



PROGRESSIVE TECHNOLOGY PROJECT

Targeting with  facebook



# ptp

## Why are Facebook Ads so Important?

### Target

- | Can find people that are hard to find
- | Target by demographic, location, interest
- | Where regular people live

### Cheap

- | Offline organizing = expensive
- | FB ad = pennies

### Fast

- | Build Twitter or email = slow
- | Facebook ads = large following in days/weeks

### Testing

Quick and effective way to test messages and visuals



# ntn

facebook

Search for people, places and things



Brendan Smith

Find Friends

Home



Brendan Smith

FAVORITES

News Feed

Messages

Events

Photos

Find Friends

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?



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 Donovan 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...





# WORC



Grassroots Leadership & Action

Home icon, Email icon, Search input field, Search button



- 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

### Gas exports mean more fracking

The Department of Energy (DOE) is studying whether to sell fracked liquefied natural gas (LNG) overseas. But DOE is not looking at the effects fracking natural gas has on clean water, clean air, and public health. DOE is only studying the economics of exporting fracked LNG.

[Tell President Obama and DOE to expand their study of LNG exports.](#)

### Report: Ambre Energy unlikely to succeed with U.S. coal exporting plans

Ambre Energy, an Australian company touting plans for a pair of controversial coal export terminal sites in Washington and Oregon, faces mounting financial, regulatory and other challenges that make it unlikely to deliver on its promises, according to a [new report by the Sightline Institute](#).

### Groups seek "TIME OUT" on LNG exports

In a major issue [advertisement](#) appearing in today's New York Times, more than 40 groups and high-profile individuals are calling on President Obama to take a "time out" in the headlong run to export more than 40 percent of America's natural gas for use by other nations. Groups include Northern Plains, Powder River Basin Resource Council, Western Colorado Congress, and WORC.

### Keep COOL, President Obama!

Urge President Obama, Agriculture Secretary Vilsack and Trade Representative Kirk to keep strong labeling laws and protect the interests of consumers and ranchers. [Sign WORC's petition](#) to Protect Country-of-Origin Labeling of meat.

### Oil and Gas Inspections Falling Further Behind

With new data showing that state and federal oil and gas agencies are not keeping up with the rise in oil and gas drilling, members of WORC are calling attention to the need for state and the federal governments to fund more inspectors and increase penalties for violating public health, safety and environmental laws.

- [Read 2013 update of WORC's Law and Order in the Oil and Gas Fields report](#)
- [Read news release](#)
- [Report highlights need for oil well inspectors - North Dakota inspections outpace other western states but fall behind Oil Patch growth, Fargo Forum](#)
- [Resource councils call for more Wyoming oil and gas inspectors, Casper Star-Tribune](#)

### 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. \(Helena Independent\)](#)



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## Reasons for WORC to use FB Ad strategy



**These voters are heavy FB users - best tool to reach audience**



**Able to target specific zip codes - no spillover**



**Cheaper and faster than radio**





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facebook

Search for people, places and things

Brendan Smith Find Friends Home



## Montana Native Vote

### Montana Native Vote

422 likes · 208 talking about this · 56 were here

Like Message

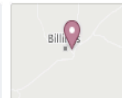
Non-Profit Organization  
A Native American Voter Engagement organization that recruits Native American political candidates to seek public office at the county, state and national level.



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 ...  
1 · November 7, 2012 at 3:44pm

Lynnel Bullshoe  
Disappointed, Browning Polling Center ran out of ball...  
1 · 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.



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## Results?



422 “likes” in under 2 weeks



Cost = \$.01 - \$.04 per click



Then educate, frame and mobilize



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**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 less money than last election**

**|Now have long term connections with these voters for next election cycle**





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## 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



Use to test messages



Unknown: Does FB organizing translate into offline power?