

Setting Up Advertising with Social Media Accounts

Below is platform provided set up instructions for advertising on each of their respective social media platforms. These platforms allow users to create ads through self-service portals, and have resource pages to walk you through common questions related to business page creation, budget, targeting, and more:

- [Facebook](#): “We provide direct links to guide you through the following steps, but you can always access your Ads Manager from your Facebook Page.”
- [Instagram](#): “Drive real business results by reaching interested people with precise targeting and actionable insights.”
- [Twitter](#): “Twitter Ads campaigns help you reach your marketing goals - whether that is building awareness, driving consideration, or delivering conversions. There is no minimum spend required.”
- [Snapchat](#): “Snapchat Ads work for all advertisers, from global brands to small and medium businesses. Reach a highly engaged audience of 265 million daily active users.”
- [Reddit](#): “At Reddit, we are connected by passions and interests, not individuals. Our mission is to provide community and belonging to everyone in the world.”
- [Google](#): “Get in front of customers when they are searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business.”
- [Spotify](#): “Spotify Advertising gives brands, agencies, small businesses, artists, labels, concert promoters, and more the keys to create and manage audio and video ad campaigns.”

Engagement Resources

- [Pew Center Research on social media use](#): Explore the patterns and trends shaping the social media landscape over the past decade below.
- [Trialfacts creating effective social media](#): Increase consumers interest through eye-catching images and slogans.