

Meta ads for academic research:

Tips and How to get Help

Research Partnerships
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Personal/Research Partnerships Team at Meta

- Hi, I'm Michael!
 - Political Scientist
 - Joined Meta in January
 - Research Partnerships Team
- This team supports data products for researchers
 - Ad Library
 - Ad Targeting
 - URL Shares
- We are increasingly supporting researchers who use ads
 - Trainings
 - Logistical Support
 - Stay Tuned!



Ads Manager Tutorial for Researchers



Facebook Advertising
101



Recording available at URL:
fb.me/researcher-tutorial

Ad Set Targeting... where the magic happens!

Possibilities (to both target & exclude)

Demographic Targeting	Age, gender, geographic location
Interest Targeting	People that are interested in (almost) anything
Custom Audiences	Email list, page engagers, content engagers, video viewers, etc.
Lookalike Targeting	People with similarities to your "Custom Audiences"



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- 17 July to 21 July 2023 (University of Milan-Bicocca in Milan, Italy)
- **Abstract Submissions due 20 December 2022**

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Social Media Ads as a tool for targeted survey sampling

- Coordinator 1** Dr Michael Zoorob (Meta Platforms)
Coordinator 2 Dr Steffen Pötschke (GESIS - Leibniz Institute for the Social Sciences)
Coordinator 3 Dr Bernd Weiß (GESIS - Leibniz Institute for the Social Sciences)

Session Details

The sampling of hard-to-reach populations remains a challenge in survey research. For example, conventional survey methods are often incapable of reaching very mobile groups, such as international migrants, or employees of specific industries, who are defined by an attribute that is usually not included in readily available sampling frames in most countries. Additional challenges occur in the field of comparative social research when a researcher must grapple with multiple national sampling systems that prevent consistency in sampling design.

Agenda

1. Size/describe use of Meta ads for research
2. Tips for a smooth experience
 - a. Overview of certain ads policies to be aware of
 - b. Platform history
3. How to get help
 - a. Account Quality Page
 - b. Business Help Center (Chat)
 - c. Academic Advertiser Intake Form (my team!)

Sizing Scholarship with Meta Ads



Articles

About 16,000 results (0.24 sec)

- Any time
- Since 2022
- Since 2021
- Since 2018
- Custom range...

Sort by relevance
Sort by date

Any type
Review articles

- include patents
- include citations

Create alert

[HTML] Google AdWords and **Facebook ads** for **recruitment** of pregnant women into a prospective cohort study with long-term follow-up
[MMHJ van Gelder, TH van de Belt, LJ Engelen...](#) - Maternal and child ..., 2019 - Springer
 ... In conclusion, **recruitment** of women early in pregnancy into a prospective cohort study with long-term follow-up through **Facebook Ads** is feasible and may improve participation among ...
 ☆ Save 📄 Cite Cited by 16 Related articles All 13 versions

Facebook advertising for **recruitment** of midlife women with bothersome vaginal symptoms: A pilot study
[KA Guthrie, B Caan, S Diem, KE Ensrud...](#) - Clinical ..., 2019 - journals.sagepub.com
 ... In conclusion, **recruitment** via **Facebook advertising** to a randomized clinical trial to treat menopausal vulvovaginal symptoms is feasible, but a comparative study within a trial is needed ...
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Research **recruitment** using **Facebook advertising**: big potential, big challenges
[JM Kapp, C Peters, DP Oliver](#) - Journal of cancer education, 2013 - Springer
 ... One study of internet **recruitment** compared three methods: ... are aware exclusively used **Facebook advertising** to recruit ... the first study to report on **Facebook advertising** as an exclusive ...
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[HTML] Using **Facebook advertising** to recruit representative samples: feasibility assessment of a cross-sectional survey
[LG Shaver, A Khawer, Y Yi, K Aubrey-Bassler...](#) - Journal of medical ..., 2019 - jmir.org
 ... Objective: This study aimed to assess **Facebook advertising** as an economical means of ... -sectional health **survey**. Methods: **Facebook advertising** was used to recruit for a Web-based ...
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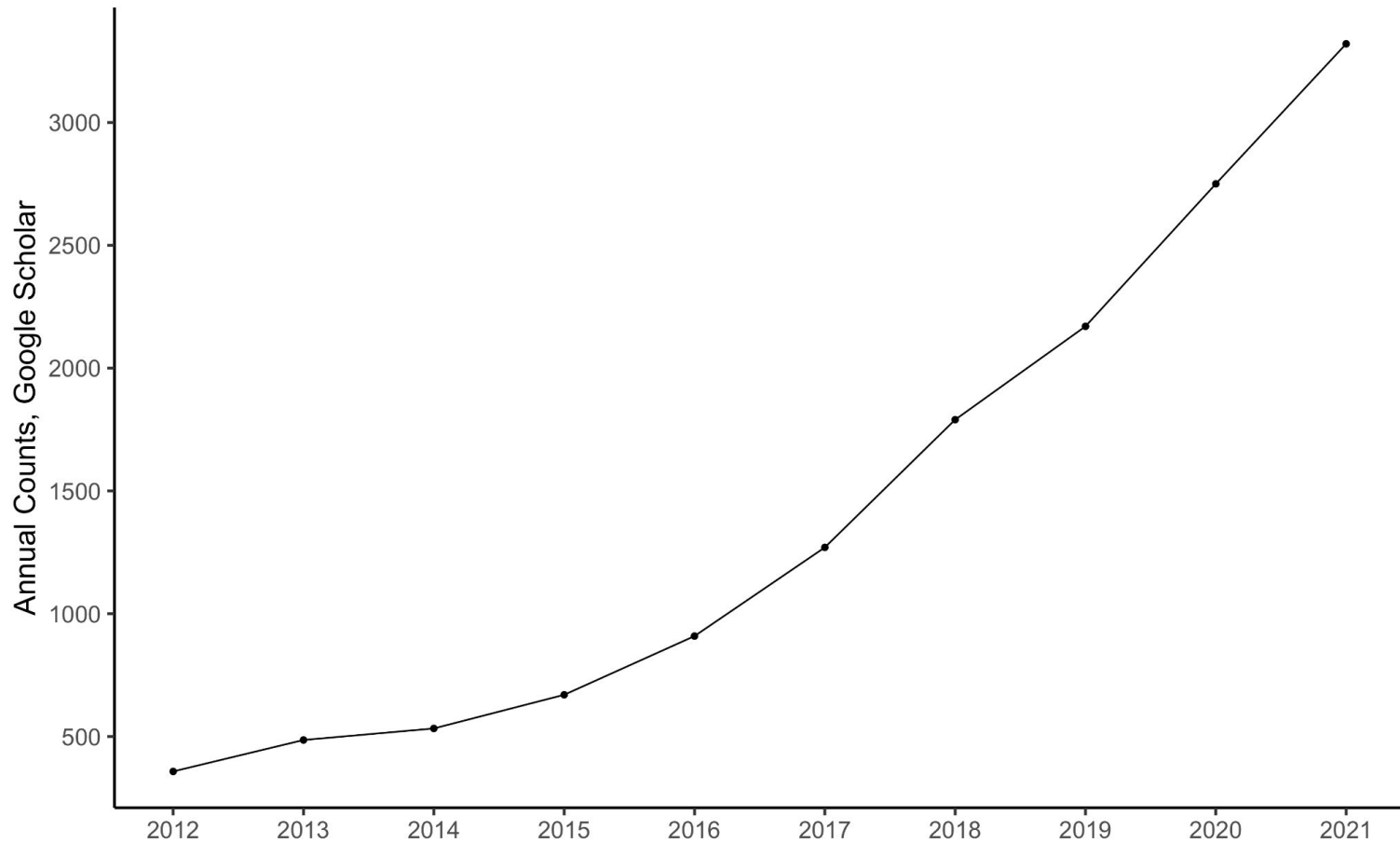
Facebook advertising for participant **recruitment** into a blood pressure clinical trial
[EL Nash, D Gilroy, W Sriksalanukul...](#) - Journal of ..., 2017 - ingentaconnect.com
 ... The effectiveness of Facebook for **recruitment** into blood ... **Facebook advertising** with conventional **recruitment** methods ... participant **recruitment**, at 20 months a **Facebook advertising** ...
 ☆ Save 📄 Cite Cited by 32 Related articles All 12 versions

[HTML] Social networking versus **facebook advertising** to recruit **survey** respondents: a quasi-experimental study
[C Gilligan, K Kypri, J Bourke](#) - JMIR research protocols, 2014 - researchprotocols.org
 ... phase of the trial, 74 people completed the online **survey**. The main cost of this approach ... to **recruitment** efforts), equating to AUD58.70 per **survey** completion. **Facebook advertising** ...

Google Scholar Search Query

("facebook ads|advertising")
 ("Instagram ads|advertising")
 AND
 "survey|recruitment|sampling|experiment|
 sample|recruit"

Research Output using FB/IG ads, by Year

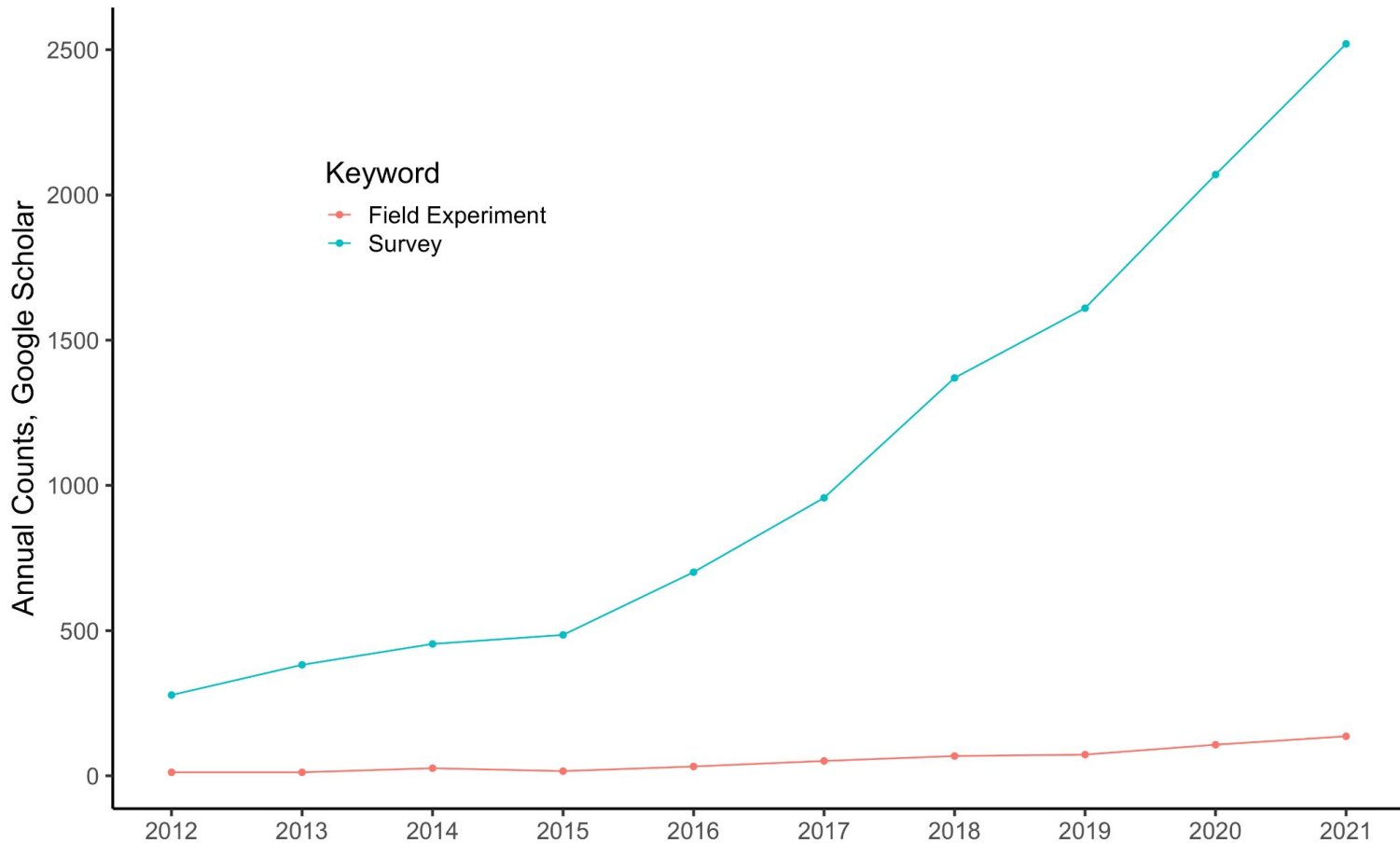


Sizing Scholarship with Meta Ads – Some different use cases

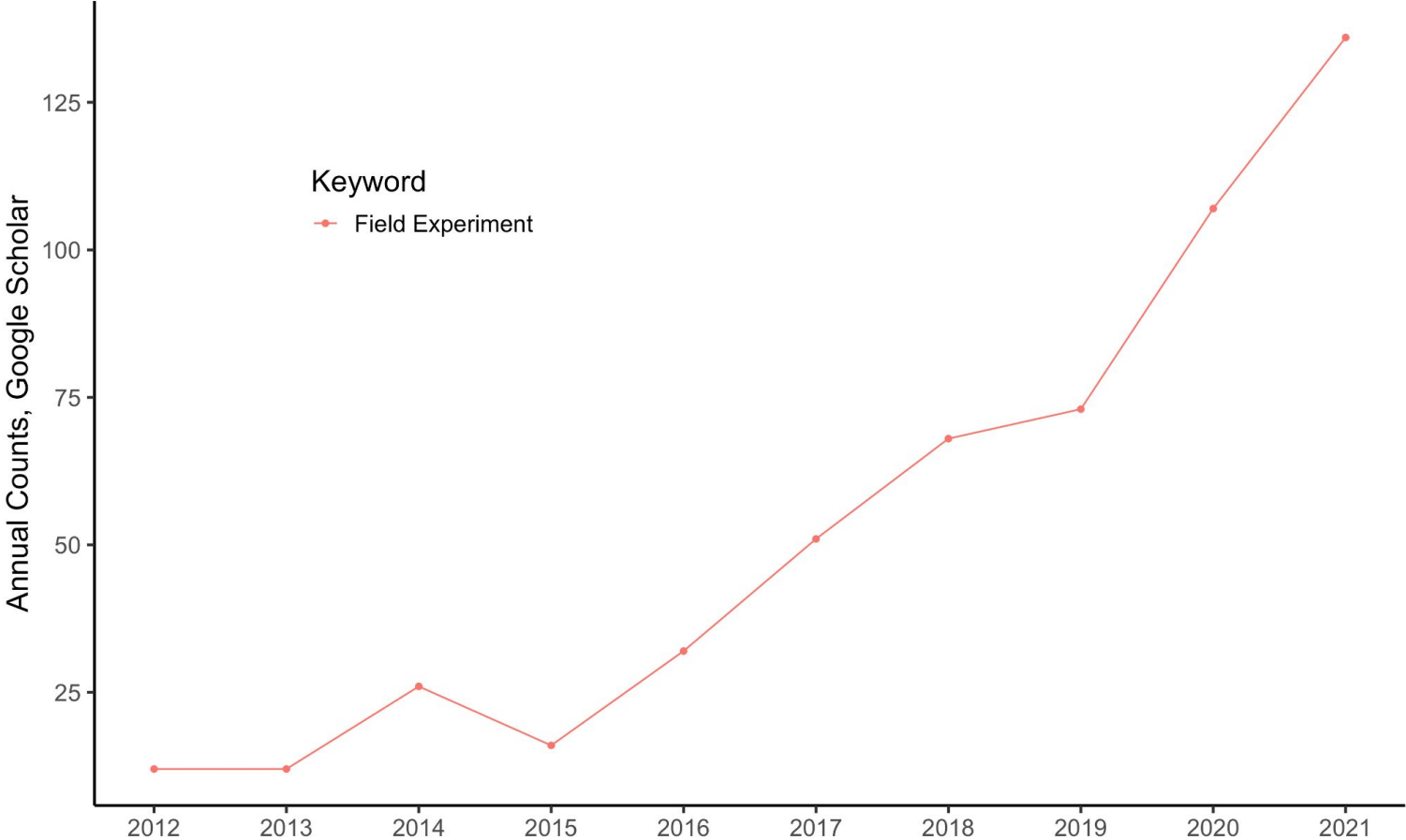
- Participant recruitment
 - Surveys/Survey Experiment
 - Clinical Trials
 - Interviews
- Field Experiments
 - On-Platform Outcomes (likes, shares, etc)
 - Off-Platform Outcomes

One new development: Messenger/WhatsApp Chatbots

Research Output using FB/IG ads, by Keyword/Year



Research Output using FB/IG ads (Field Experiments)



Takeaways

- Large/growing research output using Meta ads
- Vast majority of research uses ads for recruitment
- Field experiments also growing

What else would you like to know about?

Tips for a smooth experience



Ad Policies to be aware of

Ad Creatives (text, images that appear on the platform) AND Landing Pages are reviewed for compliance with Meta advertising policies.

- Social Issue, Elections, or Politics (SIEP) Advertising Policies
 - Need to confirm identity and run ads with a paid-by disclaimer
- Nonexistent Functionality (e.g., image with a “Like” button)
- Housing, Employment, and Credit Advertising Policies (limited targeting)



General Tips

- History is important
 - Make assets (ad accounts, Facebook Pages) ahead of time
 - When possible, reuse assets across studies to accumulate history.
 - Some features are more limited when you first start (e.g., daily spend limit)
- Schedule ads to run a few days ahead of time



How to get help



How to get help

1. Account Quality Page – www.facebook.com/accountquality/
 - Appeal issues with a disapproved ad or ad account
2. Business Help Center Page – www.facebook.com/business/help/support
 - File a support Case
3. Research Partnerships (my team!) – <https://fb.me/academic-ad-support>
 - Please use sparingly: when you're locked out or nothing else works



Account Quality Page

www.facebook.com/accountquality/

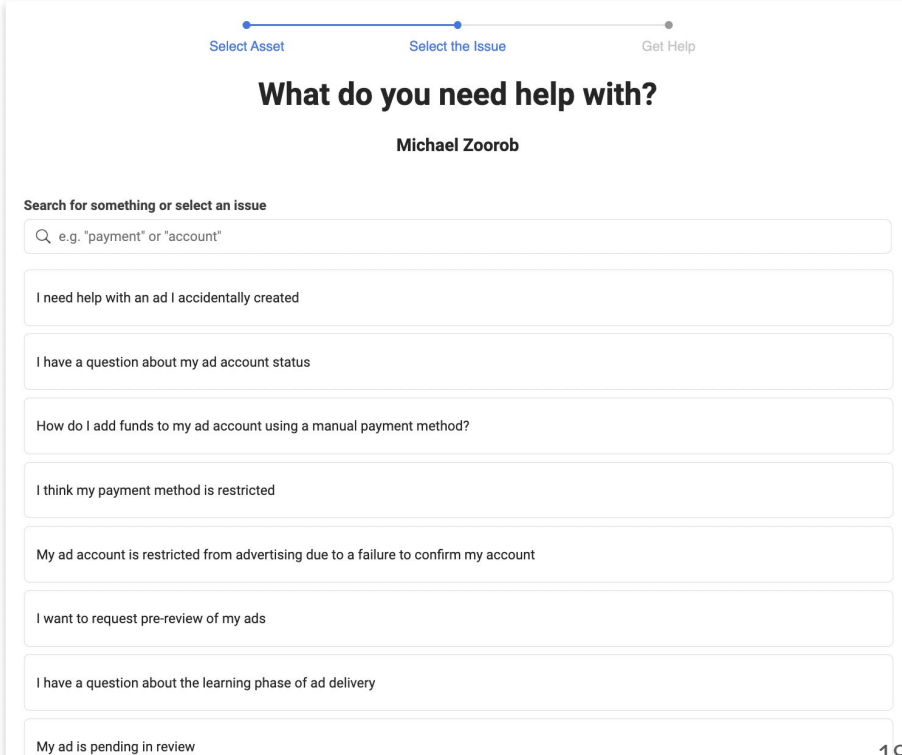
- First and simplest appeal option.
- Appeal issues with a disapproved ad or ad account



Business Help Center

www.facebook.com/business/help/support

- File a support Case



Select Asset Select the Issue Get Help

What do you need help with?

Michael Zoorob

Search for something or select an issue

Q e.g. "payment" or "account"

I need help with an ad I accidentally created

I have a question about my ad account status

How do I add funds to my ad account using a manual payment method?

I think my payment method is restricted

My ad account is restricted from advertising due to a failure to confirm my account

I want to request pre-review of my ads

I have a question about the learning phase of ad delivery

My ad is pending in review



Business Help Center

www.facebook.com/business/help/support

- File a support Case
- Start chat with “Meta Support Pro”

Select Asset Select the Issue **Get Help**

Get Help

Michael Zoorob

My ad account is restricted from advertising due to a failure to confirm my account

Based on your issue, others have found these resources helpful:

[About Advertising Restrictions](#) [Learn More](#)

Please provide information that will help us investigate

Screenshots or other files
Examples include: Error messages, pages with a loading screen, or a bank statement with sensitive information removed

Select File

Confirm your phone number

+1

Confirm your email address

mzoorob@fb.com

We will use this email to contact you about any updates on your request

Average Wait Time: 3 Minutes [Start Chat](#)

fb.me/academic-ad-support



Contact Form

- First, try Account Quality appeal.
- Second, use Business Help Center support.

If these don't work and you still need help, or for some reason you can't access these tools, reach out to our team (Research Partnerships) via this form.

Academic Advertiser Support Intake

This form is used by the Research Partnerships team to investigate issues experienced by academic researchers using Meta ads for research purposes. Please fill out the form to the best of your ability so that we can assist you. We will use the information collected in this form for the sole purpose of investigating your issue. We may reach out to your academic email with updates or questions.

Full Name

Academic Institution

Academic Email
Please provide a .edu email address.

Academic Verification Link
Please provide a URL with your academic affiliation (e.g. Google Scholar profile, Departmental website)

Facebook Page
Please provide the URL of the page running your ads.

Ad Account ID
See facebook.com/business/help/1492627900875762

Description of Problem
Please describe your problem (e.g., Ad Suspension) and other pertinent information.



Thanks!

Reach Out!

Email mzoorob@meta.com

Research Partnership Team's Newsletter

Email openresearch@meta.com