



Society for Humanistic Judaism

GROWTH SPURTS!

Tips to help SHJ Communities Develop and Grow

FACEBOOK ADVERTISING

July 2017

More than 1.4 billion people use Facebook to connect with what matters to them, and more than 900 million visit every day. With [Facebook Ads](#), you choose the type of people who see your ads based on location, age, interests and more, and you only pay when your ad gets clicked. It's a highly targeted, cost-effective way to reach the people who are most likely to be interested in you.

We recommend that you start with a page for your community, if you do not have one already. [Click here](#) then on "Learn the Basics" for a step-by-step on setting up a page for your community. Add your page to Facebook Business Manager. Follow the instructions by clicking [here](#). In order to access Business Manager from your mobile devices, download the Facebook Ads app for [iPhone](#) or [Android](#).

To begin advertising on Facebook ads, [go here](#), click on "Create an Ad" and simply follow the steps. You do need a Facebook account in order to buy ads and it's most effective if it is connected to the community page rather than your personal Facebook account.

It's most strategic to use Facebook Ads to promote something specific because it's easiest to measure your return on investment (ROI), like High Holiday services, a special event, a contest or a specific resource. Still, you can also promote something more broadly like your Facebook page or your website. The [insights page](#) allows you to see how your ad performed.

It is difficult to assess the success of Facebook Advertising, although there has been some research done to determine what works best. [Read this article](#) for hints on how to create successful ads.