

Targeting with facebook



Why are Facebook Ads so Important?

- Target
 - Where regular people live
 - Can find people that are hard to find
 - Target by demographic, location, interest
- Cheap
 - Offline organizing = expensive
 - FB ad = pennies
- Fast
 - Build Twitter or email = slow
 - Facebook ads = large following in days/weeks





Brendan Smith

FAVORITES

News Feed

Messages

Events

Photos

Find Friends

1

ADS

Ads Manager

PAGES

Nicola and the Ne...

2

Thimble Island Oyster Co

Progressive Technology ...

Labor Network For...

4

CultureWorks Collective

New Power Kentucky

Pages Feed

20+

Like Pages

15

GROUPS

Labor Network for Susta...

gogf

Create Group...

APPS

App Center

Games Feed

7

Links

MORE

Update Status Add Photos/Video

How are you doing, Brendan?

SORT



Durrel K. Douglas

Just saw my next door neighbor on the elevator w/o makeup on for the first time... I'm going to buy her a covergirl gift card so this never happens again.

Like · Comment · 9 hours ago near Houston, TX ·

16 people like this.

View 8 more comments



Tye Thomas mean.com

8 hours ago via mobile · Like · 1



Steven Bam Bam Jones Lmao

8 hours ago via mobile · Like · 1



Buttascotch Williams DAYUM.....lol

8 hours ago via mobile · Like



Buttascotch Williams DING DONG THA WITCH IS DEAD!!!!!!.....lmao

8 hours ago via mobile · Like



Write a comment...



Tona Johnston Barkley was tagged in Donavan Cain's photo. — with Ashley Long.



Adriana Rosenzvaig's birthday is today

Create Event

Sponsored

Create an Ad



Becky L Glass and Joe Uehlein like Food Tank: The Food Think Tank.



Food Tank: The Food Think Tank



Savebigbread Helps Hurricane Sandy Victims asked: \$20 billion Federal Emergency Aid and other Rebates Update Seminar. My name is Tony Maull and I'm Pr...

5 · 2 · Share



Staten Island Mall



Bridgewater Commons

4 More...

Like This Page



Traktir O Restaurant VIP Lounge

Super Bowl Sunday Specials: Buy 2 liter mugs of any beer on tap and get the 3rd free. Every 5th bottle of beer is free. ...

Like This Page



Milano Smart Living shared a photo.

The "Zero" bed is anything but a zero! Just simply lift the bed and you'll have ample stor...





About WORC

Campaigns

Leadership Development

Voter Center

Resources

News

Member Groups

Take Action



Donate to WORC

Western Organizing Review

High Plains News

News Releases

Calendar of Events

Job Opportunities

WORC welcomes changes in USDA's Animal ID rules

WORC and 59 other organizations representing family farmers, ranchers, and consumers from across the country **express cautious optimism** about the U.S. Department of Agriculture's announcement in December of its final Animal Disease Traceability rule.

Powder River Basin ranchers support investigation of coal mine royalties

Farmers and ranchers living in the Powder River Basin of Montana and Wyoming welcome a congressional investigation into whether U.S. taxpayers are receiving full royalties from coal mined on federal lands. Two key Senators ask Interior Department to look into whether coal companies shortchange taxpayers. Read **news release**, **letter** from Senators Wyden & Murkowski, **news release** from Senators, and coal royalty **fact sheet**.

WORC & PRBRC concerned about revenue to taxpayers from energy & hard-rock mineral extraction

A Government Accountability Office **report** found that taxpayers are losing billions of dollars in royalty revenue from oil and gas drilling on federal lands and details the lack of publicly available data on extracting gold, silver, copper and other hard-rock minerals from public lands.

Wyoming rancher Wilma Tope issued a **statement** on behalf of the Powder River Basin Resource Council and WORC.

The Bakken: Trucks, Dust, Flares, and Fracking

Business Insider called it "The Insane Oil Boom," in a photo essay. According to the essay, Williston, North Dakota's population has grown from 12,000 to 30,000 in the last ten years.

A small one bedroom apartment runs \$2,000 a month, if you can get one; many workers live in trailers and trucks in parking lots. Industry experts forecast four drilling pads per square mile over a 640 square mile area, with several wells per pad.

Already, truck traffic is so heavy in the Bakken -- the area in Western North Dakota and Northeastern Montana where oil development has created a huge boom in the last three years -- some rural residents don't venture to town unless they have to. Traffic, road repair and dust kicked up by trucks is a constant headache for everyone.



Member Group News

Fracking trade secrets arguments heard by Casper Judge; ruling expected in 60 days - Powder River Basin Resource Council seeks information on secret fracking chemicals. (*Casper Star-Tribune*, January 23, 2013)

New PRBRC Report Recommends Protecting Groundwater Resources - Wyoming's aquifers are draining faster than they are refilling. (*Sheridan Media*, January 16, 2013)

The myth of energy independence - John Fenton, Chair of the Powder River Basin Resource Council, comments on the meaning of a new definition of energy independence for everyday Americans. (*Wyofile*, January 15, 2013)

Groups request more meetings on Otter Creek coal; DEQ says no - Northern Plains, WORC, and other groups ask for more meetings in communities affected by increase coal rail traffic.

Reasons for WORC to use FB Ad strategy

- These voters are heavy FB users - best tool to reach their audience
- Able to target specific zip codes
- Cheap and fast
 - Normally use radio ads on the Reservation
 - But too expensive
 - No time to make a radio spot





Montana Native Vote

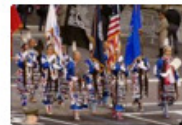
Montana Native Vote

422 likes · 208 talking about this · 56 were here

Like Message

Non-Profit Organization

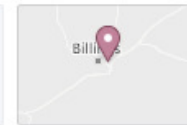
A Native American Voter Engagement organization that recruits Native American political candidates to seek public office at the county, state and national level.



Photos



Likes



Map

About

Highlights

Post Photo / Video

Write something...

Montana Native Vote shared a link. 17 hours ago

Partnership for Montana's Future provides an informational website to follow some issues facing Montanans.

Recent Posts by Others on Montana Native Vote See All

Iva Croff I think people in Montana Indian Country owe a VERY ... 2 likes · 1 comment · November 7, 2012 at 3:44pm

Lynnel Bullshoe Disappointed, Browning Polling Center ran out of ball... 1 comment · November 6, 2012 at 9:17pm

Loren BirdRattler In an interview with Montana Native Vote, Congress...

Create Page

Now December Founded

Sponsored

Lori Ruso



"We are the instruments of life divine, the artists of being alive..."

Like · 61,653 people like Lori Ruso.

New Cisco® CCNA Program phoenix.edu



University of Phoenix® now offers official Cisco® CCNA certification programs. Learn more.

Visit West Hollywood



Click LIKE and if you'd LOVE to win a West Hollywood vacation! Enter now!

Like · 16,219 people like Visit West Hollywood.

Results?

- 422 “likes” in under 2 weeks
- Cost = \$.01 - \$.04 per click
- Then used FB page to educate voters about election and encourage to vote



Question: Did the strategy influence the election?

- Always hard to tell, anecdotal
- But WORC believes it had a significant effect
 - Increased Native American turnout
 - Candidates won
 - Spent much less money than last election
 - Now have long term connections with these voters for next election cycle



Takeaways

- FB ads are powerful targeting tools
 - use to find people
 - bring them together in a group
 - then mobilize
- Fast and cheap
- Use to target regular folks, not influentials
- Unknown: Does FB organizing translate into offline power?

