

S S S S S S

GUIDE



November 2021

WHAT ARE BRANDED CONTENT ADS

Branded Content

Creator or publisher's content that features or is influenced by a business partner for an exchange of value, such as monetary payment or free gifts.

Branded Content Ads

When content posted with the paid partnership label is promoted through the ad system.



Branded Content Ads in 3 Steps

01

ONBOARD TO
COLLABORATION CENTER

02

CONNECT WITH A CREATOR

03

RUN YOUR ADS



01

ONBOARD TO COLLABORATION CENTER

CENTER

CENTER

CENTER

- Link your Instagram Profile and Facebook Page
- Establish Account Level Permissions

LINK YOUR INSTAGRAM AND FACEBOOK ACCOUNTS

01.

It is possible to run branded content ads across Instagram and Facebook regardless of which platform the post originates from.

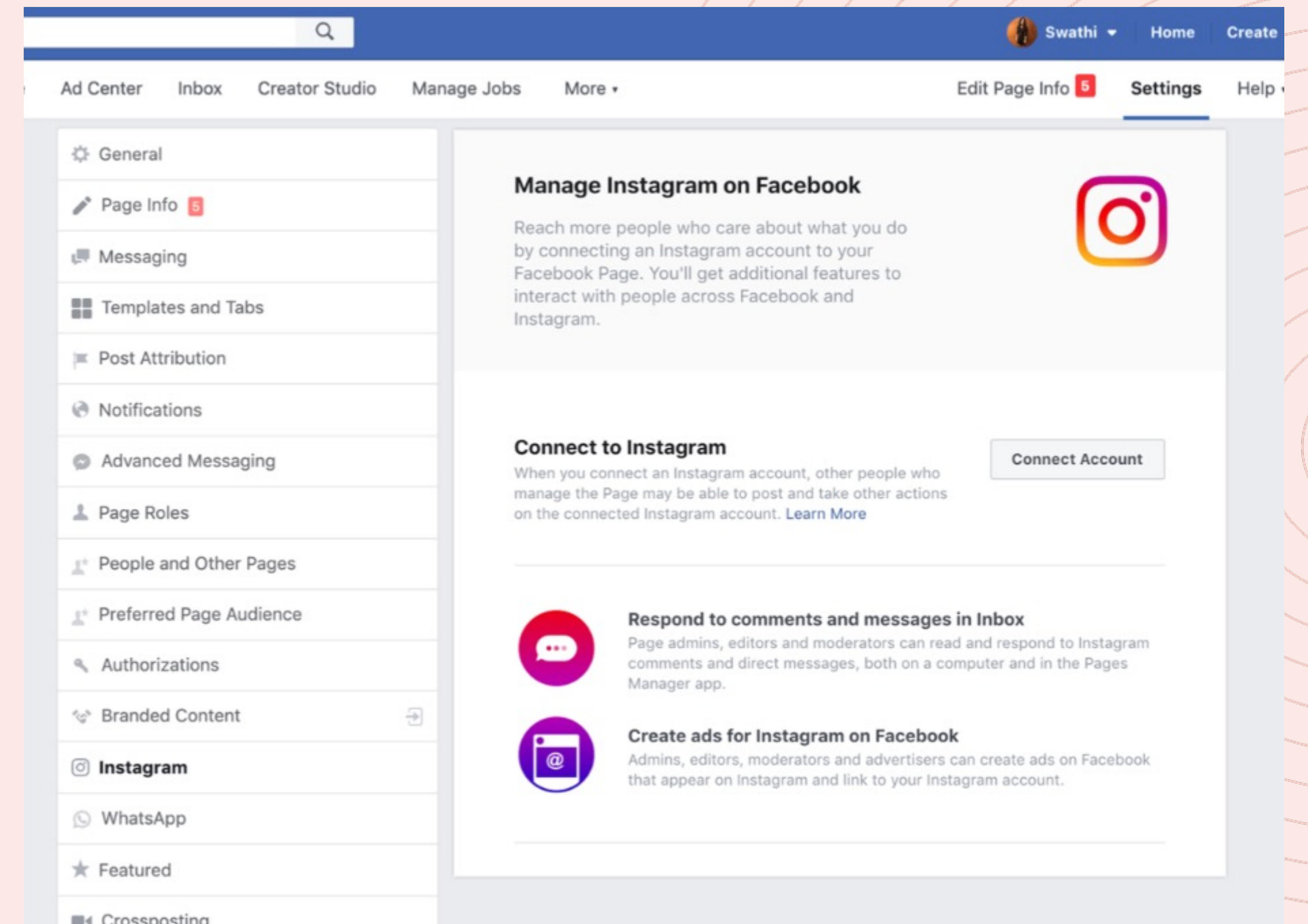
02.

In order to enable this, both the creators and brands need to make sure their respective Instagram profiles and Facebook Pages are linked.

03.

To do this, navigate to Page > Page Settings > Instagram in your Facebook account.

[Meta Business Help Center: Add or Remove an Instagram Account From Your Facebook Page](#)



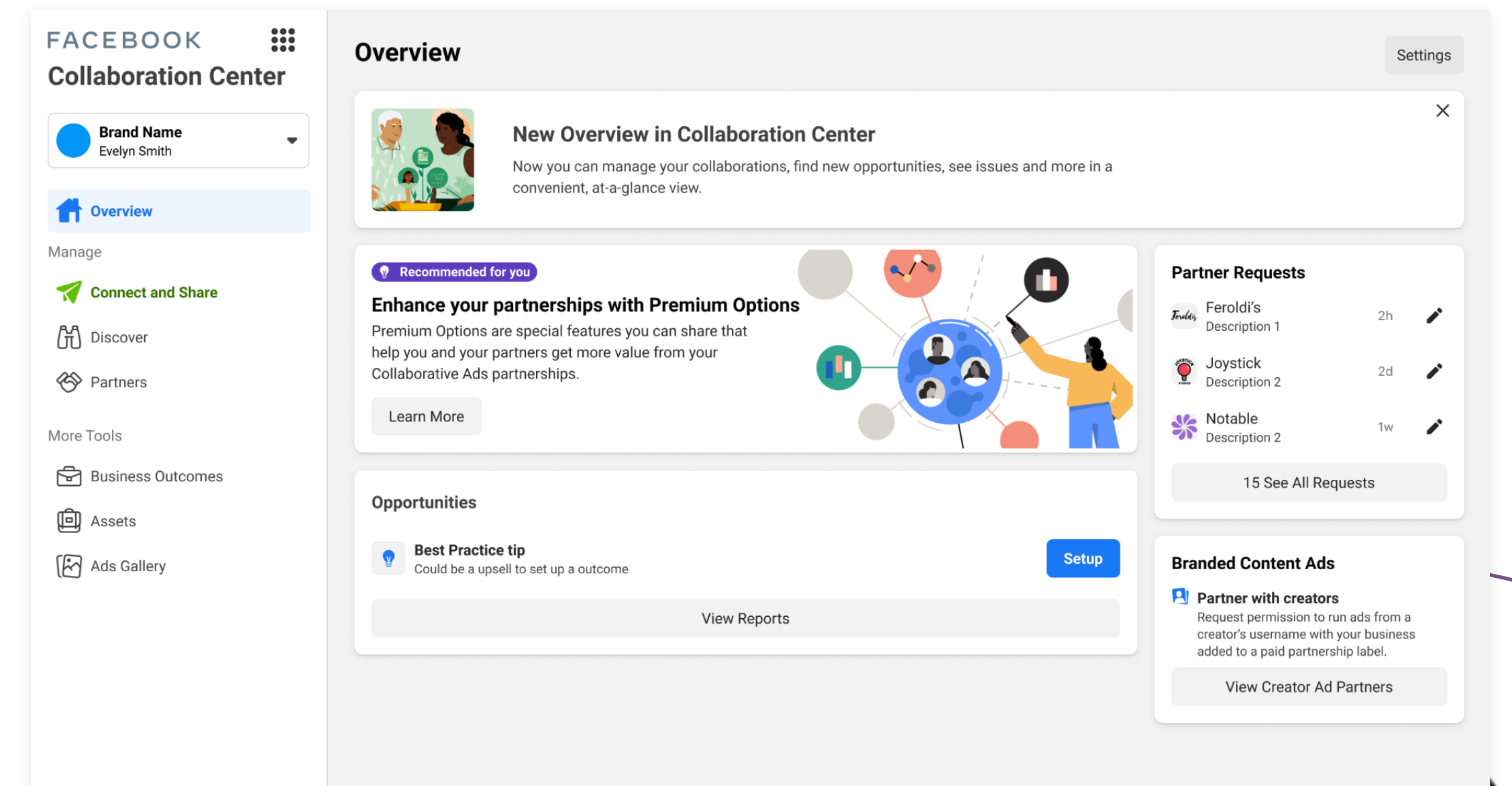
ABOUT ACCOUNT LEVEL PERMISSIONS IN COLLABORATION CENTER

Collaboration Center is the new platform for adding and managing branded content relationships with creators.

- Collaboration Center is new as of September 2021. Brands who have run branded content campaigns before September 2021 will still need to onboard to Collaboration Center.
- Collaboration Center can be found via [Business Manager](#) > All Tools > Collaboration Center or at https://business.facebook.com/collaboration_center.

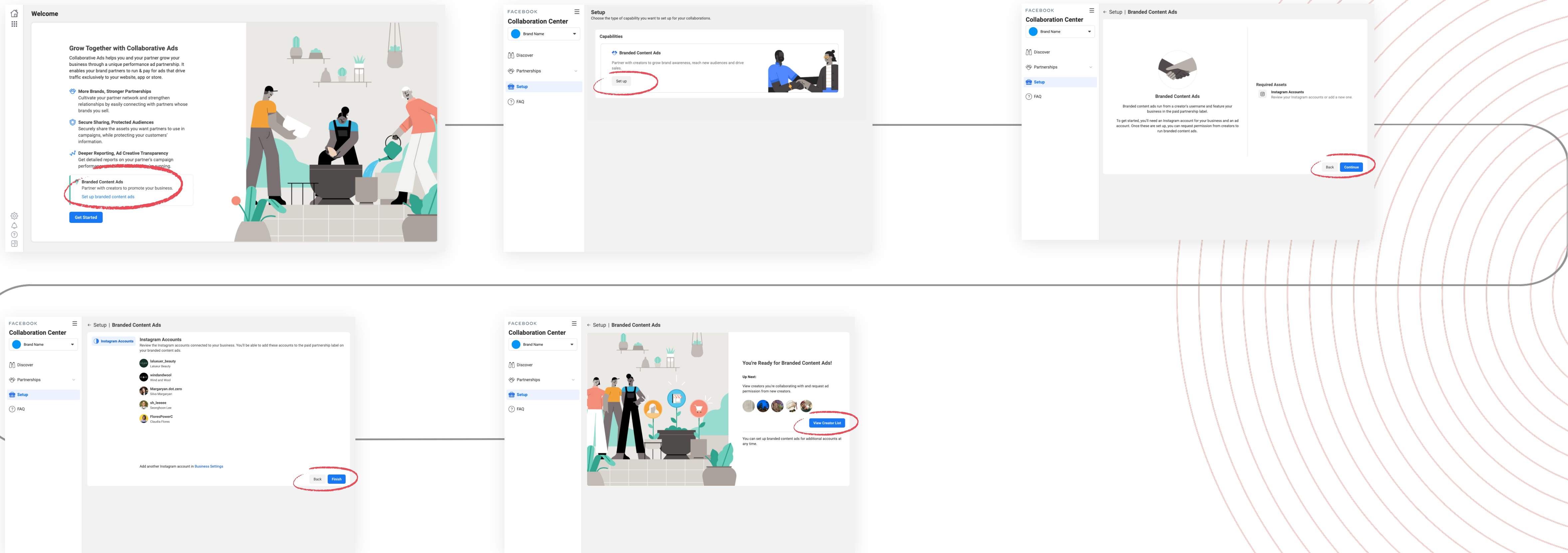
Account Level Permissions is a new permission structure within Collaboration Center for branded content that allows brands to turn their organic content that is tagged with the paid partnership label into ads. Brands can also run ads from the creator handle that do not appear on the creator's profile and have access to the creator's audience. You no longer need to gain post-level permissions or seek allow listing.

Going forward we recommend using Account Level Permissions for all partnerships.



ACCOUNT LEVEL PERMISSIONS IN COLLABORATION CENTER

NEW USER ONBOARDING



Onboarding Access

Brands and agencies can onboard to Collaboration Center, as long as the the brand’s Instagram handle is connected to the Business Manager.

Setup

You will go through a one time setup process of verifying the Instagram Accounts that are in your brand account.

If you see any missing Instagram Accounts, click on Business Settings.

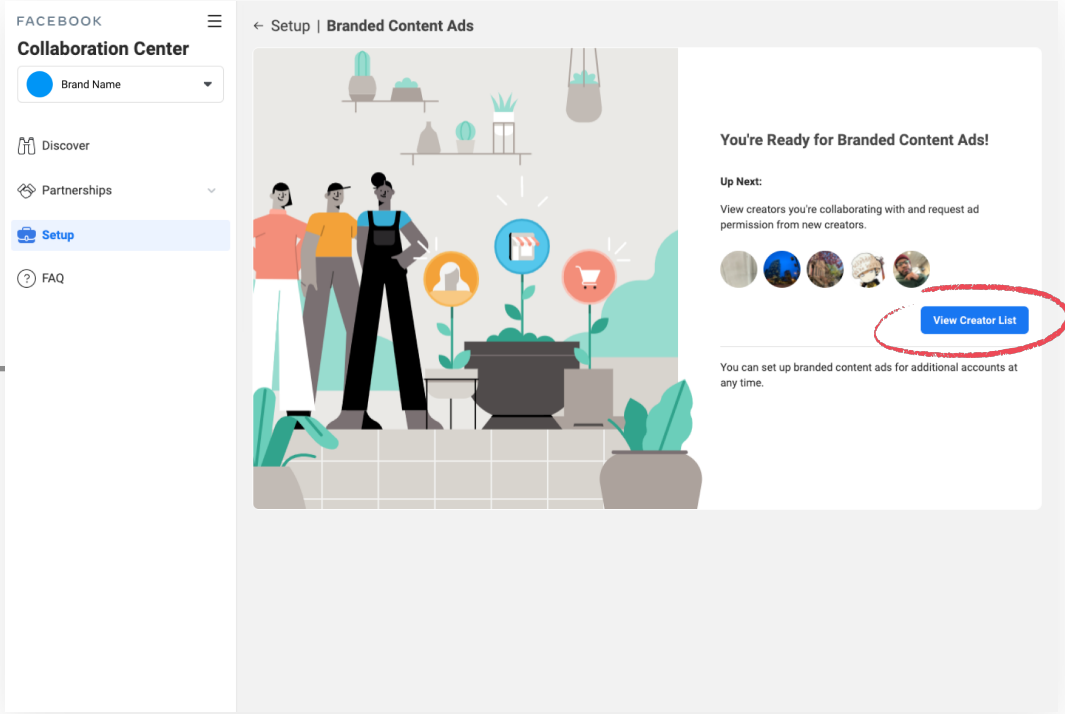
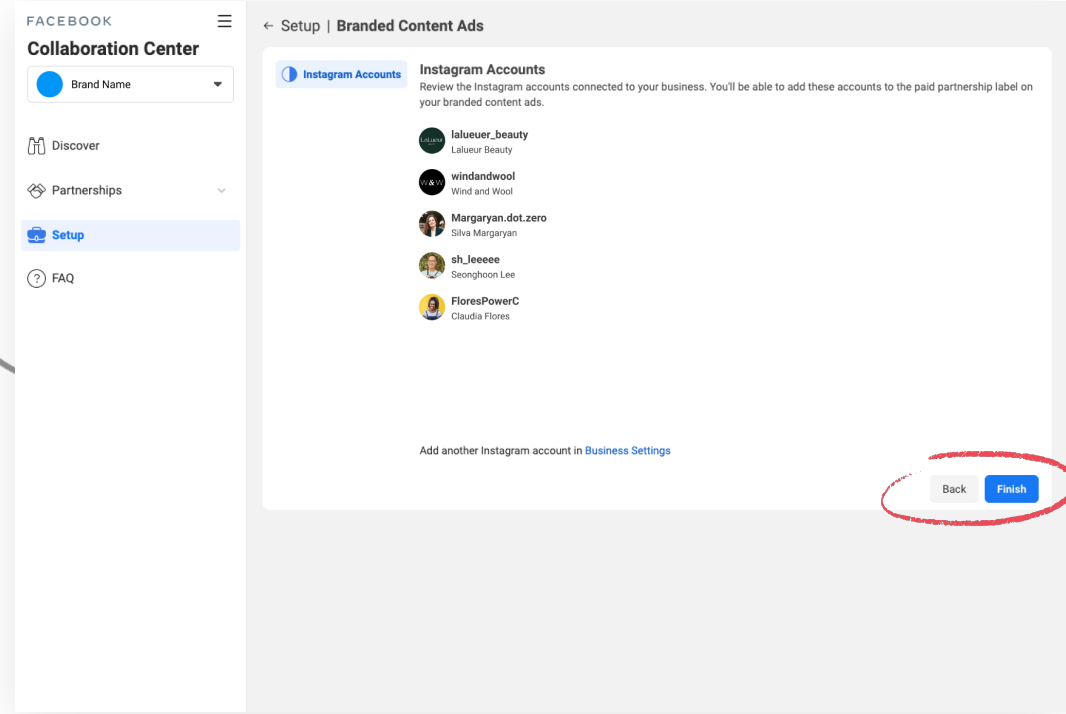
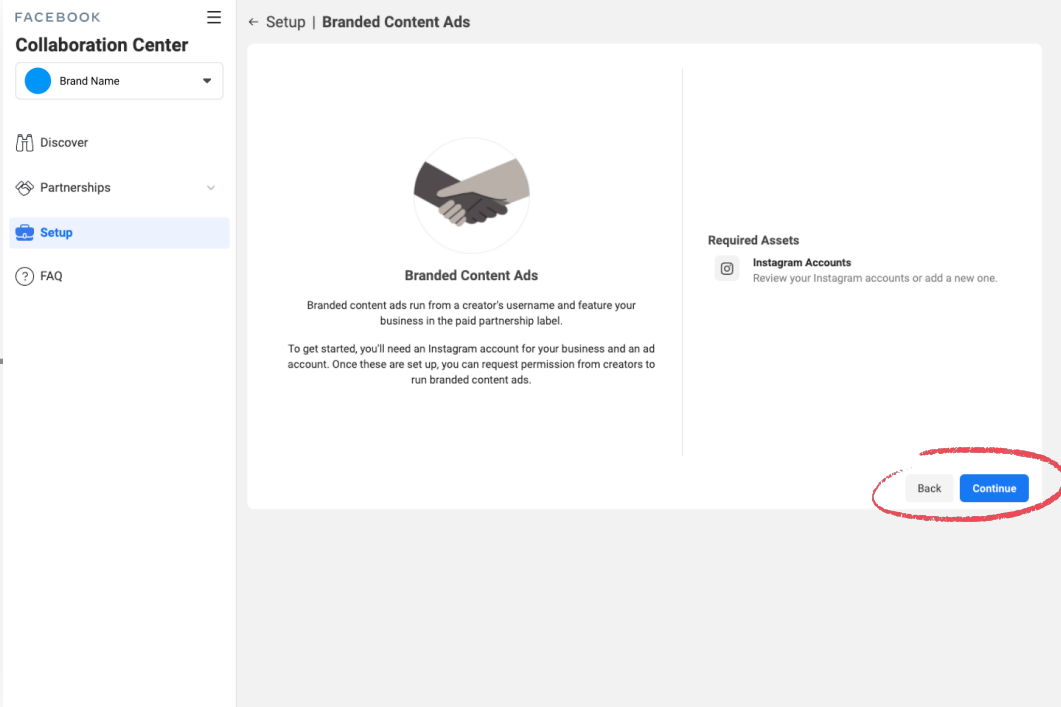
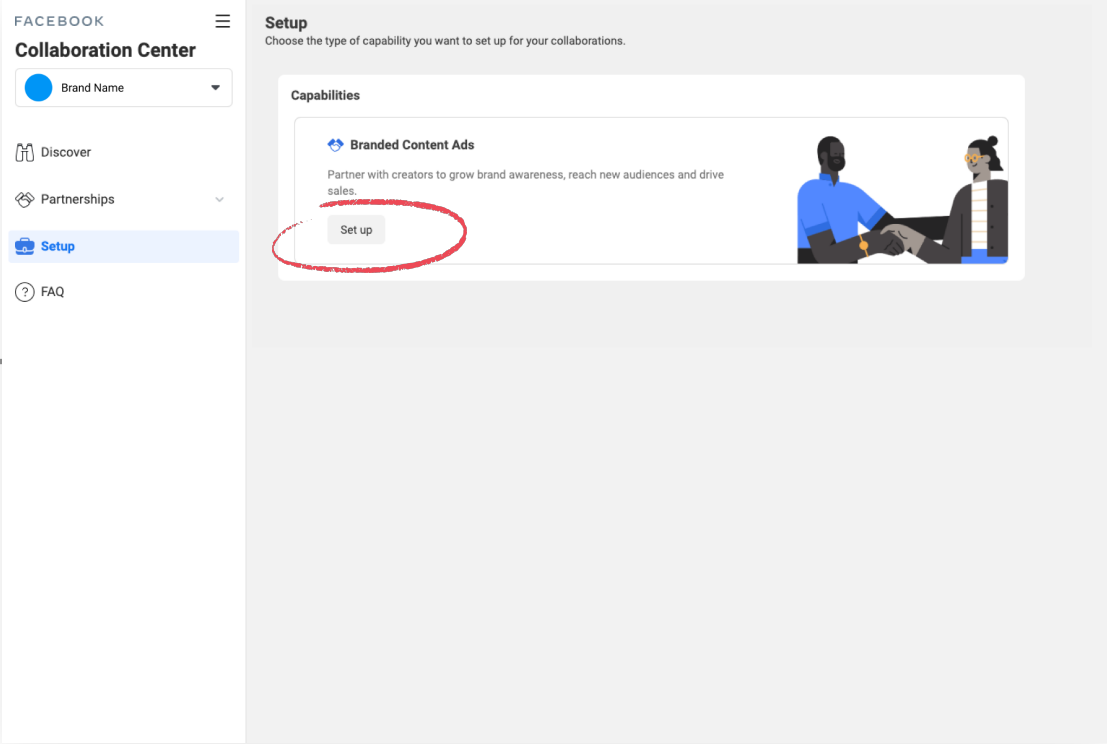
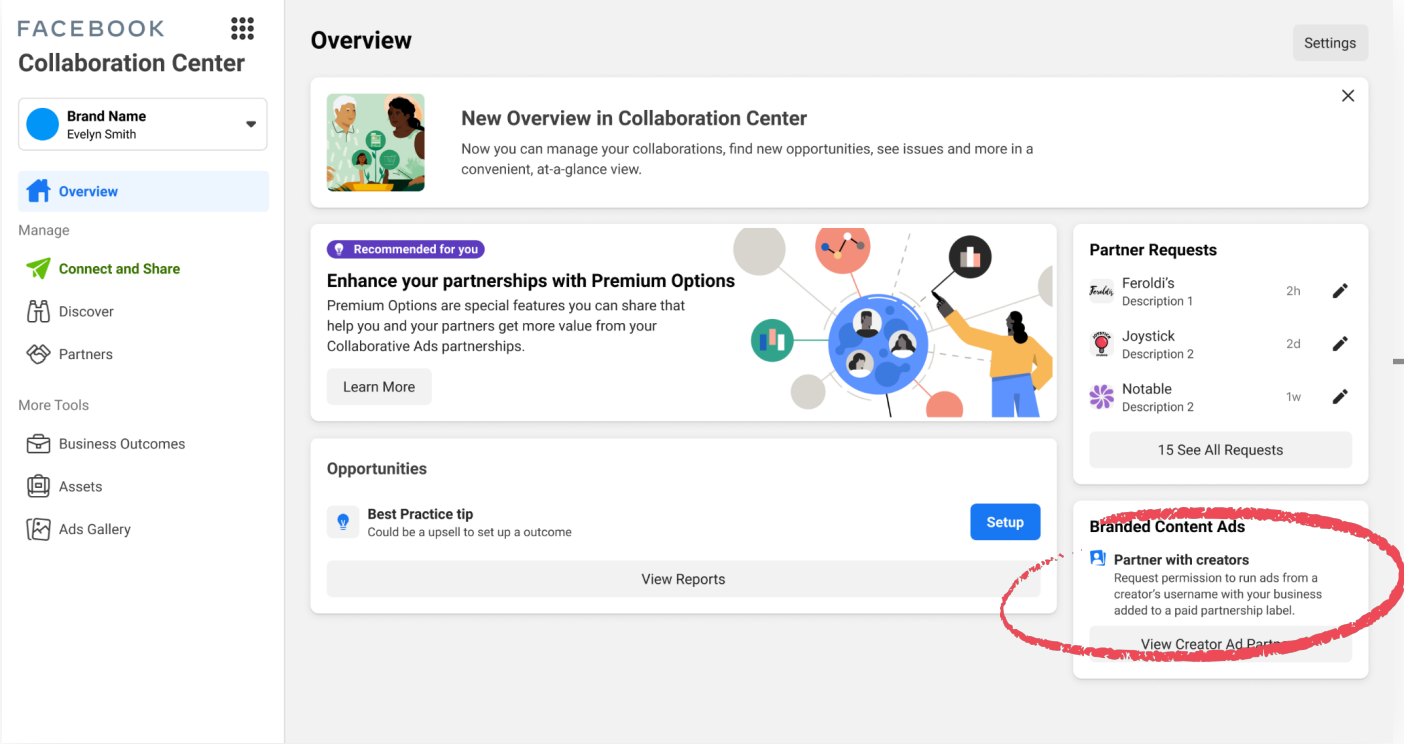
Ready to Add Creators

You may notice some creator handles in this list. These are creators who you have previously connected their business manager accounts with.

By clicking on “View Creator List”, you will be able to start adding creators you want to create branded content ads with.

ACCOUNT LEVEL PERMISSIONS IN COLLABORATION CENTER

EXISTING USER ONBOARDING



Onboarding Access

Brands and agencies can onboard to Collaboration Center, as long as the the brand's Instagram handle is connected to the Business Manager.

Setup

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Ready to Add Creators

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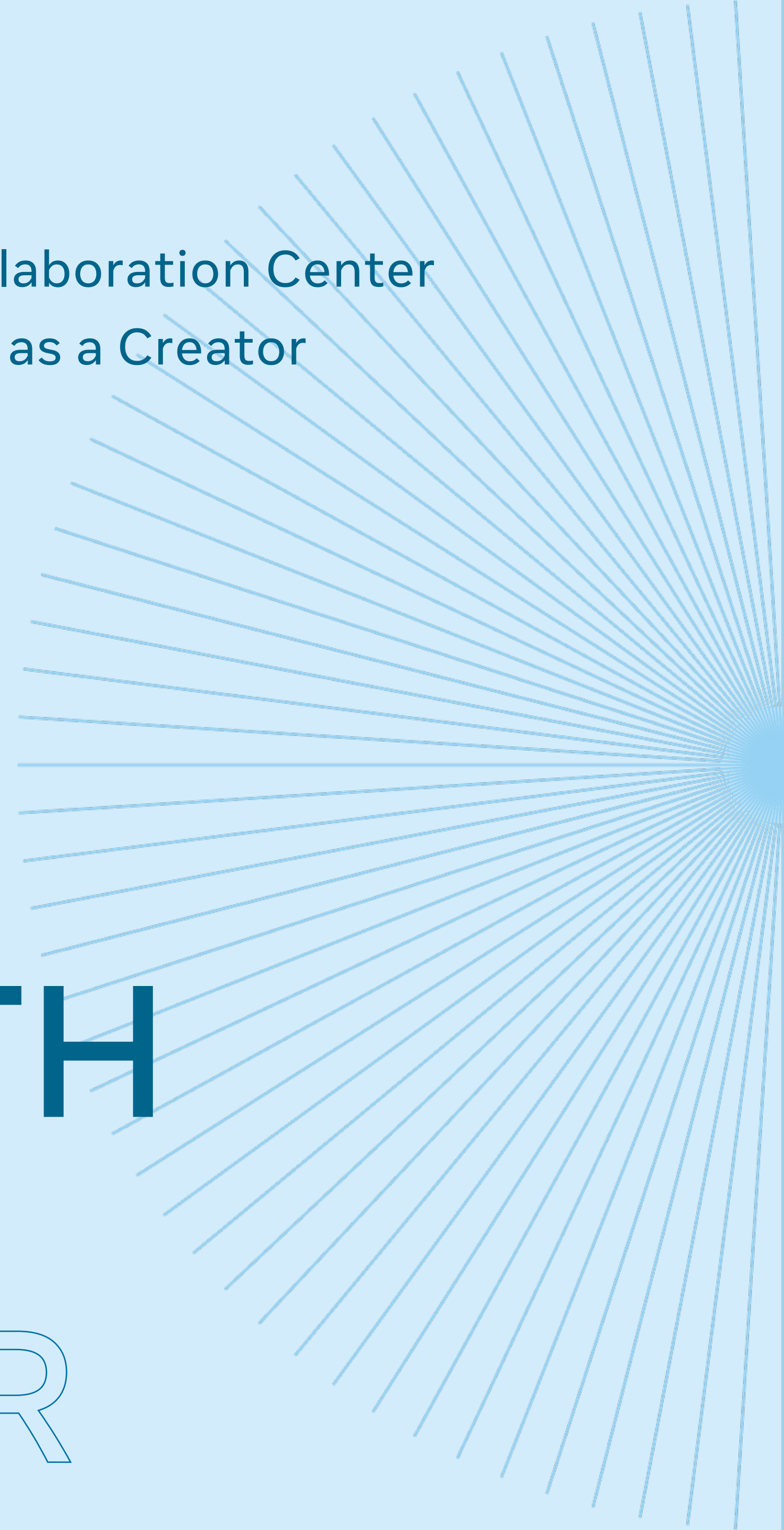
By clicking on "View Creator List", you will be able to start adding creators you want to create branded content ads with.

02

- Creator Checklist
- Adding a Creator in Collaboration Center
- Accepting Permissions as a Creator

CONNECT
CONNECT
CONNECT

**CONNECT WITH
A CREATOR**
A CREATOR



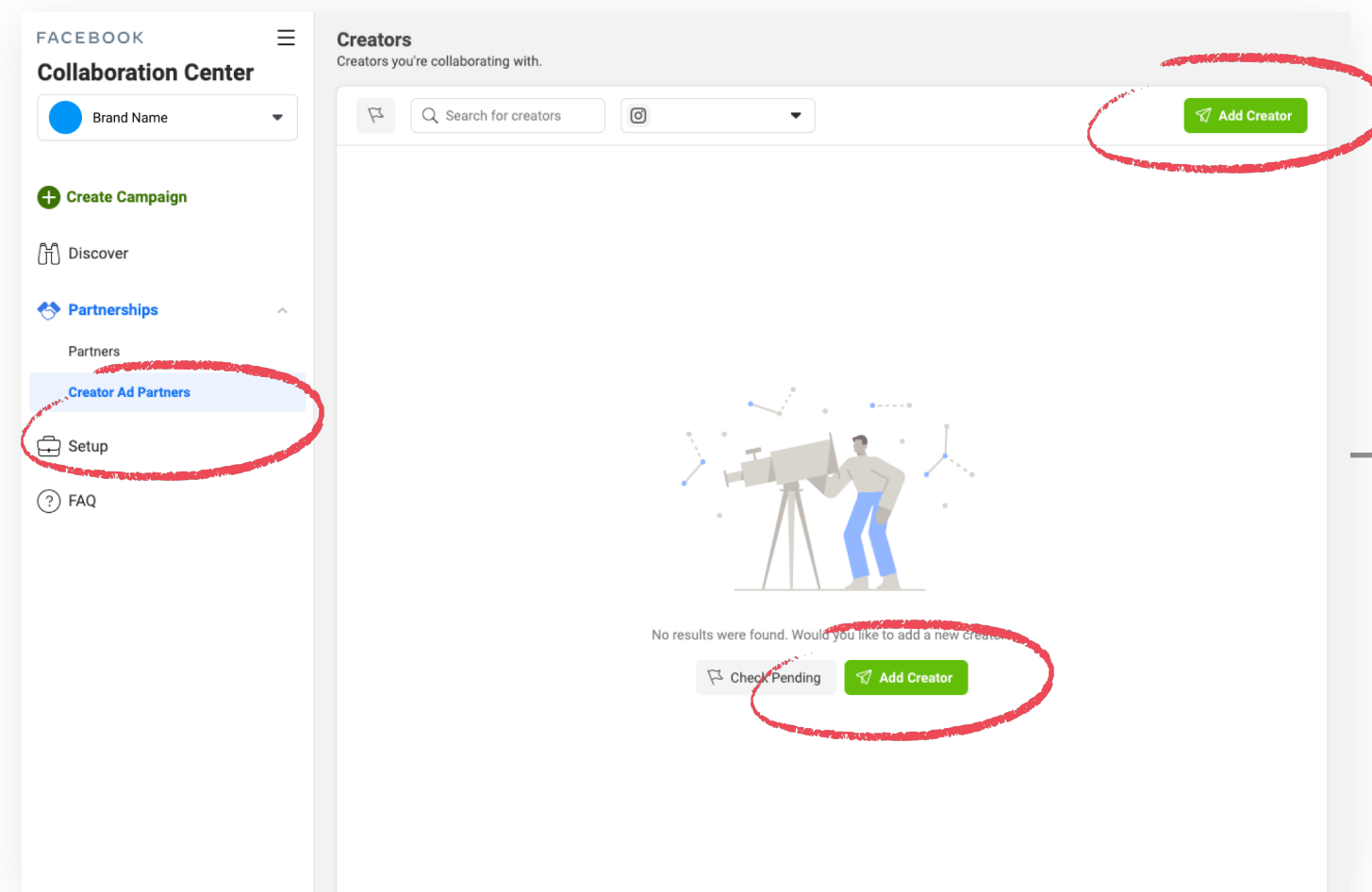
CREATOR CHECKLIST

In order to successfully onboard and run branded content ads, your creator partners need to do the following:

- ✓ Connect their Facebook Page and Instagram profile
- ✓ Update their Instagram account type to Professional Account (Business or Creator) if it isn't already
- ✓ Confirm that they are eligible for monetization: Account Settings > tap "Creator" or "Business" (depending on account type) > Tap on Branded Content > "Status"

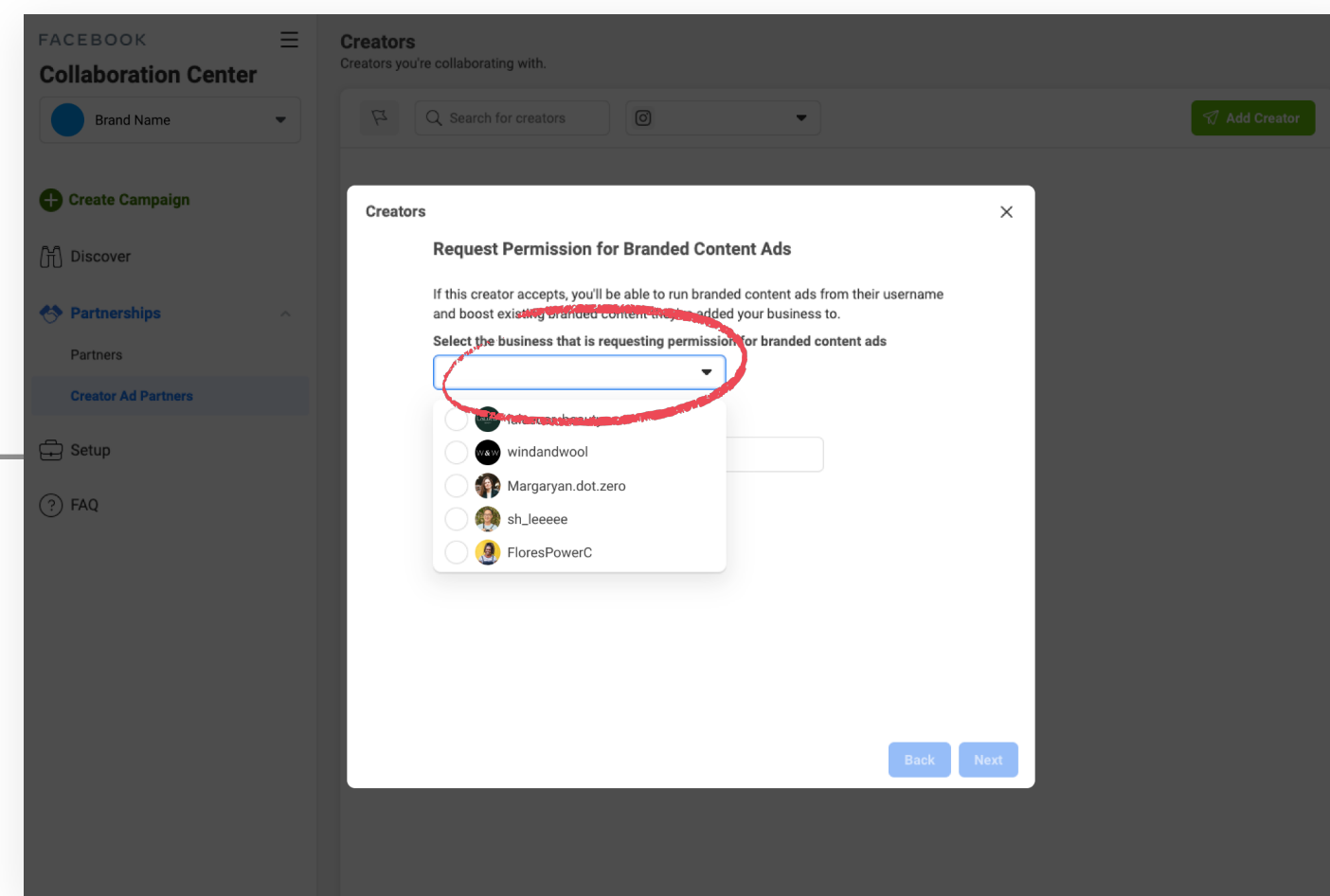
If your creator partners have questions, you can point them to [Instagram for Creators](#) to learn more about branded content and branded content ads.

ADDING A CREATOR VIA COLLABORATION CENTER



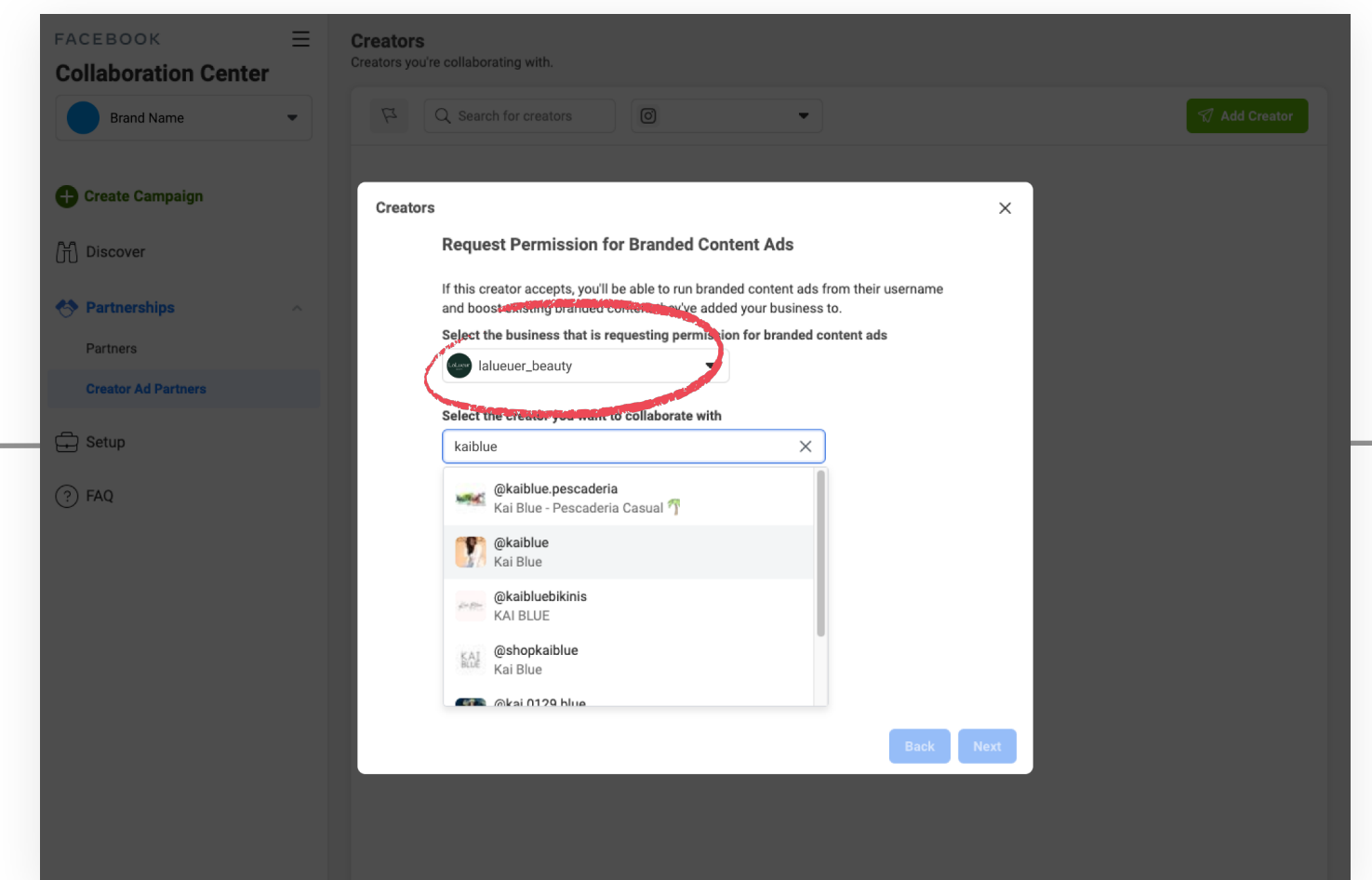
Adding a creator

Click on “Add Creator” to get started.



Select your business

First, select the business that you want the partnership between the creator to be established with.



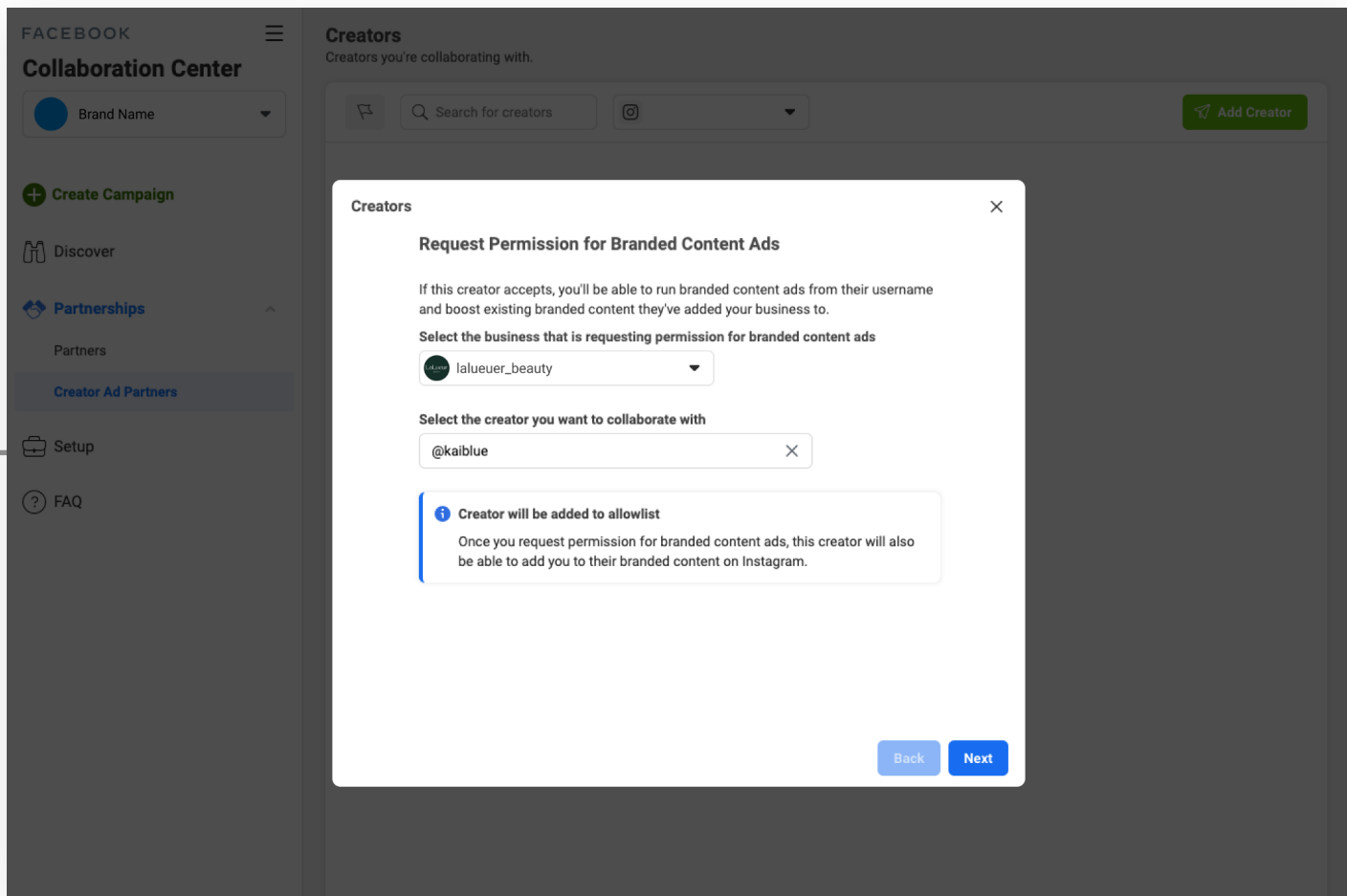
Search the creator

By typing in the input box, you can search for the creator you’d like a partnership with.

Click on the creator.

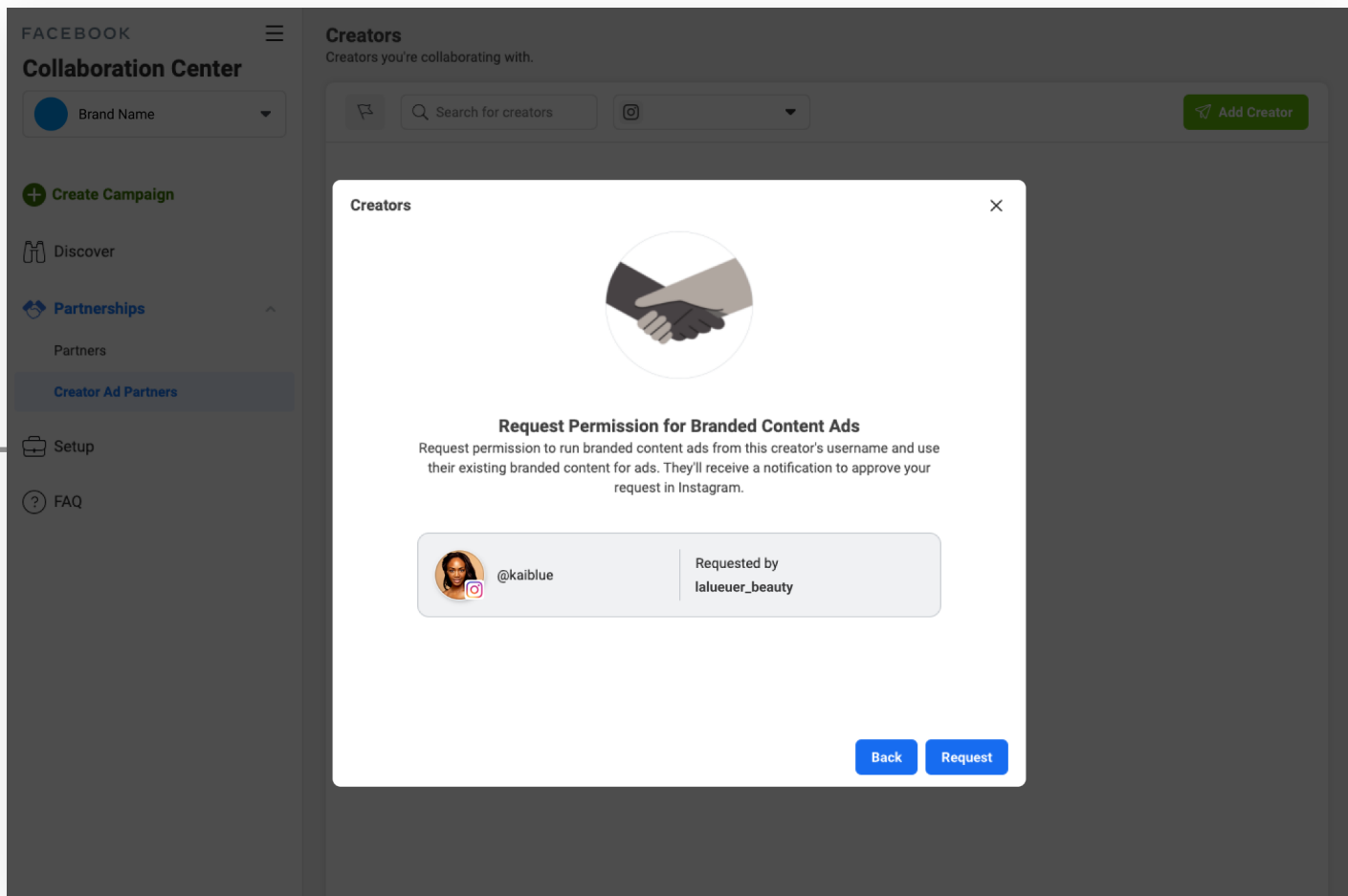
The creator must have a Professional account type (Creator or Business) on Instagram to accept the permission. Click [here](#) for more information about how to switch from a business or personal account to a creator account.

ADDING A CREATOR VIA COLLABORATION CENTER



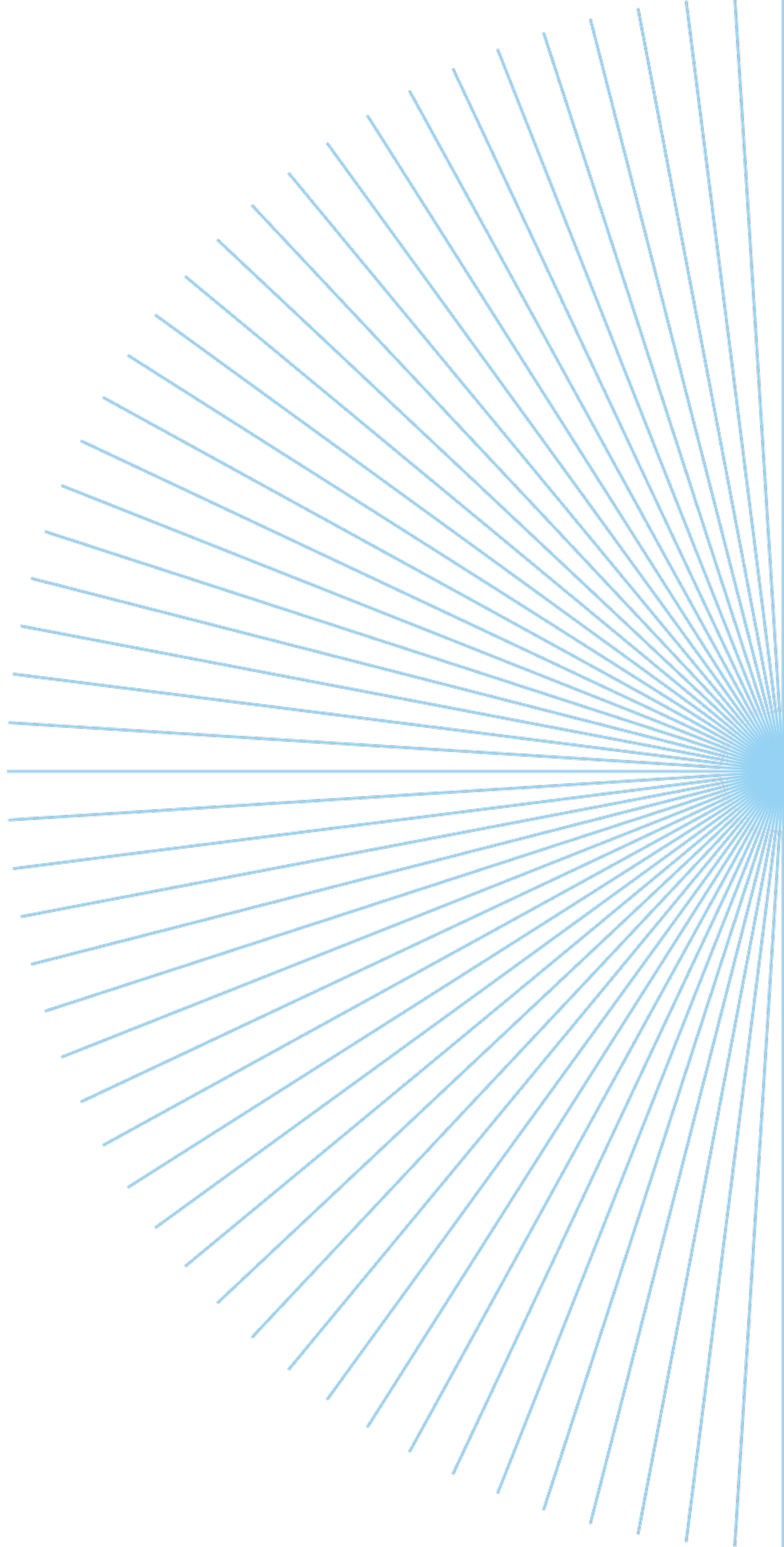
Send a request

After reading the disclosure, click on “Next” to confirm your selection.

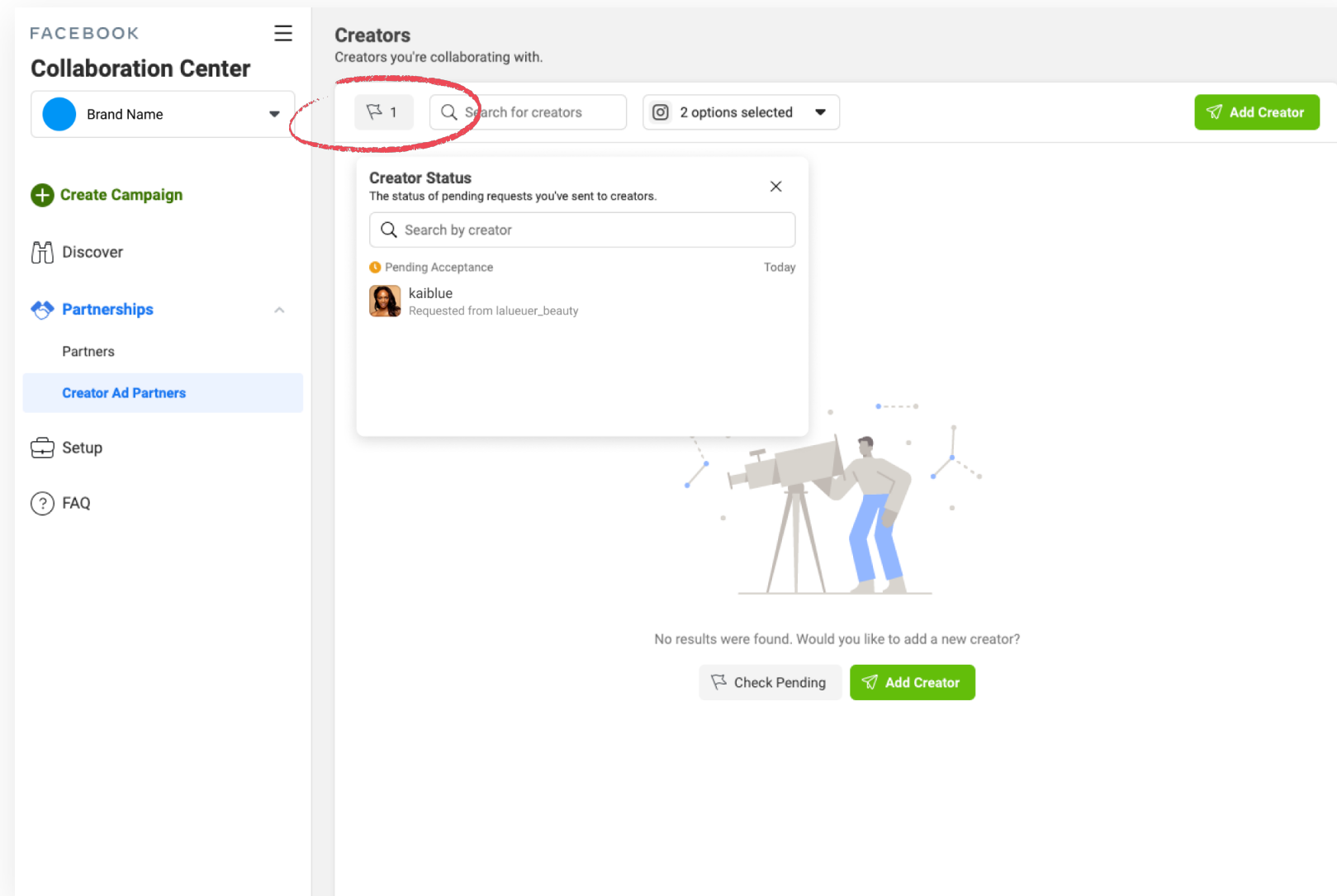


Send a request

Confirm that the information on this screen is correct. Click “Request.”



CONFIRMING CREATOR STATUS IN INSTAGRAM COLLABORATION CENTER

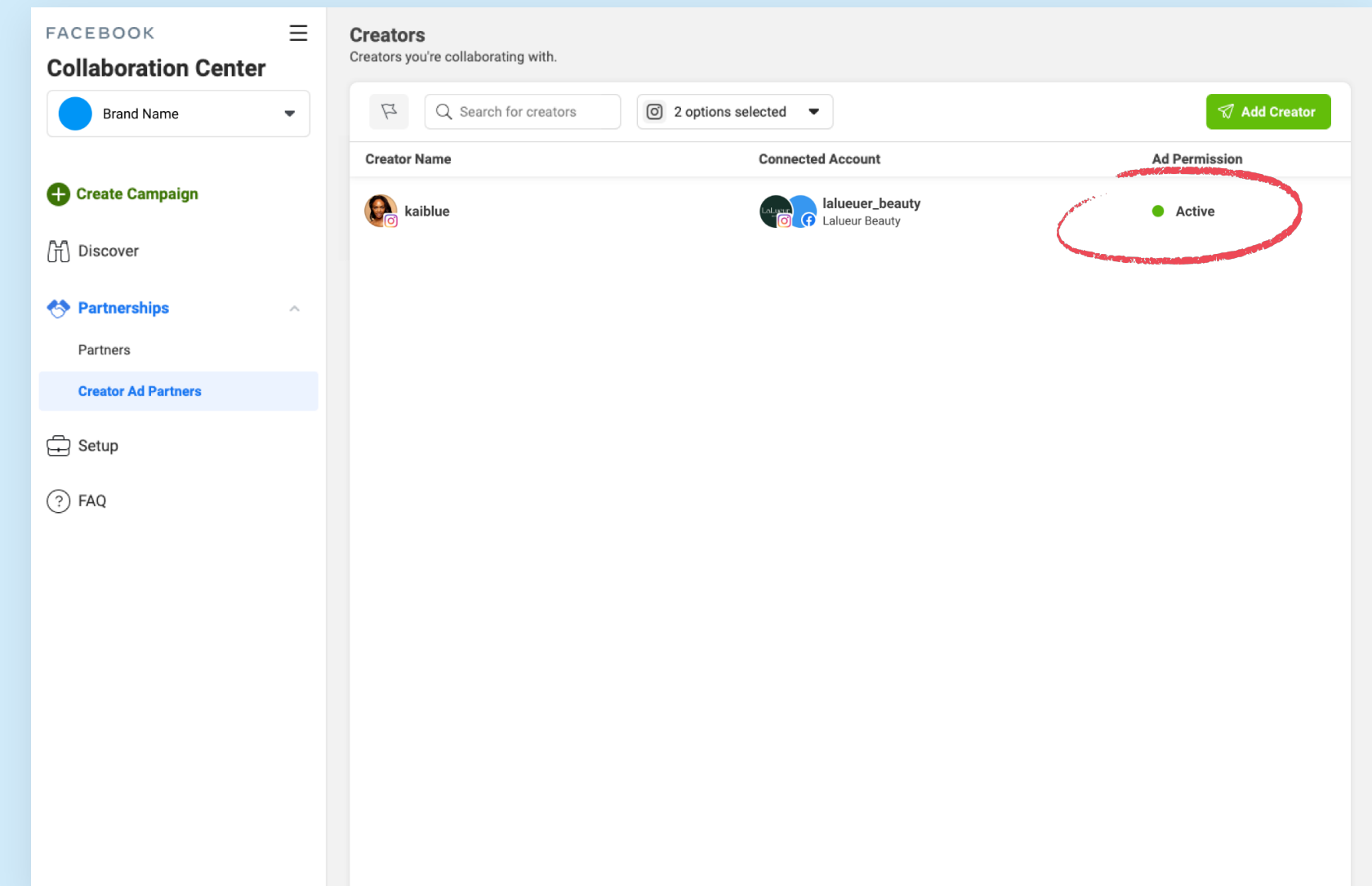


Pending request

Check on the status of your requests to creators by clicking on the “Check Pending” flag.

Creators that have not accepted the request will appear here.

Creators can accept the permission in the Instagram app by following Profile > Settings > Creators > Branded Content Ads > Brand Request.

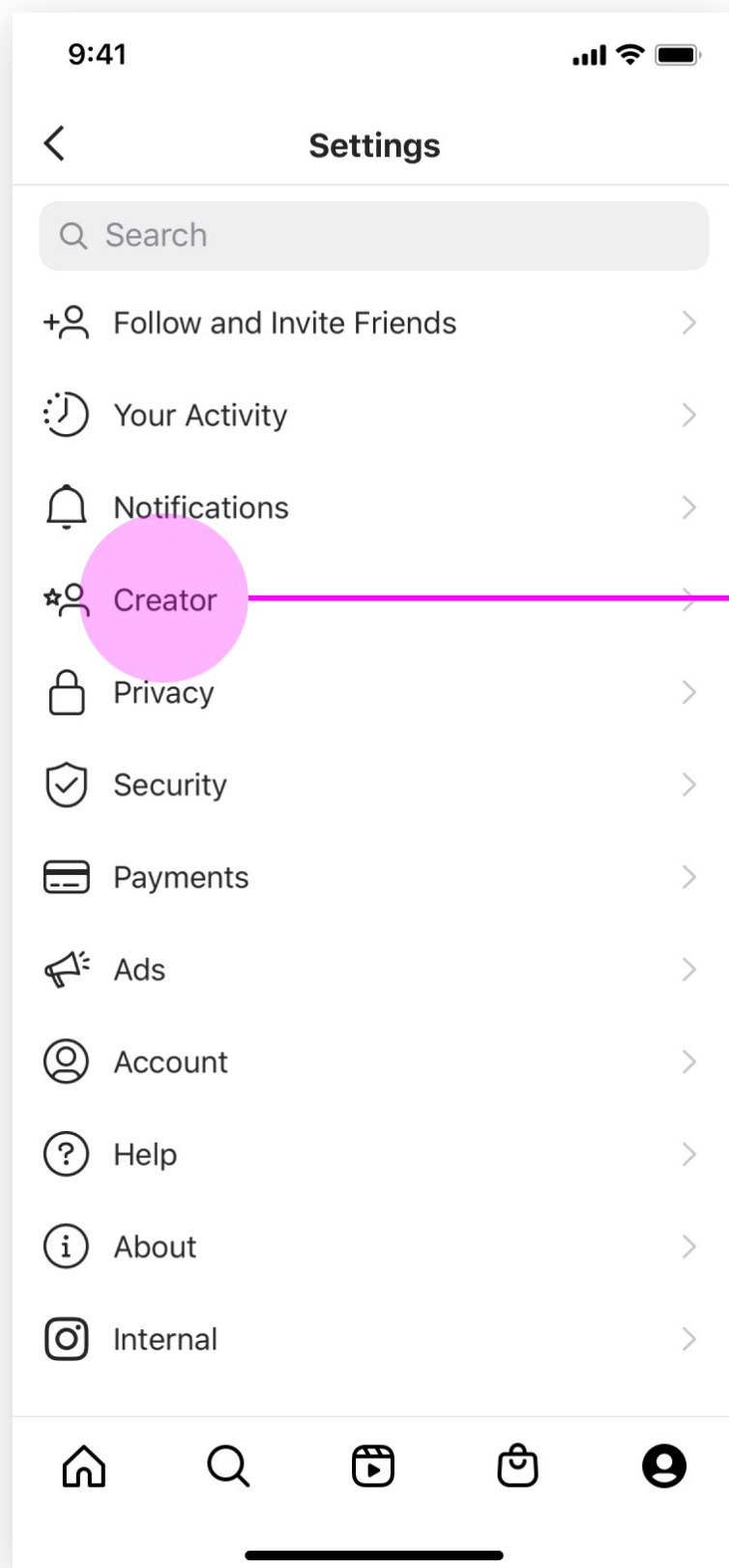


Creator is added

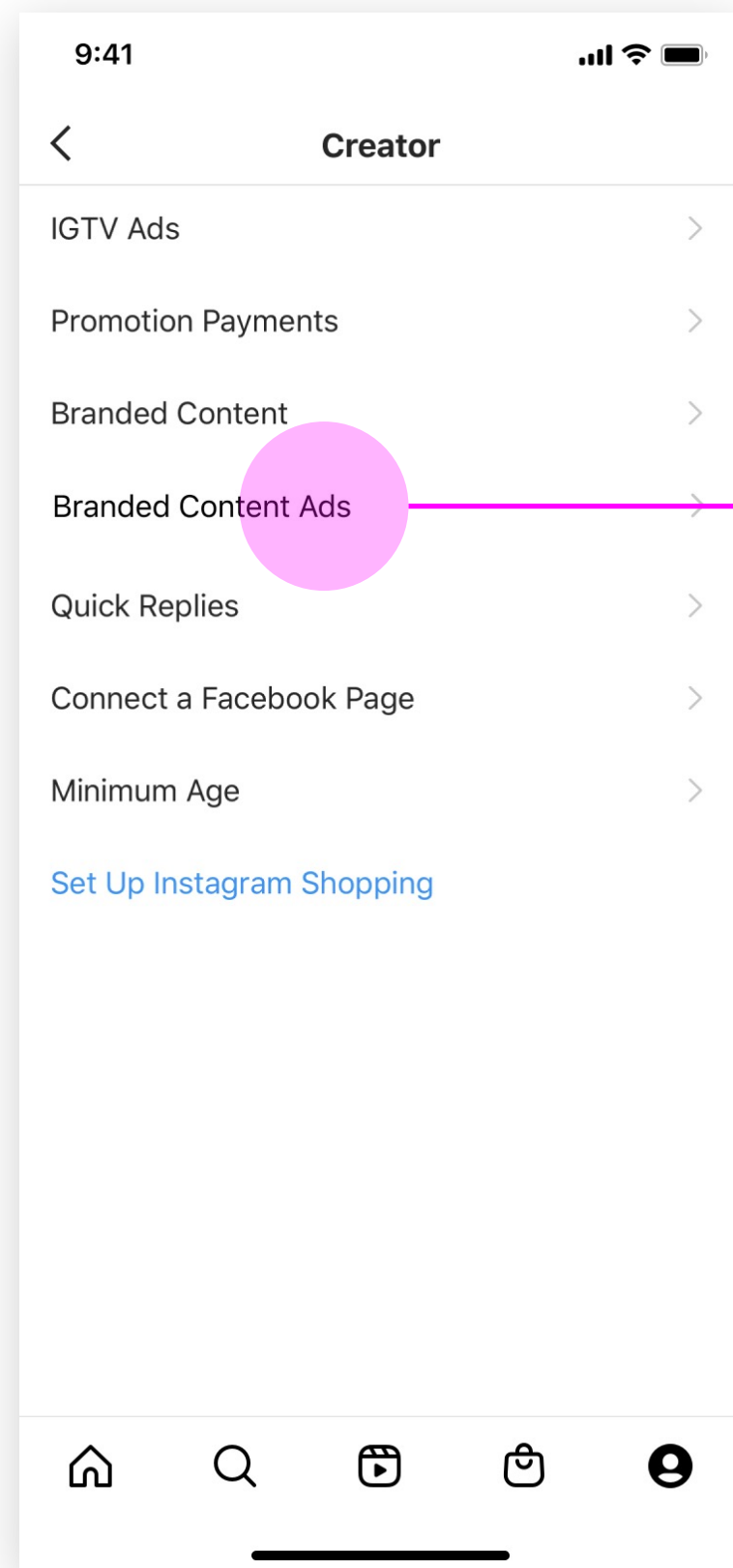
Once the creator accepts the request, they should appear as “Active” on your creator dashboard.

Now that the partnership is active, your brand can now create branded content ads with this creator without further requests.

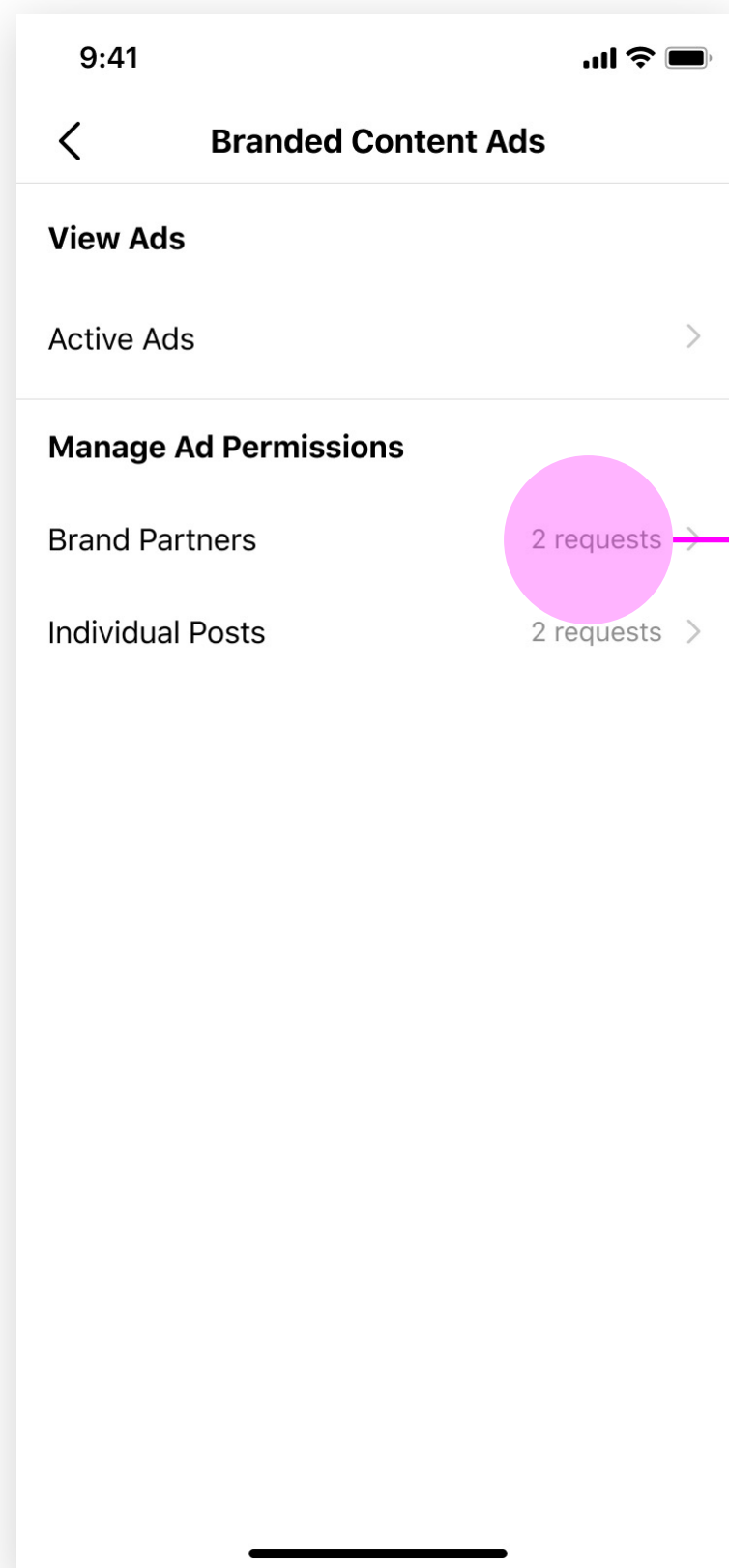
ACCEPTING PERMISSIONS AS A CREATOR



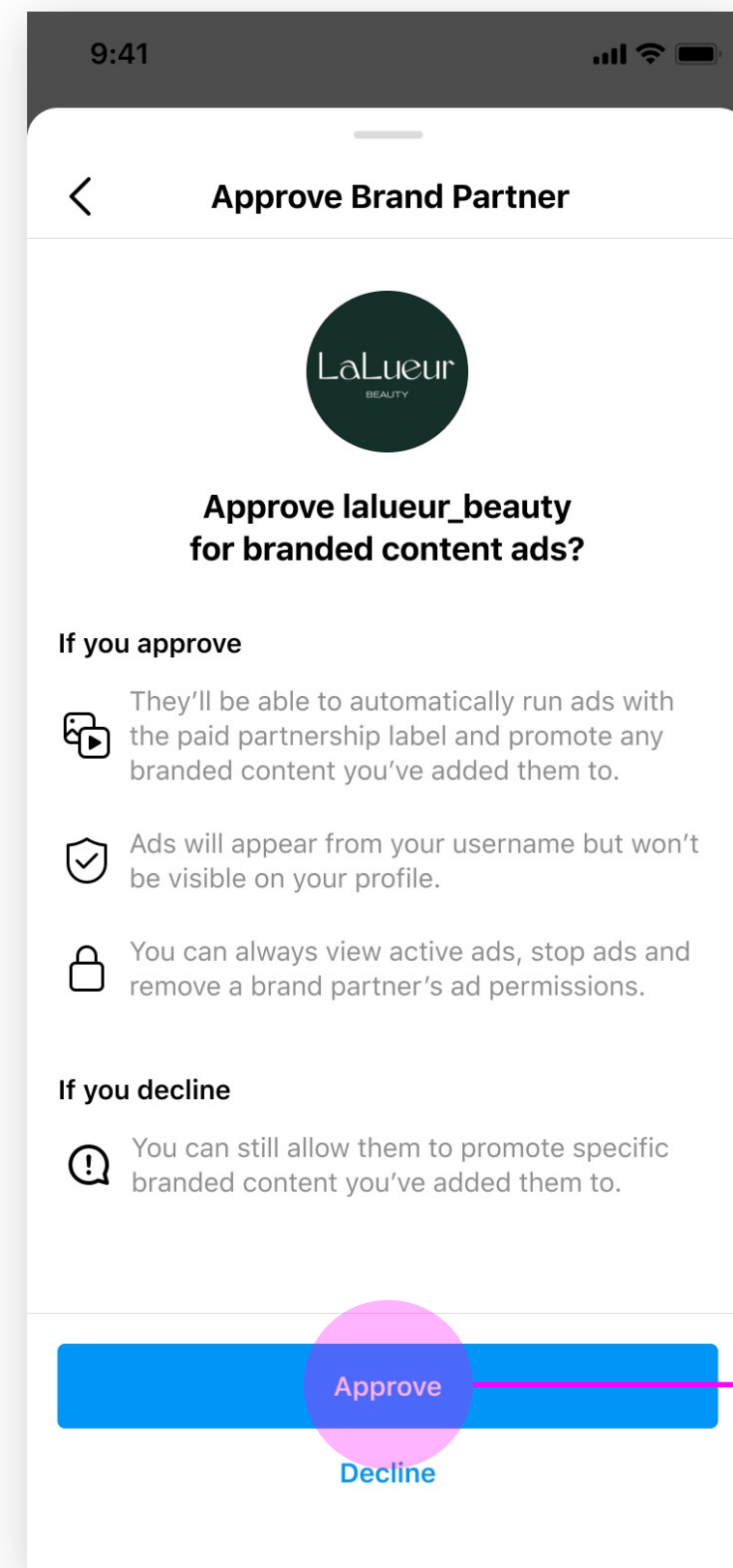
Settings



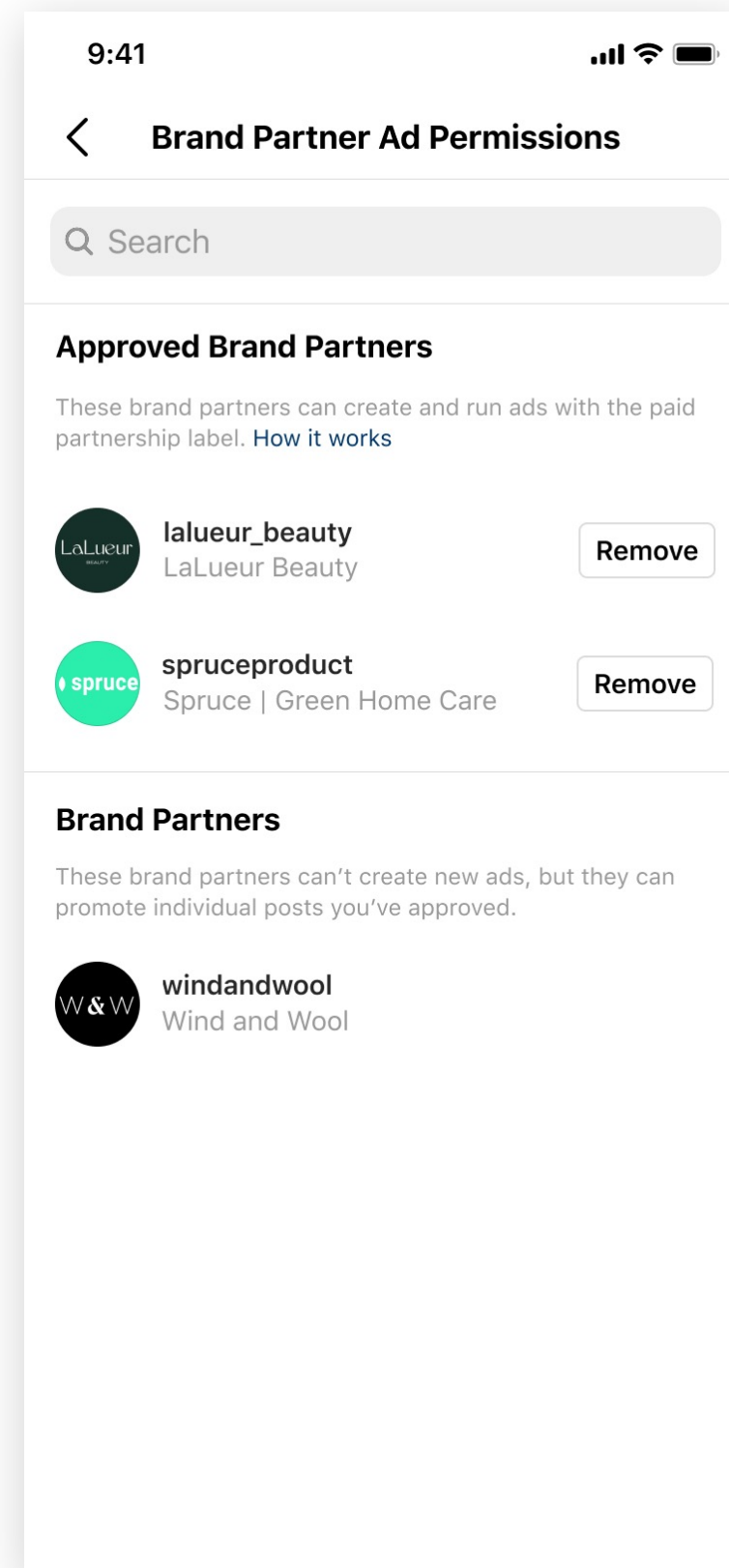
Creator



Branded
Content Ads



Permission



Brand Partner
Permissions

03

Y RUN FY YOUR Y ADS

AMPLIFY AMPLIFY
AMPLIFY AMPLIFY
AMPLIFY AMPLIFY

- Launch Ads in Ads Manager with or without a Pre-existing Post
- Creative Guidelines
- Placements, Objectives and Features

CREATE ADS FROM EXISTING POSTS

In Ads Manager, select **+Create** and select eligible branded content ad objectives. Proceed to create ad as usual.

In the **Ad Identity** section, ensure your brand page is populated in the Facebook Page and Instagram Account drop downs. The Branded Content checkbox will be enabled after you select the existing post.

In the **Ad Setup** section, select “Use Existing Post.”

In the **Ad Creative** section, select “Select Post” and navigate to the Branded Content tab to select your post.

Identity

Facebook Page

laleur_products

We are removing the “Enter Page Id” link. Instead, you can search page ids with the page selector dropdown.

Instagram Account

laleur_products

☐

Branded Content

If this post features a third-party brand or product then you must tag your business partner’s Page. [See branded content policy](#)


Ad Setup

Use Existing Post

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn more](#)

Media



Branded Content Post

Being stuck at home doesn't mean your skin has to suffer!

Nov 23, 2021

Change Post

Create Post

[Enter post ID](#)

Call to Action

Add Button

Edit Placement

Select a placement to edit

Select Post







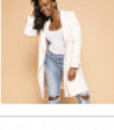

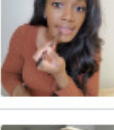

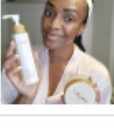

FacebookInstagramBranded Content

Filter By:

Select an Item

Select Dates

Post, image or video IDs, or other keywords

Branded Content Post	Source	Media	Date Created
<div></div> <div><div>kaibblue • United States</div><div>Best way to start your day with @laleur_products.</div><div><div>512</div><div>1.2K</div><div>61</div></div></div>	<div></div> Feed	Photo	Jun 14, 20...
<div></div> <div><div>kaibblue • United States</div><div>Being stuck at home doesn't mean your skin has to suffer!</div><div><div>512</div><div>1.2K</div><div>61</div></div></div>	<div></div> Feed	Photo	Jun 11, 20...
<div></div> <div><div>kaibblue • United States</div><div>This is what my @laleur_products shelf looks like.</div><div><div>512</div><div>1.2K</div><div>61</div></div></div>	<div></div> Feed	Photo	Jun 11, 20...
<div></div> <div><div>kaibblue • United States</div><div>My spring outfit completed with makeup from @laleur_...</div><div><div>512</div><div>1.2K</div><div>61</div></div></div>	<div></div> Stori...	Video	May 26, 20...
<div></div> <div><div>kaibblue • United States</div><div>In a rush? This lipliner from @laleur_products really ...</div><div><div>512</div><div>1.2K</div><div>61</div></div></div>	<div></div> Feed	Photo	May 26, 20...
<div></div> <div><div>kaibblue • United States</div><div>My night time ritual with eye cream from @laleur_products.</div><div><div>512</div><div>1.2K</div><div>61</div></div></div>	<div></div> Stori...	Photo	May 26, 20...

Cancel

Continue

CREATE ADS WITHOUT PRE-EXISTING POSTS

In Ads Manager, select **+Create** and select eligible branded content ad objectives. Proceed to create ad as usual.

In the **Ad Identity** section, select the creators handle from the creators section within the Instagram Account dropdown.

In the **Ad Setup** section, select “Create Ad.”

In the **Ad Creative** section, select “Add Media” and select “Add Image” or “Add Video.”

Ad Setup

Create Ad



Dynamic Formats and Creative

Automatically optimize your ad's format, creative and destination for each person when you use a catalog. This lets you personalize your ads on a larger scale.

[See how](#)

Format

Choose how you'd like to structure your ad.



Single Image or Video

One image or video, or a slideshow with multiple images



Carousel

2 or more scrollable images or videos



Collection

Group of items that opens into a fullscreen mobile experience

Fullscreen Mobile Experience



Add an Instant Experience

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Media



Add Media



Create Video



Add Image



Add Video

Add From Catalog

Headline

Write a short headline

CREATIVE GUIDELINES: INTERACTIVE ELEMENTS IN BRANDED CONTENT ADS STORIES

Can create ads in Ads Manager from an existing Story with this sticker	Can create ads in Ads Manager without an an existing Story with this sticker	Can be combined with other stickers *Maximum of 5 Stickers or tappable text in any ad	Can appear more than once in ad *Maximum of 5 Stickers or tappable text in any ad
	✓	X	X
	X	✓	X
	✓	X	✓
	✓	X	✓
	✓	X	✓
	✓	X	✓

All other stickers (music, captions, gifs, etc.) are ineligible for Branded Content Ads. Stories with no interactive elements are eligible to promote. Updated November 2021

Can only tag the creator or brand, no other accounts

CREATIVE GUIDELINES: MEDIA TYPES IN BRANDED CONTENT ADS

	Photos		Video	Music		GIF or Face/Camera Effect
	One or More	Reshared Photo		Royalty-free music or original audio	Instagram Music Library	
Feed	✓	X	✓ <div>Feed preview for videos longer than 1 minute are not supported</div>	N/A	N/A	X
Stories	✓	X	✓ <div>Videos longer than 1 minute can be created in Ads Manager only without using an existing post.</div>	✓	X	X
Reels	X	X	✓ <div>Media cannot be longer than 60 seconds</div>	✓	X	X

Reels published before October 15th, 2021 are ineligible for Branded Content Ads. Updated November 2021

<div>Facebook + Instagram</div>	PLACEMENT, OBJECTIVES, FEATURES		
	Placement	Objective	Features
	<ul style="list-style-type: none">Placement Asset CustomizationPlacement OptimizationAll Placements Currently available	<ul style="list-style-type: none">ConversionsReachBrand AwarenessVideo ViewsEngagementTrafficApp Installs	<ul style="list-style-type: none">Creator Audience Sharing
	<div>Facebook</div>	<ul style="list-style-type: none">MessagesOnly available when creating a new ad:<ul style="list-style-type: none">Lead GenerationEvent Responses	
<div>Instagram</div>	<ul style="list-style-type: none">Instagram FeedInstagram StoriesInstagram ExploreInstagram Reels		<ul style="list-style-type: none">Product TagsReelsStories / with Interactive Elements

APPENDIX

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- Why Branded Content Ads
- Troubleshooting



WHY BRANDED CONTENT ADS?

Branded content ads are the most effective and efficient way to run ads with creators on Instagram and Facebook.

3.9%

Lower CPA when comparing
branded content ads to allow listing
or account takeovers
(aka suspected branded content)

87%

Lower cost per incremental person
per action intent across Facebook
and Instagram when branded
content runs from creator handles

90%

Certainty that campaigns that
combine branded content ads
with business as usual ads have an
increase in incremental conversion
over campaigns without branded
content ads*

[Read more about branded content ads performance](#)

18 conversion lift studies from April 2020 to May 2021, run in NORAM, EMEA, and APAC, representing the Retail, CPG, Ecommerce, and Entertainment verticals.

TROUBLESHOOTING

Q: Does account level permission work for Facebook as well?

A: Yes, if the creator has their Instagram and Facebook linked, the ad will run across both Instagram and Facebook. You will be able to see this when you send the permission to the creator in Collaboration Center, and when you create the ad in Ads Manager.

Q: Will creators have to approve every ad that runs from their handle?

A: No, once the creator accepts the permission from the Collaboration Center, they will not need to accept any further permissions from the brand.

Q: Will I be able to create an ad in Collaboration Center?

A: No, for branded content ads, Collaboration Center is only a surface to manage relationships with creators. To create an ad, businesses should continue to use Ads Manager.

Q: I'm getting an error for trying to access the organic Instagram Stories content from a creator and use for a branded content ad. Why is this and what should I do?

A: The most likely error is that there are either more than five interactive stickers from the organic content or there is a sticker being used that is not supported. Please note that advertisers will not be able to make edits to the interactive sticker of an existing post within Ads Manager; they must work with the creator to ensure the interactive sticker follow the ad creation specs to avoid errors.

Q: Can I revoke the account level permission?

A: At this time, only the creator can revoke account level ad permissions. If you would like to remove them for using the paid partnership label, please do so within the Instagram application.

Q: My creator is not seeing the permission in their app, but when I go to send the permission from Collaboration Center I am getting an error saying I have already sent the permission, what do I do?

A: Ensure your creator is looking for the permission in the correct surface to accept this permission. They should accept the permission via Promote > Settings > Creator or Business > Branded Content Ads > Brand Partners.