers have a lot of opportunity to optimize their campaigns. They can choose the objective of their ad campaigns, the type of ad they promote, and the targeting of their ads, which can get incredibly granular. Here's a summary of Facebook, LinkedIn, Instagram, and Twitter's advertising capabilities.

**Facebook:** With almost [1.5 billion daily active users who spend an average of 41 minutes on the platform everyday](#), Facebook boasts the largest and most engaged user base out of all the social media platforms. And to effectively monetize their audience, they've built the best targeting tools and the most cost-effective ads for advertisers.

When you create an ad campaign, your first step is to choose your campaign's goal. You can either amplify your brand's awareness, consideration, or conversions. Here are the KPIs for each objective:

- Awareness: Brand awareness, Reach
- Consideration: Traffic, Engagement, App installs, Video views, Lead generation, Messages
- Conversion: Conversions, Sign Ups

After you choose your ad campaign's objective, you'll pick the type of ad you want to promote, which can be a link ad, image ad, video ad, carousel ad, slideshow ad, link ad, dynamic ad, collection ad, lead generation ad, and messenger ad.

If you don't know what Facebook's collection, dynamic, lead, or messenger ads are, here's a quick rundown of them:

- **Collection Ads** promote your products, allowing potential customers to learn about your product without leaving Facebook. They also drive traffic to your product pages.
- **Dynamic Ads** automatically promote products to people who have expressed interest in them on your website, app, or somewhere else on the internet. All you have to do is upload your product catalog and set up one campaign. Facebook will keep finding the right people for each of your products until you turn it off.
- **Lead Generation Ads** generate leads by pre-populating forms with people's information that they entered on Facebook for your brand's email subscription, free trials, and registrations.
- **Facebook Messenger Ads** let you leverage the popularity and convenience of the app to generate more brand awareness and revenue -- two billion messages are sent between people and businesses each month, and 53% of people are willing to buy from a company that they can directly message. You can display Messenger ads in the home screen of the messenger app, create newsfeed ads that prompt a conversation with users in the app, and send sponsored re-engagement messages to people who have already started a conversation with you on Messenger.

When you finish designing and choosing the format of your ad, you'll get to leverage **the most granular and powerful targeting tools** on social media to build your audience.

If you want to build your audience from scratch, you can use the Core Audiences feature, which lets you choose from hundreds of options to target specific users with ads. Facebook segments the options by demographics, interests, and behavior. Here's a list of all the targeting options:

- **Demographic Data:** Location, Age, Gender, Languages, Relationship Status, Education Level, Field of Study, Schools, Undergrad Years, Employers, Job Title, Industry, Income, Net worth, Home Type, Home Ownership, Household Composition, Ethnic Affinity, Generation, Parental Status, Life Events, Political Affiliation
- **Interests Data** (Interests, activities, and pages liked of the following topics): Business & Industry, Entertainment, Family & Relationships, Fitness & Wellness, Food & Drink, Hobbies & Activities, Shopping & Fashion, Sports & Outdoors, Technology
- **Behavioral Data** (Purchase behaviors or intent, device usage, and other activities surrounding the following topics): Automotive, B2B, Business Travelers, Charitable Donations, Digital Activities, Expat, Financial, Job Role, Media, Mobile Device Use, Page Administrators, Purchase Behavior, Travel, Residential Profiles, Seasonal & Event, Type of Web Browser

To effectively target the right audience and optimize your paid social budget, it's crucial that you have a deep understanding of your ideal customer. If your buyer personas are highly detailed and accurate, you'll be able to leverage most of the targeting options and make your ads as relevant as possible.

If you don't want to build out your own audience, you can let Facebook do it for you. By using the lookalike audiences feature, you can find and target audiences that are similar to your customers or prospects. All you have to do is import a list of their contact information into Facebook.

If you want to target the people who already have a relationship with your brand, use the Custom Audience feature. By just importing data from your CRM or customer contact lists into Facebook, you can place retargeting ads in front of current customers, site visitors, and mobile users.

**Instagram:** With [500 million daily active users](#), and [64% of their users aged 18-29](#), Instagram is the best platform for attracting the attention of millennials and Gen Z'ers. Facebook owns Instagram, so naturally their objectives for ad campaigns align with Facebook's: awareness, consideration, and conversion. Here are all the KPIs associated with each category:

- Awareness: Reach, Reach & Frequency, Brand Awareness, Local Awareness
- Consideration: Website Clicks, Video Views, Reach & Frequency
- Conversion: Website Conversions, Dynamic Ads on Instagram, Mobile App Installs, Mobile App Engagement

After you set your goal, you can create four types of ads: photo, video, carousel, and story ads.

In terms of targeting, Instagram's capabilities are the lite version of Facebook's. You can target people based on their location, demographics, interests, and behaviors. Here are all of Instagram's targeting options.

- Location: States, Provinces, Cities, Countries
- Demographics: Age, Gender, Languages
- Interests: App Usage, Ads Clicked, Accounts Following
- Behaviors: Activities your audience does on and off Instagram and Facebook

Similar to Facebook, Instagram also offers custom audiences, lookalike audiences, and automated targeting, which analyzes your current audience's location, demographics, and interests to create an audience who might be interested in your business.

**Twitter:** [Twitter lost one million active users last quarter](#), but they still have 335 million monthly active users -- [80% of who live outside of the United States](#). If you want to extend your international reach, especially in [Asia, Europe, and South America](#), Twitter advertising is your best avenue for success. When you advertise on Twitter, there are five marketing objectives you can choose from:

- Awareness & Reach
- Tweet Engagements



- Followers
- Website Clicks
- App Installs

After you set your objective, you can promote your Tweets with two tools: Twitter Promote and Twitter Ad Campaigns. Twitter Promote advertises your first 10 daily organic tweets that pass a quality test to your target audience. All you have to do is specify five of your potential followers' interests or metro locations, and Twitter will do the work for you. If you use Twitter Ad campaigns, you set up advertising campaigns by yourself, where you can leverage the following targeting options:

- Language
- Gender
- Interest
- Relevant accounts
- Follower
- Device
- Behavior
- Tailored Audience
- Keyword
- Geography

**Pre-roll Advertising:** Forcing people to suffer through a 30-60 second YouTube ad isn't the best way to attract the attention of a new audience -- it'll just irritate them. But shortening video ads can actually engage viewers without testing their patience. According to Google, [90% of bumper ad campaigns boosted global ad recall by an average of 30%](#). If you want to advertise on YouTube, [where adults watch more content than they do any television network](#) each month, you can leverage two types of video ads: TrueView ads and Bumper ads.

**TrueView Ads:** With TrueView ads, you'll only pay for an ad when people watch its entirety, view it for at least 30 seconds, or click on its CTA. YouTube knows its users expect shorter ads, so they require non-skippable ads to be between 15-20 seconds long. If you want to leverage TrueView ads, you have two options to choose from: in-stream ads and video discovery ads.

- Instream ads play before the beginning of certain YouTube videos or on websites that have purchased Google video ad space on the Google Display Network. After the first 5 seconds of your ad, viewers can skip it, but YouTube allows you to place CTAs on your ads to drive traffic to your website or YouTube channel.
- Video discovery ads are videos that you can promote on YouTube's homepage and the results page or recommendation section when users search for certain topics and

keywords. If someone clicks and watches your ad, a companion banner display ad will appear to the right of the video, prompting viewers to learn more about your company.

**Bumper Ads:** Bumper ads are the shortest, yet most memorable YouTube ads. When YouTube plays such a short ad for their viewers, it can't really bother them. And when brands craft these ads into fast, captivating stories, they can resonate with audiences. Bumper ads are up to six seconds long, appearing before, during, or after YouTube videos or on sites and apps that are on the Google Display Network. You'll bid on each ad's cost-per-thousand-impressions, so you'll pay each time YouTube shows your ad 1,000 times.

**Targeting:** [With over one billion users](#) from more than 70 countries and access to the Google Display Network, YouTube offers some of the most granular targeting in the digital marketing space. Using YouTube's advertising tools, you can target audiences by their location, demographics, and interests. You can also remarket to past viewers, place your ads on certain properties, and place ads on videos about specific topics and keywords. Here's every targeting option in each of these categories:

- Location: Country, City
- Demographics: Age, Gender, Parental Status, Household Income
- Interests: People who have a strong interest in topics similar to the ones your channel covers; People who are going through certain life events like moving, graduating from college, or getting married; People who are actively researching and considering products or services that are similar to yours; Remarketing; Viewers who have had past interactions with your videos, TrueView ads, or YouTube channel
- Placements: YouTube Channels, YouTube Videos, Websites on the Display Network, Apps on the Display Network
- Topics: If you target the "Census" topic, your ads will appear on YouTube videos about weight lifting.
- Keywords: Place ads on specific videos that are related to certain keywords.

**Display Advertising:** Display ads are a controversial topic in the digital marketing community. For almost 25 years, advertisers have abused them by tricking internet users into clicking misleading ads -- some malicious display ads have even infected people's computers with viruses. It's easy to see why people have developed [banner blindness](#) and can't stop downloading [ad blockers](#): display ads have the reputation of being intrusive, distracting, and irrelevant.

On the other side of the spectrum, though, display advertising technology has advanced to the point where ad networks can leverage data and machine learning to offer advertisers more effective targeting strategies and consumers more relevant ads.

Ad networks like Google Display Network and Facebook's Audience Network are the leaders in the banner ad renaissance. They can display your ads to the right target audience at the right

place and time. And if you want more control of your advertising, they'll let you decide where to place your ads. Below, we'll cover each ad networks' features and targeting capabilities:

**Google Display Network:** When you use Google's Display Network, you can design visually appealing ads and place them on over two million websites and apps, YouTube, and Gmail. You can also build new audiences by targeting people who are most likely to be interested in your product or service and remarket website visitors just by importing a list of their contact information.

If you don't want to build out your ideal audience or deal with bidding, you can let Google AdWords do it for you. Their automated targeting and bidding features can identify your highest converting audience for the best return on investment.

**Facebook's Audience Network:** With Facebook's Audience Network, brands can expand their Facebook ad campaigns off the social network, and use the same targeting data they use on the platform to advertise on a huge collection of websites and apps -- [publishers in Facebook's audience network account for 50% more time spent in mobile apps than Snapchat and Twitter combined](#). Brands can place native ads, banner ads, full-screen ads, in-stream video ads, and rewarded video ads (watch this video ad to get more tokens!) on the network's websites and apps that their Facebook audience frequently visits.