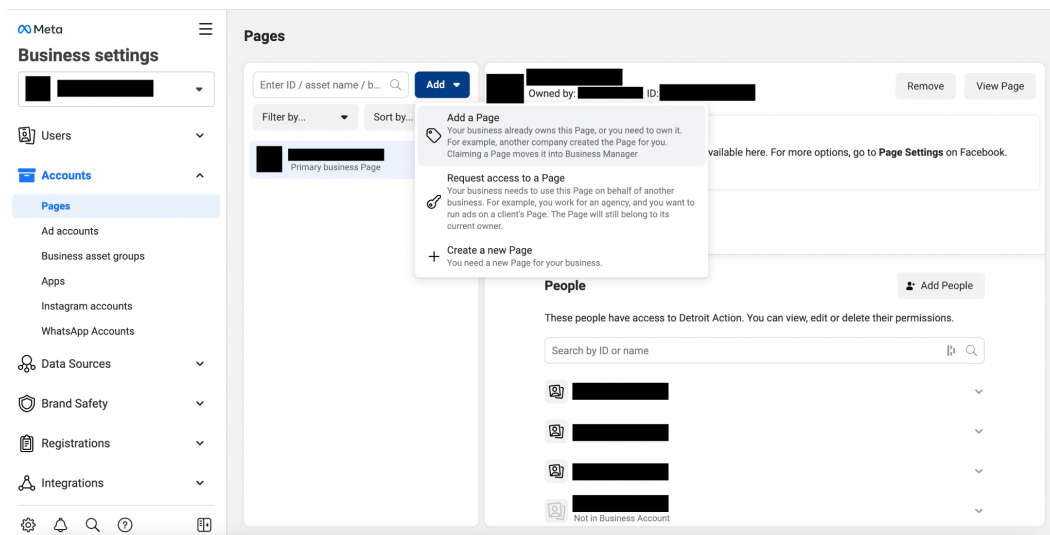


Preparing to Run Ads on Facebook

Setting up a Business Manager Account

1. Go to <https://business.facebook.com/overview>
2. Log in to your Facebook account or create an account
3. Click “Create Account” in the top left corner
4. Fill out your information
 - a. Pro tip: Use your organization’s general info email (if applicable) so that you don’t lose this account in the event of staffing changes
5. Select “Accounts” on the sidebar on the left side of the page to drop down the list
6. Select “Pages”
7. Add your organization’s Facebook page or create a Facebook page for your organization



8. Connect your organization’s Instagram page (if your organization does not have an Instagram presence, this is not required to run ads there)
9. Select “Users” on the left sidebar to drop down the list
10. Select “People”
11. Select “Add”

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12. Add the people who will have access to your organization's business page

The 'Invite People' dialog box is shown with the following content:

- Invite People** (with a close button)
- Ask people to join your business by entering their email address. Then assign their access and which accounts and tools they can use.
- Enter Email Addresses** (with an info icon): A text input field containing "example@example.com, example@example.com".
- Assign Business Role**:
 - Employee access** (with a person icon): A toggle switch is turned on. Description: "We recommend adding people as employees. They can only work on assigned accounts and tools."
 - Admin access** (with a shield icon): A toggle switch is turned off. Description: "Admins have full control over your business. They can edit settings, people, accounts and tools."
- [Show Advanced Options](#) (with a dropdown arrow)
- Text: "Your business name, Business Account creation date, business verification status, business legal name, business country, business website, primary Page information, and top Page follower count will be disclosed to the invited user(s)."
- Progress: "Step 1 of 3"
- Buttons: "Cancel" and "Next"

and choose their permissions

13. Select "Next"

14. Select the page you want them to have access to on the left and choose their permissions on the right

The 'Assign Access' dialog box is shown with the following content:

- Assign Access** (with a close button)
- Select asset type** (with an info icon): A list of asset types including "Pages", "New Pages Experience", "Classic Pages", "Ad accounts", "Catalogs", "Apps", "Pixels", and "Instagram accounts".
- Select assets**: A search and filter section with a "Name" column and a search icon. A search result is visible with a redacted name.
- Page**: A section for selecting a page, with a radio button selected next to it.
- Task access**: A toggle switch is turned on. Description: "People with task access can manage specific tasks using tools like Meta Business Suite or Creator Studio. [Learn More](#)".
- Content**: A toggle switch is turned off. Description: "Create, manage or delete posts, stories and more as the Page."
- Community Activity**: A toggle switch is turned off. Description: "Review and respond to comments, remove unwanted content and report activity."
- Messages**: A toggle switch is turned off. Description: "Send and respond to direct messages as the Page."
- Ads**: A toggle switch is turned off. Description: "Create, manage and delete ads for the Page."
- Progress: "Step 2 of 3"
- Buttons: "Back" and "Invite"

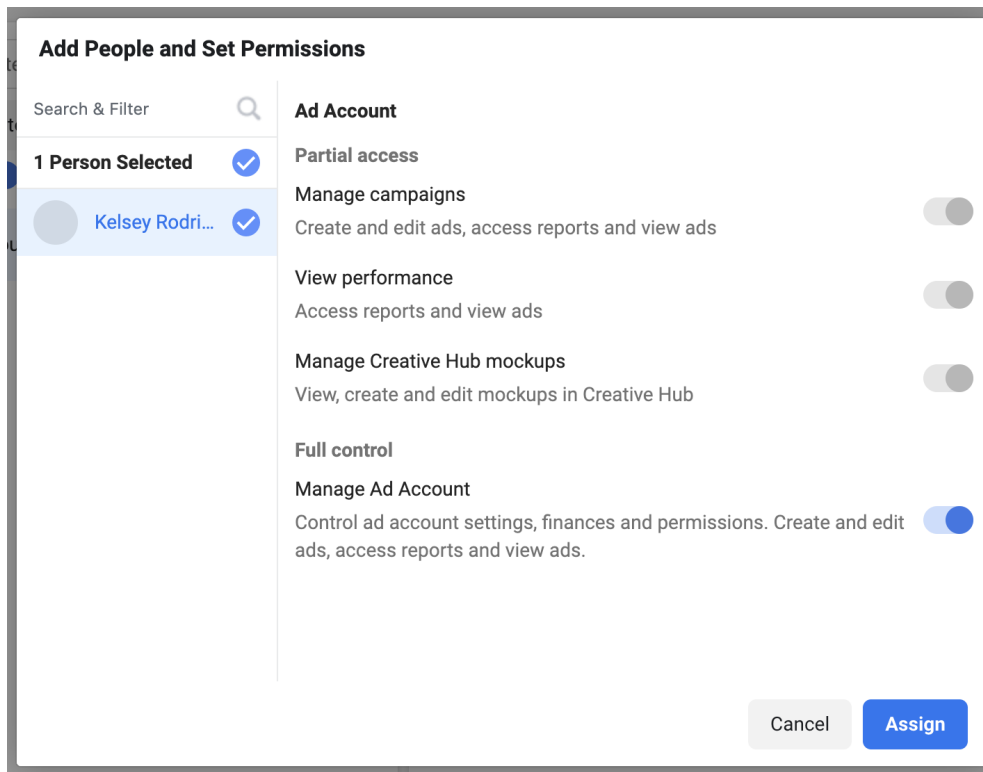
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Setting up an Ad Account

An ad account allows you to use advanced targeting, use specific ad objectives, design ads that fit specific goals, and choose different ad placements. You can boost a post without an ad account (which is technically considered an ad) but there are far fewer customization and targeting options. You can read more about the difference between ads and boosted posts [here](#).

1. Open up your Business Manager
2. Select "Accounts" on the sidebar on the left side of the page to drop down the list
3. Select "Ad Account"
4. Select "Add"
5. Select "Create a New Ad Account" and enter the information
6. Add the people who can have access to your ad account and choose their permissions

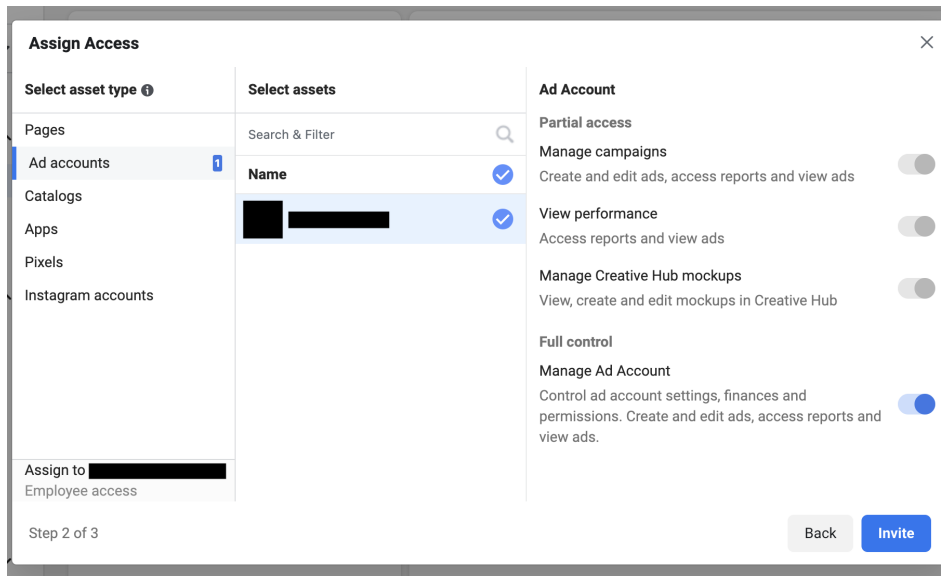


7. Enter your payment information or you can choose to add this later

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- To add more people to your ad account, follow steps 9–12 of the Business Manager instructions
- Select the ad account you want to give them access to on the left and choose their permissions on the right



Get Verified to Set up Political Ads

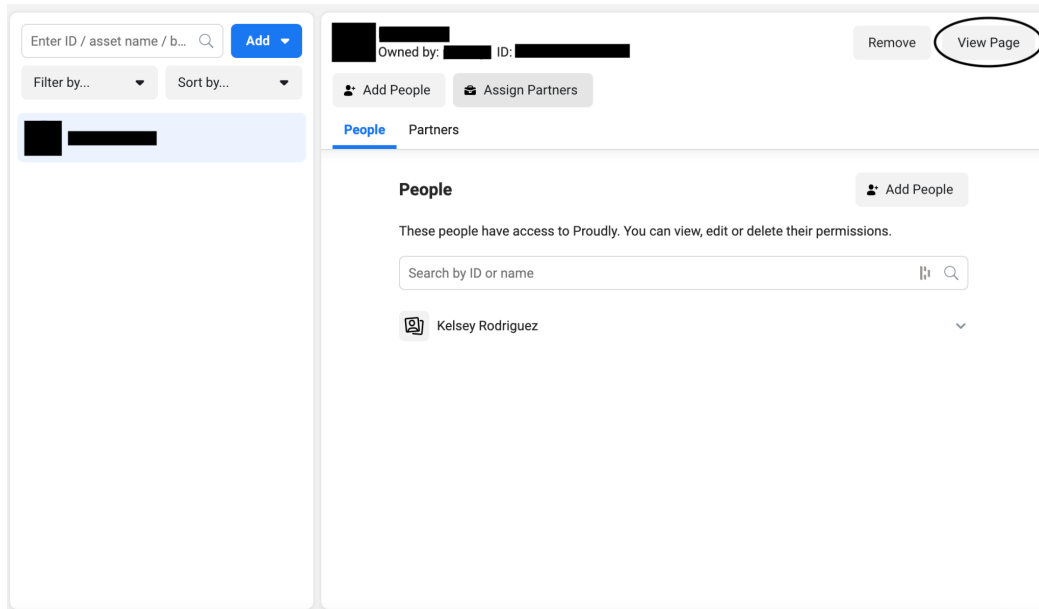
Everyone who creates, edits, or manages political ads must verify their identity and location. This process can take up to 4 weeks to complete, so we recommend starting well before you're actually planning to run ads!

- Go to your Business Manager
- Select "Accounts" on the left sidebar to drop down the list
- Select "Pages" and select your page

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4. Select "View Page" on the right



5. Select "Settings" at the bottom of the sidebar on the left
6. Select "Issue, Electoral, or Political Ads"
7. Under "Confirm Your Identity" select "Get Started"
8. Set up two-factor authentication if you haven't already
9. Enter your information as well as your mailing address
10. Choose the type of identification you want to use and upload it as a JPG or PNG
 - a. The photo should be approved/denied within a few minutes
11. Answer the questions to confirm your identity
12. Your identity will be temporarily confirmed for 21 days
13. In 3 to 7 days you will receive a letter in the mail with a confirmation number
14. Go to the URL in the letter and enter the confirmation number

Setting up a Disclaimer for Your Organization

In order to run political ads your organization needs to have a disclaimer that reflects the person or organization paying for the ads.

1. Go to your Business Manager

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2. Select "Accounts" on the left sidebar to drop down the list
3. Select "Pages" and select your page
4. Select "View Page" on the right
5. Select "Settings" at the bottom of the sidebar on the left
6. Select "Issue, Electoral, or Political Ads"
7. Select "Create a Disclaimer"

Create disclaimers

Every issue, electoral or political ad must display a "Paid for by" disclaimer with the name of who is responsible for the ad.

To create a disclaimer, you need to provide some verifiable information about the person or organization responsible for the ad, and you need to confirm your connection to them. For transparency, the information you provide for verification will be displayed publicly with your ads that use this disclaimer when they are running and for 7 years in the [Ad Library](#).

[Learn more](#)

Create a disclaimer

8. Choose your verification option based on your organization's status and enter the information

Choose a verification option

To create a disclaimer that states who is responsible for the ads, provide your organization's legal name and contact information and confirm your connection through an official email address and phone number. [Learn more](#)

If you provide an EIN, FEC registration or a website ending in .gov or .mil, your ads will have a **Confirmed Organization** label.

- Employer identification number (EIN)**
You are verifying a business or organization, and can provide an EIN tax ID as well as a matching website and email address.
- Federal Election Commission (FEC) registration**
You are verifying a political candidate, committee or party, and can provide a FEC registration number, as well as a matching website and email address.
- Government or military website and email**
You are verifying a government or military organization and can provide a website and email address ending in .gov or .mil.

If you provide just your name and contact information, your ads won't display a **Confirmed Organization** label.

- Contact information, website and email**
Provide the contact information and a matching website and email address for the person or organization paying for the ads.
- Your name**
You can create one disclaimer on this Page with your name, linked to your personal ad account. Your name will be the full name listed on the documents you used for identity verification.

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- a. For non-federal candidates and groups without an EIN, you can verify through contact information, website and email, which requires a phone number and mailing address in addition to email. All of these will be public on the Facebook ad library, so we recommend using a Google voice or office number instead of a personal cell. Nothing will be mailed to the address, and P.O. boxes are usually accepted..
 - b. For any verification option, the email you use must have the same domain as your organization's website (i.e. [priorities.org/krodriguez@priorities.org](mailto:krodriguez@priorities.org))
9. Disclaimers usually take 48 hours to verify, but the wait can be longer during times when there is more political ad activity on Facebook.

Questions? Contact training@priorities.org for assistance.