



MEMORANDUM

TO: Julie Minardi and Vernita Todd, Health Center Partners SoCal
DATE: July 12, 2018
FROM: Joe Zago
RE: Social Media Cheat Sheet

Facebook Ads vs. Boosted Posts

	FB Boosted Posts	FB Ads
	Basic features	Advanced setting and customization
Targeting		
<ul style="list-style-type: none"> Demographic targeting 	✓	✓
<ul style="list-style-type: none"> Geographic targeting 	✓	✓
<ul style="list-style-type: none"> Contextual targeting 	✓	✓
Promotion Setup		
<ul style="list-style-type: none"> Flight 	✓	✓
<ul style="list-style-type: none"> Budget 	✓	✓
<ul style="list-style-type: none"> Objective 	✓ (Basic)	✓ (More diverse options)
<ul style="list-style-type: none"> Placement (FB feed, right column, extended network, Instagram feed, Instagram story, Messenger, etc.) 	Varies depending on format	Varies depending on format
Ad Spec		
<ul style="list-style-type: none"> Copy character limit 	X (No character limit.)	✓
<ul style="list-style-type: none"> Image text space limit 	✓	✓
<ul style="list-style-type: none"> Call-to-action button 	X	✓
<ul style="list-style-type: none"> Customizable link description 	X	✓

Ad Format		
• Video	✓	✓
• Image	✓	✓
• Carousel	✓	✓
• Canvas	X	✓
• Lead Generation	X	✓
• Offers	X	✓
• Collection	X	✓
Visibility		
• Page timeline visibility	✓ (Visible)	X (Not visible/ hidden)
• Target audience feed visibility	✓ (Visible)	✓ (Visible)
• Engagement visibility	✓ (Likes, shares, comments are all visible.)	X (Engagement under FB ads are not visible on timeline or people who are NOT targeted.)
Analytics		
• Basic reach/ engagement analytics	✓	✓
• Advanced analytics	X	✓

Best Social Media Practices:

Facebook – *A community content companion*

Twitter – *Best platform to engage with influencers and leaders*

LinkedIn – *Your professional network*

Quick Bullets:

- Studies indicate that shorter posts can increase engagement by up to 86%
- A brief and direct post is worth more than a million words
- Below are some recommended lengths of social media messages:
 - Twitter: 71 – 100 characters
 - Facebook: 40 – 119 characters
- Social media platforms are great tools for driving traffic to other digital properties
- Including a link relevant to the posts will increase possibility of getting more traffic conversions to websites, event sign-ups, video viewings, pledges, and other desired actions
- ALWAYS include images: Posts with a well-designed piece of creative or an engaging photo are much more likely to grab the attention of your followers
- Social media posts with visuals deliver 180% greater engagement and images make up 93% of the most engaging posts on Facebook
- Engagement is a two-way street, especially for Twitter
- You want your supporters and brand ambassadors to know that you're just as invested in them as they are in you
 - On Twitter, follow your engaged followers and respond to their mentions
 - On Facebook, like and share posts of followers who frequently like and share your posts
- Though dependent on the topic, most effective audience is rooted in target decision-makers and influencers:
 - Community Groups
 - Media
 - Small Businesses & Corporations
 - Residents