Social Media
Why advertise on social media?

Cities should advertise on social media to achieve well defined goals:

- Clicks to Website
- Website Conversions
- Video Views
- Reach and Frequency
- Audience Engagement
- Local Awareness
$$=$$
Followers
The Secret to Paid Success

The secret to being successful with paid content is to…

• Have a specific goal
• Target a specific audience
• Have a clear message and call-to-action
• Use pictures or video that appeal to your audiences emotions
2 Types of Social Media Ads

There are two types of ads that most social media channels offer:

- **Photo Ads**
  - Tell your story through a single image
- **Video Ads**
  - Tell your story using motion and sound
Facebook Post Boost

Can target a specific audience and disregard your current followers.

Good to boost if a post has been successful with your current followers.
City of Millbrae Infrastructure Study Session

On Tuesday, January 24, 2017, the City of Millbrae will be hosting a study session to openly discuss the current state of our water infrastructure.

During the study session, the Millbrae City Council and public will hear from the Public Works Department on the weakness of our current system, and the issues they are running into when replacing broken pipes and pumps....

See More
Facebook Ad

Single image ad or video.

Target a very specific audience.

Advertise of long durations – one week or more.
Jasper’s Market
Sponsored - 🔴

It’s fig season! Not sure what to do with figs? Here’s a great dessert recipe to share.

Fig Tart with Almonds
The simplicity of this tart perfectly accents ripe figs. If you don’t have enough time to... [Learn More]

WWW.JASPERS-MARKET.COM

114 Reactions 4 Comments 16 Shares

Like Comment Share
Instagram Ads

Ads on Facebook can be shown on Instagram.

Allows single image and video ads.

Best to use to target people under 35 years old.
JOIN US FOR OUR VETERANS DAY PARADE & PICNIC

COME OUT TO OCEAN DRIVE ON NOVEMBER 11

PARADE BEGINS AT 5 ST & OCEAN DR AT 11:11 AM
Instagram Carousel Ads

Carousel ads bring an additional layer of depth to photo ads.

People can swipe to see additional images and a call to action button.

No more than five images.
If severe weather is in your forecast, listen to local officials/alerts 🤧, check on neighbors/family/friends 📞, and power up devices 🔌.
YouTube Advertising

Video ads preview before other videos.

Connect to YouTube page or webpage.

Great for short (30-60 second) highly informational and highly engaging messages.
San Francisco's Smart City Challenge
San Francisco Municipal Transportation Agency

6,116 views
Social Media Advertising
Best Practices

• Attention grabbing headline and image
• High impact visuals
• Strong call-to-action
• Send people to a landing page relevant to the ad they clicked on
Questions?