BRANDED CONTENT ADS SETUP GUIDE S S S S S S S S S S GUIDE

November 2021



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.

Instagram	$\oplus \heartsuit \Theta$	facebook	
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Branded Content Ads in 3 Steps



O1 ONBOARD TO COLLABORATION CENTER

02 connect with a creator



ONBOARD TO COLLABORATION CENTER

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

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

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Ad Center Inbox Creator Studio Manage	Jobs More •	Edit Page Info 5 Setting
🔅 General		
🎤 Page Info 👩	Manage Instagram on Facebook	വ
Jessaging	Reach more people who care about what you do by connecting an Instagram account to your Facebook Page. You'll get additional features to	U
Templates and Tabs	interact with people across Facebook and Instagram.	
Post Attribution		
Notifications		
Advanced Messaging	Connect to Instagram When you connect an Instagram account, other people who	
▲ Page Roles	manage the Page may be able to post and take other action on the connected Instagram account. Learn More	15
People and Other Pages		
Preferred Page Audience	Respond to comments and message Page admins, editors and moderators can re	
Authorizations	comments and direct messages, both on a o Manager app.	· · · · · · · · · · · · · · · · · · ·
Is a branded Content →	Create ads for Instagram on Facebo	
Instagram	Admins, editors, moderators and advertisers that appear on Instagram and link to your In	
S WhatsApp		
★ Featured		
Crossposting		



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 <u>Business Manager</u> > All Tools > Collaboration Center or at <u>https://business.facebook.com/collaboration_center</u>.

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

습 ₩	Welcome	FACEBOOK = Collaboration Center	Setup Choose the type of capability you want to set up for your collaborations.
	Grow Together with Collaborative Ads Collaborative Ads helps you and your partner grow your business through a unique performance ad partnership. It enables your brand partners to run & pay for ads that drive traffic exclusively to your website, app or store.	Brand Name	Capabilities
	Cultivate your partner network and strengthen relationships by easily connecting with partners whose brands you sell. Secure Sharing, Protected Audiences Securely share the assets you want partners to use in campaigns, while protecting your customers' information. Deeper Reporting, Ad Creative Transparency Get detailed reports on your partner's campaign performace. Branded Content Ads	⑦ FAQ	
\$} ↓ •	Partner with creators to promote your business. Set up branded content ads Get Started		

FACEBOOK Collaboration Center	=	← Setup Branded C	Content Ads	FACEBOOK =	← Setup Branded Content Ads
Brand Name	•	Instagram Accounts	Instagram Accounts Review the Instagram accounts connected to your business. You'll be able to add these accounts to the paid partnership label on your branded content ads.	Brand Name 👻	
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			Add another Instagram account in Business Settings		

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.



ACCOUNT LEVEL PERMISSIONS IN COLLABORATION CENTER

EXISTING USER ONBOARDING

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The Overview	convenient, at-a-glance view.		Partnerships	Partner with creators to grow brand awareness, reach new audience sales.
Manage	@ Recommended for you	Partner Requests	👼 Setup	Set up
G Discover	Enhance your partnerships with Premium Options Premium Options are special features you can share that help you and your partners get more value from your	Forder Feroldi's 2h Pescription 1	(?) FAQ	
Partners	Collaborative Ads partnerships.	Joystick 2d Description 2 2d	_	
More Tools		Notable 1w P		
Business Outcomes	Opportunities	15 See All Requests		
Ads Gallery	Best Practice tip Setup Could be a upsell to set up a outcome Setup	Branded Content Ads		
	View Reports	Partner with creators Request permission to run ads from a creator's username with your business added to a paid partnership label. View Creator Ad Part		

Brand Name Brand Name Instagram Accounts Review the listagram accounts connected to your business. You'll be able to add these accounts to the paid partnership label on your branded content ads. Discover Discover Partnerships Setup Instagram Accounts Instagram Accounts Instagram Accounts Instagram Accounts Review the listagram accounts connected to your business. You'll be able to add these accounts to the paid partnership label on your branded content ads. Instagram Accounts Inst	Instagram Accounts Instagram accounts connected to your business. You'll be able to add these accounts to the paid partnership label on your business. You'll be able to add these accounts to the paid partnership label on your business. You'll be able to add these accounts to the paid partnership label on your business. You'll be able to add these accounts to the paid partnership label on your business. You'll be able to add these accounts to the paid partnership label on your business. You'll be able to add these accounts to the paid partnership label on your business. You'll be able to add these accounts to the paid partnership label on your business. You'll be able to add these accounts to the paid partnership label on your business. You'll be able to add these accounts to the paid partnership label on your business. You'll be able to add these accounts to the paid partnership label on your business. You'll be able to add these accounts to the paid partnership label on your business. You'll be able to add these accounts to the paid partnership label on your business. You'll be able to add these accounts to the paid partnership label on your business. You'll be able to add these accounts to the paid partnership label on your business. You'll be able to add these accounts to the paid partnership label on your business. You'll be able to add these accounts to the paid partnership label on your business. You'll be able to add these accounts to the paid partnership label on your business. You'll be able to add these accounts to the paid partnership label on your business. You'll be able to add these accounts to the paid partnership label on your business. You'll be able to add these accounts to the paid partnership label on your business. You'll be able to add these accounts to the paid partnership label on you'll be able to add these accounts to the paid partnership label on you'll be able to add these accounts to the paid partnership label on you'll be able to add th	FACEBOOK =	← Setup Branded Content Ads	FACEBOOK ≡ ← Setup Collaboration Center
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- Creator Checklist
- Adding a Creator in Collaboration Center
- Accepting Permissions as a Creator



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



- 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 <u>Instagram for Creators</u> to learn more about branded content and branded content ads.

ADDING A CREATOR VIA COLLABORATION CENTER

FACEBOOK Collaboration Center	≡	Creators Creators you're collaborating with.	FACEBOOK Collaboration Center	Ξ	Creators Creators you're collaborating with.
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		No results were found. Would you like to add a new cleanse.			

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.



	Creators	re collaborating with.				
Collaboration Center						
Brand Name	· F	Q Search for creators	0	•		
Create Campaign	Creator	s			×	
🛗 Discover		Request Permission for	or Branded Content A	ds		
🕎 Partnerships	~	If this creator accepts, you'll and boost chasmy branded c	onter a boy've added your b	usiness to.	ame	
Partners		Select the business that is re	equesting permission for br	anded content ads		
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				Ba	ack Next	

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 <u>here</u> 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

FACEBOOK Collaboration Center	≡	Creators Creators you're collaborating with.
Brand Name	•	Image: Construction of the selected in the se
 Create Campaign Discover Partnerships Partners Creator Ad Partners Setup FAQ 	^	<complex-block><complex-block></complex-block></complex-block>

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



RUN YOUR ADS



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



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.

	Use Exisiting Post
Identity Facebook Page	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
We are removing the "Enter Page Id" link. Instead, you can search page ids with the page selector dropdown.	Change Post + Create Post
Instagram Account Image: Instagram Account Image: Instagram Account	Enter post ID Call to Action Add Button
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	Edit Placement Select a placement to edit

Ad Setup

Facebook Instagram			
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Branded Content Post	Source	Media	Date Created
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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.

N		
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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





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
Countdown COUNTDOWN STICKER!!!! 0 8 : 0 2 : 2 0 days hours minutes				
POII PANCAKES WAFFLES				
Location LOCATION				
Hashtag #HASHTAG				
<pre>@Mention* @MENTION</pre>				
Tappable Text @Mention / #Hashtag				



Can only tag the creator or brand, no other accounts

CREATIVE GUIDELINES: MEDIA TYPES IN BRANDED CONTENT ADS



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

PLACEMENT, OBJECTIVES, FEATURES





Objective	Features
 Conversions Reach Brand Awareness Video Views Engagement Traffic App Installs 	Creator Audience Sharing
 Messages Only available when creating a new ad: Lead Generation Event Responses 	
	 Product Tags Reels Stories / with Interactive Elements

APPENDIX

- 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.



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



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

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.



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*

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.





