

## Caregivers Communications and Marketing Toolkit: Digital Advertising Guide (2025)

### Advertising on Meta (Facebook and Instagram)

Meta Platforms Inc. owns and operates several prominent social media platforms, including Facebook and Instagram. The big benefit of advertising on Meta is that most of the people in your target audiences are likely to be on either one or both. Make sure you carefully choose an audience; you will waste your money if you don't set up the parameters for who you are trying to reach.

On Meta, you can target who you wish to deliver your ads to by interest, demographics, and location. For instance, if you want people attending a conference to see your ad, you can target the conference location. Or, if you only want to reach people over age 50 in a certain city, you can set those parameters. Once your ad starts running, Meta learns who is engaging with it and will adjust the audience to reach more of the right people.

Another advantage is that you can choose your budget, and you can cancel the ads anytime you wish. You can get very sophisticated with Facebook ads. For more than just the simplest campaigns, we recommend working with an ad manager who can set up, monitor, and manage the campaign for you.

#### Steps to placing an ad:

1. **Get acquainted.** If you're new to Meta Ads Manager, the [Account Overview](#) page will guide you through the steps required to set up your ad account.
2. **Payment.** You'll need to [add a payment method](#) before you can publish your first ad. Usually, you're charged based on the number of impressions (a single instance of your ad being displayed on a user's screen—the same person can see multiple impressions) your ad receives unless specified otherwise during ad creation.
3. **Set goals.** Next, select your objective. Meta offers six main objectives: Awareness, Traffic, Engagement, Leads, App Promotion, and Sales. [Learn more about objectives](#) and which one to choose for the campaign you're running.
4. **Ad creation** is made up of three levels:
  - a. **Campaign:** Where you select the ad objective, or overall goal of your campaign. A campaign can contain one or more ad sets.
  - b. **Ad sets:** This is where you define your audience, choose ad placements, determine a budget, and set a schedule. An ad set can contain one or more ads.

- i. Define your target audience based on demographics, interests, and behaviors.
  - ii. Next, choose your ad placements across Meta's platforms (Facebook, Instagram, etc.) and select an ad format like a single image or video.
- c. **Ads:** This is where you design the ads themselves, including the ad format, images, video, text, links, and more. Use compelling copy with high-quality visuals, test different formats and strategies, and monitor performance to optimize your campaigns and improve results.

*Note: Ads related to housing, employment, credit and financial services, social issues, elections, or politics require authorization from Meta. This process includes setting up a disclaimer and designating a "Special Ad Category." It's unclear whether caregiver services fall under these rules, so be sure to review Meta's guidance. For more details, visit: [Get Authorized to Run Ads About Social Issues, Elections or Politics | Meta Business Help Center](#).*

- 5. **Planning the ads.** Use a simple tool like this [Facebook ad planner](#) to write out the various pieces of copy surrounding the ad.
- 6. **Create your graphic.** Use a tool like [canva.com](#), which has a free option, or PowerPoint to create a compelling graphic. Canva has thousands of ad templates to choose from, making your design easy. You can also use PowerPoint to design ads. Keep any word overlay short and sweet. Use the primary text field in the post copy itself to fill in the details.
- 7. **Get inspired!** You can see any organization's Facebook ads by going to that organization's Facebook page, selecting "About," then "Page Transparency," then "See All," then "Go to Ad Library." Change the status to "Active and Inactive." Get in the habit of saving ads that you find striking.

### About Meta Ad Formats and Placements

Placements refer to where your ads will actually be seen. Nine out of 10 times you should select "automatic placements." Choose Facebook and Instagram to run your ads on both platforms. There are numerous ad formats to choose from. This article breaks them down: [Facebook Ad Formats And Placements - How To Use Them | LeadSquared](#)

### Advertising on LinkedIn

LinkedIn ads are best when you are targeting a professional audience and ideal for targeting other businesses. LinkedIn ads allow you to target by job title, company, industry, skills, and company size. So, for instance, if you want to target special ed teachers in a particular school system, you can easily do that.

Setting up the campaign is very similar to Meta. Find [detailed instructions here](#). Do note that LinkedIn campaigns typically have a higher cost per click than Facebook.