



Advertising on Social Media



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1. Introduction

Social media advertising can be an effective way to connect with your target audience and raise awareness across the globe. By leveraging the vast reach and targeting capabilities of social media platforms, patient organisations can attract potential supporters, engage with their existing community, and ultimately drive more support and awareness. Moreover, advertising on social media is often more cost effective than traditional advertising channels, making it an ideal choice for organisations with limited budgets. In this context, this introduction summary aims to highlight the importance of advertising on social media for non-profit patient organisations.

Ads on social media such as Facebook, X, Instagram and LinkedIn can be a great way to reach your target audience. These ads can be tailored to the user's interests and needs.

However, it is worth noting that social media channels change their terms and conditions quite often and there are some limitations with targeting specific audiences or using health related key words. Meta, which includes Facebook and Instagram, do not allow health related keywords such as spine, axial Spondyloarthritis, back pain and many others. Whereas, X does allow them and has a wider set of key words that can be used to target a more specific group. Therefore, it's worth exploring a few social media platforms and comparing results to see which platform is best for your audiences.

In some cases when using social media advertising, you might reach people that may not be relevant to your posts and some irrelevant comments or messages may appear. It's important to regularly monitor activity on your channels and respond appropriately.

This document is developed to support you in choosing the right platform, exploring targeting capabilities and creating your ads.



2. Benefits of advertising

There are many benefits that come from advertising on social media platforms, these include:



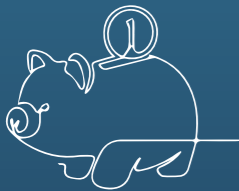
Increase Awareness:

Advertising on social media platforms can help raise awareness of your patient organisation and the work you do in the axial Spondyloarthritis (axSpA) area. It can also help educate the community about the condition.



Reach a Wider Audience:

Social media advertising can reach a wider audience beyond the organisation's current followers or supporters. The advertising platform can target specific demographics such as age, gender, location, interests, and behaviour, which can help increase engagement and reach.



Cost-Effective:

The organisation can choose the budget and control the spending. Social media platforms offer various advertising options such as pay-per-click or pay-per-impression.



Increase Donations:

Social media advertising can help increase donations for patient organisations. The advertising platform can encourage people to donate, and the organisation can also use social media to share success stories, fundraising events, and other initiatives.



Engage with the Community:

Being active on social media channels can help patient organisations engage with the axSpA community. You can create and share informative and inspiring content, respond to comments and messages, and organise social media events such as Q&A sessions, webinars, or live streaming, as well as taking part in global events such as World AS Day. This can be enhanced by social media advertising that can help reach a wider audience compared to organic (non paid) activity.



3. Measuring Success

There are different ways of measuring your success with social media advertising. It may be difficult at first to create and reach the specific audience that you wish to target and is often trial and error – this is where A/B testing (where you can compare two versions of an ad strategy by changing variables such as ad images, ad text, audience or placement) is useful to understand what works best for your target audience. Monitoring and making adjustments over time will help to get the best results.

Social media platforms provide analytics and reports, enabling you to monitor and measure the success of your campaign. For example, if your campaign is focused on increasing the number of people visiting your website, set your campaign objective as traffic (driving people to a website). The most important measurements for you may be Link Clicks (the number of clicks you receive to your website) and Click Through Rate also known as CTR (the percentage of people who have seen your ad that click through to your website). Another example is if your campaign is focused on reaching a wide audience, set your campaign objective to Reach. The most important measurements here would be reach, views and engagement rate (ER).

Google Analytics is an invaluable tool for measuring success on your website. It enables you to see in-depth statistics about the people visiting your website, their country of origin, how long they have spent on your site, which type of device they used, and many other insights.

When your campaign is live, check back on your ad managers frequently to see how they are performing and which audiences are most engaged, this allows you to refine during live campaigns and guide you for future social media activity. For example, you can see what keywords have been most effective in achieving your objective, so you may want to add similar keywords and remove ones that aren't performing as well.

4. Meta advertising

Facebook and Instagram are owned by Meta. When you create ads in Meta business suite you can advertise through both your Facebook and Instagram accounts. Meta ads can show via boosted posts, videos, photos, stories, messenger and more.

4.1 Facebook advertising

Facebook paid advertising can be created and managed from your Facebook account or your Meta business suite.

These ads are usually targeted to users based on their:

- Demographics
- Location
- Interests
- Other profile information

Facebook ads appear throughout the app, including in users' Feeds, Stories, Messenger, Marketplace, and more. They look similar to normal posts but always include a "sponsored" label to show they are an ad.

There are 2 options to create a Facebook ad:

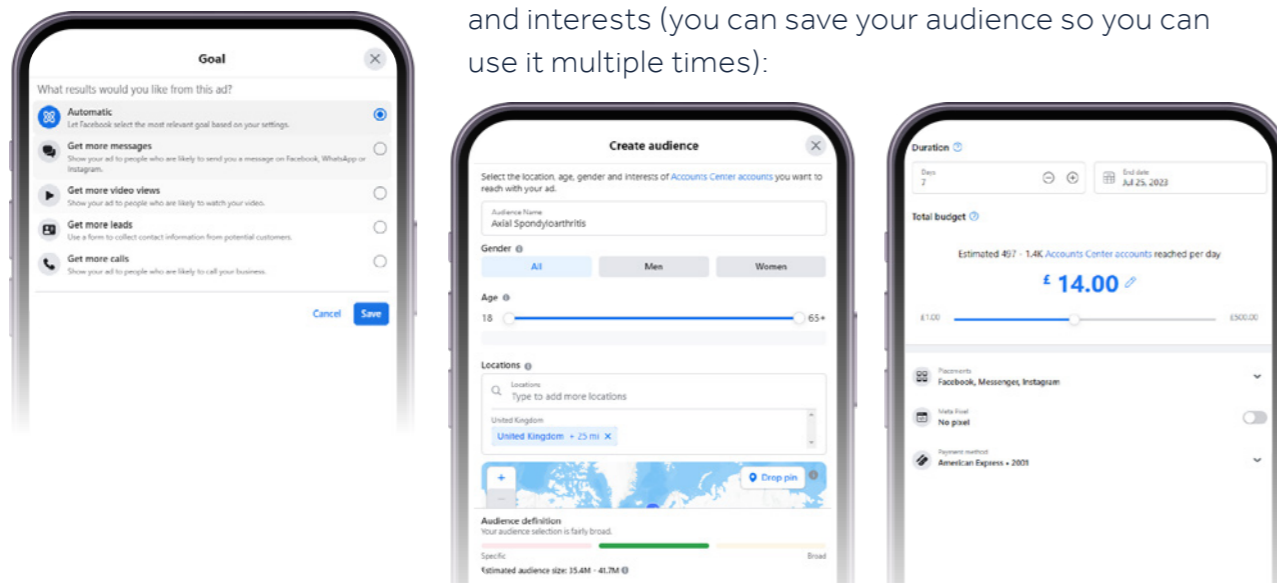
- Boost advertising
- Create advertisements through the Meta Business Suite

4.1.1 Boost advertising - Facebook

A boosted post is a post that you've made on your page's timeline that you can boost to an audience of your choosing for a fee. It's a very easy way to get your posts in front of more people who may not know who you are and what you do.

You can choose a goal:

You can specify your audience based on age, location, and interests (you can save your audience so you can use it multiple times):



4.2 Instagram advertising

Instagram paid advertising can be created and managed from your Facebook account.

These ads are usually targeted to users based on their:

- Demographics
- Location
- Interests
- Other profile information

Instagram ads appear throughout the app, including in users' Feeds, Stories, Messenger, Marketplace, and more. They look similar to normal posts but always include a "sponsored" label to show they're an ad.

To create an Ad on Instagram, you can opt from the following 2 pathways:

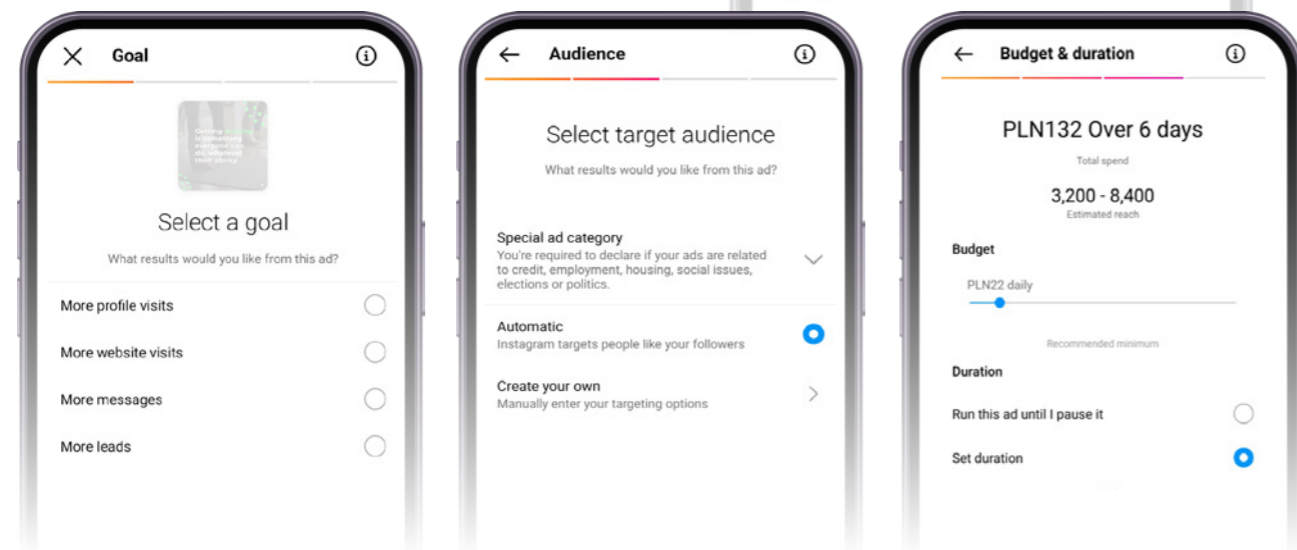
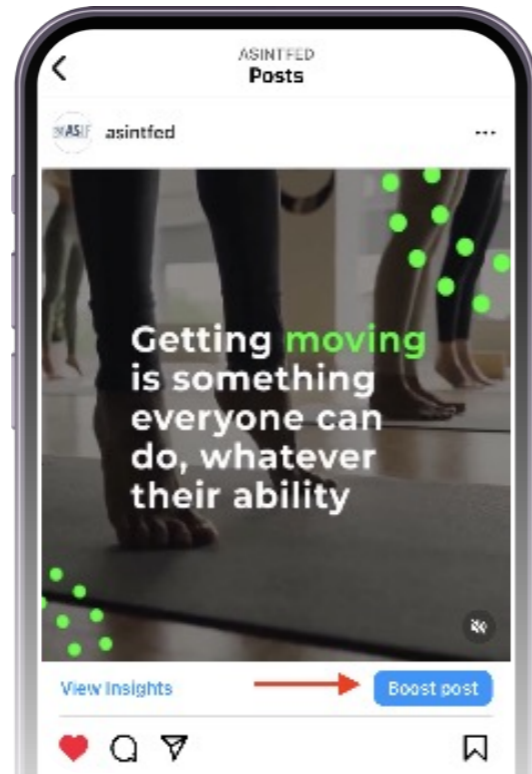
- Use the Facebook Meta Business Suite
- Use Instagram



4.2.1 Boost advertising - Instagram

To boost an Instagram feed post from your mobile device:

1. Go to your profile.
2. Tap the post you'd like to boost.
3. Below the post's image, tap Boost Post.
4. Fill in the details of your ad by setting things like Goal (what results you'd like from this ad), Audience (who you want to reach), Budget (how much you want to spend daily) and Duration (how long you want your ad to run). Tap Next once you've completed these details.



5. If you didn't link to a Facebook account when you set up your Instagram professional account, you will be prompted to connect an account. You can choose an existing account or tap Skip. If you tap Skip, you won't see this step when you boost future posts.
6. To complete your ad, tap Boost post under Review.

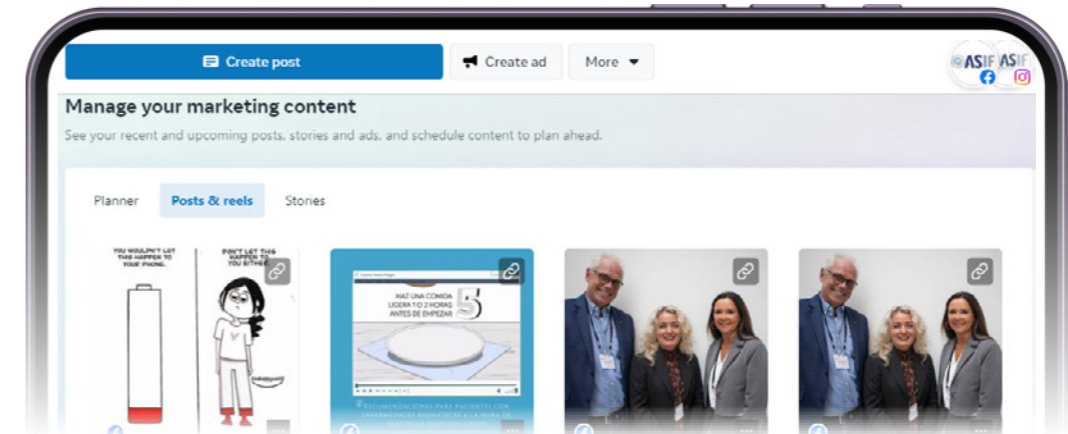
Once you've tapped Boost post, your ad will be submitted for review to make sure it meets ad policies. Your ad will begin running after it's been reviewed and approved.

You'll receive a notification in your Activity Feed after you submit an ad for review, when it's getting reviewed, if it's approved or disapproved and when the campaign ends.

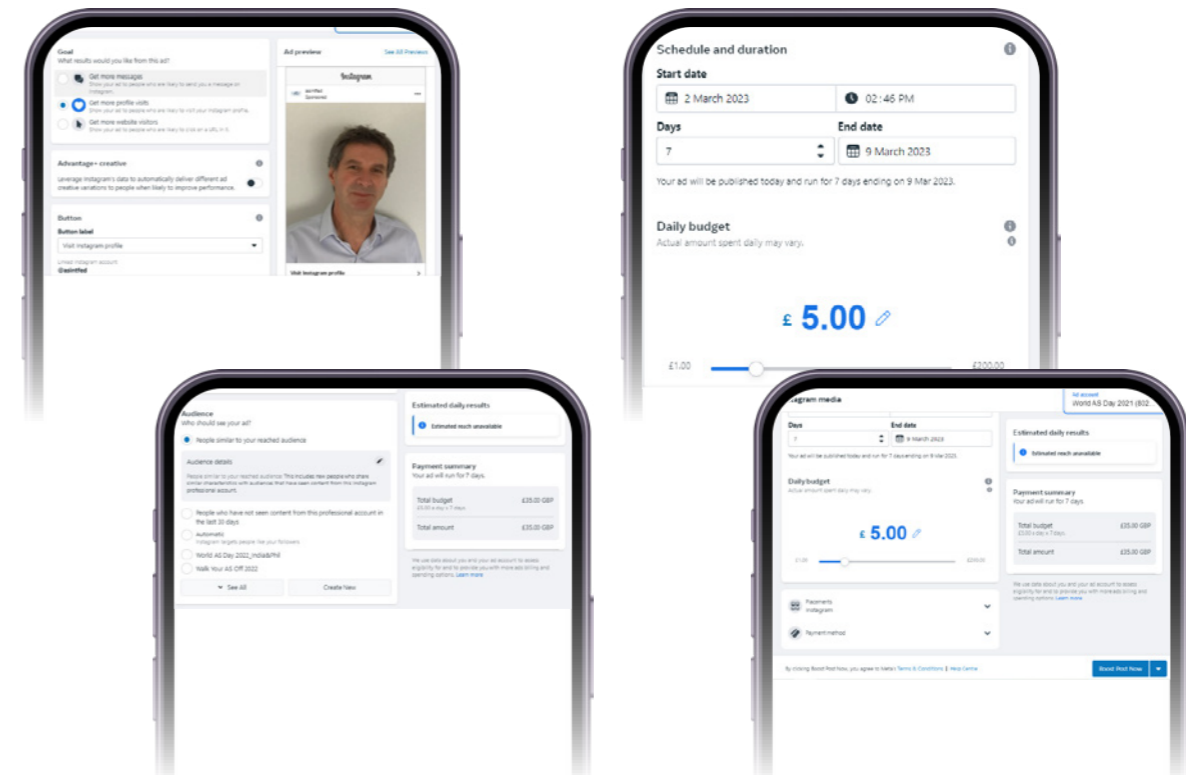
4.2.2 Boost advertising through Meta Business Suite - Instagram

If you have connected Instagram and Facebook pages, you can also boost an Instagram post from Meta Business Suite.

1. Go to your Meta Business Suite.
2. Select Home page - Manage Your Marketing Content.
3. Choose post and click Boost post button.



4. Choose your goal and audience, add a button, set up the budget and duration. And click Boost Post Now.



4.3 Facebook and Instagram advertising through Meta Business Suite

To create a Facebook or Instagram ads campaign in Meta Business Suite:

1. To start your first ad campaign in Meta Business Suite, head to the Ads section, and hit the Create Ad button.

2. This will take you to a page where you will be prompted to choose a campaign objective.

3. Create your advertisement. Now it's time to create your Facebook or Instagram ad. You can use an existing post or start from scratch.

4. Once you've selected your marketing objective, you'll be asked to name your campaign.

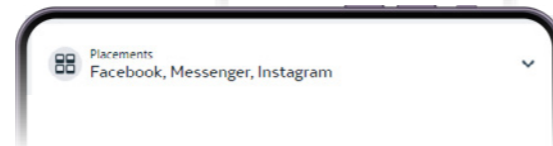
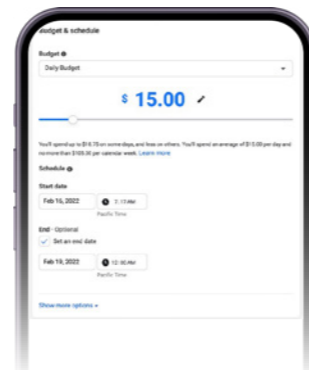
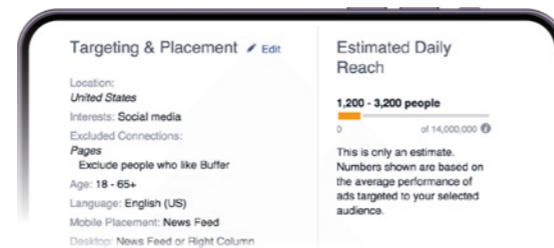
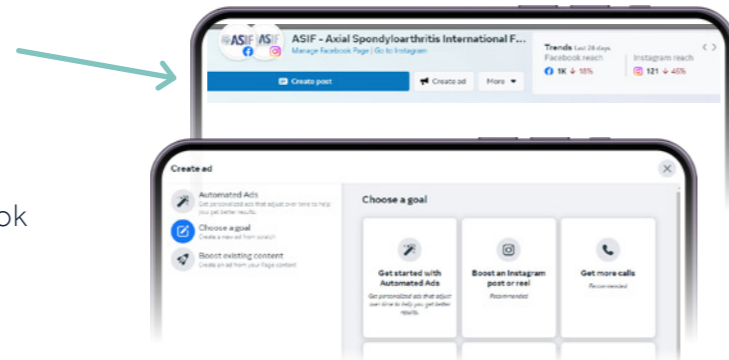
5. Customise your target audience. Because it determines who will see your ad, a strategically defined audience is crucial for the success of your Facebook or Instagram Ads campaigns. As mentioned earlier, the audience for your ad can be customised based on all the following demographics:

- Location
- Age
- Gender
- Languages
- Interests
- Behaviours

6. Set your campaign budget. You can set your budget per day or as a total amount for the campaign.

7. Choose your ad placements. Ad placement defines where your ad appears for your target audience. Based on your objective, you may choose to show your ad on Facebook, Instagram, Messenger, or on the Audience Network (this extends Meta's people-based advertising beyond the Facebook app for example through to games.)

8. To submit your ad, click the 'Publish' button at the bottom right-hand corner of the page.

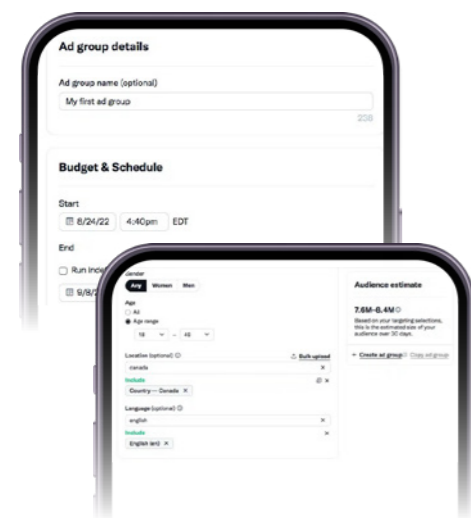
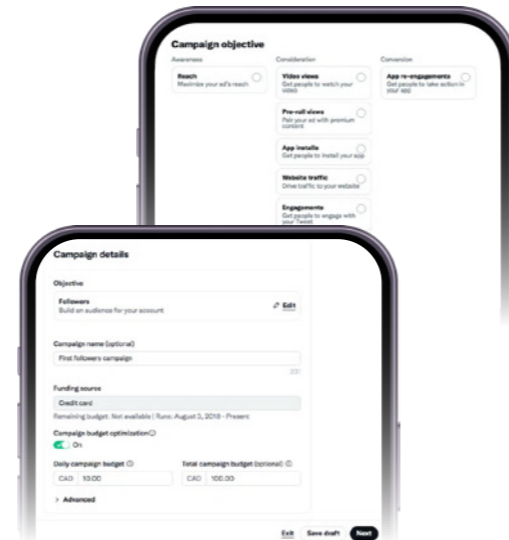


5. X advertising

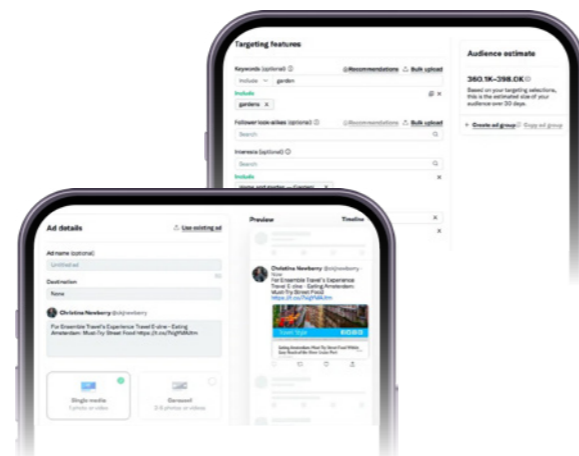
X Ads are the perfect complement to organic content strategy. The promoted paid content you create in your campaigns will appear as Promoted Ads. X Ads allow you to reach new users and promote your products or services to people who are interested in your organisation's work. With its many ad types, you can use various ads with different campaign objectives to design a campaign that would fit your goals and targets.

5.1 How to set up an X ad campaign.

1. Choose your advertising objective. Log into your X account and head to X Meta Business Suite at ads.twitter.com to get started. You'll begin by deciding what you want to achieve with your X ads.
2. Clicking on your objective will take you to the Campaign details screen. Here, name your campaign, choose how to pay for it, and set your campaign budget. Remember to spread your overall campaign budget into a daily budget or else X will spend all the money quite quickly. Once you've made your selections, click Next.



3. Set up your ad group and bidding. Name your ad group and select a start and end time, or allow your ad group to run indefinitely.
4. Target your audience and choose your placements. Define your audience by gender, age, location, language and technology. The Targeting features section allows you to target your ad to users based on events, interests, and behaviours.



5. Create your ads. You can use an existing Tweet as an ad or create a new ad by filling in the fields on the Ad details screen.
6. Launch your campaign. Finally, review all the options you've selected. Click Launch campaign to launch your ad.

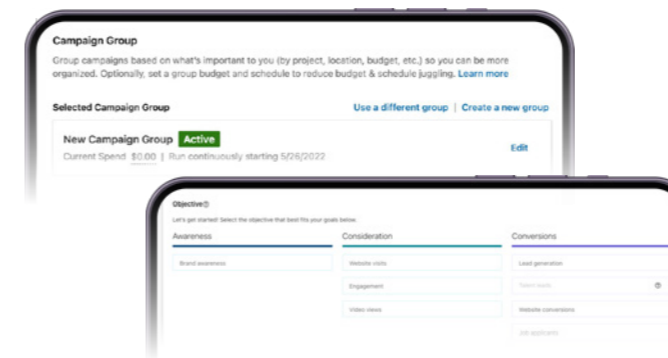
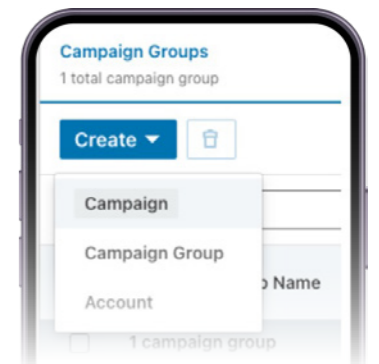
6. LinkedIn advertising

LinkedIn can be an effective social media platform to target people based on their location, company, job title, gender, age and more. This platform may be used more specifically to reach healthcare professionals.

One of the main advantages of LinkedIn Ads is that they are cost-effective. Quite often, LinkedIn Ads have a lower cost per click (CPC) than other social media platforms, such as Facebook and Instagram. This means that you can get more clicks on your ads for the same amount of money.

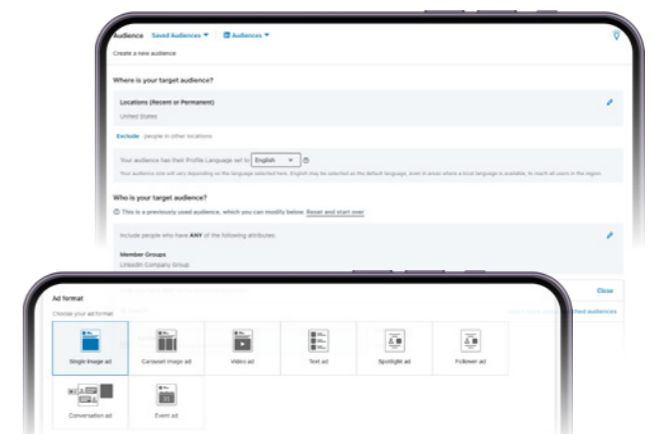
6.1 How to set up a LinkedIn ad campaign.

1. To set up a LinkedIn ad campaign you need to login and create a campaign manager account <https://www.linkedin.com/campaignmanager/>
2. Once in Campaign Manager, select "Create" and then select "Campaign". This will take you to the campaign creation page.



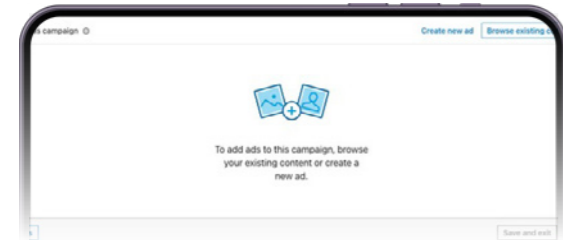
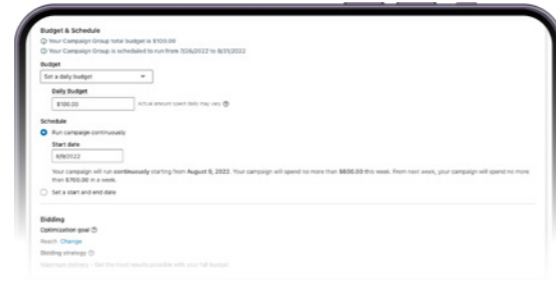
3. Then you need to create a campaign group. Here you can use a campaign already made or create a new group:
4. Select your objective (this is what you want to achieve through your LinkedIn ads):

5. You will then be prompted to build your target audience. The targeting features section allows you to target your ad to users based on job titles, company names, interests, and member groups.



6. Once you have completed your targeting section you need to select your ad format. Please note that each ad has a different specification and it's worth checking this out before you get to this stage <https://business.linkedin.com/marketing-solutions/success/ads-guide>.

7. You then need to select your budget and schedule your ads. Remember to set a daily budget so your money isn't spent too quickly. Please note, sometimes LinkedIn will give you a minimum spend depending on your target audience.



8. Now you need to create your ads (you can have multiple ads under the same target audience as long as it's the same ad type):



9. Review your ad(s) and targeting and click 'Launch Campaign' when you are ready to go live.



7. Example target audiences

Below are some examples of target audiences for social media, please note that these will differ depending on your location and who your target audience is.

Your target audience is subject to change depending on the objectives of your ads. For example, you may want to target primary care doctors to raise awareness of axSpA or reach rheumatologists to help promote the benefits of shared decision-making. You may also want to reach people who have been suffering with back pain, looking for a diagnosis.

When you have live ad campaigns it is recommended to check regularly to see how they are performing, and which audiences are engaging so you can refine where appropriate. These learnings will also offer insights for future social media campaigns you might run.

Please note that each social media platform has different targeting capabilities hence the varying examples:

Meta - Facebook/ Instagram

On Facebook, ad targeting is based on three different types of target audience:

1. **Core/saved audiences**, which you target based on demographics, behaviours, and location. We would recommend using this to reach a new audience.
2. **Custom audiences**, which allow you to reconnect with people who have already interacted with your business (for example, clicked on your website). We would recommend using this to reach your current following.
3. **Lookalike audiences**, which allow you to target people similar to your best customers but who may not know about your organisation yet.

Example core/saved audience:

Location: (as appropriate)

Age range: 18+ (or you may want to change this if you are targeting a particular age group)

HCP audience: exercise physiology/kinesiology, general practitioners, health wellness and fitness, health, healthcare and medical services, clinical exercise physiologist, Doctor of Chiropractic, general practitioner, healthcare consultant, occupational therapist, senior physiotherapist, physiology

People experiencing back pain: exercise physiology/kinesiology, health wellness and fitness, health, health & wellness (personal care), physical exercise (fitness), Physiology



Due to the capabilities of the platform, X allows you to share information with a variety of audiences. Before you start, ask yourself who you want to reach with the information you are sharing. For example, do you want to reach people with symptoms that do not know they have axSpA or are you sharing things that are useful to people living with axSpA? Do you want to reach HCPs that are not aware that axSpA could be the cause of their patients' symptoms or reach rheumatologists with patient perspective information?

Location: (as appropriate)

Age range: 18+ (or you may want to change this if you are targeting a particular age group)

Keyword targeting allows you to reach people on X based on keywords in their search queries, recent Tweets, and Tweets they have recently engaged with. This targeting option puts you in the best position to reach the most relevant people, drive engagements, and increase conversions.

Example keywords to target:

People experiencing lower back pain: back pain, joint pain, hip pain, buttock pain, arthritis, spine, sacroiliac, sacroiliac pain, lower back pain, stiffness, uveitis, chronic pain, fatigue, psoriasis, IBD, inflammatory bowel disease

HCP audience: axSpA, axial Spondyloarthritis, back pain, joint pain, hip pain, chronic arthritis, arthritis, spine, sacroiliac, sacroiliac pain, inflammatory back pain, stiffness, early-onset arthritis, persistent back pain, insidious-onset pain, uveitis, osteoarthritis, chronic pain, radiographic axial Spondyloarthritis, non-radiographic axial Spondyloarthritis, Ankylosing Spondylitis, ankylosing, spondylitis, Morbus Becterew, AS, r-axSpA, nr-axSpA

Follower look-alike targeting allows you to target people with interests similar to an account's followers. Aim to target around 30 @handles per campaign to ensure that you're reaching a substantial audience. You can upload at the same time a number of @handles in the campaign form.

Here are some example lookalike accounts based on audiences you want to reach. We have included a mixture of handles from international and national organisations – it is important to find the organisations that are followed by HCPs in your country, these may be organisations based in countries other than your own:



People experiencing back pain (undiagnosed with axSpA), for example to share a video about axSpA symptoms:

People living with axSpA, for example, to share movement advice:

@spondylitis, @MySpondylitis, @AStretch_Physio, @CreakyJoints, @Aspositive, @ArthritisFoodie, @IFAiarthritis

Examples of axSpA patient group handles:

HCP audience to raise awareness of axSpA, for example to share information about the clinical presentations of axSpA:

@rcgp, @ICGPnews, @GhaHealth, @TheGPhC, @rpharms, @MedscapePharm, @WePharmacists, @ARVOinfo, @followIOA, @PhysioNetwork, @MayoClinic

HCP audience who know about axSpA, for example to share the patient perspective on treatment goals:

@synovialjoints, @EMEUNET, @ACRrheum, @APLAR_org, @EULAR_org, @Jrheumatology, @seminarthrheum, @LeedsTeamSpA, @MedscapeRheum, @official_asas @britspauk, @HCPLiveRheum, @ArthritisRes, @SPARTAN_Updates



We would recommend using LinkedIn to help reach the HCP audience. Remember to consider what HCP audience you want to target – do you want to reach HCPs who know about axSpA to share patient perspectives or treatments goals, or an HCP audience to raise awareness of axSpA for example the clinical presentation?

Location: (as appropriate)

Profile language: (as appropriate)

Member Age: 18+ (or you may want to change this if you are targeting a particular age group)

You can then filter the targeting by looking at the audience attributes such as company, job experience, education, demographics, interests, and traits.

Job Title: When members update their LinkedIn profiles with new roles, these job titles are grouped by LinkedIn's algorithms and organised into standardised titles:

Rheumatologist, General Practitioner, Physiotherapist, Occupational Therapist, Physiotherapy Assistant, Chiropractor, Senior Physiotherapist, Physical Therapist

Member Skills: Highly relevant keywords found within a member's profile and skills section that indicate expertise in a particular area. Member-entered skills in the Skills & Endorsements section on their profile, skills mentioned in their profile text, or inferred skills based on their listed skills:

Rheumatology, Rheumatology Nursing, Arthritis, Pain Management, Chronic Pain, Musculoskeletal System, Rheumatoid Arthritis

Member Groups: LinkedIn Groups where members who share interests or professional associations can gather, discover new information, and ask questions:
Rheumatology Nurses, General Practitioners

If you're already accustomed to social media advertising, you may opt to choose custom audiences using **Matched Audiences** which allows you to retarget people who:

- Visited a page on your website
- Engaged with your single image ad
- Viewed your video ad
- Opened or submitted your Lead Generation Form
- Engaged with your company page
- RSVP'd for your LinkedIn Event



8. Glossary of terms

A/B testing: An A/B test is a method of comparing two variations of an ad, piece of content, or other material so you can see which version performs better. Also known as split testing, A/B testing involves changing one small element at a time (like a headline or graphic) to refine your results.

Algorithm: An algorithm is basically a set of steps a computer uses to accomplish a task. In the context of social media, an algorithm is how a social platform determines which content to display at any given time to a particular user.

Asset: The visual, digital content that makes up your social media presence, ranging from images and videos to user-generated content your company is tagged in.

Boost/boosted post: A boosted post is a form of social media advertising in which a brand pays to show a social post to people who do not already follow the brand's social accounts.

Click through rate: Click-through rate, abbreviated CTR, is a measure of how many people who view a social post, ad, or other piece of content click through to read more, buy, or take some other action. It's a useful metric because it measures how effectively your social content drives people to your own website. The formula to calculate CTR is number of clicks divided by total impressions. CTR is usually expressed as a percentage.

Cross posting: Cross-posting is the strategy of posting the same social media content across multiple channels.

Dark post: A dark post is an unpublished social post promoted as an ad to a specific audience. It's a post that cannot be found organically and does not appear on your brand's timeline.

Engagement: An umbrella term for actions that reflect and measure how much your audience interacts with your content. Social media engagement can include likes, comments and shares, but varies by platform.

Engagement Rate: Engagement rate is a measure of how many people interact with your social media content. There are several ways to calculate engagement rate, but all aim to calculate what percentage of people who were exposed to a post chose to engage with it in some way.

Evergreen content: Evergreen content is optimised content that covers topics always relevant to readers. It's designed to last for the long term and is not tied to any specific event, promotion, or news cycle.

Feed: A feed is an updated list of all the new content posted by the accounts a user follows on social media. Rather than being purely chronological, most social media feeds are controlled by an algorithm.

Hashtag: A hashtag is a word or phrase preceded by the "#" sign. Hashtags are used on social media to tag posts as part of a larger conversation. Clicking a hashtag reveals the latest posts that include the tag. Hashtags are searchable, and serve a similar role to keywords.

Impressions: Impressions is a metric that counts how many times an ad or promoted posts is fetched from the server and displayed on a social network. It is not a measure of how many people have seen the ad. For example, one social media user might have the same ad appear in their newsfeed multiple times over a certain period. Each of these instances is counted as one impression.

Pay per click (PPC): Pay per click is a type of advertising where an organisation pays each time a user clicks on an advertisement. The costs incurred during a PPC campaign vary based on the competitiveness of the target keyword. The amount that you pay for each click in a pay-per-click campaign is your cost per click (CPC)

Reach: Reach refers to the total number of people who have been exposed to a social post or ad. This metric does not necessarily indicate that all of these people have actually seen your content. They could have scrolled right past it, for instance. Reach simply indicates that the content appeared in the user's social feed at least once.

Social listening: Social listening begins with finding and assessing what is being said about a company, topic, brand, or person on social media channels. Then, action can then be taken based on what the analysis reveals. Taking action could be as simple as responding to a positive comment or as major as revising the brand strategy.

Social media monitoring: Social media monitoring is similar to social listening in that it involves tracking what is being said about a brand on social media. However, while social listening involves analysis and action, social media monitoring is primarily concerned with finding and gathering data.

Targeting: Targeting is the practice of selecting a specific audience for social ads to maximise conversions. Social networks offer many targeting options based on factors like demographics, location, and interests.



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