PROMOTE

TARGETED DIGITAL ADVERTISING

CAMPAIGN TECHNOLOGY

0345 092 22 99
Option 3 the helpline is open
Monday - Friday 9.30am to 6.00pm

campaigntechnology@labour.org.uk
members.labour.org.uk/campaigntechnology

Labour
labour.org.uk

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1 Foreword

Promote is Labour's new technology, developed with Experian, to enable local and national Labour users to place targeted messaging in front of the people with whom we want to talk, right across social media and other digital advertising channels.

It is designed to help us ensure the success of our party in contexts and channels which present new and difficult challenges for us as a campaigning organization. It enables us for the first time to bring the full power of Contact Creator – the richest and most sophisticated elections & campaigns database in Britain – to bear on the digital platforms which are rapidly becoming the dominant way in which people get their news and interact with the world.

With Promote we are blazing a trail for enabling integrated online and offline campaigning at a local level, which no other political party in Europe has yet matched. Every stage of the development of Promote has been involved the experienced team behind our Contact Creator systems and software and the digital marketing experts at Experian.

This manual explains why we have built it, how to use it, and how to use the information it gives you to improve and refine your campaigns.

We know we haven't thought of everything, and we're really keen to hear from you about the things we need to improve, remove, introduce or change, but we want you to have confidence that we have built a platform that will support you to run the campaigns you need.

I hope you enjoy using Promote.

Patrick Heneghan
Executive Director – Elections, Organisation, and Campaigns
The Labour Party

2 Introduction to Promote

In this section we answer three key questions about Promote:

- why digital content has become important;
- why we need to do place targeted digital content rather than relying on people sharing and liking things we put on the Labour Party's Facebook page & retweeting our Twitter accounts; and
- why we have built a Labour platform to enable you to do these things.

We'd encourage everyone to read this introduction as it will help you understand the thinking behind many different aspects of Promote.

2.1 Why has targeted digital content become important?

Our changing culture

Take a train journey today, or wander into a café, and where once you saw people reading newspapers or books, chatting with each other, or staring out of the window, these days you will tend to see people gazing at their smartphones or tablets. They are reading news stories, or messaging their friends, or listening to music they have bought online, or watching films downloaded earlier.

That's a huge change from just a few years ago, and it both reflects and embodies three interlocking major strategic challenges for how we communicate with electors as a political party: cultural fragmentation, new channels of communication, and changing patterns of where, with whom, and how people talk about politics.

Each of those challenges is worth understanding in a bit more detail.

Fragmentation

The first challenge is the fragmentation of our culture. To take one of the most obvious examples, the number of TV channels has gone in less than forty years from three to hundreds, and the technologies of the internet – email, the Web, social media – have gone from an academic novelty to being a key part of all our lives in the same time period.

It’s worth emphasizing that that isn’t simply a fracture between one group of electors and another, with two polarized groups of people experiencing different media and messages, but a fragmentation – lots of different groups experiencing increasingly different worlds. And that has important consequences for us.

One of the most important arises from an obvious result of that fragmentation: these days, one media appearance reaches fewer people than once it did, and more appearances are needed to reach the same number of people as before. But the number of hours in the day in which we can achieve those appearances isn't changing.

So to get our message into more places, and in front of more people, today means supplementing what are sometimes called "earned" media appearances (interviews on the radio or television, coverage of our messages in the press, etc.), with paid media appearances.

Paid media appearances means advertising. In the UK political advertising has tended to mean big billboards and occasionally "wraparounds" on the front of newspapers. Political advertising on television or radio, a staple of effective political campaigning in America, is forbidden in Britain.

New communication channels

The second challenge is perhaps the most obvious one: people are increasingly getting their news and views not just from newspapers, leaflets, doorstep conversations, letters through the post, and telephone calls from phonebanks in the CLP office, but from news websites, sponsored links in search results or at the foot of news stories, shared content and links on social media, and in-app advertising on their tablets and smartphones. The phones they answer are now their mobiles, not their landlines.

So communication channels are changing. Some of them are becoming very hard to reach people with effectively (for example, calling on landlines); others are changing in importance (for example, local newspapers are now often much more trusted than national newspapers); others still (for example, our leaflets and direct mail) remain effective, but only if our materials are of a high standard and carry messages which form part of an integrated campaign across many communication channels. We need to be just as much a presence, and just as effective a presence, in the newer channels as in the older ones.

Changing networks of interaction

The third challenge follows from the extent to which people's friendship networks – and therefore how they spread their views – are to to a greater and greater extent formed and sustained over platforms such as Facebook and Twitter. The train carriage and café are quieter places than once they were: the chatter is written rather than spoken. We've moved rapidly from people speaking to one another in person and over the phone, and from their written communications with each other being letters we don't see and which take a day or two to arrive, to a word of written

messages travelling almost instantly across long distances on commercial platforms for which abundant analytics and advertising opportunities are available.

And again, there being only so many hours in the day, the rise of networks for instant communication with our friends, where we aren't constrained by being close to them, means we probably spend less time talking to people who live near to us. That means a changing sense of local community and suggests that insofar as people do discuss politics and derive views from talking with their friends, that pattern might be less about where people live, and more about shared interests than in the past.

To regain power for Labour we need to be getting our messages into those ever more diverse and numerous media markets. We want our messages to be there wherever people are reading news or sharing views. We want to be part of every conversation about politics and about the future of our communities and our country.

Labour's response

So a key part of Labour's response to those challenges has been to use targeted digital advertising: to reach across a fragmented media landscape, to ensure as many people as possible see our messages, and to make sure that wherever the conversation is, Labour can be part of it. What's more, we can see as never before – in aggregate even if not always at the level of each individual – which campaigns and messages are effective and which not, in real time.

Campaigning as a science

And that fits with a broader trend we are keen to encourage and to enable, which is to ensure that people not only understand that campaigning is a science, where evidence and data rather than instinct and judgement should shape our approach, but also that that approach becomes part of the way we campaign. When you deliver leaflets or segmented direct mails door to door, you don't get a little sheet from the last elector in the street as to how many of them have been read, which direct mail was more effective, and so on. With digital campaigning we do. Although digital campaigning will only ever be part of an effective integrated campaign, the instant feedback and precise campaign effectiveness metrics that are available mark it out from more traditional forms of campaigning. The opportunity for in-campaign learning and improvement, honing and refining our messages, graphics, and wording, can and should inform not only every aspect of the broader design and delivery of our campaigns but also how we think about all our campaigns.

2.2 Why targeted? Why not just get people to share things we produce?

A question that people often ask us is whether it wouldn't be better – and much cheaper - just to rely on people sharing things we put online, locally and nationally, because they agree with them.

There are a number of reasons why actually we decided back in the run-up to the last general election, that sharing wasn't remotely enough, but we'll focus on just a handful of them:

- what a good campaign looks like;
- the audience – to whom we are showing our content;
- how much we can share; and
- effectiveness and efficiency.

What a good campaign looks like

The central point is that all good campaigning matches an effective message - one that is relevant to the lives of the audience and resonates with them – with an effective messenger – someone trusted – and sends that combination to the right audience – the people whose political behaviour we want to change and which we believe can be changed.

Campaigning is ineffective when any of those are missing: when the message isn't relevant or doesn't resonate, when the messenger isn't trusted, or isn't trusted on this issue, when the audience are not open to our message or when they either already believe what we're telling them, or it wouldn't make any difference to our objectives even if they did.

Right audience?

So the first key point is that the people who see and share our content on Facebook if we don't take action to ensure they see it, are not exactly a cross section of British political life. Still less are they target voters living in key seats for Westminster general elections. They are, by and large, people like us – not only that they share our values (after all, lots of people share our values), but also that they are very interested in politics. And most people aren't like that. What's more, our friends, and the friends of other people who share Labour's content on Facebook, are also not the same group as the people we need to persuade – again, target voters living in key seats for Westminster general elections. So if we rely simply on our supporters seeing and sharing our content, the first problem is that the people with whom they share our content – our text, images, videos, etc. – are not always the key group of people with whom we need to communicate.

How much material can we share?

The next problem to explain is about how much of our content people see. If you've got a Facebook account yourself, you'll know that some of your friends can't stop posting status updates, or photographs, or videos, or links, or all of the above. But fond as you are of them, you have other friends who post much less frequently. Facebook doesn't simply show you a page with all the updates all your friends have put up every time you log in – there are too many of them. It shows you the most recent and the most popular updates, and in general, the more one of your friends posts, the less likely you are to see any given post from them. Similar considerations govern pages like the Labour Party one. If we put up fresh content every ten seconds, encouraging people to share it, then quite apart from it being probably the wrong content going to the wrong people, not very many people will see any given piece of content. Paying for advertising gets round this problem. We can pay to ensure people see it rather than merely hoping they do if we calibrate our rate of content output correctly.

Effective and efficient campaigning

Today it is possible for our data partners to match on our behalf a high proportion of UK electors, even just with their name and address, to Facebook IDs. That means that we can reach those electors with our messages across every channel through which they interact with the world. We can ensure that our adverts only get served to people based on information Facebook either has or estimates about them – their gender or their interests, for example.

We can serve adverts at people defined by being on a list we can obtain but which Facebook can't – postal voters, for example. We can also use the sophisticated modelling work we do at head office – who might switch between Labour and the Conservatives, or between Labour and UKIP, or between Labour and the SNP, and so on – to pick the exact electors to whom we send a particular message. Digital advertising has come of age: it is now targeted digital content.

2.3 Why a Labour platform?

You might well ask why we don't just leave people to sort out digital advertising themselves, and why we thought it was a good idea to build a platform through which to encourage Labour people to place such adverts. Again, a number of challenges present themselves as we move to using targeted digital advertising as an integrated part of how we campaign as a Party locally as well as nationally, and that is what lay behind our decision to design and build a platform for placing advertising. In particular, the challenges we face are:

- **limited understanding of the technology**, its capabilities, and best practice, compared to (say) direct mail;
- **higher levels of risk** if anything does go wrong - capacity for near-instant blow-back;
- available **advice** often not well suited to our needs, capabilities, and priorities;
- **integration** with the rest of our campaigns; and
- getting the **compliance aspects** right, especially spend, boundaries, and regulated periods.

Promote is designed to support Labour campaigners to tackle all those challenges successfully.

2.4 About this manual

This manual is the launch version of the manual, in spring 2017. It explains why we have built Promote, how to use it, and how to use the information it gives you to improve and refine your campaigns.

We expect to update and improve the manual frequently and we welcome your feedback, your suggestions for improvements, and examples of your best practice as you start to get a feel for how to use Promote in your campaigns.

3 Thinking about your digital campaign

3.1 Purpose of content

Your content should always work as part your wider campaign strategy. Your digital strategy should never sit separately from what you are doing in print, on the door or with your local press work. There should be follow through on everything you do. Integrated marketing will always yield better results.

However, you should never simply take a press release, leaflet or door script and paste it into a Facebook or Twitter campaign.

You need to make sure your content is fit for purpose and right for your audience and channel.

Great content will make up for poor targeting, but great targeting will never make up for poor content, so content must come first and foremost in your planning. While you might have an image, a bit of body copy, headline and description, they don't sit apart in the final advert. They come together to tell your story and convey your message, so work out how they all come together.

When you start building your campaign you know exactly who your audience is going to be and what the desired goal of this campaign is, so make sure your content and format are relevant to these.

3.2 Best practice

Creative quality determines much of the impact of targeted content as measured by brand and ad recall. So think your creative through carefully. The image matters and a clear ask is vital.

Below we set out the text limits and suggested purpose of each part of a Facebook advert, so that you can see how all these elements work together.

Body

- Get straight to the point : you only have 90 characters but this should be enough.
- Attract attention: use your body text to show why this advert is relevant to someone.
- Don't go over 90 characters - on certain devices or placements your text may cut off before you get to the vital point you're trying to mak ... you get the idea!

Headline

- Don't go over 25 characters - your headline will be cut off.
- Attention grabbing - this is the largest text in the advert.
- Generate interest and be useful - show why people should click this advert or pay attention.

Description

- Be upfront and as close to 30 characters as possible - you CAN go over here but it will cut it off after 30 characters.
- Preview - this is almost like a preview of what the user is clicking through to.
- Expand your argument - use this section to expand your argument from the body text and headline. This is where you want to hook people in.

REMEMBER

- Don't think of your text as three separate elements. You can spread your narrative or call to action across the three elements so that as the eye scans the advert the image and three elements all come together to tell the story.
- Plan your visual creative. They are the first things that will stand out in a feed of thousands of other posts.
- Video always perform well. And slideshows of images have also increased engagement over just a single static image.
- Video is great. But if you do it, think about uploading an SRT file (subtitles) or adding the sub-titles to the video directly. Facebook and Twiter don't auto play sound. So if someone is scanning through their feed or sitting in a place where they can't sound then subtitles are vital.
  Please note: Twitter doesn't support SRT files.
- We've found that photos of 'real' things perform better than infographics.
- If you do put words on your image make it a clear simple call to action or piece of information.
- Make your content as specific to your target group as you can. For instance, you may have a target set of electors to which you plan to serve a campaign about tuition fees, but the motivation for a young person who may be thinking about going to university, at university or recently graduated will be different from an older person or parent of children. Consider splitting you target pool by age and having a different creative for each to make the ask more personalised.
- Facebook will not let you put "too many words" in an image. This is about 20% of the surface of the image. Too many words on too much of the image and Facebook will either not sure your advert or charge you a lot to deliver it.
- If you do put words on an image, don't make them smaller just to fit under 20%. A majority of people view Facebook on their mobile devices, and tiny fonts will not work on a small screen.

- Don't go over the recommended word limits. They are there for a reason.
- NEVER put the targeting description in the creative text or image. It may attract attention but Facebook will pull down these adverts Eg – "You are 18-24. You're less likely to vote than a pensioner. Make sure you vote"
- Don't try more complex sorts of Facebook advertisements at the expense of doing a simpler advert well. Canvass adverts, lead generation cards and carousel adverts all look great, but they take time to do well. A good simple campaign delivered successfully is better than a badly designed campaign using the laetst advertising techniques.

3.3 How much should I be spending?

Knowing how much to budget for a campaign can be difficult. But here are some things to consider and some 'rules of thumb' to get you started.

Why is pricing difficult to guess?

All digital advertising works on an auction system. So you are bidding against other advertisers in real time. Also some audiences are more expensive than others. For instance a lot of advertisers may go after younger people with disposable incomes who are more likely to spend money online. But there may be less competition on other audiences, hence they will be cheaper.

The quality of your creative will also have an impact on what you spend. Images with a lot of text may be charged more for delivery.

The placement of your advert affects cost as well. We'd recommend you pick 'All Facebook' when placing adverts. But adding the Audience Network and removing other placements such as 'Right sidebar' can affect the cost.

The time of day, week and month can often have an impact on the cost of your advert. Think of all the advert you probably get in the run up to summer holidays!

Rules of thumb

To start work on the assumption that you can deliver approximately 1,000 adverts for £5. That is not the same as 1,000 people however. That is purely impressions. Furthermore, you will want to deliver a minimum of three adverts per person.

For instance, if I had a selection of 1,000 people in a ward and I wanted to deliver a campaign to all of them. I would budget a minimum of £15 to make sure that I gave myself the best chance of reaching the entire audience potentially three times. For other campaigns such as a 'Like Campaign' you will find that around 55 p per like is a fairly average price. This is a relatively expensive campaign, but this early acquisition

of audiences (before prices start rising in an election campaign) brings down costs in the long run. We’ve also seen cost per like fluctuate between 11 p - £1.

4 Access to Promote

Promote User status is granted to campaigners in accordance with nationally determined policies and guidance, local campaigning need, and users' capacity to make use of the system effectively. There is no automatic or *ex officio* right to access.

4.1 Who can access Promote? For where?

i.) For volunteers

Access to Promote is controlled in a very similar way to access for Contact Creator. In the beginning, if you would like access to Promote, drop an email to your Contact Creator Administrator, asking them, if they are happy with you having access, to send an access request to promote@labour.org.uk specifying for which constituency (or smaller area) you should have access.

If you need access to a larger area (for example, a city with two constituencies) they can ask for that for you, but the request will not be actioned till all the CLP Contact Creator Administrators who cover part of the area in question have approved you.

Please note that Promote may not be used for internal purposes within the Labour Party (for example, seeking to influence the outcome of internal elections or selections, or promoting a policy position contrary to that of the Labour Party or of a Labour-led or Labour-controlled local authority).

Anyone found to be using it in such a way will have their access rights removed at once. All users must abide by the full terms and conditions of use for Promote which can be found online at https://members.labour.org.uk/promote-terms and to which they must indicate their assent and agreement before using the system.

ii.) For staff

If you need access to Promote, your Regional Director/Scottish or Welsh General Secretary can request it for you by emailing promote@labour.org.uk specifying the area within the region or nation to which you should have access.

Please note that we will review the access policy in May 2017 to see if it is working as we want it to, and we may change it.

4.2 For what can Promote be used?

Promote is designed and made available by the Labour Party as a tool for Labour Party campaigners to advance the electoral interests of the Labour Party and its elected representatives, and not for any other purpose.

It must not be used for any unconnected purpose (for example, a local charity that you run). Nor is it to be used in internal selections or elections, or to place advertising on matters at issue between different units of the Labour Party.

A full set of terms and conditions is available at https://members.labour.org.uk/promote-terms and by using Promote you assent to them and agree to comply with them and be bound by them.

5 How to use Promote

5.1 Browser compatibility

You will need to access Promote via your browser, on a PC or Apple Macintosh computer (it may not work on iOS or Android as it's not designed for use on a mobile device).

Although it supports all of the most popular, modern browsers (Chrome, Firefox, Edge, Safari) Promote does not support all browsers. In particular, it does not support Internet Explorer which is in the process of being retired by Microsoft and will not be supported by them for much longer.

Promote also doesn't support out-of-date versions of the browsers which it does support.

If you log in with either an unsupported browser or an out-of-date version of a supported browser the system will display a warning that we cannot guarantee Promote will work as intended. If you see this warning, you should either use a different browser or update your existing browser as appropriate please.

5.2 Logging in

Promote is a web application, which you can access at the following address: https://promote.labour.org.uk.

Please note: you will need to type https:// at the beginning of the web address to ensure that you are using a secure connection.

You will be asked to log in via your Labour Login (My Labour) account. If you have not yet set up a Labour Login account then you will need to do so before you can use Promote. To do this, please visit: https://my.labour.org.uk and follow the instructions.

WARNING: if you are a professional user of Experian or Alchemy social media platforms, or use them for any other purpose, please let us know before trying to set up a Labour Login account.

If your membership record has been assigned access to Promote, then you will be able to log in to the system using your Labour Login account, however, if you do not have access then you will not be able to log in.

Please note: the access you have been given will determine which geographical areas you are able to advertise in.

After logging in, you will see the "Accounts Tab" where you will see an overview of all campaigns.

5.3 Adding accounts

Once you have logged-in to Promote, you will need to add at least one social media account to the system in order to be able to create advertising. You can do this by clicking on "Settings" and then selecting either "Add Facebook Account" or "Add Twitter Account" and following the instructions to add an account.

Please note: adding a Facebook account will also enable you to advertise on Instagram since they are part of the same platform.

WARNING: Please make sure that your social media accounts are set to use GBP rather than USD or other foreign currencies. If this isn't the case then Promote will be registering costs and payments in $ or other foreign currencies which will complicate campaign returns.

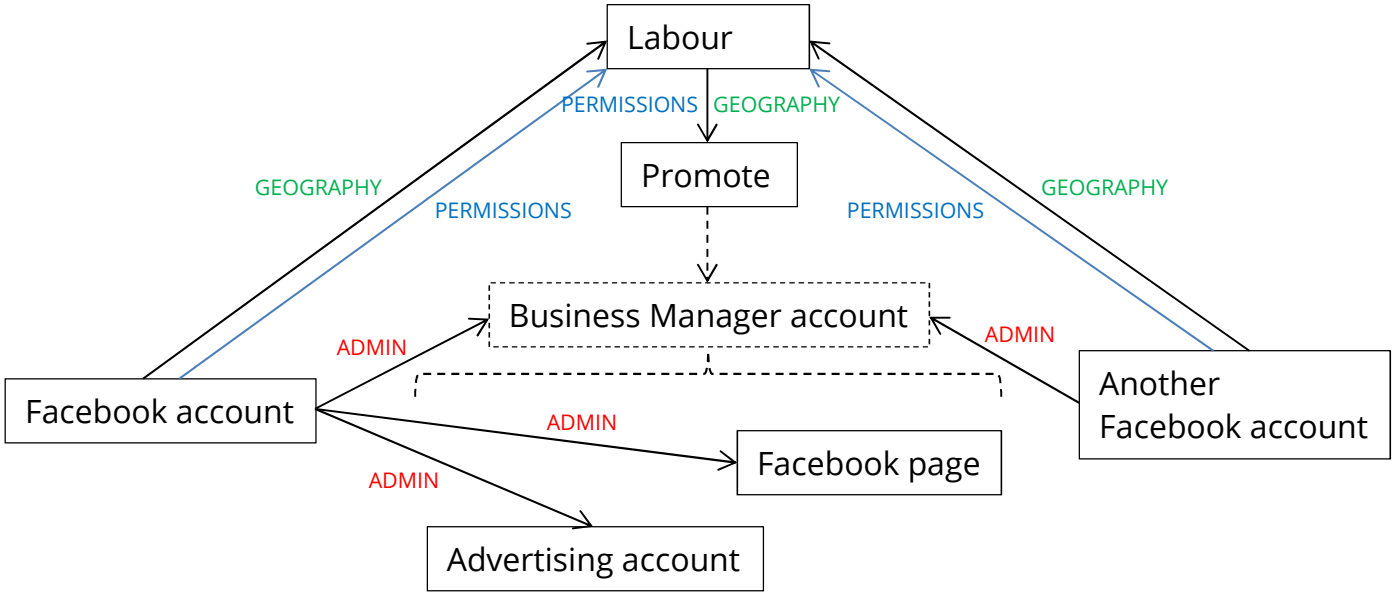
WARNING: if you are advertising via Facebook then you must create:

- **a Facebook page;**
- **a Business Manager account; and**
- **an advertising account for your CLP (or elected representative)**

before doing anything else.

Amongst other things, this means that your CLP's ability to advertise on Facebook will not be linked to a single user and prevents problems if they no longer wish to use the system. You can find out how to do this here: https://en-gb.facebook.com/business/help/1428785834029669.

It can be quite difficult to visualise how accounts work in Facebook (and Promote) but the diagram below may help:



As the diagram above indicates, a business account enables multiple users to access Facebook pages and advertising accounts without being admins for them. This also enables those 'assets' to be passed between different users via the business account. When using the assets in Promote you don't really see the Business Manager account. It is important to note that any advert would be set from the advertising account while it would appear to be from the Facebook page.

The Business Manager account is added to Promote and can be controlled by it – users can access Promote via Labour Login which gives them access to a geographical area in which they can advertise using the Facebook accounts attached to their Labour Login account. Note that you can only tag your Facebook accounts with a geography which is entirely within the geography of your Promote privileges to Labour Login account. The Labour Login account will also determine whether they are able to approve other users' advertising or not.

Once you have set up your CLP's Facebook page and Business Manager account, Promote's add account process will ask you to decide which 'assets' (e.g. Facebook pages or Business Manager accounts) you wish to add to the site. This is designed to prevent you from accidentally adding pages or business accounts which are nothing to do with The Labour Party and through which it would inappropriate to advertise.

If you are yourself a Facebook user, you do not need to (and should not) import your own personal page.

WARNING: for legal and compliance reasons, very basic and minimal information about any accounts which are added to Promote will need to be held for a period of 2

years. This will apply even if you import an account inadvertently or mistakenly, and you will always be subject to the terms of Promote's access policy (see "Access to Promote").

5.4 Switching between accounts

After you have completed the add account process, you will be able to see the assets you have added in the "Account" drop-down list in the top right-hand corner of the window.

Simply click on the account you wish to advertise from. You can switch accounts at any time, however, if you switch in the middle of creating an advert (or on other account-specific pages) you will be redirected back to the "Accounts Tab".

5.5 Changing your password

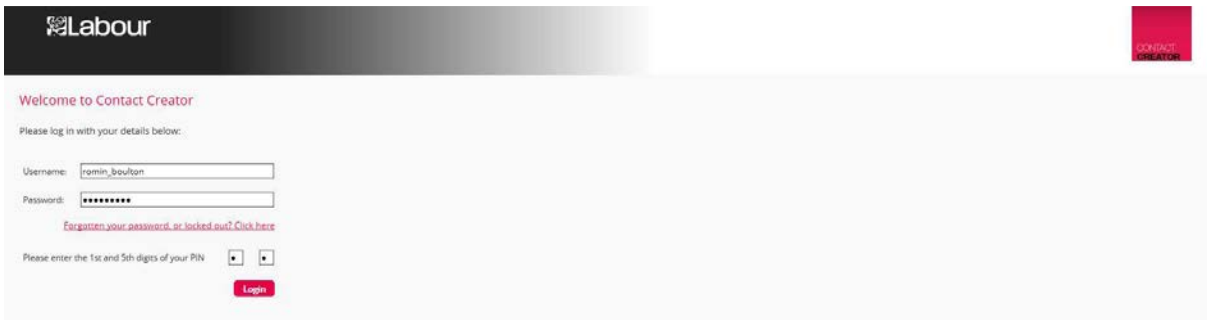
Since you log in to Promote via Labour Login your password needs to be changed in Labour Login. To access Labour Login quickly, you can click on your avatar (which is the first letter of your first name by default) in the top right-hand corner of the window and then select "Labour Login" from the menu which drops down.

5.6 Creating audiences with Contact Creator

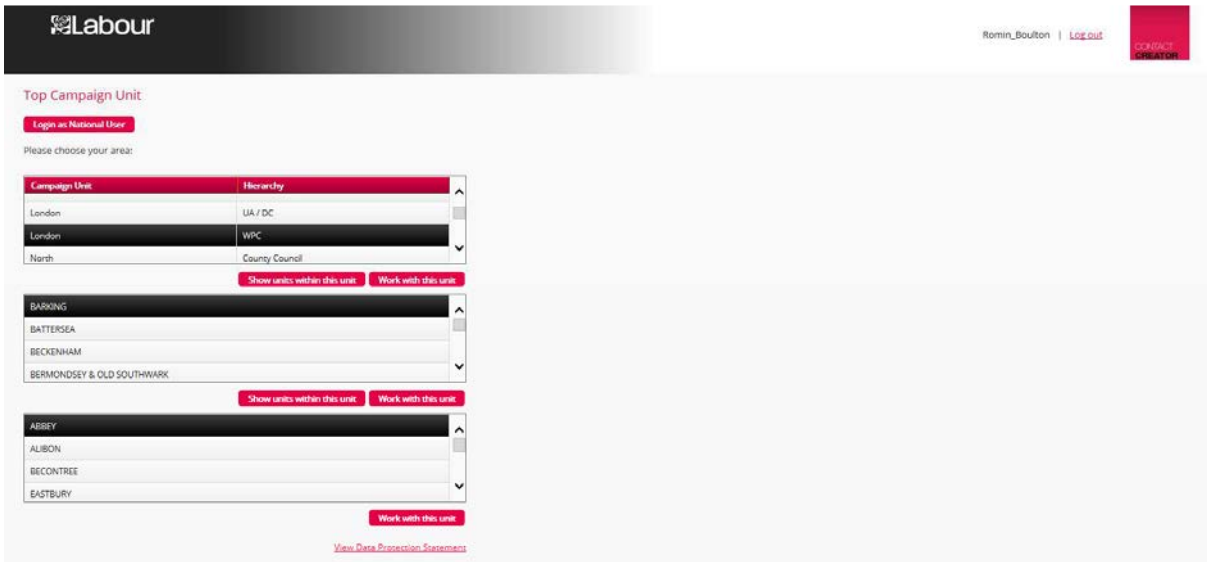
The best way to target voters to whom you wish to advertise is by creating a report in Contact Creator which Promote can then attempt to match with users on Facebook, Instagram or Twitter. This does not mean that all voters who are included in the report will be matched with users of those platforms, however.

You will first need to visit: https://www.contactcreator.org.uk and log in using your account details.

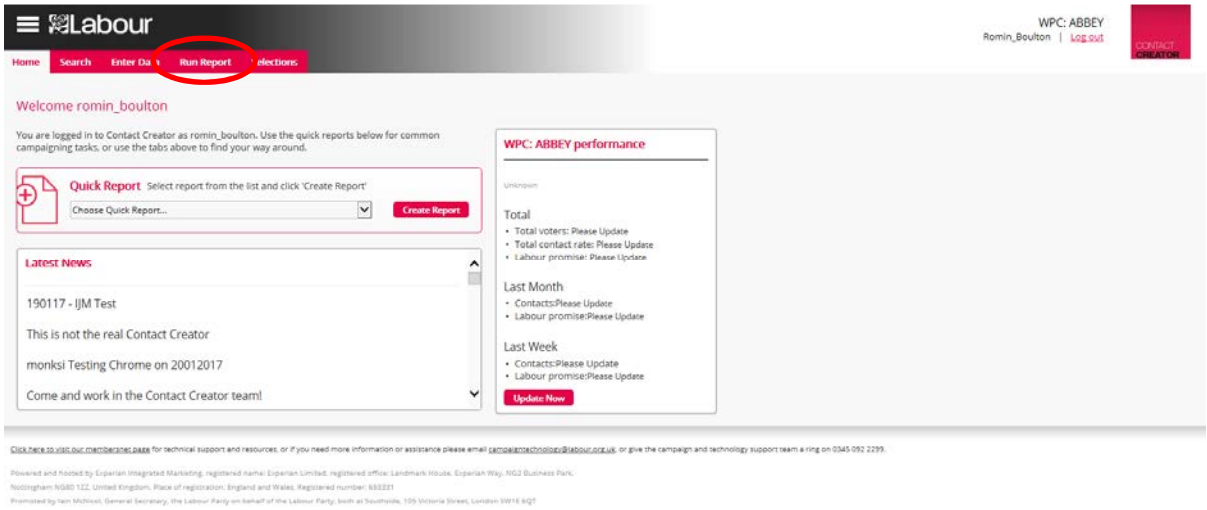
Please note: you will need to have been given 'standard' access to Contact Creator (which means you can run off reports and statistics) in order to be able to send data to Promote. Please speak to your CLP Contact Creator Administrator if you wish to have access, and we will also need to have enabled your Contact Creator account for Promote usage.



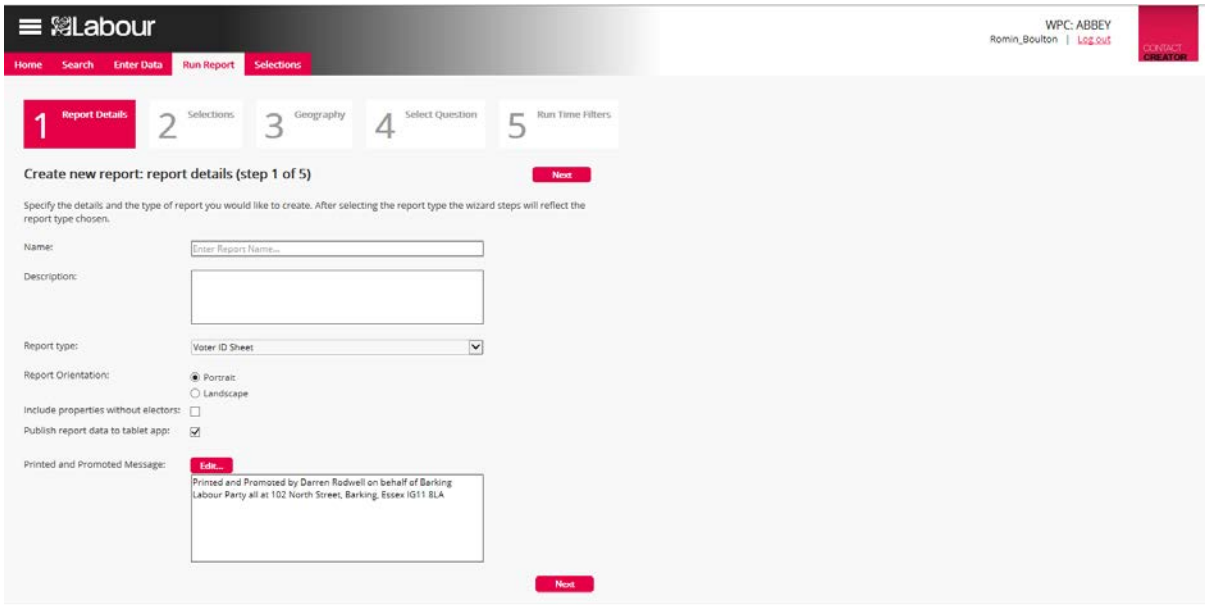
After you have logged-in, you will need to choose the campaign unit you wish to work with. This should cover a geographical area which you have permission to advertise in using Promote – you will not be able to advertise in an area if you haven't had that area added to your Promote record on your Labour Login account. Please contact: campaigntechnology@labour.org.uk if you have any questions about access.



You will then be presented with the Contact Creator home page. Click on "Run Report".

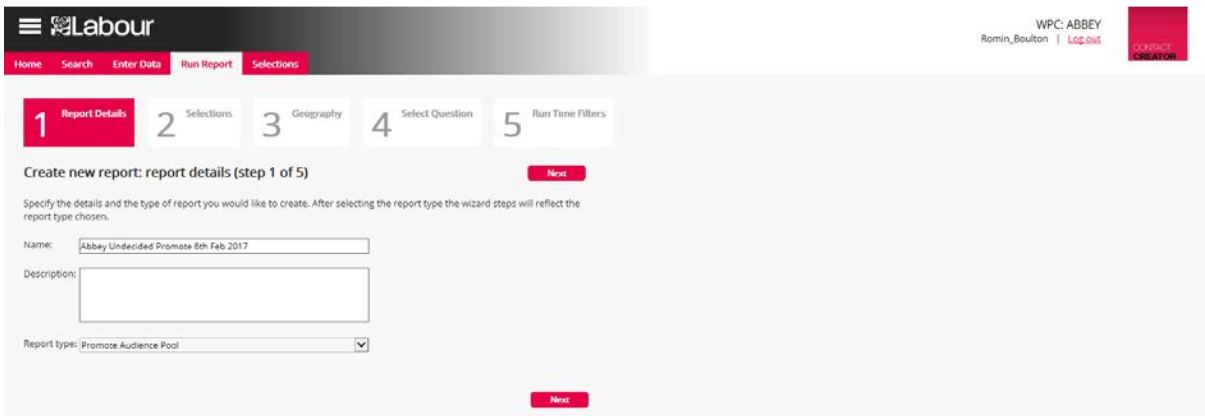


This will put you at the beginning of the run report wizard.



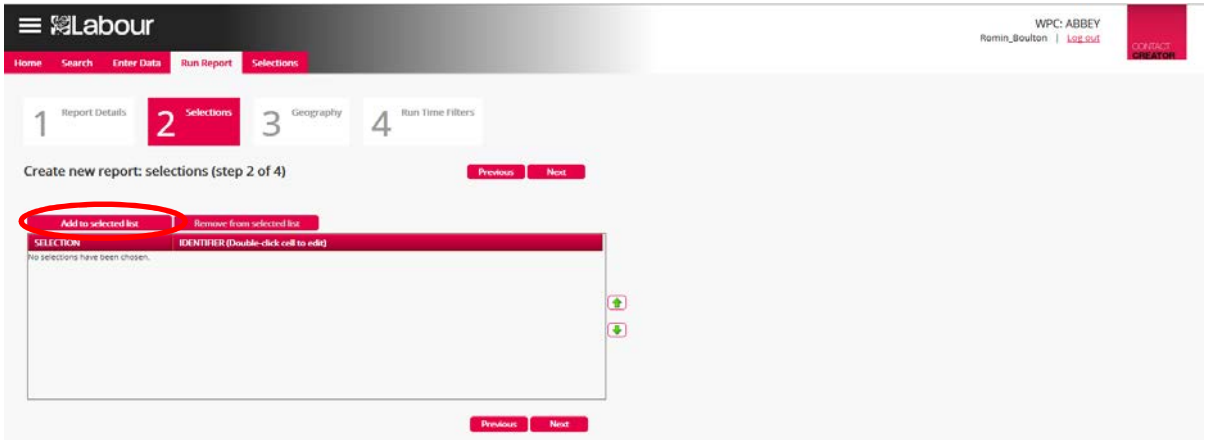
Firstly, select “Promote Audience Pool” from the “Report Type” drop-down list. This will restrict the options you have available. Now enter a title for your report into the “Name” box. This can be anything you want but it would be best to include something like the area and selection names, plus the date, for your reference. It may also end up being in a public document (see part 6 of this guide) so please think carefully.

Then click “Next”.

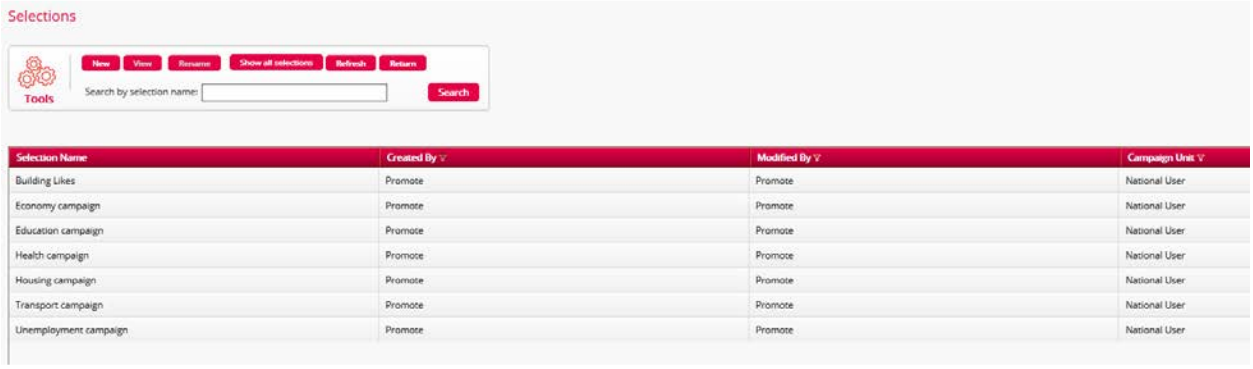


The next stage will enable you to pick the selection you wish to base your audience on. In other words, choose who you wish to be in the audience for your advert campaign.

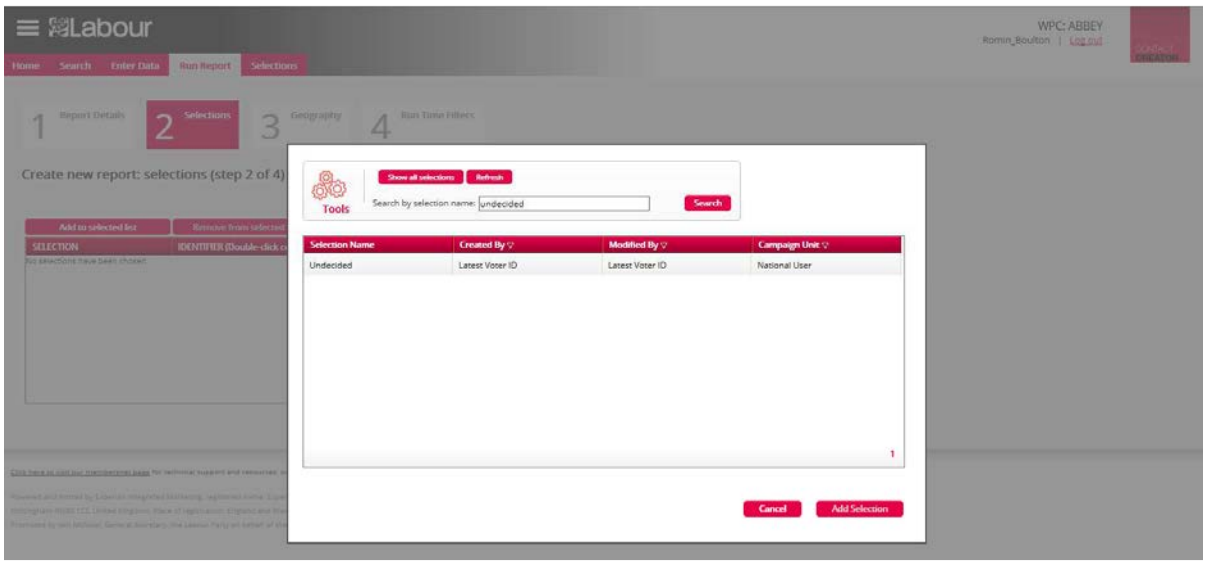
Click on “Add to selected list” and then search for the selection you wish to use.



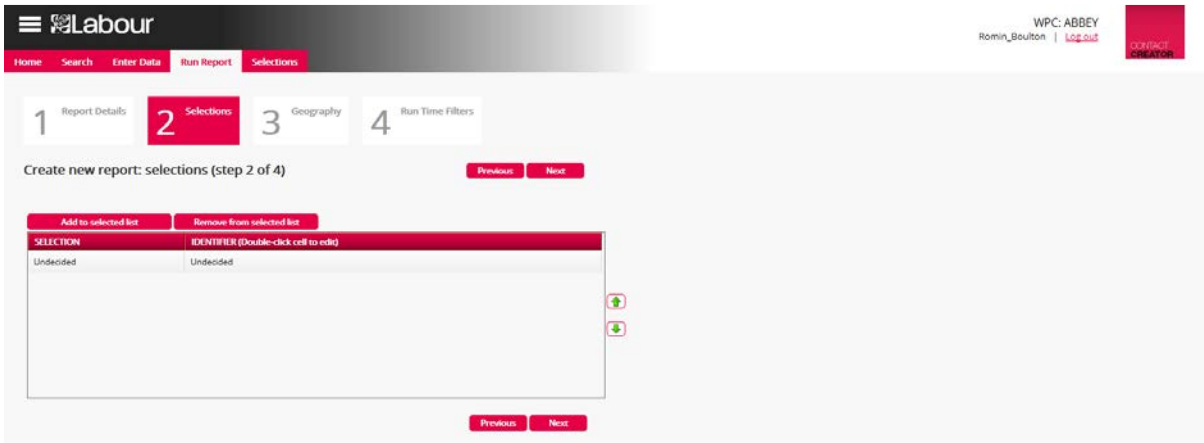
We have built a number of selections you might want to use for this under the user name **Promote**, as shown in the below screenshot



In this case, we're picking a selection of known undecided voters. So once you see your selection the in the list you can click on it to highlight it and then click on "Add selection".



You should see your selection appear in the list on the original page. You can add more selections (they will be separated by "OR" operators) by clicking on "Add to selected list" again and repeating the process. Otherwise, click on "Next".

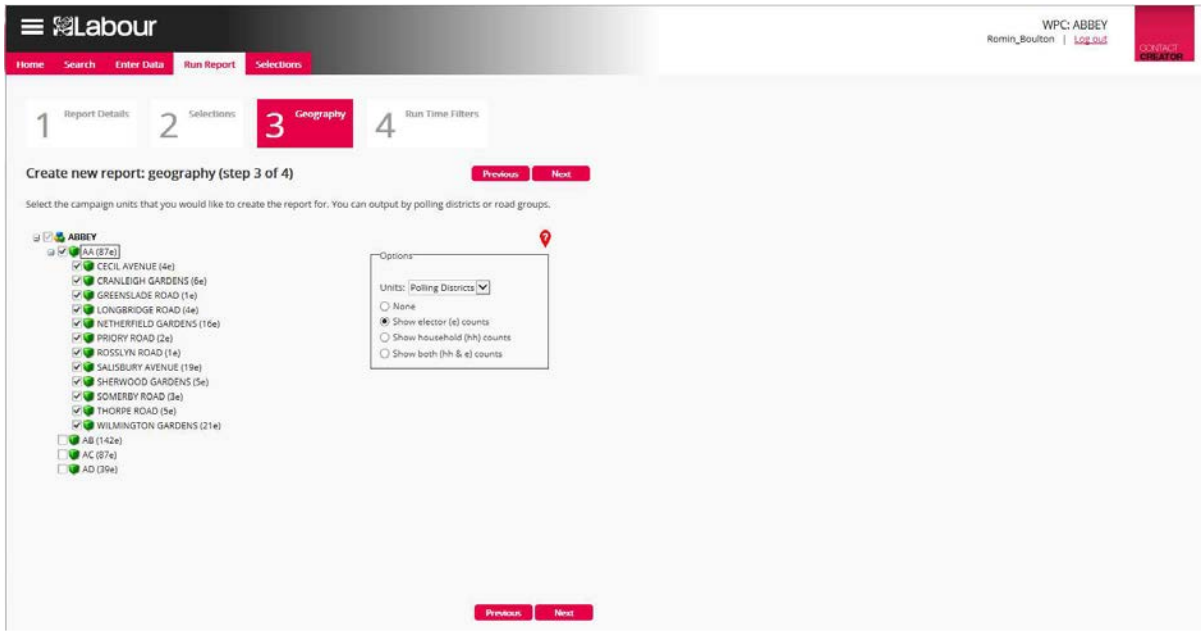


The next stage of the wizard enables you to choose the geographical area which you want the audience to cover.

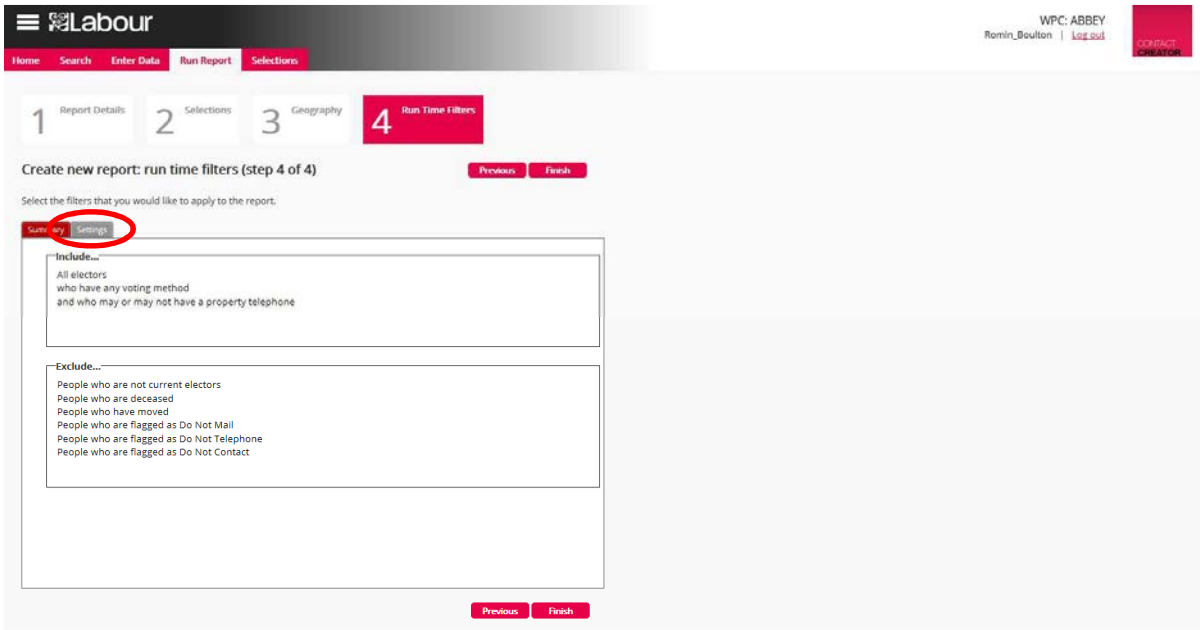
You can change the way the geography is displayed by selecting either “polling districts” or “road groups” from the drop-down menu on the right-hand side of the page. If you wish to see how many users you can potentially reach then select “Show elector (e) counts” on the right-hand side of the page.

Once you have decided on which geographical areas you want to include in your audience simply click on the tick-boxes to the right of them. If you wish to drill down one level then simply click on the green boxes.

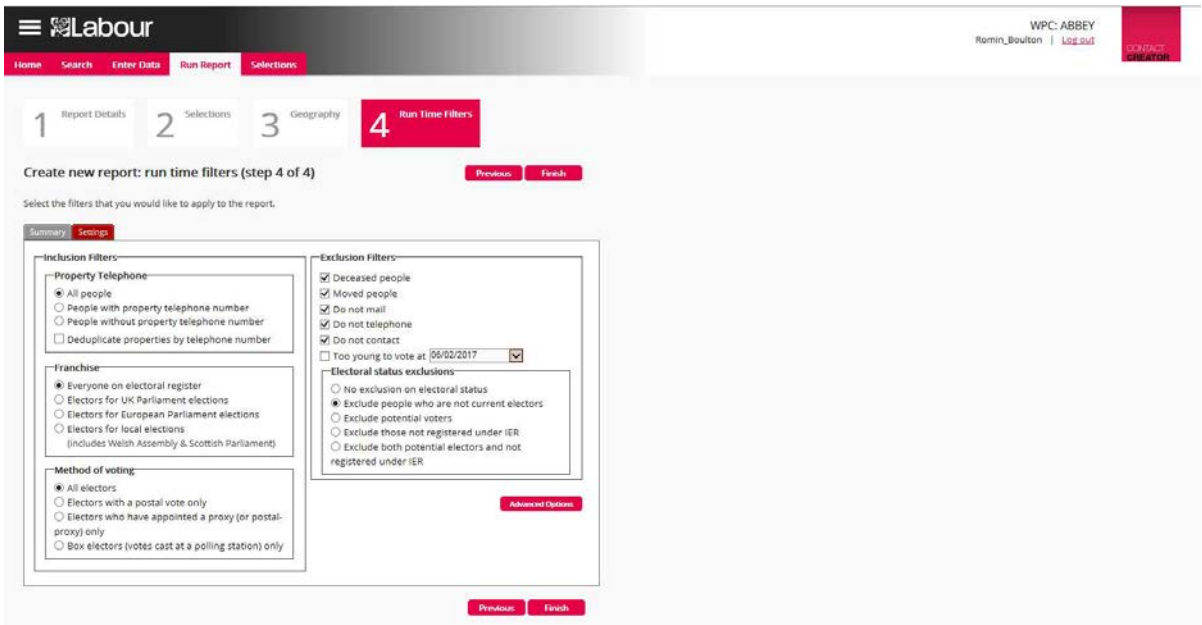
Finally, click on “Next” to move to the next stage.



At Stage 4, you can select filters to exclude certain voters from your sheets. To see the filters, click on the “Settings” tab (see below).

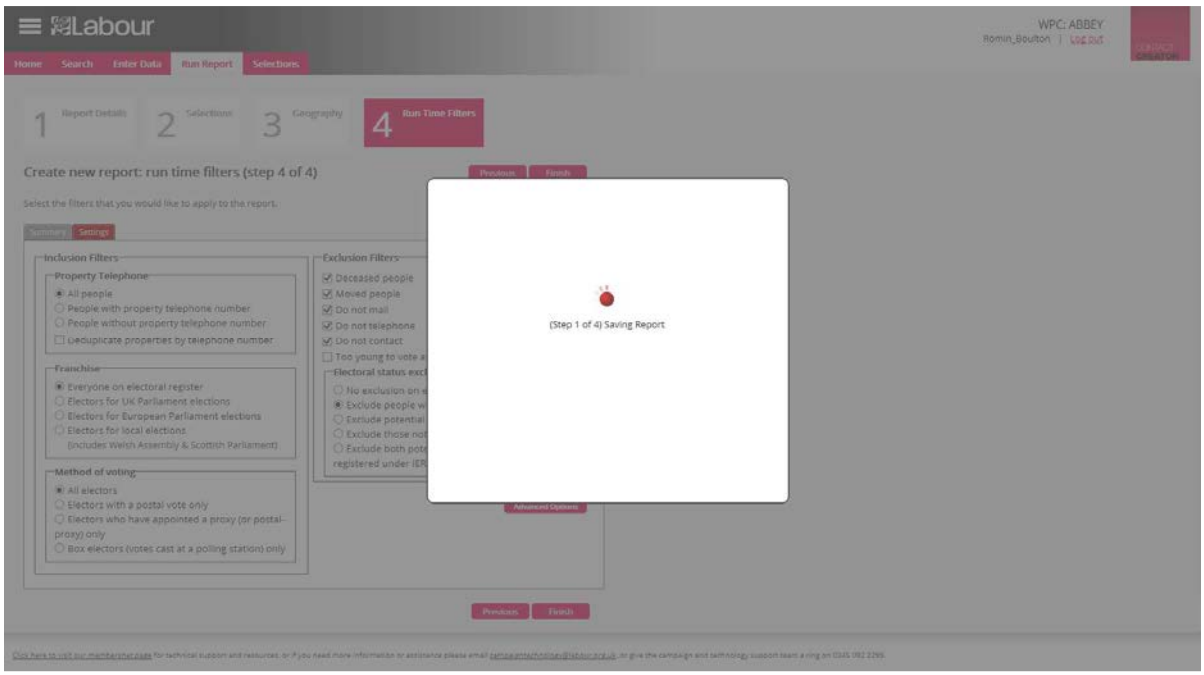


In practice, you are unlikely to need to make any changes at this stage. In particular, you should not untick “Do not mail”, “Do not telephone” or “Do not contact” because these voters have expressed a wish not to be contacted over one or more mediums and, in the absence of an option to opt-out of advertising, we should not contact them. They are unlikely to be receptive to our message.



You can now click “Finish” to create the report.

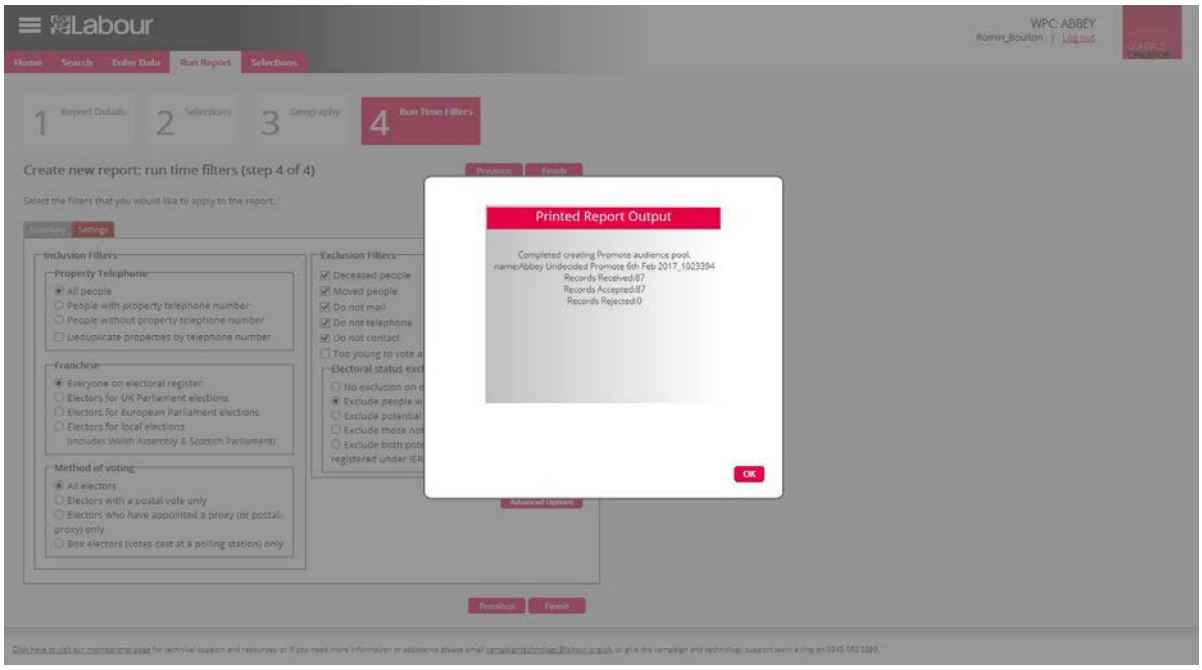
You will see a pop-up which shows the progress of the report.



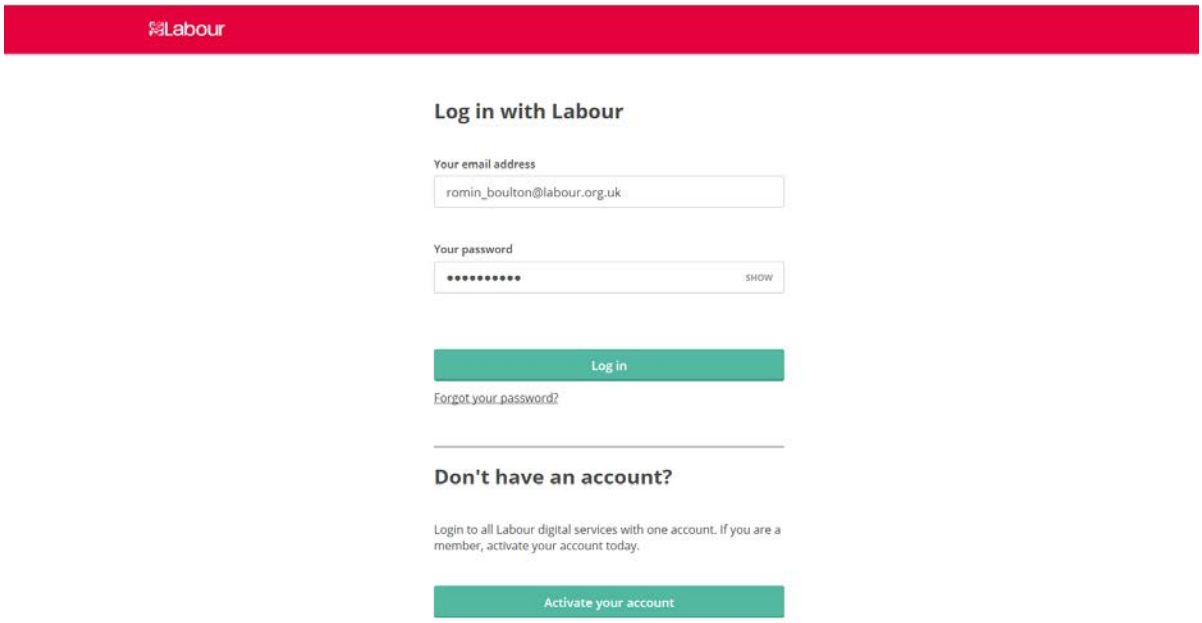
Once the report has completed, the pop-up will show exactly how many voters have been identified as suitable for transfer to Promote. If the numbers seem especially low, it may mean that your selection is not working as you expect.

Please note: the "Records Accepted" number does not indicate that Promote will be able to match all of those voters in Facebook, Instagram or Twitter – it simply means that Promote has a chance of being identify them.

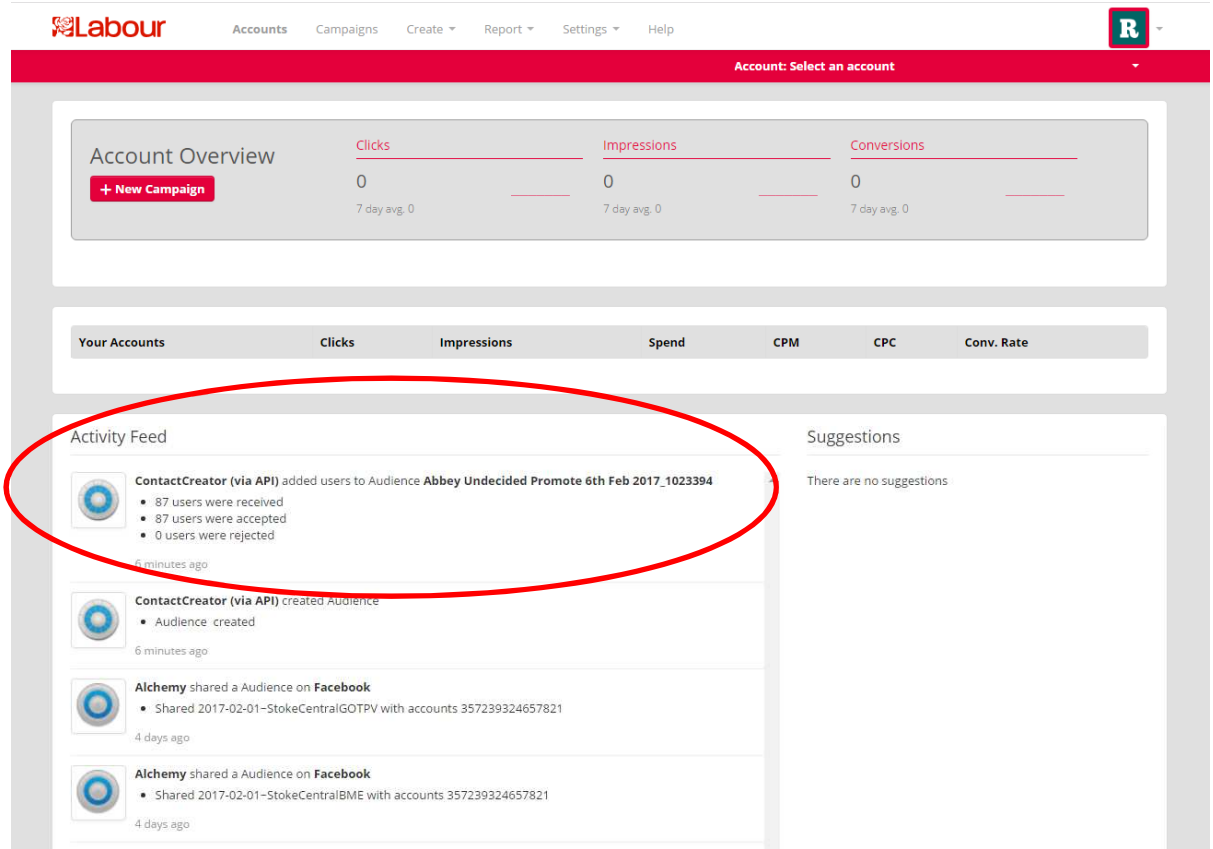
Click OK to close the pop-up.



After the pop-up closes, your browser should automatically open Promote in a new tab. You can then log in using your Labour Login account.

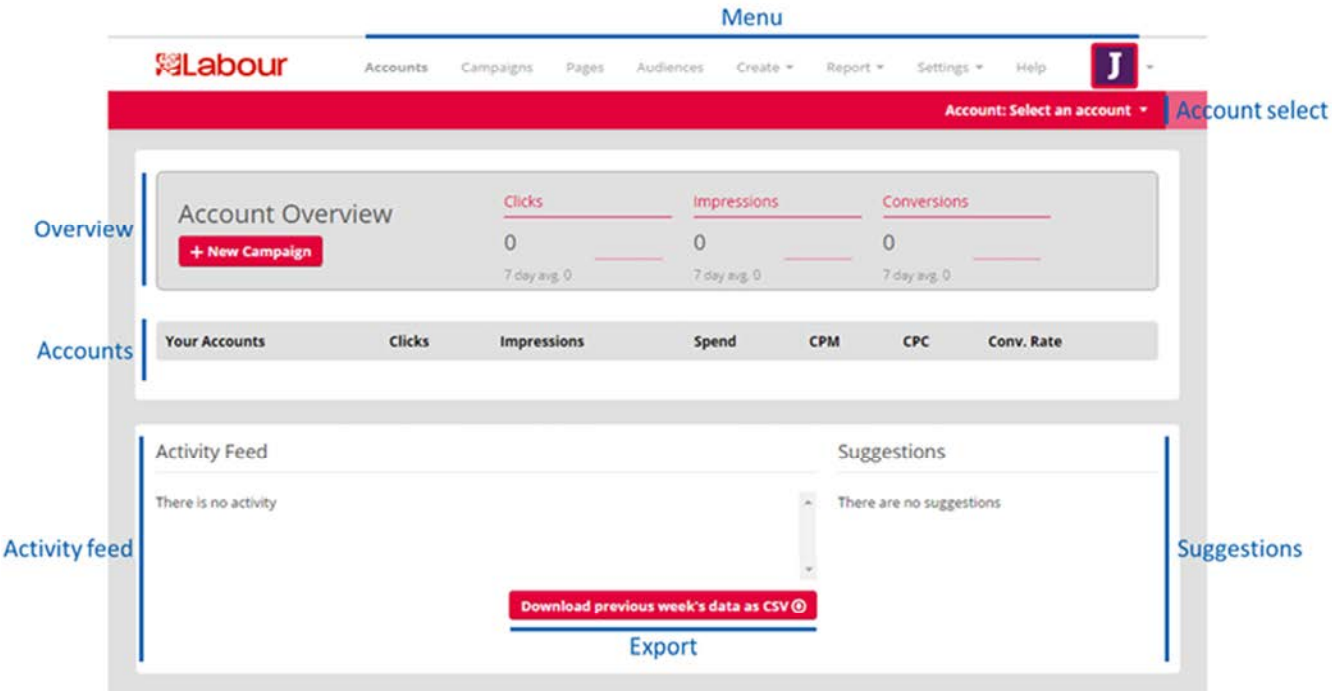


Once you log in you should see your import appear in the Activity Feed on the "Accounts Tab".



5.7 Accounts tab

Once you have logged-in to Promote you will see the “Accounts Tab” as below:



This page will give you an overview of what is happening with the advertising accounts and campaigns (which hold adverts) to which your Promote account has access. You can navigate away from this page using the links in the menu as well as some of the links on the page itself. We will cover the functions of each section in the sections below.

i.) Menu

This bar will be present on all pages of the site and allows you to navigate between functions. Clicking on the Labour logo will always take you back to the “Accounts Tab”.

The functions which appear in the menu bar will change slightly according to the level of access your Promote account has. For example, only National Advertising Managers will be able to see the “Audiences” tab and only “Regional Advertising Managers” will be able to see the “Approval Queue” in the “Settings” menu.

You will soon be able to get access to the Promote manual (this document) by clicking on the “Help” button.

You will also be able to log-out from Promote by clicking on the avatar (letter) on the right-hand side of the bar and selecting “Sign out”. Even though there is an auto log-out feature, you should always do this when you no longer need to use the system to avoid the risk of unauthorised users accessing your Promote account. If you need to change your Labour Login password then you can do that by clicking on “Labour Login”.

At the bottom of the bar you will see the “Account Select” menu which enables you to choose which account you wish to advertise from if you have more than one attached to your Promote account.

ii.) Overview

The “Overview” section gives you at-a-glance statistics for how your adverts have been performing over the last 7 days across all the accounts you have access to. For example, if your Promote account had access to two Facebook advertising accounts which each had two advert campaigns running on them then it would average the statistics from all four campaigns.

“Clicks” refers to the number of times people have clicked on adverts they have been served. “Impressions” refers to the number of times people have been served adverts and therefore seen them. “Conversions” refers to completed desired actions. These conversion goals are set on the “plan” page of the campaign creation process and are usually driven by Facebook’s marketing pixel.

iii.) Accounts

The “Accounts” section lists the accounts which are attached to your Promote account i.e. it lists the accounts which will be summarised in the “Overview” section. It will only display the accounts on which there has been recent advertising activity although you can click on a link to see all of the accounts if you wish to.

Each account will have statistics for clicks, impressions and conversions (as in the “Overview” section) as well as “Spend”, “CPM” and “CPC”. These will cover the time period during which the recent activity has been running. “Spend” relates to the amount of money which has been spent over the duration of the time period covered. “CPM” relates to the average cost per thousand impressions of the adverts in the campaign. “CPC” relates to the average cost per person who clicks on the adverts in the campaign.

iv.) Activity Feed

The “Activity Feed” gives a live run-down of what is currently happening in your Promote account. For example, it will tell you when audiences have been imported from Contact Creator or when a campaign has been submitted for approval and when it has been approved or rejected.

v.) Suggestions

The “Suggestions” section will recommend changes to your campaign based on what you set as the key metric (measure of success). For example, if you are aiming at a 2% click-through rate it will recommend pausing adverts that fall below this goal.

vi.) Export

The “Export” button allows you to output detailed statistics for any campaigns which currently have adverts running as a .csv file which you can open in Microsoft Excel or other spreadsheet software.

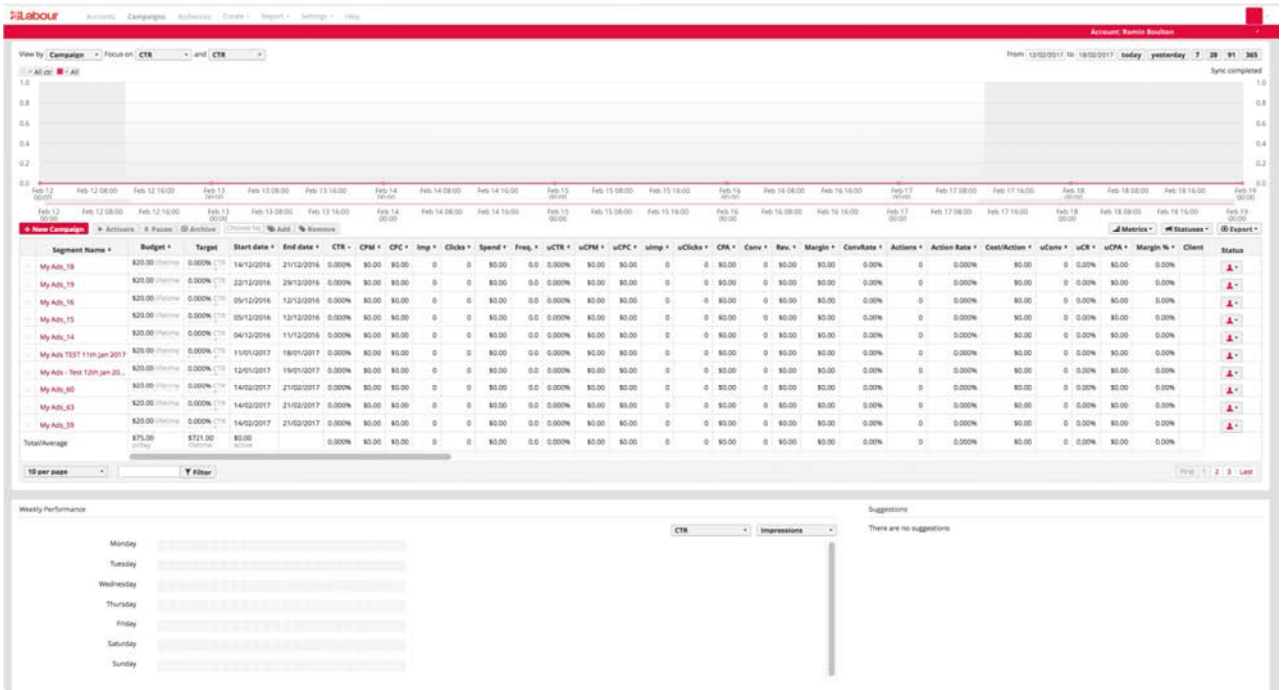
WARNING: you should not output statistics unless you need them for a specific purpose. All of the statistics which are in the file are visible in the “Campaigns” tab if you need to see them. Creating a file means that anyone can see which adverts you are running and how well they are performing if they access the file – this information would be very useful to opposition campaigns. Therefore, you should always hold the file within a password-protected .zip file and only share the password with people who are authorised to see it. This is especially important if you are going to email the file to someone - you will need to send the password in a separate email if you do this. Please contact the Campaign Technology helpdesk (9:30am - 6pm, Mon – Fri) on 0345 092 22 99 (Option 3) or campaigntechnology@labour.org.uk if you need any help with this.

5.8 Campaigns tab

The “Campaigns Tab” gives you a more detailed overview of the campaigns and adverts which your Promote account has access to. This may include campaigns which have been created by other users who also have access to your advertising account and be working on the campaign as well.

Please note: in order to make the statistics appear, you will need to select a Promote account from the “Accounts” drop-down on the right of the menu bar.

The page is divided up into three sections as can be seen below:



i.) Graph

The graph displays data from either all adverts in particular campaign(s) or for all campaigns which have been marked with a particular “tag”. You can choose between these options using the “View by” drop-down box. The graph can display lines for two metrics per campaign, account or tag and shows how they change over time (which runs along the bottom axis). You can choose which campaigns, accounts or tags to display lines for with the tick boxes which will appear above the graph. You can choose which metrics to use with the “Focus on” drop-down boxes. You can also choose the time period you wish the graph to cover either by entering dates in the “From” and “To” boxes or by using the buttons above and to the right of it.

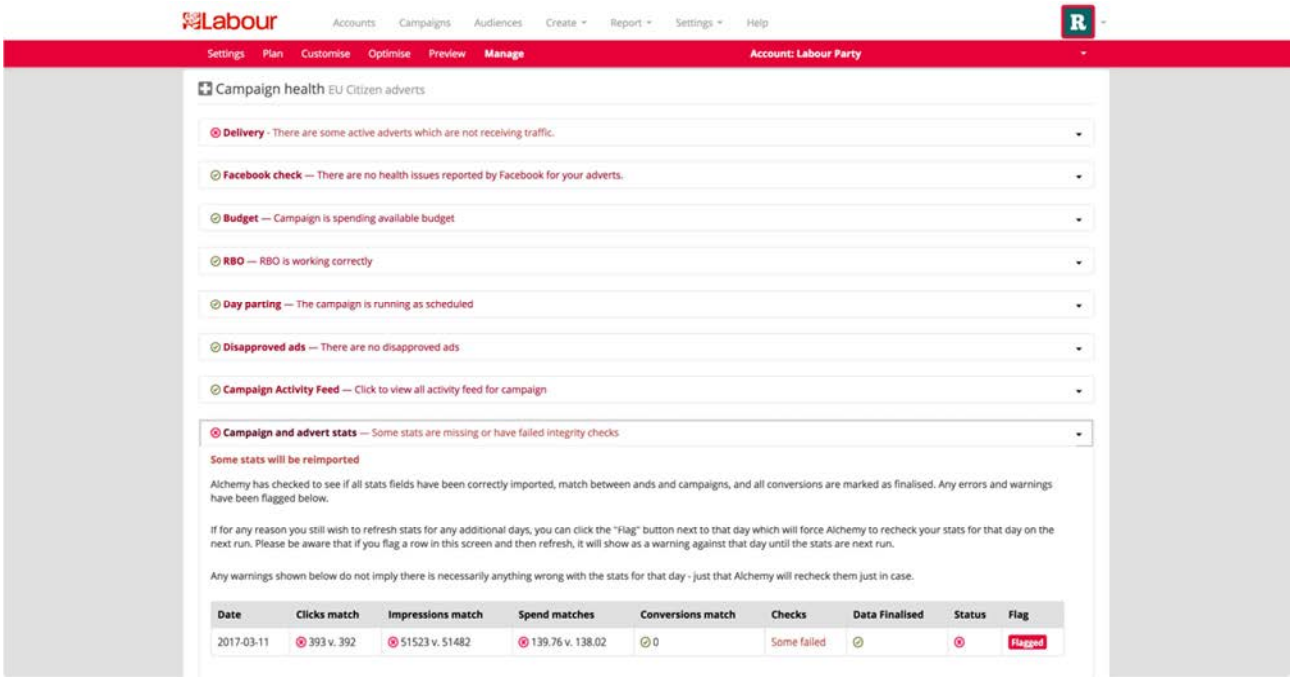
Please note: it may take some time for the data in the graph to load. You will see a progress report just above the graph on the right-hand side of the screen. When the data has loaded it will say “Sync completed”.

ii.) Table

The table gives you a detailed overview of the campaigns which you have access to. Each row in the table represents an individual campaign.

Clicking on the name of the campaign will take you to its “Manage” page in the “Create” tab which looks similar but gives you information about how the individual adverts within the campaign are performing so you can pause ones which are not performing well. You can also clone the whole campaign and see a demographic breakdown for it. More information on this page is in the section on the “Create tab”.

Please note: if you see an exclamation mark (as shown on the left) against the name of a campaign then it is a warning that the adverts in the campaign are not performing as they should. Just click on the icon to find out how you can improve your campaign. This will lead you to a page such as the one shown below. Click on any sections marked with a red cross to find out what is causing the problem and how to remedy it.



Above the table there are buttons to either create a new campaign (which will take you to the “Create tab”) or start (“activate”), pause or stop (“archive”) an existing campaign - simply tick to the left of the names of any campaigns you want to act on and then use the relevant button to take action.

Please note: in an emergency, using the “pause” or “archive” buttons is the quickest way to stop a campaign from running.

Also above the table are buttons to add or remove tags from campaigns. To do this, first tick to the left of the campaign’s name and then use the “choose tag” box to either find an existing tag or create a new one. Finally, click either the “Add” or “Remove” button.

To the right of these buttons and underneath the table are buttons which enable you to filter its contents and export the results. As standard, the table will list all available metrics in columns – you will need to scroll to the right to see all of them. You can see what each metric represents by hovering your mouse over the column header which will display a pop-up bubble with an explanation. You can control which metrics are displayed in the table using the “Metrics” button. It opens a pop-up box which lists all of the metrics which can be in the table so you can untick the ones which you do not want to see.

Please note: the “Budget”, “Target”, ”Start date” and “End date” columns will always be present in the table.

The “Statuses” button will bring up a menu from which you can filter the table’s contents to only show campaigns with certain statuses. To do this simply untick the ones you do not wish to see. For example, you could untick everything except “Mixed or active” so that you only see campaigns with adverts which are currently running. The “Filter” box underneath the table allows you to filter out any campaigns which don’t include the words you type into the box.

Once you have filtered the contents of the table to your liking, you can click on the “Export” button and select “Download table as CSV” to save its contents to a .csv file on your computer. Alternatively, you could click on “Download all campaign stats as CSV” to download all the data from the table regardless of what you have filtered.

WARNING: you should not output statistics unless you need them for a specific purpose. All of the statistics which are in the file are visible in the “Campaigns” tab if you need to see them. Creating a file means that anyone can see which adverts you are running and how well they are performing if they access the file – this information would be very useful to opposition campaigns. Therefore, you should always hold the file within a password-protected .zip file and only share the password with people who are authorised to see it. This is especially important if you are going to email the file to someone - you will need to send the password in a separate email if you do this. Please contact the Campaign Technology helpdesk (9:30am - 6pm, Mon – Fri) on 0345 092 22 99 (Option 3) or campaigntechnology@labour.org.uk if you need any help with this.

iii.) Weekly performance

The “Weekly performance” section is designed to contrast either CTR or conversion rate with the number of impressions, clicks or conversions for each day in the last week. The CTR or conversion rate are divided into bars representing each hour of the day while the impressions, clicks or conversions are represented by a line. You would

expect that when the raw number of impressions, clicks or conversions is high the CTR or conversion rate would be correspondingly high. If it isn't then it may be worth looking at ways of modifying your campaign to make it more successful.

Please note: you will need to define what a "conversion' is and set up tracking of them in the "Create" tab in order to see results for conversions or conversion rate.

There is also a "Suggestions" section which uses the statistics which are being generated by your campaigns to make suggestions for actions you can take to improve the usefulness of your adverts. For example, if it sees that one of the adverts in one of your campaigns is not performing well whereas another is then it will recommend that you stop using the one which is not performing well.

5.9 Create tab (how to create an advert)

The "Create tab" is where you create the "campaigns" which hold your adverts. Clicking on "Create" in the menu bar will bring up a menu with two options: "New campaign" or "Video upload".

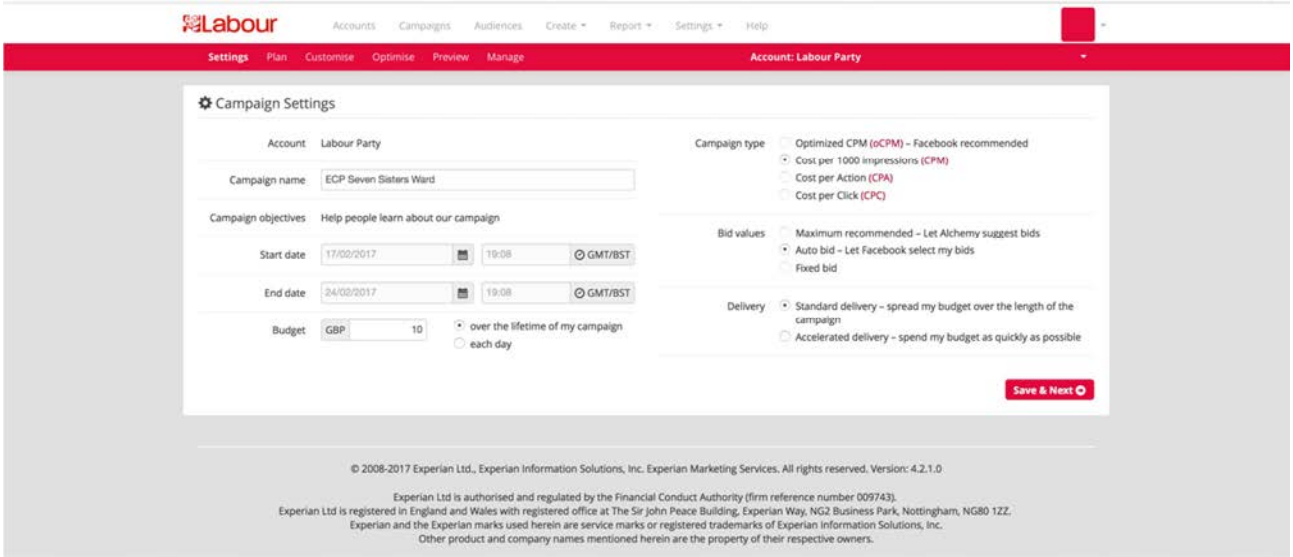
Please note: if you want to create a video advert, you will need to click on "Video upload" to upload it before moving on to "New campaign" to create the advert itself.

Please note: campaign settings follow a hierarchy so that choices you make early on in the process limit choices you can make later on in the process. Some of the earlier settings are unable to be changed so it is important to choose carefully.

When you click on "New campaign" you will be taken through a wizard which presents you with all the options you need to set a campaign up divided into four screens.

i.) New campaign > Settings

"Settings" is the first screen you will come across. It enables you to set up the basic parameters of your campaign.



Please note: some parameters cannot be changed once saved. These are highlighted in the table below.

Correctly defining your parameters in this phase is important for optimal campaign performance as well as for reporting and analysis later. Note however, that parameters such as budgets and bid types can be changed after you have had a chance to monitor the campaign's performance.

Parameter	Description
Account	This is the account under which you are creating and billing your campaign. It will also define which platform you will be advertising on. Select your required account from the drop down list. This field will only appear as a drop down list if you have multiple accounts. Once saved, you will no longer be able to change the account. **Please note:** libraries of assets (such as images or audiences) may only be visible in the account they were created under.
Campaign name	Give your campaign a name to identify it within Promote.
Campaign objectives	This is your overall aim from posting adverts. The selection made here will define available options in the next step of campaign creation. Objectives must always be set at the startand cannot be changed once the campaign is live.
Start/End date	Define when the campaign will be running by filling in the “Start date” and “End date” boxes. The start date cannot be changed once you

Parameter	Description
	have moved past this page, however, the end date can be changed at any point before it is reached via the “Manage” page.
Budget	These are your campaign budget rules which are linked to the campaign programme. Your daily budget is the amount to spend per day on advertising. Your Lifetime budget is the total amount of spending during the whole of the campaign. **Please note:** if a Facebook campaign life time is set to continuous, you do not need to define a lifetime budget as this requires an end date. Twitter campaigns must always have a lifetime budget and have daily spend caps.
Campaign type	This enables you to choose what kind of campaign you want to run i.e. what you are going to use to measure success. This can be either CPM (or optimised CPM), CPA or CPC. The most appropriate choice is automatically selected for you based on which “campaign objective” you have chosen already. Some of the options for “campaign type” won’t be selectable depending on your choice of objective. These cannot be changed once you have moved past this page. **Please note:** bid types will differ slightly over different platforms.
Bid values	This is the amount you are willing to bid on your adverts. You can either use suggested bids or enter your own fixed bid. Your choice of bid type cannot be changed once you have moved past this page, however, fixed bid values can be changed via the “Manage” page. We recommend that you do not set manual bids unless there is a good reason to do so. **Please note:** the fixed bid will apply to all ad sets regardless of location or audience. Unless you have a good reason not to, you should always choose suggested bids. This will give you realistic bid amounts based on what other advertisers are bidding for the same campaign type as well as other marketplace trends. You will never pay more than your suggested maximum bid, however, you may pay less.
Delivery	This setting determines how quickly you spend money on your

Parameter	Description
	campaign. By default “Standard delivery” is selected. This means that you will spend money evenly over the duration of your campaign. Alternatively, you can choose “Accelerated delivery” which will override settings to spend the maximum budget as quickly as possible. This can always be switched off after the campaign has been created (the remaining budget will be spread evenly over the remaining duration).

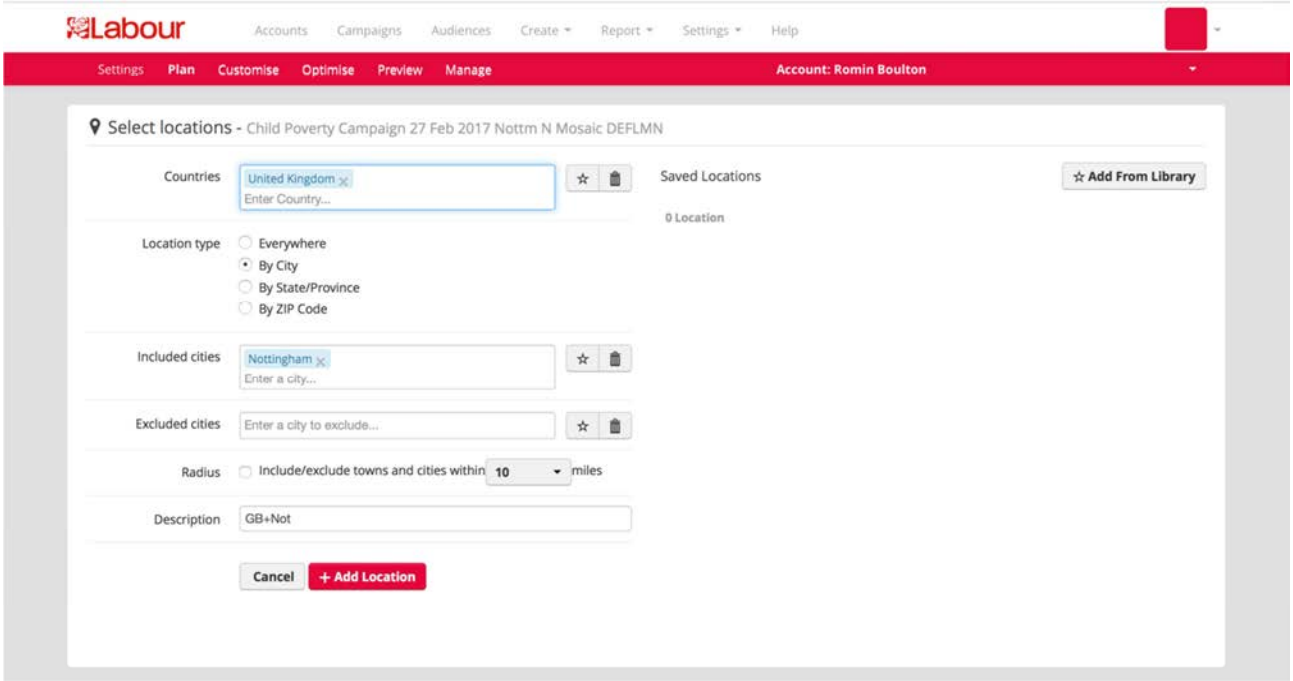
Once you have finished entering the settings for your campaign, you can click “Save & Next” to move on to the next page.

ii.) New campaign > Plan

The “Plan” page is where you will set up the adverts you wish to use during your campaign. As a result, it is the longest page in the wizard. It is made up from four sections which will be discussed here.

Select Locations

The first section is “Select locations” and, as the name suggests, it is used to choose where you want to advertise.



In order to pick an area, you will need to type its name into the “Countries” box. For example, if you type “United Kingdom” into the box you will be able to select the UK. This will then present you with more options for narrowing down the choices of area – these work in a similar way to the country choice. However, if you select a city, you will also see “Radius” as an option. This allows you to set a circular area around the centre(s) of the city(ies) you have chosen.

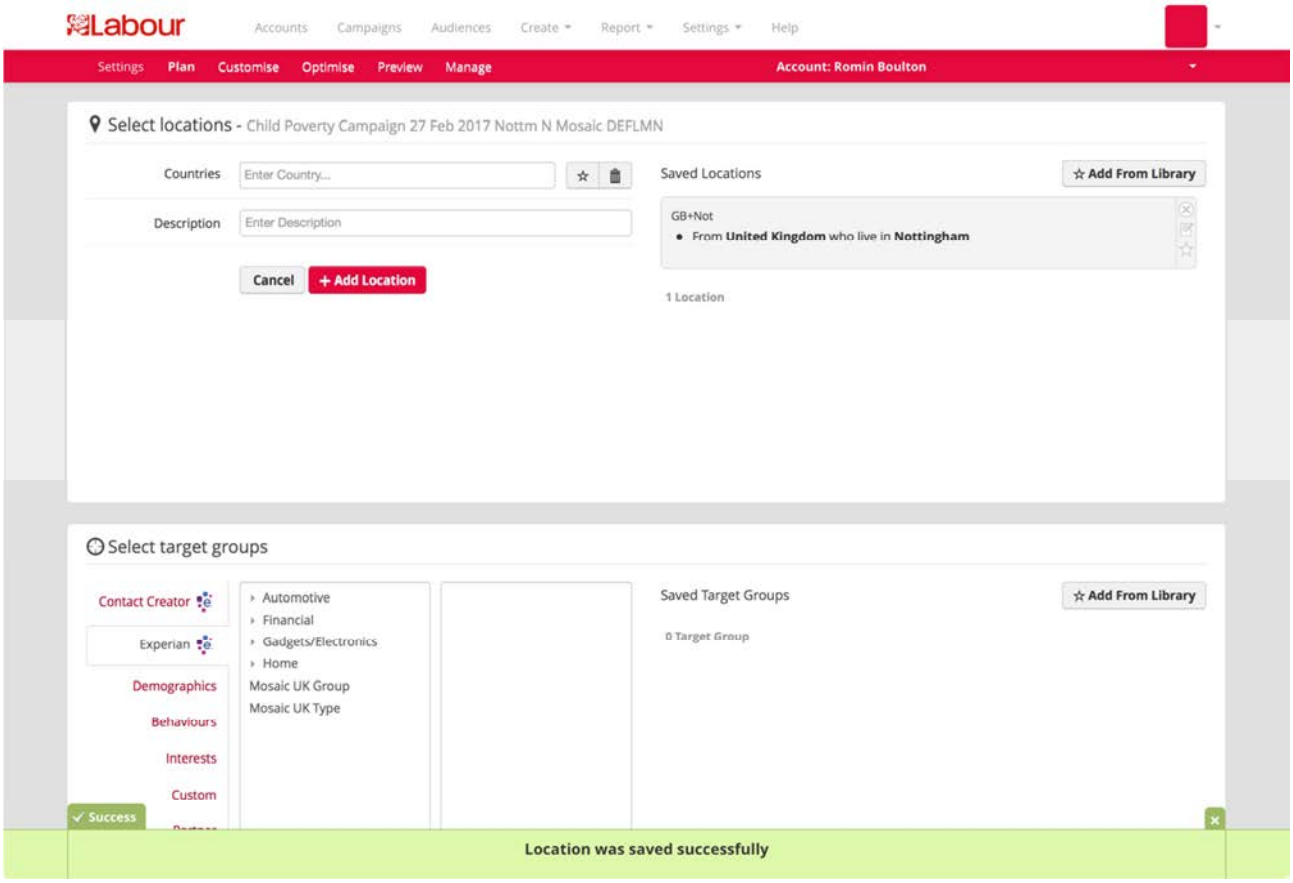
Please note: Twitter does not allow you to choose a geographical area narrower than “United Kingdom” so options for advertising in smaller areas will not be visible.

Please note: Facebook and Twitter require Promote to show you geographical areas outside of the UK, however, if you try to post advertising outside of the UK it will not be approved.

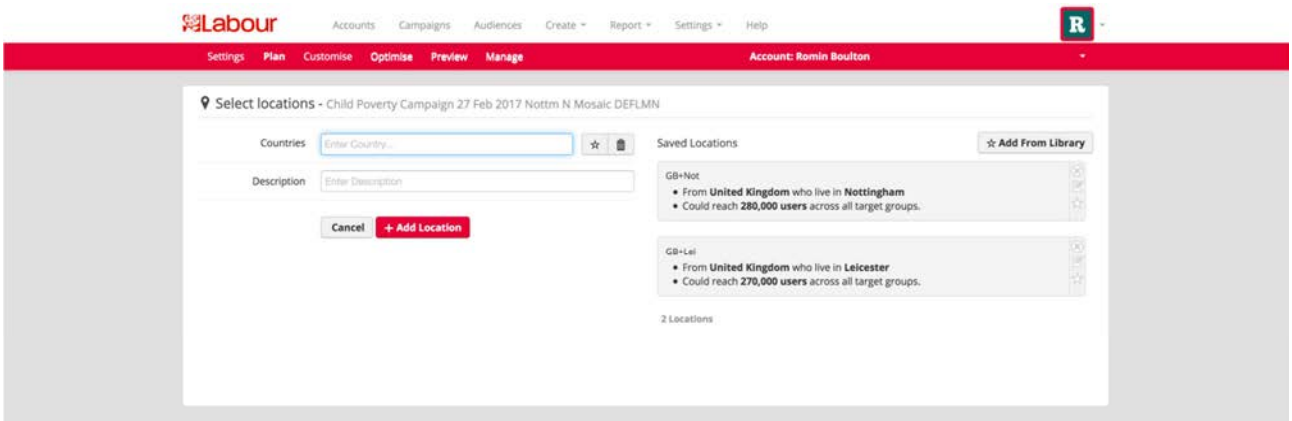
Please note: when using Contact Creator audiences, the geographical area you can advertise to is controlled by the area you have access to in your Promote account. The geographical area(s) you have tagged the social media account(s) you have imported into Promote with will determine where you are able to advertise. In other words, if you select the UK but only have access to Birmingham Northfield then you will only be able to reach people in that constituency.

Once you have selected all of the options you need, you can click “Add Location” to make the area show in a grey box under “Saved Locations”. There are ‘Remove’, ‘Edit’ and ‘Save to library’ buttons on the right-hand edge of the grey box. Once you have saved locations to your library you can click on the “Add from library” button to retrieve them.

Please note: anything you save to the library will only be available in the social media account you are using at the time.

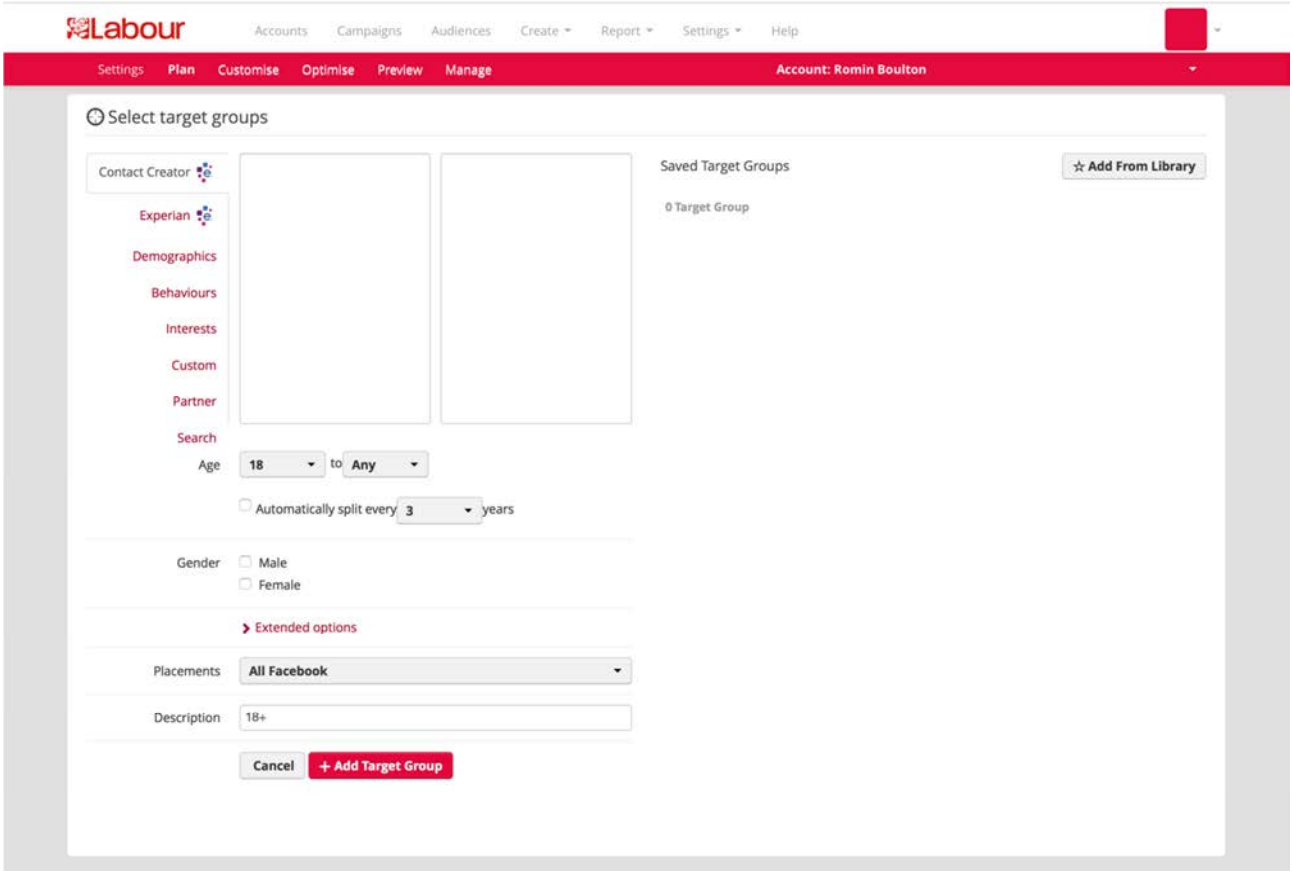


By repeating the process above, you can add multiple locations if you wish. You will then see multiple grey location boxes on the right-hand side of the screen as below:



Select Target Groups

"Select target groups" is where you pick the people (i.e. audiences) you want to advertise to.



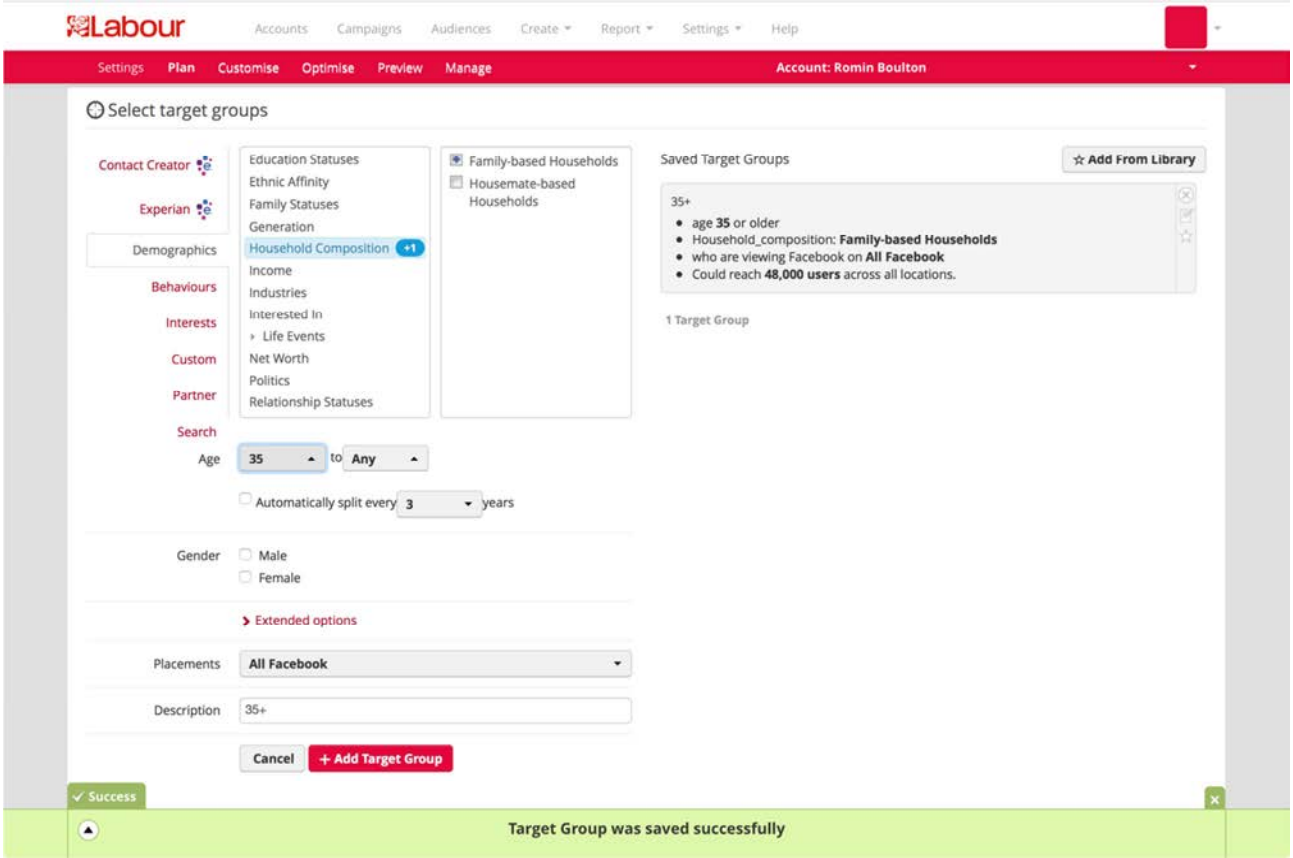
There are a number of different types of information you can use to target specific groups of people which are taken from different sources. The data either comes from Contact Creator, Experian, Facebook or Twitter.

Please note: Facebook data will not be available for advertising in Twitter and Twitter data will not be available for advertising on Facebook or Instagram.

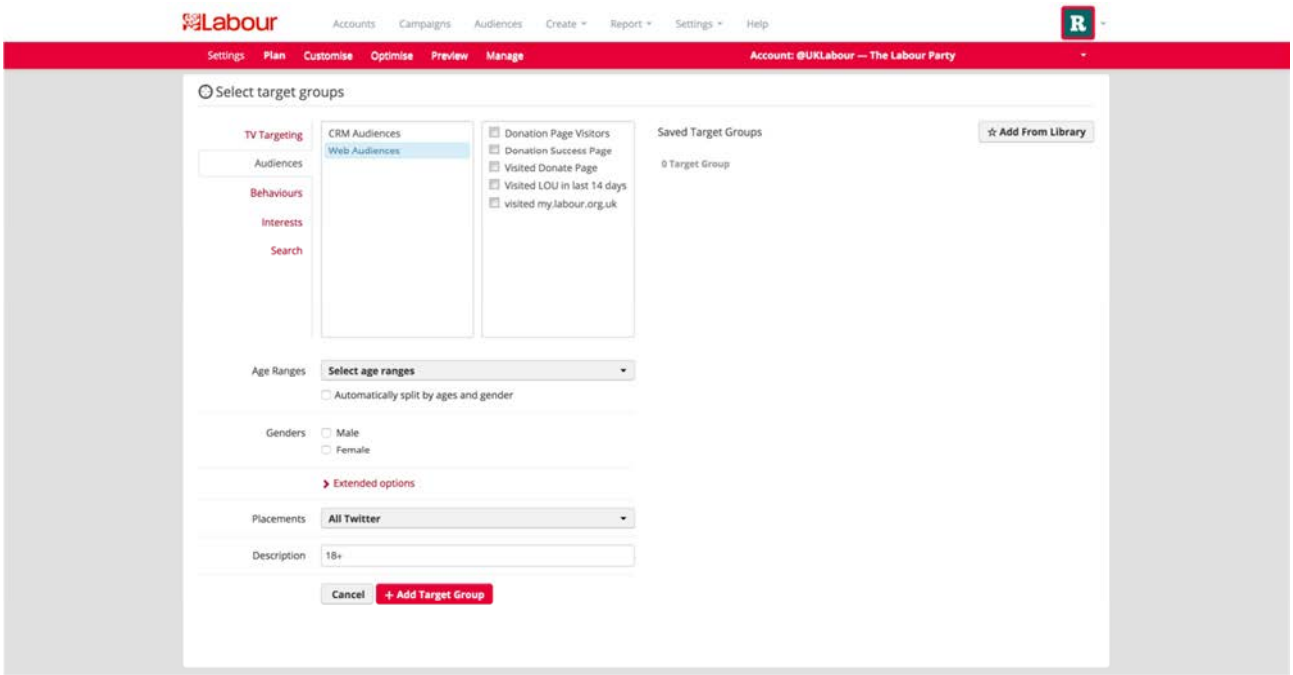
This section varies quite significantly depending on whether you have decided to use Facebook/Instagram or Twitter. The data section and “Placements” menu will only show the options available for the platform you are using.

In the data section, you can navigate through the categories of information by clicking on their names to open them up and then clicking in the boxes next to the categories in order to select them. If you click in a box again it will clear and deselect the category.

When you have selected a Facebook / Instagram account you will see the below:



When you have selected a Twitter account you will see the below:



Each type of information is laid out in a different tab as can be seen from the table below.

Category	Description
Contact Creator	**Facebook / Instagram only.** Promote Audience Pools which have been exported from Contact Creator for the geographical area which is both tagged to the account from which you are advertising and you have access to in your Labour Login account will appear here. **Please note:** if you are using Contact Creator audiences then you will need to ensure that you have not chosen an audience from an area for which you do not have advertising rights
Experian	**Facebook / Instagram only.** This section contains demographic data which has been provided by Experian. It is more comprehensive than that provided by Facebook and is also UK-based. It may well therefore be more accurate than equivalent Facebook data. **Please note:** you will need to request Experian data before you can use it. To do so, simply click on "request" next to one of the data categories, choose the account you wish to use the data with from the drop-down menu and click on "Make a request". This will request all of the Experian data at once and it should appear within 24 hours. The most useful Experian data is the Mosaic Groups and Types. These are exactly the same as found in Contact Creator and allow you to target people based on factors like the neighbourhood they live in, their age, their stage of life and their material circumstances. If you need more information on how to use Mosaic, please visit https://members.labour.org.uk/mosaic.
TV Targeting	**Twitter only.** This section provides data on people's TV viewing habits. It is derived from Twitter data. **Please note:** there is data from outside of the UK available but it should be ignored since it will not be of any use.
Audiences	**Twitter only.** This section is split into two sections: "CRM Audiences" and "Web

Category	Description
	Audiences". **CRM Audiences** The CRM or 'customer relationship management' audiences are based on Contact Creator outputs which have been matched with Twitter audiences. As long as your audience has been approved it will appear here. **Please note**: the "Contact Creator" tab does not appear when you are running a Twitter campaign. **Web Audiences** The "Web Audiences" section provides Twitter data on people's interests which can be used for targeting.
Demographics	**Facebook / Instagram only.** This section is demographic data provided by Facebook. It is derived from data in Facebook users' profiles. **Please note:** Facebook requires that we make their data available even though it is designed for users in the United States. Therefore, many of the categories are not very appropriate for use in the UK. For example, the "Politics" section is tailored to US political groupings which are different to those in the UK. As such, we would recommend caution when using any of this data.
Behaviours	**Facebook / Instagram / Twitter** This section is data based on information either Facebook or Twitter know about behaviours which their users exhibit. This can range from which web browser or operating system they normally use to whether they own a cat or dog. The data which is available will differ according to whether you are creating a Facebook/Instagram campaign or a Twitter campaign. Categories such as "Gives to charity", "Residential profiles" or "Home owners" may be useful. **Please note:** Facebook and Twitter require that we make their data available even though it is designed for users in the United States. Therefore, many of the categories are not appropriate for use in the UK. For example, the "Politics" section is tailored to US political

Category	Description
	groupings which are different to those in the UK. In addition, much of the data is tailored towards consumers and product choices and may not be that helpful. As such, we would recommend caution when using any of this data.
Interests	**Facebook / Instagram / Twitter** The interests data is either provided by Facebook or Twitter and is mainly concerned with consumer products which users may be interested in. As such, it is unlikely to be of much use for political campaigning. The data which is available will differ according to whether you are creating a Facebook/Instagram campaign or a Twitter campaign. **Please note:** Facebook and Twitter require that we make their data available even though it is designed for users in the United States. Therefore, many of the categories are not appropriate for use in the UK. Equally, Experian and Contact Creator data will always be more accurate than interests data (which is generated by your interactions with pages and is indicative, not predictive, of your interests) Use interest data as a supplement if no other option is available.
Custom	These are the custom audiences that you may have previously built in Facebook including combination, engagement, lookalike and website audiences. Contact Creator audiences will also appear here.
Partner	**Facebook / Instagram only.** Partner data is provided by Facebook's data partners and is centred around consumer activities e.g. an interest in nail care. It therefore isn't very useful at the moment.
Search	**Facebook / Instagram / Twitter** "Search" enables you to quickly search all categories of data for a particular word or phrase. It will then display the results and enable you to add them to your audience.

Once you have chosen the categories you wish to use, there are some other categories which you can use to further segment your audience. They are covered in the table below.

Category	Description
Age	You can choose a specific age range (anywhere between 18 and 65) for the people you include in your audience. You can also use “any” to enable age ranges above or below a certain age. The “Automatically split” option will divide up your age range into 3, 5 or 10-year groupings. Promote will create separate audiences for each grouping. **Please note:** you must select an upper age limit (rather than simply using “any”) in order for the splitting process to work.
Gender	You can choose people who are either male or female or both in your audience using this option.
Extended Options	This section gives you targeting options which are specific to either Facebook/Instagram or Twitter. Which set of options is shown will be determined by whether you are using a Facebook / Instagram or Twitter account. Click on “Extended options” to see the options which are available to you. Facebook enables you to search for information which is held in people’s Facebook profiles such as their “likes and interests” or where they work or study(ied). Simply type a search term or terms into any of the boxes and you will be presented with a list of categories. Click on a category to choose it – you can repeat the process to add multiple categories. If you make a mistake click on the dustbin icon to the right of the box. If you wish to save the category please click on the star button to the right of the box. The “Watched the video” option allows you to retarget Facebook users who have watched a video which has been posted to one of your pages. Simply choose the page from the drop-down box and then choose the video which you want to retarget and click “Select a video”. Twitter allows you to target users based on what they are searching for on Twitter or have tweeted by typing a keyword(s) or phrase into the “Keyword” or “Negative Keyword” boxes and then pressing return. The system will account for common spelling mistakes, synonyms and slang. You will also need to use the “Keyword type” option to choose whether you want to target based on your terms coming up in any

Category	Description
	order (“Unordered”) or as a complete phrase (“Phrase”). You can also target Twitter users by the language they are using by typing it into the “Languages” box and then selecting from the list of options. You can save the language by clicking on the ‘star’ button or remove it by clicking on the ‘bin’ button. In addition, there are options for targeting Twitter users by who they are following or which device they are using. To target followers of the Twitter account you are advertising from, simply tick the box. To target users who are demographically similar to those who are following a particular account, type the name of the account into the “Similar to followers of” box and select the account you want form the list. You can save the account by clicking on the ‘star’ button or remove it by clicking on the ‘bin’ button. To target users by device, choose either “Platform” (the kind of device they are using) or “Device & OS” (both the kind of platform and device they are using and the operating system they are using e.g. Apple iOS or Android) from the “Device targeting type” menu. You can then specify the details using the boxes which appear beneath. You can save the device by clicking on the ‘star’ button or remove it by clicking on the ‘bin’ button.
Placements	“Placements” enables you to choose where you want your adverts to appear in Facebook/Instagram or Twitter. Which set of options is shown will be determined by whether you are using a Facebook / Instagram or Twitter account. On Facebook/Instagram, you can choose whether you want your campaigns to appear on Facebook or Instagram alone or both together. You can also choose where on Facebook or Instagram you wish your advert to appear e.g. “desktop news feed” or “mobile news feed, right column and audience network”. On Twitter, you can choose between advertising in a user’s “Search results”, “Timeline” (the list of tweets from people the user is following) or “Twitter Publisher Network” (the “MoPub” advertising network which covers both Twitter mobile apps and other mobile apps which use the “MoPub” network) or “All Twitter”.

The final box to fill in is the “Description” which give you the ability to name your audience.

Once you are happy with your choices, you can click “Add target group” and the audience(s) will be created in grey boxes under “Saved Target Groups”.

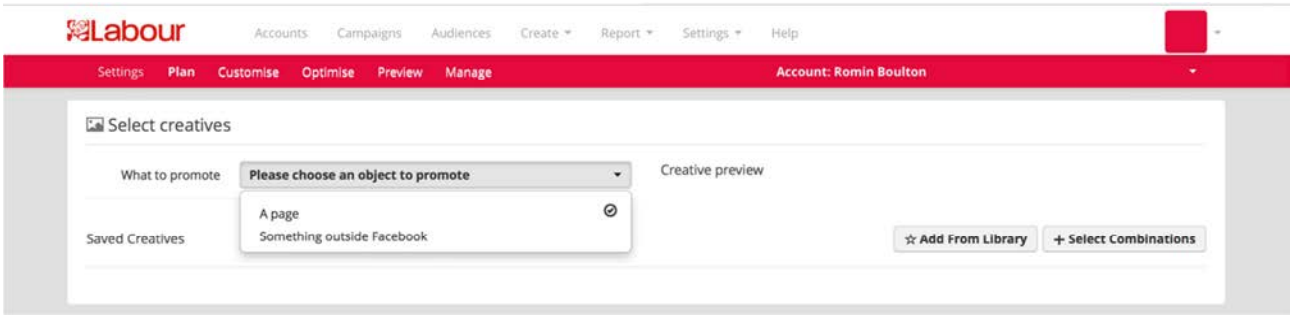
There are remove, edit and save to library buttons on the right-hand edge of each grey box. Once you have saved audiences to your library you can click on the “Add from library” button to retrieve them.

Select Creatives

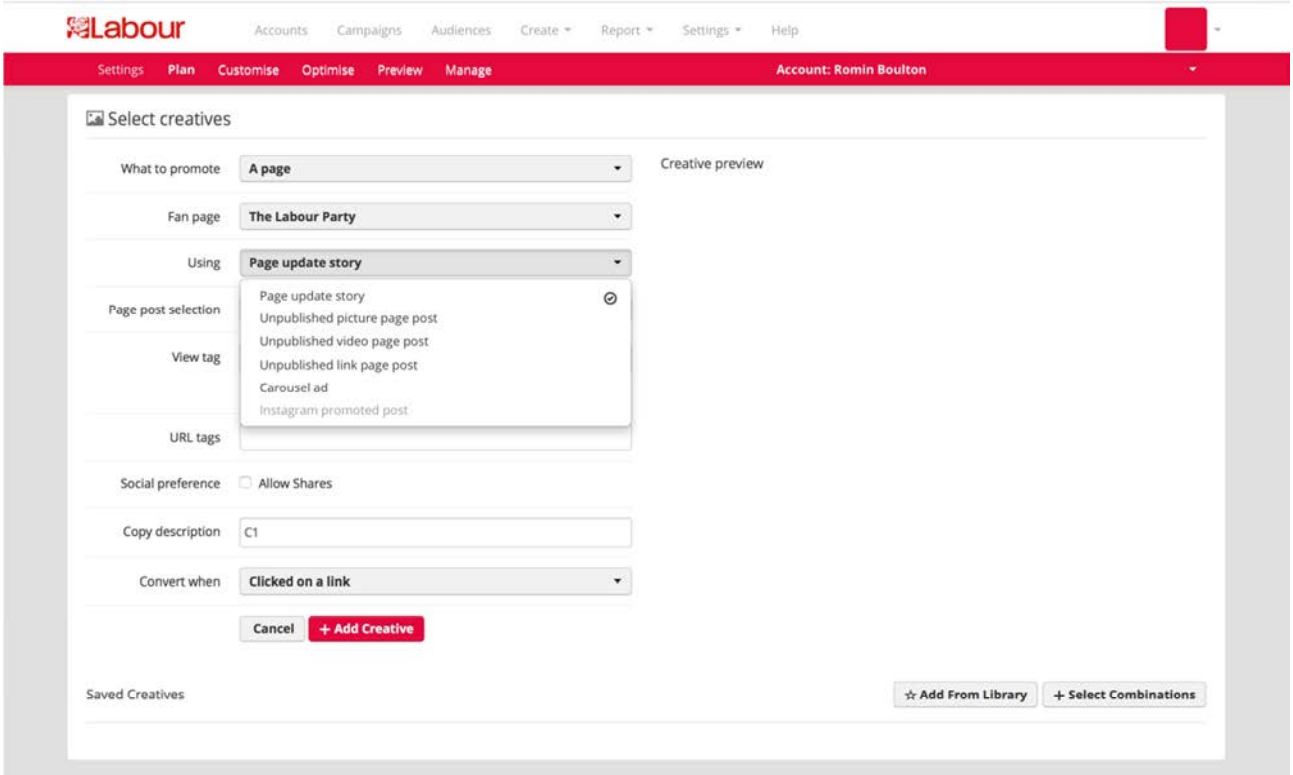
The “Select Creatives” section is where you compose the advert(s) you are going to use in your campaign.

You will first be presented with a drop-down menu labelled “What to promote”. Your choices in this menu will be determined by whether you are advertising from a Facebook/Instagram or Twitter account.

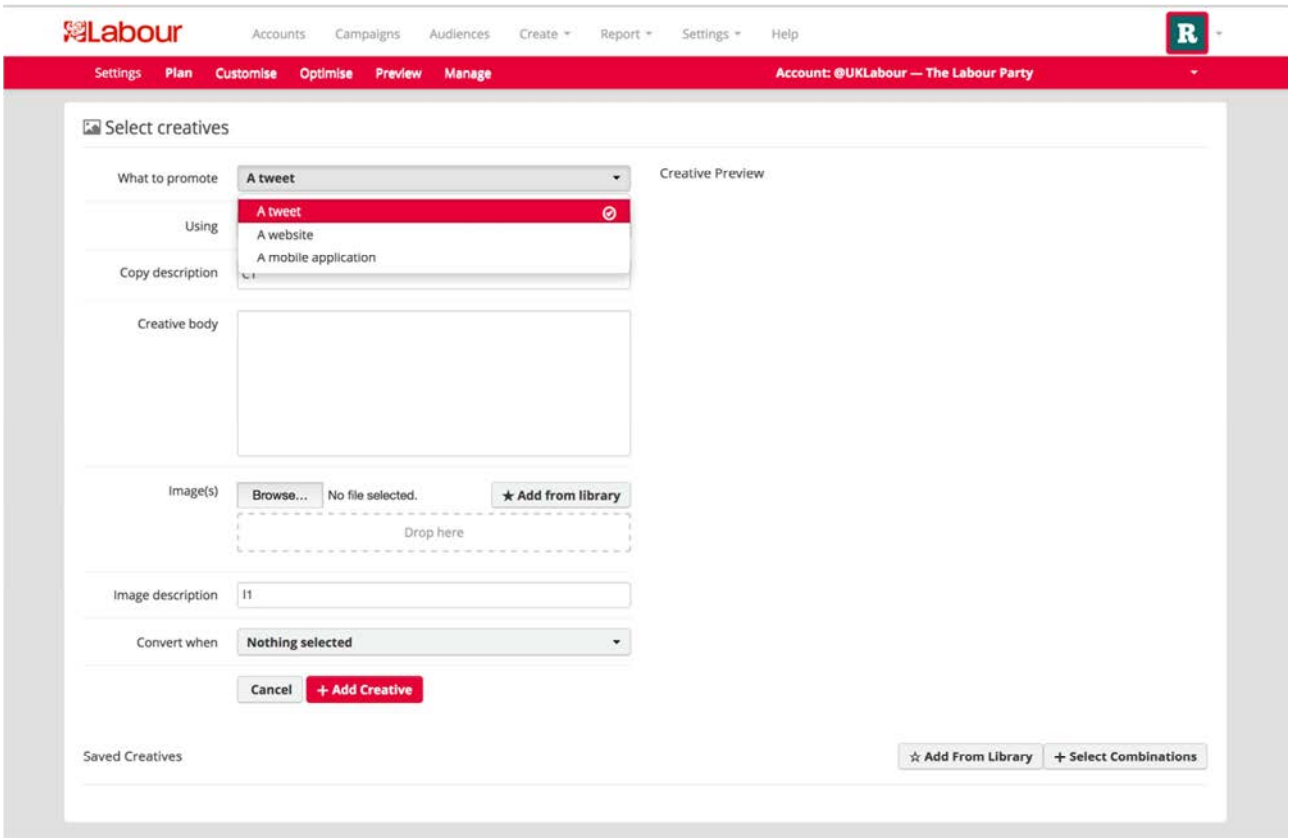
If you are using a Facebook/Instagram account, you will be able to choose between “A page” (i.e. a Facebook page) or “Something outside Facebook” (i.e. any other webpage).



You will also need to choose the Facebook page you wish to promote from the “Fan page” drop-down menu. This will need to be a page which you have admin access to in Facebook and have added to your Promote account.



If you are using a Twitter account, you will be able to choose between “A tweet”, “A website” (i.e. a website other than Twitter) or “A mobile application” (although it is unlikely that you will need to promote an app so we will not cover it in this guide).



You can now choose the type of advert you wish to place. The choices you have available are explained in the tables below.

Please note: Promote will prevent you from using advert types which are inappropriate for the platform you are using or the “campaign type” (i.e. conversion goal) you have chosen.

Please note: Promote will prevent you from using .tiff files even though individual platforms may allow them. This is because they do not display colours consistently on Windows computers.

For Facebook/Instagram accounts you can choose from the following advert types:

Type	Description
Page Update Story	Page update stories are used to promote content which has been added to a Facebook page in the form of new posts or changes. For example, this could be a new video which has been added or a change of profile picture. Reposting content in the form of promoted posts may allow you to reach a wider audience. Users can then share your posts among their own social networks. Page update stories are only selectable from a Facebook page and cannot be edited (although you can create new posts using unpublished posts). To create a page update story, you need to fill in the following fields: **Page Post Selection** Click on “Select a post” to see a pop-up which lists all of the posts on the Facebook page which you have chosen. You can include unpublished posts by ticking “Include unpublished posts” in the pop-up. Click on the post you wish to use and then click “Apply”. You will go back to the Select Creatives section and see the post’s ID number listed in the box. **Please note:** If you already know the ID number of the post you can just type it into the box directly. You will now be able to see the post under “Creative Preview” on the right-hand side of the page. **View Tag** Your View tag allows you to define the advert's URL in order to

Type	Description
	record the users who are seeing your adverts. Unlike URL tags, view tags must be entered as a whole URL. **URL Tags** URL tags allow you to add text onto the end of the web address you are directing people to when they click on your post. Simply type the tag you would like to add onto the end of the web address into the box. **Social Preference** Use the "Social Preference" toggle to choose whether you would like to allow the people who view your post to share it. This can boost the effectiveness of your campaign at no extra cost and would be especially good for awareness campaigns. **Copy Description** This field allows you to mark your post so that, if you are running more than one post in your campaign, you will know which one it is. Just type some recognisable text into the box or use the standard text which is already in there. **Convert When** You can use this drop-down menu to choose what counts as a conversion for the page update story. The menu will only list conversions which are valid.
Unpublished Picture Page Post Unpublished Video Page Post Unpublished Link Page Post	Unpublished posts are simply ones which do not currently exist on Facebook and so you will be using Promote to create them. They are promoted posts or adverts which appear in the newsfeeds of the people in your audience. They will not show up in the timeline of the page which you have used to post them. There are three different types of unpublished posts – picture, video and link. Picture and video posts are similar being based around an image or a video without much accompanying text. They may encourage users to perform actions such as liking the advert or clicking a link and video posts can hold a call-to-action button. However, link posts are different in that they contain an image but can also hold a lot more text. They can also include a call-to-action button. They are designed to encourage people to click on a link in the advert and arrive at a landing page, however, since they have

Type	Description
	more text (similar to an organic post) they can also support other conversions such as likes or comments. To create an unpublished post you will need to fill in some of the fields below depending on which type of post you are creating. As you add content you will be able to see a preview of your advert dynamically update. **Creative Title** This is present in both link and video page posts. It is bold text which appears underneath the image or video. It needs to be no more than 25 characters long. **Caption Body** This is present in both link and video page posts. It is small text which appears beneath the “creative title”. It needs to be no more than 255 characters long. **Creative Body** This is present in both picture and video page posts. It is medium sized text which appears above the link and image in a picture post or above the video (which also acts as a link) in a video post. For picture posts it needs to be no more than 110 characters long (although amounts vary slightly depending on advert placement - the average is 90 characters for desktop and mobile views). For video posts it needs to be no more than 90 characters long. **Message** This is only present in link page posts. It is medium sized text which appears above the image. It needs to be no more than 110 characters long. **Destination URL** This is present in link, picture and video page posts. It is the link which people are directed to when they either click on an image or video in a picture or video page post or it is a link which they can click on in a link page post. You simply type the full web address into the box and Promote will check that the address reaches a page and display a message to tell you whether it works or not. **View Tag**

Type	Description
	This is present in link, picture and video page posts. View tag allows you to define the advert's URL in order to record the users who are seeing your adverts. Unlike URL tags, view tags must be entered as a whole URL. **Image(s)** This is present in both link and picture page posts. It enables you to upload an image to the post. Images must be 1,200 x 628 pixels in a 2.7:1 ratio. **WARNING:** images must not consist of more than 20% text or else Facebook will reject the advert as spam. You can upload in three different ways: by clicking on the “Choose files” button to add an image from your computer, by dragging an image from your computer onto the “Drop here” box or by clicking on “Add from library” to add an image which has already been uploaded to the image library attached to the account you are posting from. **Video(s)** This is only present in video page posts. Clicking the “Select video(s)” button enables you to add videos to the post from the library which is attached to the account you are posting from. **Please note:** to find out how to upload videos to your library please see part vi.) of this section of the guide. **Image/Video Description** This is present in link, picture and video page posts. This field allows you to mark the image or video in your post so that, if you are running more than one post in your campaign, you will know which one it is. Just type some recognisable text into the box or use the standard text which is already in there. **URL Tags** This is present in link, picture and video page posts. URL tags allow you to add text onto the end of the web address you are directing people to when they click on your post. Simply type the tag you would like to add onto the end of the web address into the box. **Copy Description** This is present in link, picture and video page posts. This field allows you to mark the copy in your post so that, if you are running more

Type	Description
	than one post in your campaign, you will know which one it is. Just type some recognisable text into the box or use the standard text which is already in there. **Action Text** This is present in both link and video page posts. “Action text” enables you to set up a call-to-action button incorporating the text you pick from the drop-down menu. **Convert When** This is present in link, picture and video page posts. You can use this drop-down menu to choose what counts as a conversion for your post. The menu will only list conversions which are valid.
Facebook Standard Ad	As the name suggests, Facebook standard adverts are standardised templates for posting general adverts in Facebook. They are only used to advertise things which are external to Facebook (i.e. not Facebook pages) but they can still have an option to like your page and display the number of people who have liked it. The advert contains an image at the top and has a title, a link and some text underneath. It is designed to encourage people to click through to your landing page (e.g. to take an action like donating money or joining the Party). To create a Facebook standard advert you will need to fill in the fields below. As you add content you will be able to see a preview of your advert dynamically update. **Creative Title** This is bold text which appears underneath the image. It needs to be no more than 25 characters long. **Creative Body** This is medium sized text which appears below the image. It needs to be no more than 90 characters long. **Destination URL** This is the link which people are directed to when they either click on an image or video in a picture or video page post or it is a link which they can click on in a link page post. You simply type the full

Type	Description
	web address into the box and Promote will check that the address reaches a page and display a message to tell you whether it works or not. **View Tag** View tag allows you to define the advert's URL in order to record the users who are seeing your adverts. Unlike URL tags, view tags must be entered as a whole URL. **Add Social Context** This function shows how many friends your account has. **Image(s)** This section enables you to upload an image to the advert. Images must be 1,200 x 628 pixels in a 2.7:1 ratio. **WARNING:** images must not consist of more than 20% text or else Facebook will reject the advert as spam. You can upload in three different ways: by clicking on the “Choose files” button to add an image from your computer, by dragging an image from your computer onto the “Drop here” box or by clicking on “Add from library” to add an image which has already been uploaded to the image library attached to the account you are posting from. **Image Description** This field allows you to mark the image or video in your post so that, if you are running more than one post in your campaign, you will know which one it is. Just type some recognisable text into the box or use the standard text which is already in there. **Copy Description** This field allows you to mark the copy in your post so that, if you are running more than one post in your campaign, you will know which one it is. Just type some recognisable text into the box or use the standard text which is already in there. **Convert When** This is present in link, picture and video page posts. You can use this drop-down menu to choose what counts as a conversion for your post. The menu will only list conversions which are valid.

Type	Description
Carousel Ad	A carousel advert is a Facebook advert which contains up to 5 images which are displayed from left to right with two showing at any one time. It is designed to advertise a series of products but the format could be used to promote local election candidates or policies instead. Each image has an associated link, “product name” and “product description”. To create a carousel advert, you need to fill in the following fields: **Products** There are 10 identical tabs with one per image. Each one has a link box, “product name” box and “product description” box. The link needs to be a full link including http:// or https:// at the beginning. Promote will check it and a notification will appear to show whether the link leads to a page or not. The “product name” is bold text which appears directly underneath the image and cannot be more than 40 characters long. The “product description” is small text which appears below the name and cannot be more than 20 characters long. You can upload an image to the post in three different ways: by clicking on the “Choose files” button to add an image from your computer, by dragging an image from your computer onto the “Drop here” box or by clicking on “Add from library” to add an image which has already been uploaded to the image library attached to the account you are posting from. Images must be 1,080 x 1080 pixels in a 1:1 ratio (i.e. square). **WARNING:** images must not consist of more than 20% text or else Facebook will reject the advert as spam. The “more products” tab allows you to add an “end card” which includes the account’s profile picture to the sequence of images. If you tick the “Automatically select and order cards” link it also displays 5 extra photos. **Creative Body** The “creative body” is extended text which appears above the images and isn’t linked to a specific image. It can be a maximum of 90 characters long. **Destination URL** This is the link which people are directed to when they click on the advert rather than a product. You simply type the full web address

Type	Description
	into the box and Promote will check that the address reaches a page and display a message to tell you whether it works or not. **Copy Description** This field allows you to mark the copy in your advert so that, if you are running more than one in your campaign, you will know which it is. Just type some recognisable text into the box or use the standard text which is already in there. **Action Text** “Action text” enables you to set up a call-to-action button incorporating the text you pick from the drop-down menu. **Convert When** You can use this drop-down menu to choose what counts as a conversion for your post. The menu will only list conversions which are valid.
Instagram Promoted Post	Instagram promoted posts are the only kind of advert which Promote can place on Instagram. It comprises an image with a little text and a call-to-action button. It encourages users to click through onto a landing page. To create an Instagram promoted post, you need to fill in the following fields: **Creative Body** The “creative body” is text which appears below the image. It can be a maximum of 90 characters long. **Destination URL** This is the link which people are directed to when they click on the advert. You simply type the full web address into the box and Promote will check that the address reaches a page and display a message to tell you whether it works or not. **View Tag** View tag allows you to define the advert's URL in order to record the users who are seeing your adverts. Unlike URL tags, view tags must be entered as a whole URL.

Type	Description
	Image(s) This section enables you to upload an image to the advert. Images can be a maximum of 1,936 x 1,936 pixels. **WARNING:** images must not consist of more than 20% text or else Instagram will reject the advert as spam. You can upload in three different ways: by clicking on the “Choose files” button to add an image from your computer, by dragging an image from your computer onto the “Drop here” box or by clicking on “Add from library” to add an image which has already been uploaded to the image library attached to the account you are posting from. **Image Description** This field allows you to mark the image or video in your post so that, if you are running more than one post in your campaign, you will know which one it is. Just type some recognisable text into the box or use the standard text which is already in there. **URL Tags** This is present in link, picture and video page posts. URL tags allow you to add text onto the end of the web address you are directing people to when they click on your post. Simply type the tag you would like to add onto the end of the web address into the box. **Copy Description** This field allows you to mark the copy in your advert so that, if you are running more than one in your campaign, you will know which it is. Just type some recognisable text into the box or use the standard text which is already in there. **Action Text** “Action text” enables you to set up a call-to-action button incorporating the text you pick from the drop-down menu. **Convert When** You can use this drop-down menu to choose what counts as a conversion for your post. The menu will only list conversions which are valid.

For Twitter accounts you can choose from the following advert types:

Type	Description
Promoted Tweet	"Promoted tweets" are tweets which have already been sent from the account you are using that you wish to send to people who do not follow it. To create a promoted tweet, you need to fill in the following fields: **Copy Description** You will need to name the copy in your Tweet. A name will already have been created but you can change it here. **Tweet Selection** Click on the "Select a tweet" button to open a pop-up box which allows you to choose from the tweets which have already been sent from your account. Simply click on the tweet you want to use so that it is highlighted and then click on "Apply". You will be taken back to the previous page where you will see the tweet's ID number listed in the box. **Please note:** If you already know the ID number of the tweet you can just type it into the box directly. You will now be able to see the post under "Creative Preview" on the right-hand side of the page. **Convert When** You can use this drop-down menu to choose what counts as a conversion for your tweet. The menu will only list conversions which are valid.
New Promoted Tweet	A "new promoted tweet" is a tweet which you have composed to only be seen by the audience you are targeting. As such, it is not displayed in your Twitter account's timeline. To create a new promoted tweet, you need to fill in the following fields: **Copy Description** You will need to name the copy in your Tweet. A name will already have been created but you can change it here.

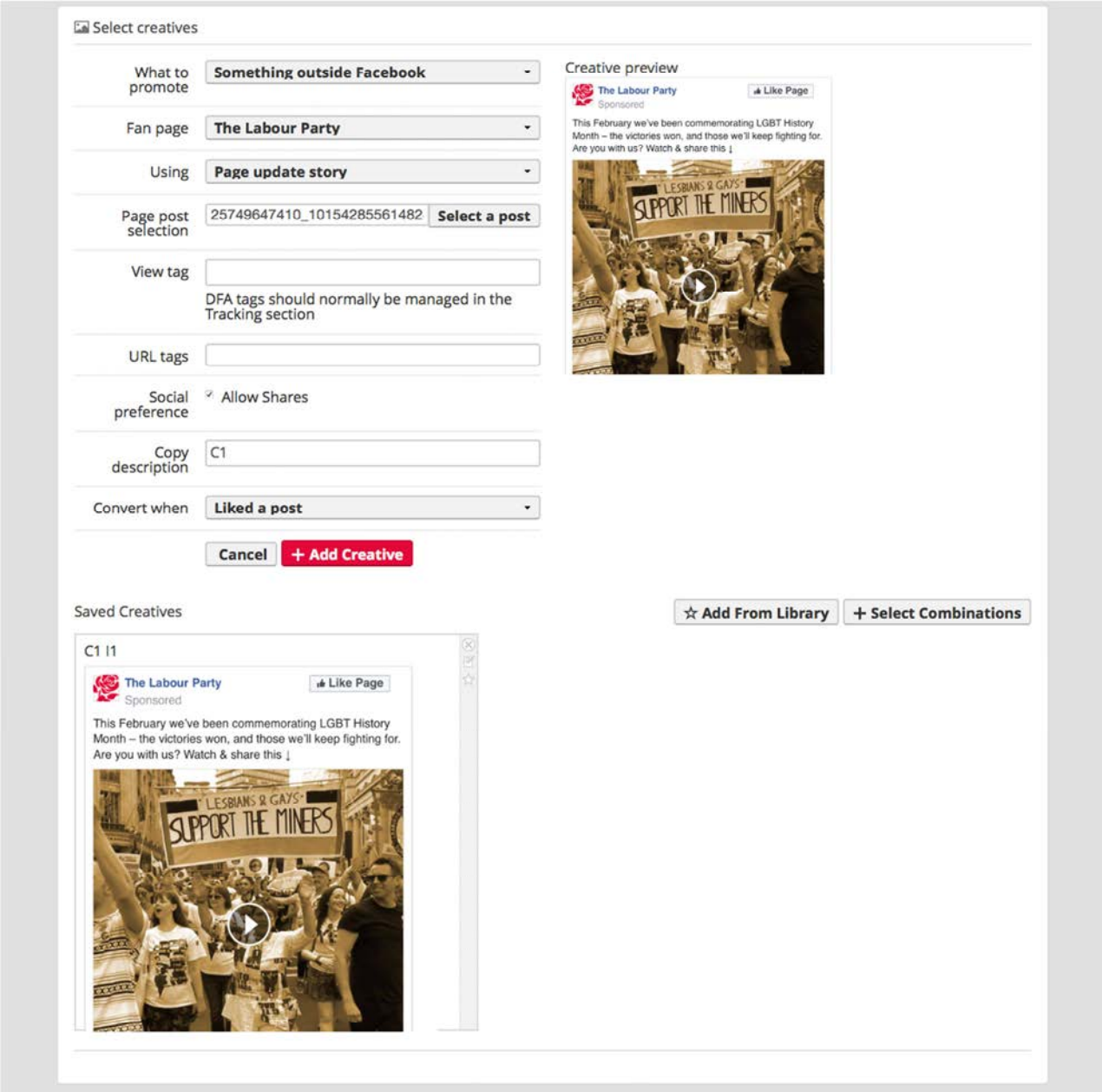
Type	Description
	Creative Body This is where you enter the text of your tweet. You are limited to 140 characters and you will be able to see how many you have left from the counter underneath the box. As you enter the text the “Creative Preview” on the right-hand side of the page will update. **Convert When** You can use this drop-down menu to choose what counts as a conversion for your tweet. The menu will only list conversions which are valid.
New Promoted Tweet With Image	A “new promoted tweet with image” is a tweet with an image which you have composed to only be seen by the audience you are targeting. As such, it is not displayed in your Twitter account’s timeline. To create a new promoted tweet with image, you need to fill in the following fields: **Copy Description** You will need to name the copy in your Tweet. A name will already have been created but you can change it here. **Creative Body** This is where you enter the text of your tweet. You are limited to 140 characters and you will be able to see how many you have left from the counter underneath the box. As you enter the text the “Creative Preview” on the right-hand side of the page will update. **Image(s)** This section enables you to upload an image to the tweet. Images must be 800x320 pixels. You can upload in three different ways: by clicking on the “Browse” button to add an image from your computer, by dragging an image from your computer onto the “Drop here” box or by clicking on “Add from library” to add an image which has already been uploaded to the image library attached to the account you are posting from. **Image Description**

Type	Description
	This field allows you to mark the image in your tweet so that, if you are running more than one tweet in your campaign, you will know which one it is. Just type some recognisable text into the box or use the standard text which is already in there. **Convert When** You can use this drop-down menu to choose what counts as a conversion for your tweet. The menu will only list conversions which are valid.
New Promoted Tweet With Video	A “new promoted tweet with video” is a tweet with a video which you have composed to only be seen by the audience you are targeting. As such, it is not displayed in your Twitter account’s timeline. To create a new promoted tweet with video, you need to fill in the following fields: **Copy Description** You will need to name the copy in your Tweet. A name will already have been created but you can change it here. **Call To Action Type** This is where you choose what you want to achieve with your video tweet. You can either aim to get people to “Visit site” (if you want them to click on a link in the tweet to visit your website) or to “Watch now” (which means you just want them to watch the video). The tweet will display the appropriate “call to action”. **Creative Body** This is where you enter the text of your tweet. You are limited to 140 characters and you will be able to see how many you have left from the counter underneath the box. As you enter the text the “Creative Preview” on the right-hand side of the page will update. **Creative Title** This is a short piece of text which appears underneath the video. **Video(s)** This section enables you to upload a video to the advert. Your video will need to fit the requirements in Appendix 1.

Type	Description
	Clicking the “Select video(s)” button enables you to add videos from the library which is attached to the account you are posting from. **Please note:** to find out how to upload videos to your library please see part vi.) of this section of the guide. **Video Description** This field allows you to mark the video in your tweet so that, if you are running more than one tweet in your campaign, you will know which one it is. Just type some recognisable text into the box or use the standard text which is already in there. **Destination URL** This is the link which people are directed to when they click on your tweet. You simply type the full web address into the box and Promote will check that the address reaches a page and display a message to tell you whether it works or not. **Convert When** You can use this drop-down menu to choose what counts as a conversion for your tweet. The menu will only list conversions which are valid.
New Website Card Tweet	A “new website card tweet” is a twitter card holding an image which is designed to encourage click-throughs to a landing page on your website e.g. for a petition. It can only be seen by the audience you are targeting. As such, it is not displayed in your Twitter account’s timeline. To create a new website card tweet, you need to fill in the following fields: **Copy Description** You will need to name the copy in your twitter card. A name will already have been created but you can change it here. **Call To Action Type** This is where you choose what you want to achieve with your twitter card. There are a number of actions you can encourage people to do but the relevant ones are: “Read more”, “View now”, “Visit now”, “Learn more”, “Apply here”, “Enrol now”, “Sign up now”, “Subscribe” or “Register now”. The twitter card will display the appropriate “call to

Type	Description
	action" as a clickable button. **Creative Body** This is where you enter the text of your twitter card. It will appear above the image. You are limited to 120 characters and you will be able to see how many you have left from the counter underneath the box. As you enter the text the "Creative Preview" on the right-hand side of the page will update. **Creative Title** This is a short piece of text which appears underneath the image. You are limited to 70 characters. **Image(s)** This section enables you to upload an image to the twitter card. Images must be 800x320 pixels. You can upload in three different ways: by clicking on the "Browse" button to add an image from your computer, by dragging an image from your computer onto the "Drop here" box or by clicking on "Add from library" to add an image which has already been uploaded to the image library attached to the account you are posting from. **Image Description** This field allows you to mark the image in your twitter card so that, if you are running more than one tweet in your campaign, you will know which one it is. Just type some recognisable text into the box or use the standard text which is already in there. **Destination URL** This is the link which people are directed to when they click on your twitter card. You simply type the full web address into the box and Promote will check that the address reaches a page and display a message to tell you whether it works or not. **Convert When** You can use this drop-down menu to choose what counts as a conversion for your tweet. The menu will only list conversions which are valid.

Once you are happy with the advert you have created, press the “Add Creative” button. This will create the advert and display it beneath the boxes you have just filled in. The pictures below illustrate some examples.



Select creatives

What to promote: Something outside Facebook

Fan page: The Labour Party

Using: Instagram promoted post

Creative body: Say 'NO' to child poverty - Call on the Tories to set a target to reduce child poverty.

Destination URL: http://www.labour.org.uk

Example: http://www.yourwebsite.com

View tag:

DFA tags should normally be managed in the Tracking section

Image(s): Browse... 3 files selected. ★ Add from library

Drop here

Image description: I1

URL tags:

Copy description: C1

Action text: Sign Up

Convert when: Clicked on a link

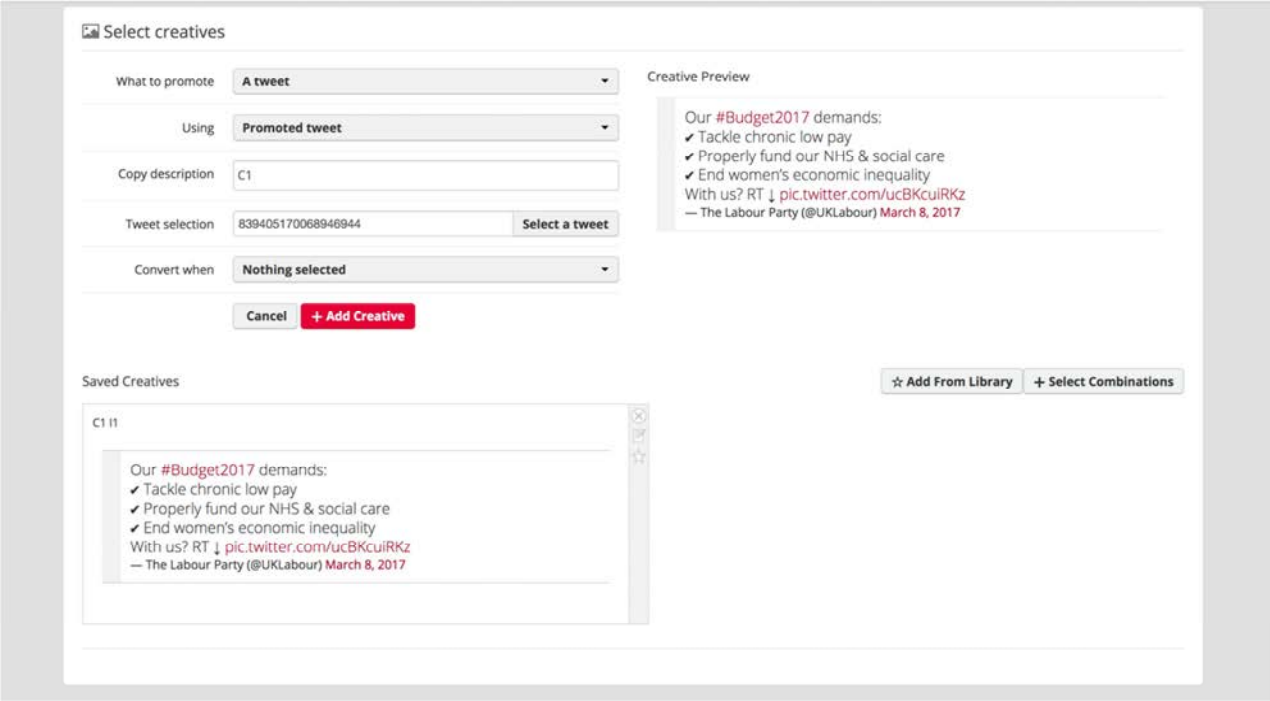
Cancel + Add Creative

Creative preview

Saved Creatives

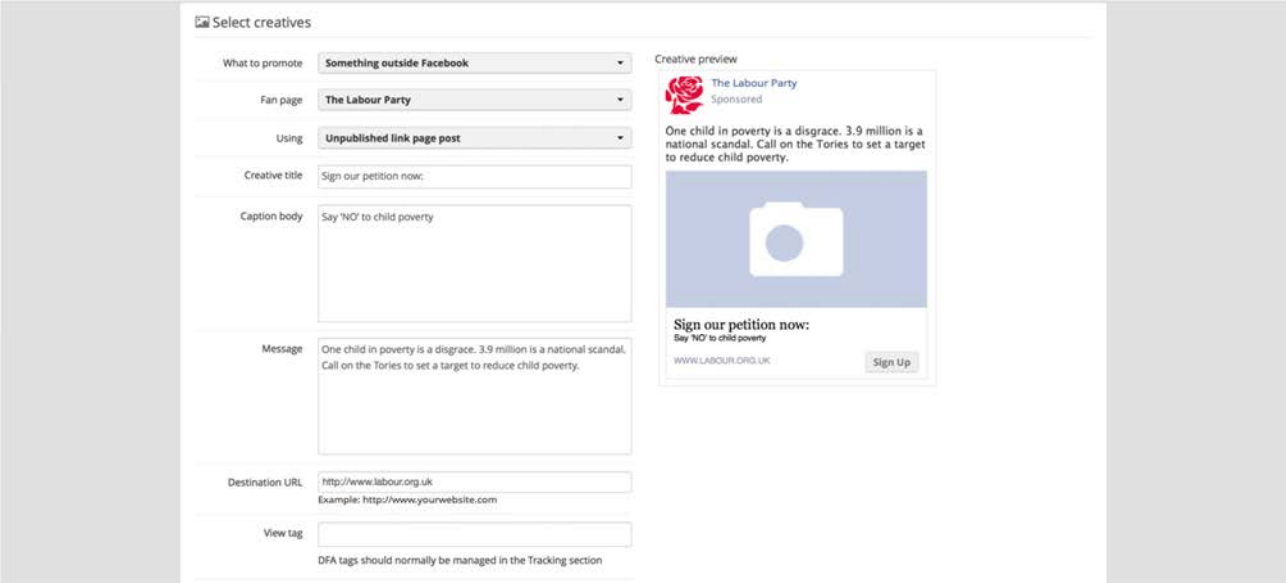
☆ Add From Library + Select Combinations

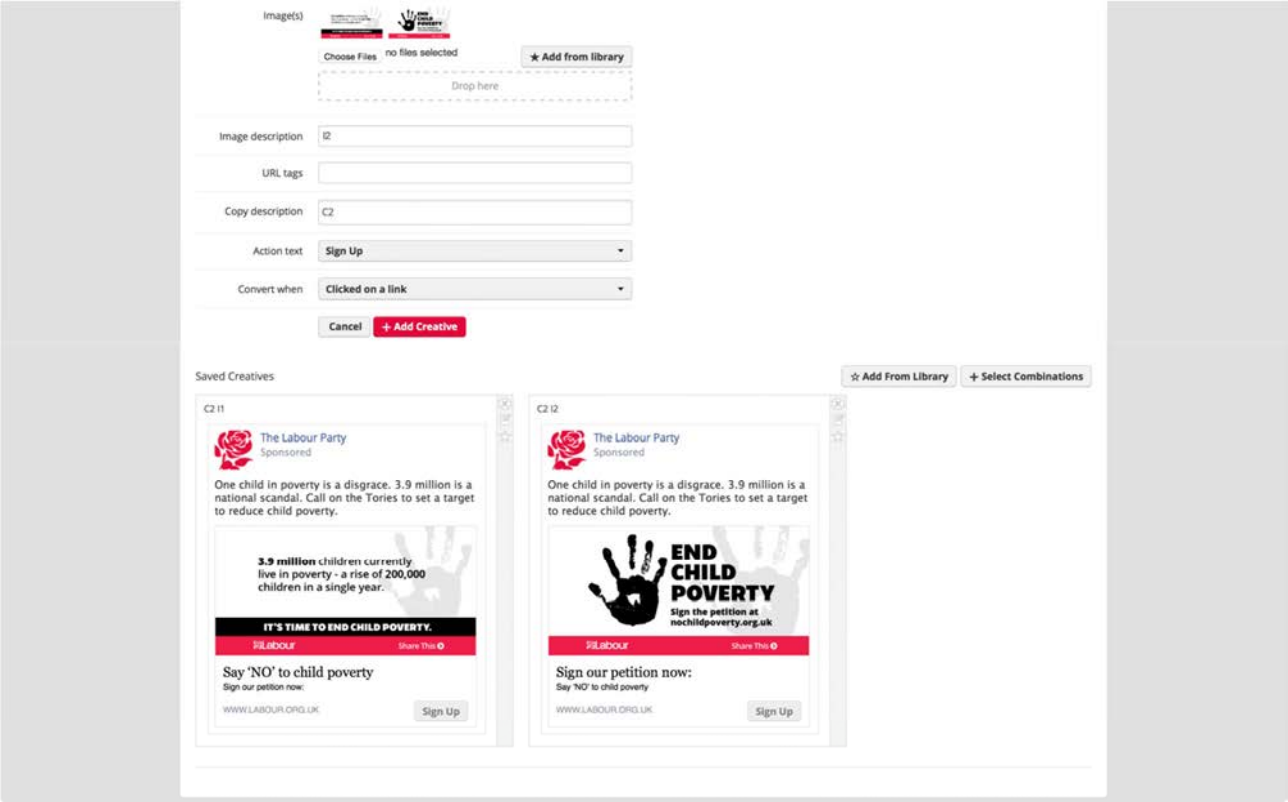
C1 I1



If you wish to have more than one advert in your campaign then you can repeat the process above and it will also be displayed underneath the “Add Creative” button. Depending on the campaign type and within limits, you can even use different types of advert within the same campaign.

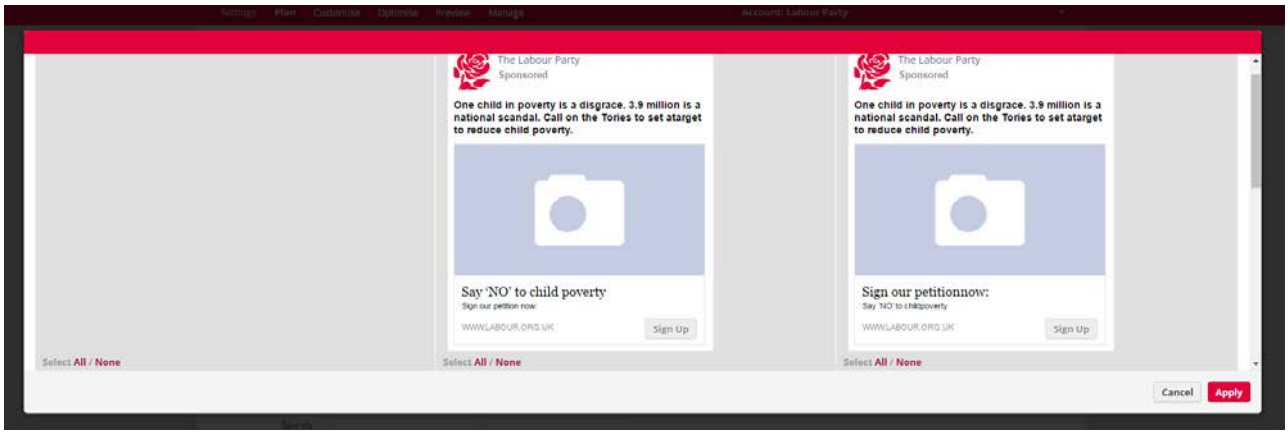
Each advert will have ‘remove’, ‘edit’ and ‘save to library’ buttons on its right-hand edge. Once you have saved adverts to your library you can click on the “Add from library” button to retrieve them.

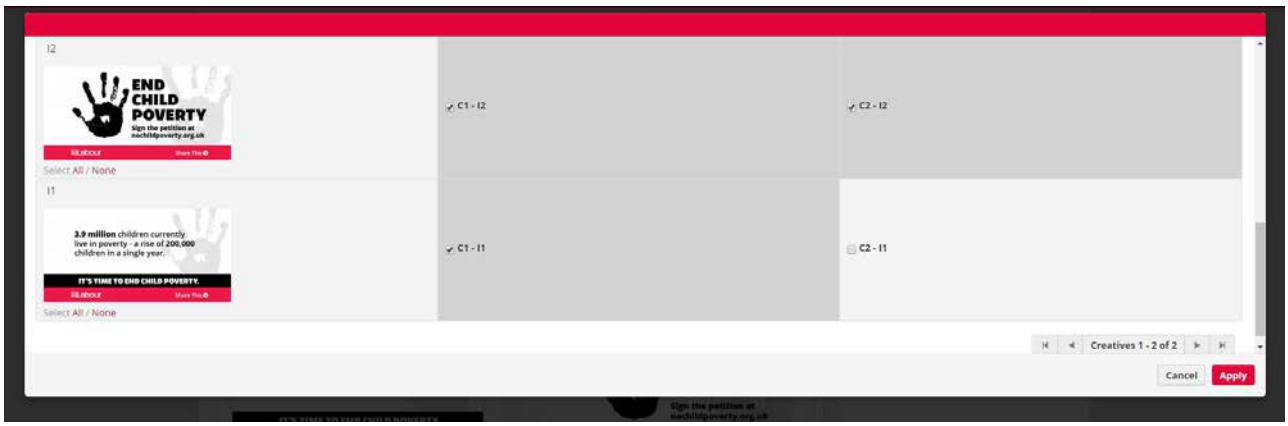




If you have added more than one advert, you can click on "+ Select Combinations" which will display a pop-up box which displays a scrollable table which allows you to create new adverts using combinations of the copy and images (or videos) you have already used. As the image below shows, the copy is arranged across the top of the table and the images (or videos) are arranged down its left-hand side. You simply tick the boxes in the middle to create or remove adverts according to content. You can use "all/none" at the top of a column/row to select/deselect all combinations along it.

Please note: the table may not fit onto one screen so you may need to scroll up and down and/or use the page back/forward buttons underneath the table to see all possible adverts.





Tracking

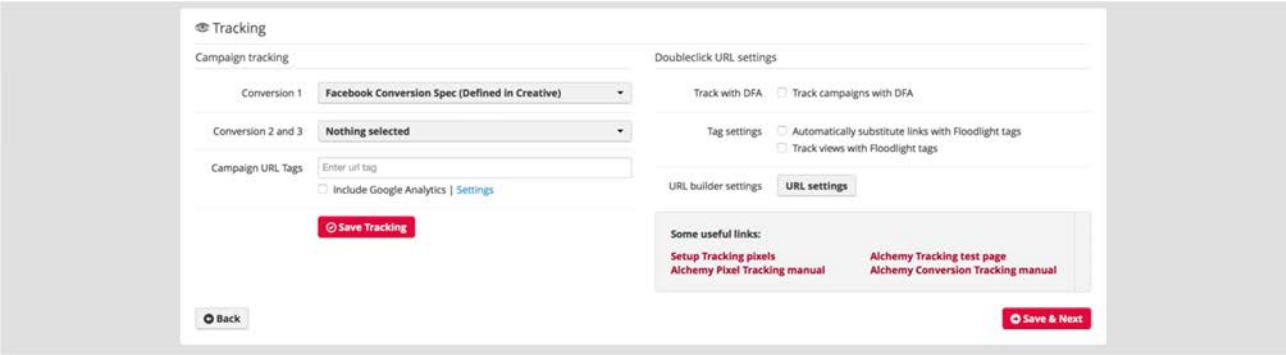
Once you have finished your adverts you can move on to the final section on the "Plan" page – "Tracking". In this section you will be able to choose how to track people who have interacted with the adverts in your campaign.

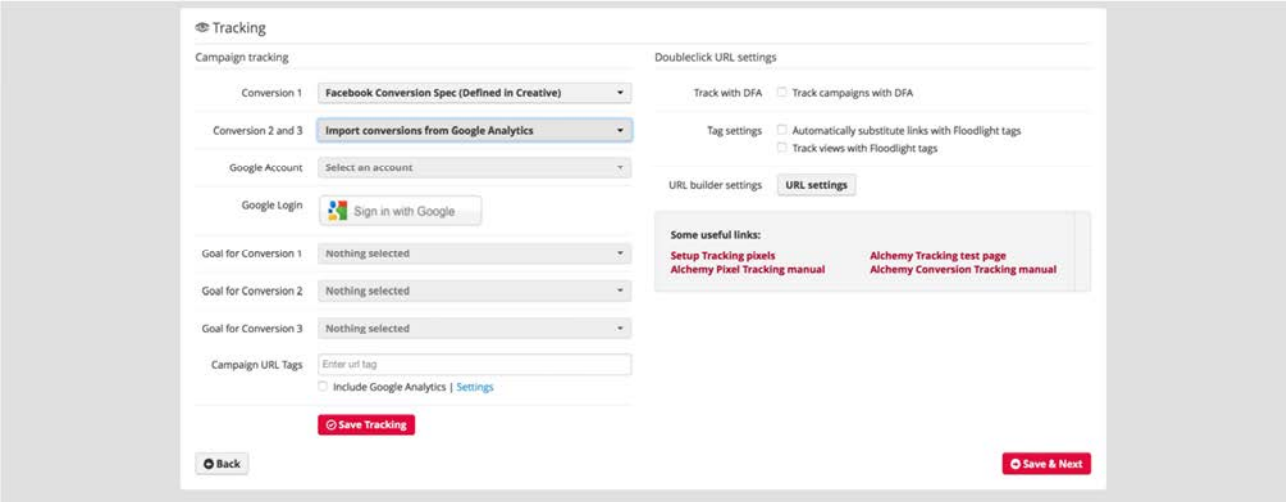
In order to track people who interact with your advert, Promote will send all traffic through to an intermediate page to drop tracking cookies in the person's browser and then the user will immediately be redirected to your destination web page.

When someone interacts with an advert in a way that your campaign is aiming for (e.g. if your goal is for someone to click on your adverts and be taken to a petition page) this is called a 'conversion' and can be recorded when you are using tracking. When a conversion occurs a 'pixel' (a 1pixel by 1 pixel image) will need to be loaded from Promote's servers. While loading the image Promote can read the cookies that it dropped when the user first clicked on the ad and then associate the conversion to the relevant advert and campaign.

Promote actually lets you track multiple actions using different trackers. For example, you could track when someone clicks on your advert via Facebook tracking and then use Google Analytics to register when they have visited a page on your website. This makes it possible to plan out a 'funnel' (i.e. a series of desirable actions) for users and figure out which of your website's visitors are most likely to reach the end of it. You can then use this information to refine your 'funnel'. For example, if tracking shows that people below the age of 30 are more likely to visit your events page and sign up then you could target under 30s with your adverts and 'funnel' them towards your events page. This principle can also apply to actions taken on your Facebook page.

Please note: to be able to track people through a 'funnel' on your website you will need to add html code in the header of the pages you want to track them on i.e. at each stage of the 'funnel'.





There are a variety of types of tracking which can be used as is outlined in the table below:

Category	Description
Conversion 1, 2 & 3	These drop-down menus enable you to choose how you would like to track conversions. They enable you to choose up to five separate forms of tracking so that you can track multiple separate actions which you want users to take. “Conversion 1” will already be set up for you but you can add extra forms of tracking via the other settings. There are several options: **Do Not Track** If you choose this option, conversions will not be tracked at all. We do not recommend using this option since you will not be able to measure the success of your campaign. **Facebook / Twitter Tracking** This option allows you to use Facebook’s own tracking functions. In general, we would recommend using at least this type of tracking.

Category	Description
	Promote will automatically choose an appropriate form of Facebook tracking in line with the conversion goal you chose on the “Settings” page. This will be selected automatically in the “Conversion 1” drop-down menu. However, you can add two other forms of tracking – the Facebook Offsite Pixel (for actions taken outside Facebook) or Facebook Actions (for actions taken on your Facebook page) – as well. **Please note:** you can only select Facebook Actions from the “Conversion 2 and 3” menu. Choosing the Pixel will bring up the “Pixel for Conversion 2/3” menus which allow you to choose which Facebook Pixels you want to use to track each conversion. **Please note:** you will only see Pixels which have been attached to the Facebook advertising account which you are advertising from. In order to set up pixels, please visit: https://www.facebook.com/ads/manager/pixel/facebook_pixel and follow the instructions. Choosing Facebook Actions will bring up the “Action for Conversion 2/3” menus. These allow you to track actions which people have taken on your Facebook page e.g. “liked a post” or “watched a video”. **Please note:** Facebook Actions are not as precise as other forms of tracking e.g. you cannot specify which video you want people to have watched. **Alchemy Tracking** This option is an Experian product which uses a proprietary method of tracking people who visit your website. When you select a type of tracking it provides you with html code which you can copy and paste into the header of the page(s) you wish to use as conversion goals. Further information on using the system can be found by clicking the links under “Manual Import”, however, we do not currently recommend using this method for tracking. **Google Tracking** Promote allows you to use Google Analytics to track visits to your website. When you select this option three new menus will appear – labelled “Goal for Conversion 1/2/3” – which enable you to select the conversion goals you want. Please note that you will need to have set up Google Analytics on your site so that you have conversion goals to add. Once you have done this, simply log-in to the Google account you use for your website’s Analytics by clicking on the “Sign In With Google” button. You

Category	Description
	will then see options in the "Goal for Conversion" menus. For more information on using Google Analytics for tracking please visit: https://support.google.com/analytics/answer/1032415?hl=en. **Ad-X / Adjust / Appsflyer** These options are only useful for existing users of Ad-X, Adjust or Appsflyer tracking systems who want to link their existing tracking set ups to Promote. This also only relates to users who are tracking app installation. It is therefore unlikely to be something which will currently be relevant to Labour Party digital advertising. **Manual Import** This section allows you to import data about your website's existing conversions into Promote. If you need to use this feature please contact: campaigntechnology@labour.org.uk. **REMEMBER** - Once you have finished setting up your conversion tracking, click on "Save Tracking" at the bottom of the section.
Campaign URL Tags	URL Tags (also known as UTM parameters) are a feature of Google Analytics which allow you to identify the specific link used in your advertising campaign. Google Analytics and Promote will be able to record when someone clicks on the link. This can be useful when you are using the same content both organically and in an advert (such as when your advert is a "page update story") to see how many clicks you get from each method. You would set up different tags for the organic post and the advert so that you could see how many clicks each received. You can also use URL Tags to see how many times your advert is being shared by comparing the number of clicks recorded on Facebook with the number of clicks recorded on Google Analytics – if there are more on Analytics then your advert must have been shared. A Tag is simply an addition to the end of a link. The link will look like this: http://www.example.com/?utm_source=**adsite**&utm_medium=**adhost**&utm_campaign=**adcampaign**. Here, the link is simply: http://www.example.com - the rest of it is the Tag. The tag part specifies a number of parameters which you can set up, with

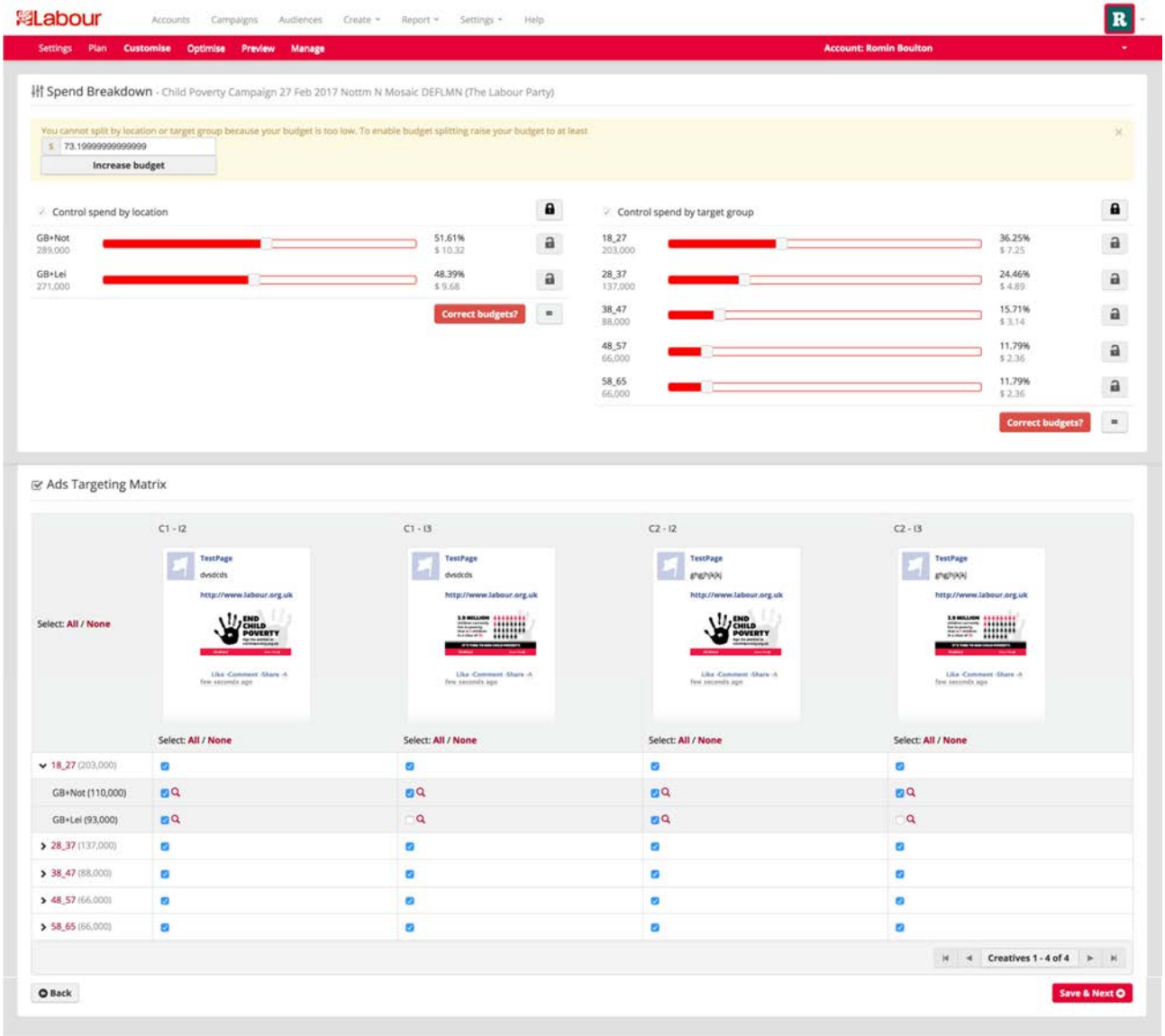
Category	Description
	whichever text you want, to identify the exact link which has been clicked on. They are as follows: **Source:** Which site is the link on e.g. on Facebook or Twitter **Medium:** Indicates that this link has come via advertising (e.g. “advert” or “CPC”) **Campaign:** The name of your campaign **Term:** The paid keywords used to promote the link – this can be left blank because you are not using search engine advertising **Content:** Use to differentiate between campaigns when you want to compare how successful slightly different versions of the same advert are – you can leave this blank because this functionality can be done better with Promote’s reporting. You can set up the Tag in two ways: **Manually** - change the words after the “=” signs in the template below and then paste the copy into the “Campaign URL Tags” box. ?utm_source=**adsite**&utm_medium=**adhost**&utm_campaign=**adcampaign** **Automatically** – tick against “include Google Analytics” and then click on “Settings” to display a pop-up box with the fields listed. You can type your codes into the relevant boxes and Promote will set the link up for you. **REMEMBER** - Once you have finished setting up your conversion tracking, click on “Save Tracking” at the bottom of the section.
Track with DFA	DFA is short for “DoubleClick for Advertising” which is part of Google’s advertising network. It was recently renamed “DoubleClick Campaign Manager” or “DCM”. You will need to have set up a DFA or DCM account to use this feature. If you have one, simply click “Track campaigns with DFA” to attach it to your campaign. **REMEMBER** - Once you have finished setting up your conversion tracking, click on “Save Tracking” at the bottom of the section.
Tag Settings	These options relate to “Floodlight Tags” which are part of

Category	Description
	"DoubleClick Campaign Manager". Floodlight allows advertisers to capture and report on the actions of users who visit their website after viewing or clicking on an advert. This activity can be tracked long after they click on the advert through the use of cookies. Floodlight tags must be placed on your website for the feature to work. **REMEMBER** - Once you have finished setting up your conversion tracking, click on "Save Tracking" at the bottom of the section.
URL Builder Settings	Clicking on the "URL Settings" button will show a pop-up box which enables you to enter the parameters which have been set up for tracking conversions. You should already have these set up and ready to enter into the boxes. **REMEMBER** - Once you have finished setting up your conversion tracking, click on "Save Tracking" at the bottom of the section.
Some Useful Links	You will find further information on using Alchemy Tracking by clicking on the links here. **Please note:** we do not recommend using this method for tracking.

Once you are happy with your adverts, you can click "Save & Next" to move on to the next page.

iii.) New campaign > Customise

The next stage of campaign creation is the "Customise" page - it is divided into two sections. The "Spend Breakdown" section lets you choose how much you spend on your adverts in each geographical location and with which audience. The "Ads Targeting Matrix" lets you choose which adverts you use with which audiences.



Spend Breakdown

As can be seen from the image above, Promote will warn you if your budget is insufficient for you to target every group which you have specified. If you wish to be able to do this, you will need to increase the budget to at least the recommended value. If this value is not a whole number then it will be rounded up. When you click on the “Increase budget” button you will be prompted to confirm the increase. After this, you will need to click on the “Correct budgets?” buttons to rearrange the sliders to the recommended amounts to spend on each group – the sliders will change from red to blue as a result.

Once you have a large enough budget to make changes, you can use the sliders to control the proportion of your budget that will be spent on each group. The sliders on the left-hand side will control spend by geographical location while those on the right-hand side will control spend by audience.

As you move a slider it will automatically change the other sliders in response to the change. For example, if I had Nottingham and Leicester set as locations and increased the Nottingham slider then the Leicester slider would have to decrease in response. You can see this change happening via the percentages and spend values to the right of each slider. If you have multiple groups and wish to fix the spend value for one of them while changing the balance between the others then you can click on the lock button at the end of any sliders you want to fix. For example, if I had split my audience into 5 equal age groups and wanted more of my spend to go on people between 18 and 27 while all other age groups received an equal amount, I could lock the 18-27 slider while moving the other sliders to balance them out. You can also click on the top-most lock button to lock all sliders where they are.

Please note: you can make all sliders equal by clicking on the "=" button, however, this will not respect any locks which have been applied to sliders. In other words, if I have locked the slider for 18-27 years old in the example above but then click on the "=" button all of the sliders, including that one, will be set to the same length.

Please note: you can never spend more than your overall budget, however, if you are not spending enough on a particular group to ensure that your adverts will be delivered to them then the bar representing that group will turn red. If you rearrange the sliders to increase the spend for that group then the slider will become blue again. If you want to find out how much you need to be spending on a particular group hover your mouse over the red slider and Promote will tell you the minimum value needed.

When setting your spend, it is important to consider the relevant sizes of each group you are targeting. For example, since there are more people on Facebook under the age of 35 than in any other age group, you will always need to spend more to reach this age group than other groups. Promote will take account of this in the initial suggested spend you see, however, this balance will not be retained once you start moving sliders. You should therefore consider whether you need to make changes before doing so.

Ad Targeting Matrix

The "Ad Targeting Matrix" is a simple table which displays the adverts in your campaign along the top and the audiences and geographies you are targeting down the left-hand side. In order to see the geographical areas, you will need to click on the arrow to the left of each of the audiences. You simply need to tick or untick the boxes in the table to choose whether or not to use a particular advert with a particular group. For example, you might want to use local images with particular geographical areas so you would only tick the boxes for those adverts against the relevant geographies.

Once you have finished customising your spend and which adverts you are delivering, you can click “Save & Next” to move on to the next page.

Please note: Promote will not allow you to move on if your budget does not exceed the minimum amount required to bid for advertising space. Please see above for how to fix this issue.

iv.) New campaign > Preview

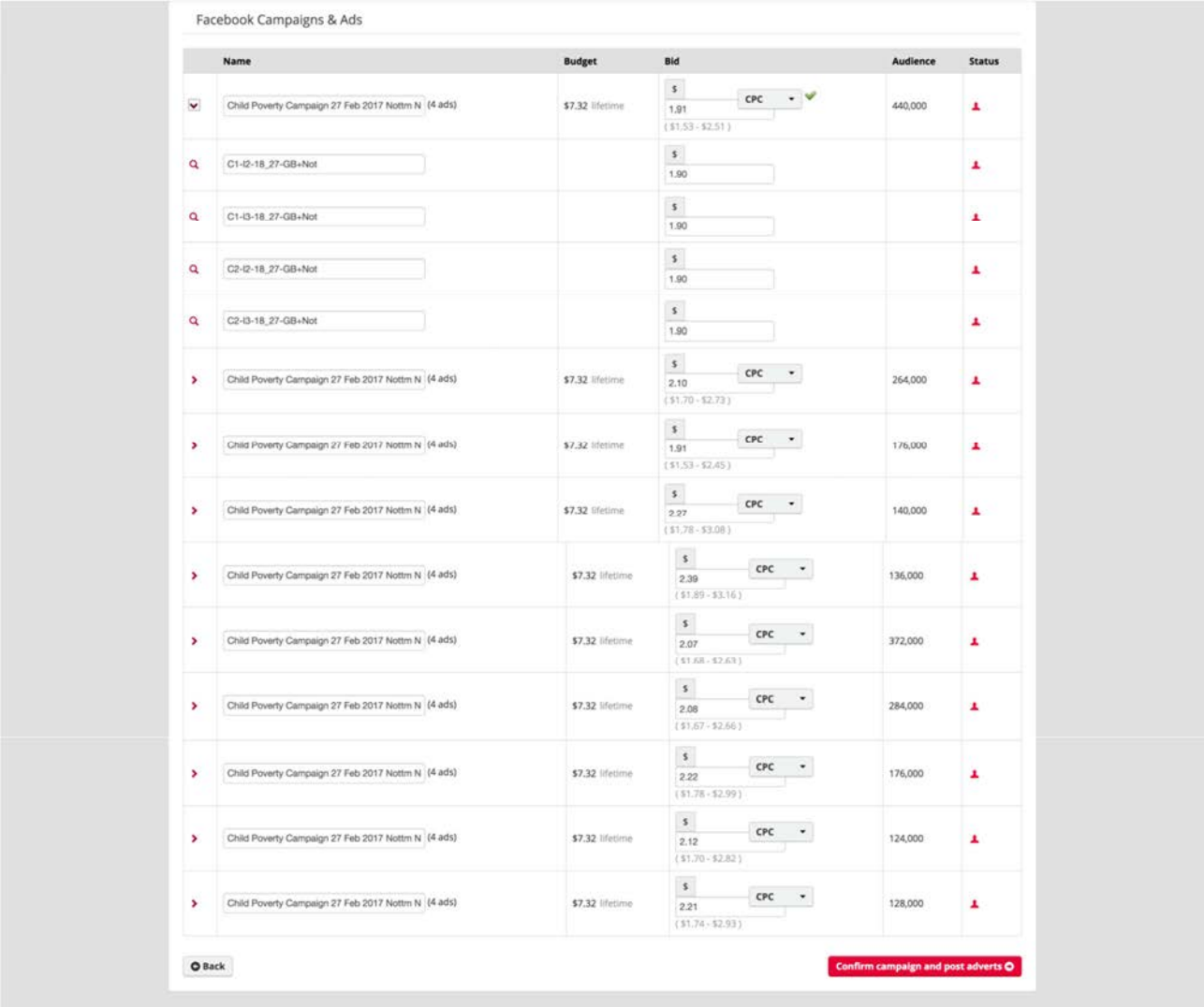
The final stage of campaign creation is the “Preview” page. This page allows you to check your settings before submitting the campaign for approval by a Regional Advertising Manager. The page has two sections – “Audience Segments” and “Campaigns & Ads”.

Audience Segments

This section simply displays two static bar charts.

The left-hand chart shows how many people you can advertise to in each geography you have chosen. It also breaks down these numbers according to how many people there are in each audience. You can use the key underneath the chart to identify the audiences.

The right-hand chart flips this information the other way around and shows you how many people there are in each audience you are advertising to broken down by geography. Again there is a key to identify which geography is which.



Campaigns & Ads

This section displays a summary of all the adverts you are displaying to all of the groups you are targeting. You can see the names of each segment under the “name” column.

Please note: if your campaign has a long name then you may not be able to see which group is which at a glance. If that happens just click on the arrow to the left of the section’s name to expand it. You will then be able to see the names of each audience which is being advertised to.

You will be able to see the budget set for each segment in the “budget” column. You will also be able to see the bid amount which has been set for each segment and the metric which is being used for each. We strongly advise against changing these values since auto-bidding is almost always most effective and the best value. Equally, your campaign will have been set up based on a particular metric so changing it at this stage is likely to be counter-productive.

The final columns will show you the audience size for each segment and an icon to illustrate the status of each set of adverts. This should be a red head at this stage which indicates that the adverts have not been posted yet. However, if you wish to check what the icon means then simply hover your mouse over it.

Assuming you are happy with your settings, click on the red “Confirm campaign and submit for approval” button.

v.) New campaign > Manage

The “Manage” page is not strictly part of the campaign creation wizard, however, it does appear within the “New Campaign” section of the “Create” menu. You can access it either by clicking on “Manage” in the red bar at the top of the screen while you are in the campaign creation wizard or by clicking on the name of a campaign from within the “Campaigns” tab.

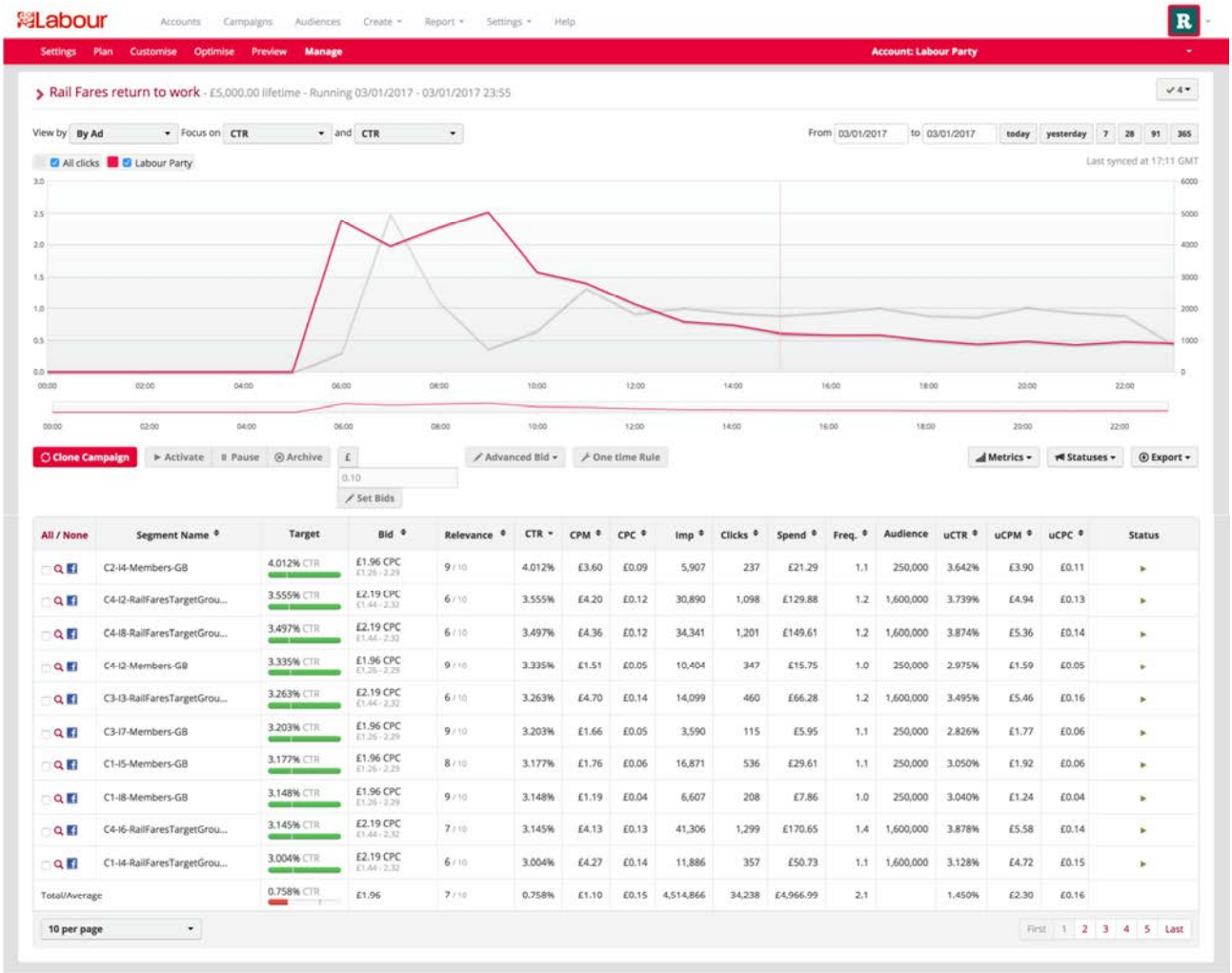
It is intended to be a summary page which shows statistics on how well both the whole campaign and individual adverts within it are performing and allows them to be paused or turned off in response. It also allows you to change your bid values if you feel that there aren’t enough adverts being delivered and it is possible to clone your whole campaign and repeat it.

The page is divided up into five sections: Graph, Table, Campaign Performance by CTR, Breakdowns and Campaign Activity Feed. We will look at each in turn below.

Graph

The graph displays an average of the data from all adverts in your campaign. The graph can display lines for two metrics and shows how they change over time (which runs along the bottom axis). You can choose which metrics to use with the “Focus on” drop-down boxes. You can also choose the time period you wish the graph to cover either by entering dates in the “From” and “To” boxes or by using the buttons above and to the right of it.

Please note: it may take some time for the data in the graph to load. You will see a progress report just above the graph on the right-hand side of the screen. When the data has loaded it will say “Sync completed”.



Table

The table gives you a detailed overview of the adverts in your campaign. Each row in the table represents an individual advert defined in terms of its content and the audience it is targeting.

Above the table there are buttons to either clone your campaign (which will take you a pop up box with the same options as found on the “Settings” page plus options for which adverts to include) or start (“activate”), pause or stop (“archive”) an existing campaign - simply tick to the left of the names of any adverts you want to act on and then take action using the relevant button.

Please note: in an emergency, using the “pause” or “archive” buttons is the quickest way to stop a campaign from running.

Also above the table is a are buttons to change the bids on your adverts. To do this, first tick to the left of the names of the adverts you wish to change and then use the “set bids” box to enter your bid amount. Finally, click the “Set Bids” button to apply the change.

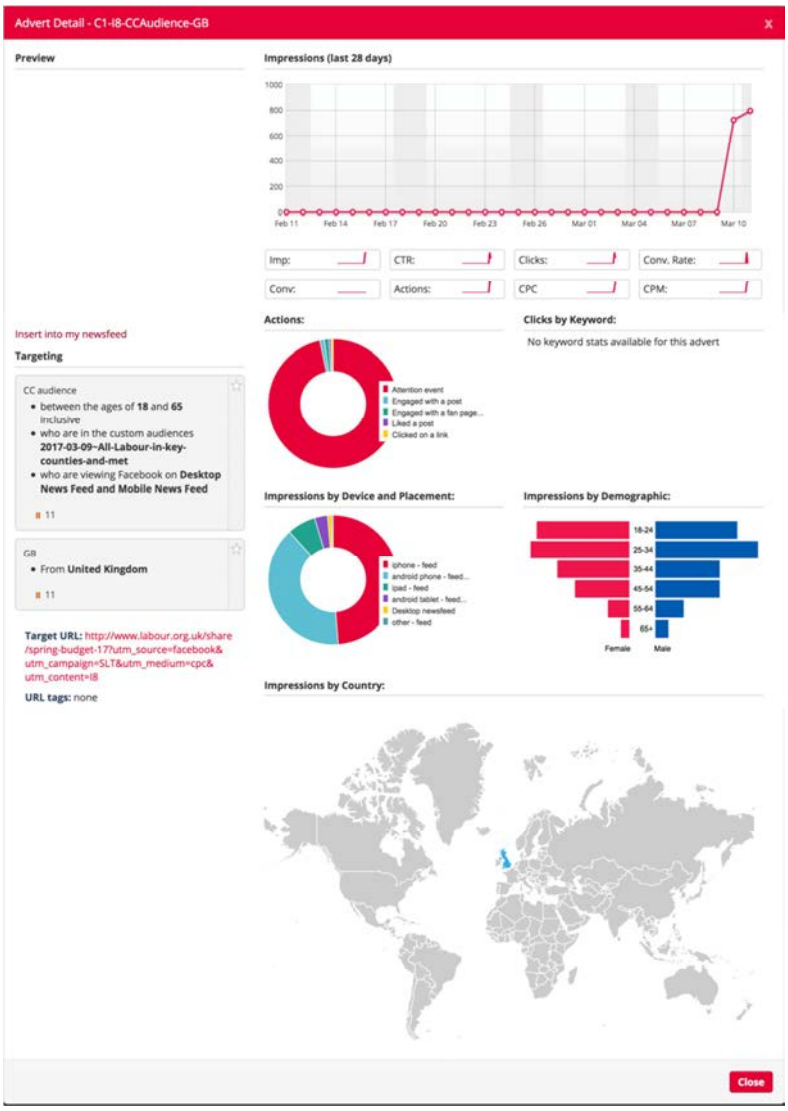
To the right of these buttons and underneath the table are buttons which enable you to filter its contents and export the results. As standard, the table will list all available metrics in columns – you will need to scroll to the right to see all of them. You can see what each metric represents by hovering your mouse over the column header which will display a pop-up bubble with an explanation. You can control which metrics are displayed in the table using the “Metrics” button. It opens a pop-up box which lists all of the metrics which can be in the table so you can untick the ones which you do not want to see.

Please note: the “Budget”, “Target”, ”Start date” and “End date” columns will always be present in the table.

The “Statuses” button will bring up a menu from which you can filter the table’s contents to only show adverts with certain statuses. To do this simply untick the ones you do not wish to see. For example, you could untick everything except “Mixed or active” so that you only see adverts which are currently running. The “Filter” box underneath the table allows you to filter out any adverts which don’t include the words you type into the box.

Once you have filtered the contents of the table to your liking, you can click on the “Export” button and select “Download table as CSV” to save its contents to a .csv file on your computer. Alternatively, you could click on “Download all campaign stats as CSV” to download all the data from the table regardless of what you have filtered.

Please note: you should not output statistics unless you need them for a specific purpose. All of the statistics which are in the file are visible in the “Manage” page if you need to see them. Creating a file means that anyone can see which adverts you are running and how well they are performing if they access the file – this information would be very useful to opposition campaigns. Therefore, you should always hold the file within a password-protected .zip file and only share the password with people who are authorised to see it. This is especially important if you are going to email the file to someone - you will need to send the password in a separate email if you do this. Please contact the Campaign Technology helpdesk (9:30am - 6pm, Mon – Fri) on 0345 092 22 99 (Option 3) or campaigntechnology@labour.org.uk if you need any help with this.
To the left of each advert’s name you will find a magnifying glass icon. If you click on this you will see the “Advert Detail” pop up box. This gives you a statistical breakdown specific to the advert you have clicked on.

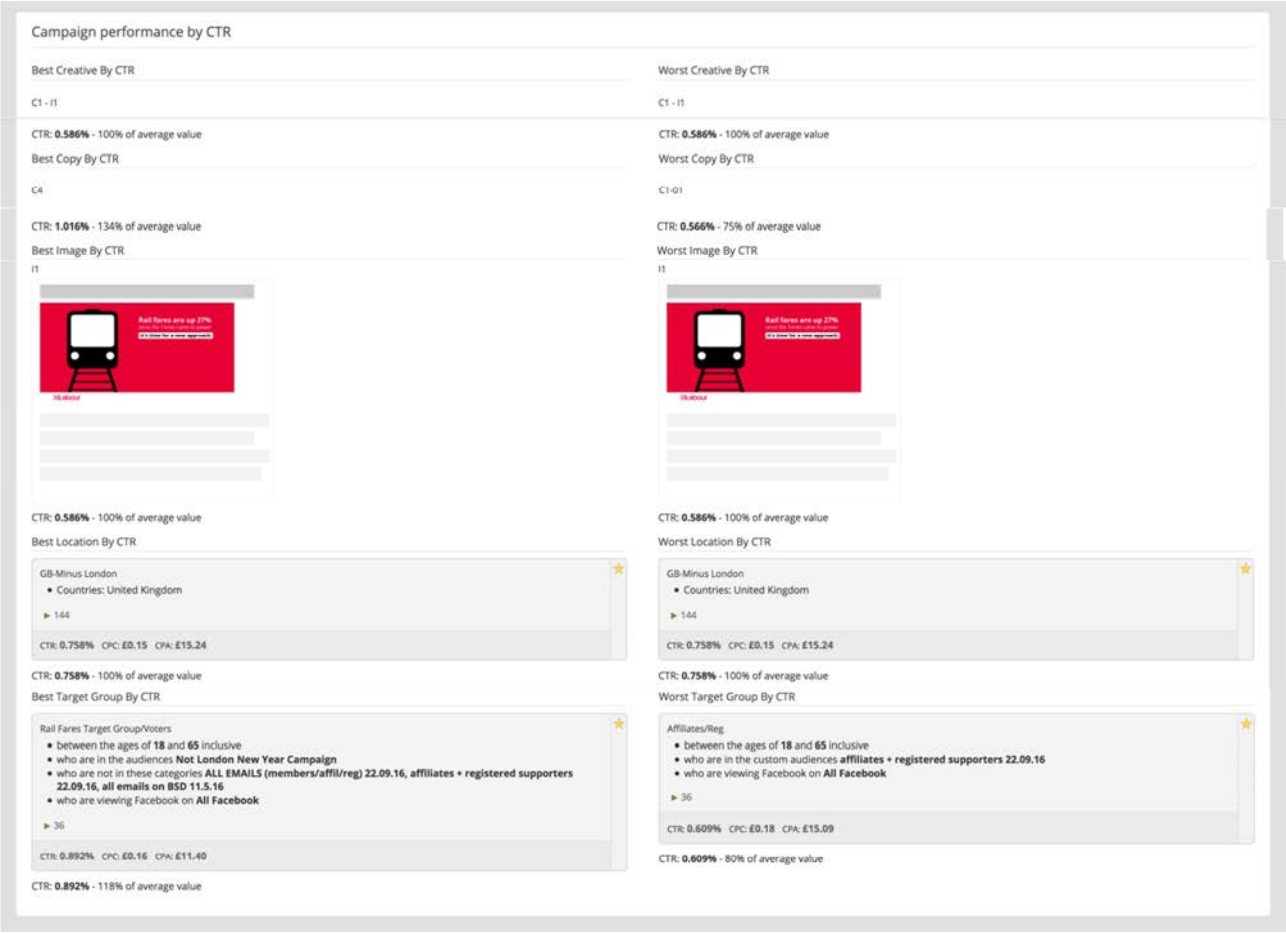


On the left-hand side of the pop-up you will see details of the advert such as what it looks like, who it is targeted at, where people will be taken when they click on it and any URL Tags which have been added to it. On the right-hand side you will see a graph of the adverts performance in relation to major metrics (such as impressions, CPC or CPM) over the last 28 days. It can only display one metric at a time so you will need to select what is shown using the buttons underneath it. Beneath this you will see charts to show which actions people are taking, keywords which have led them to the advert, which devices they are viewing it on and where on the page it is displaying (on Facebook or Instagram), which groups are viewing it in terms of age and gender and in which countries people are viewing the advert. You can use this information to make changes back on the "Manage" page.

Campaign Performance by CTR

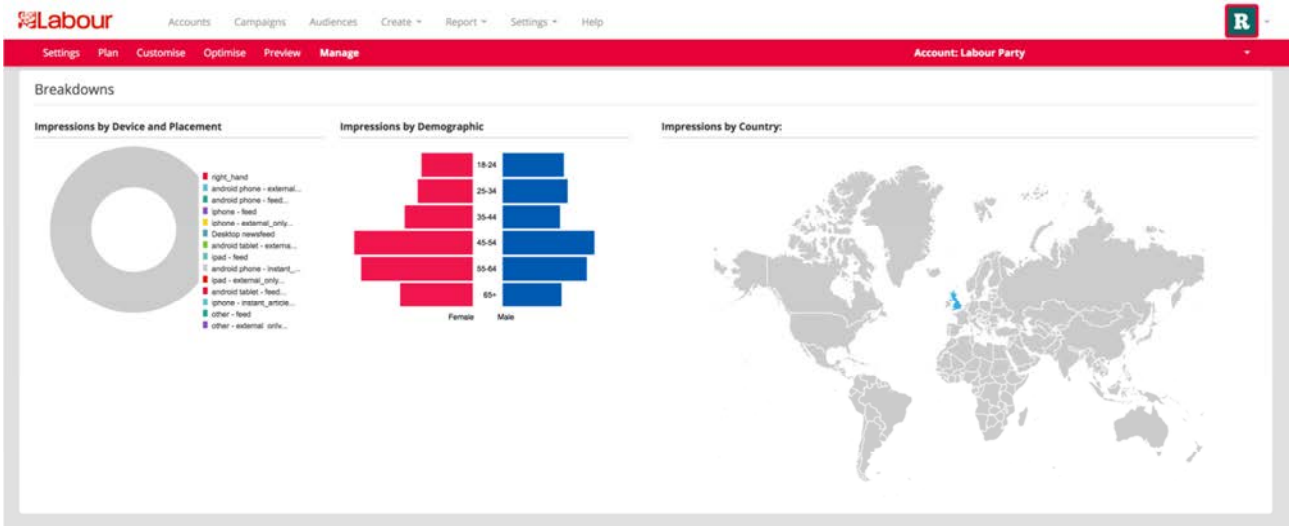
This section lists the best and worst performing content and audiences for the adverts within your campaign. This will help you to decide which adverts can be left to run and

which ones can be stopped. It will also give you a better idea of which types of content are most effective for which groups of people. You can then apply this knowledge to other campaigns.



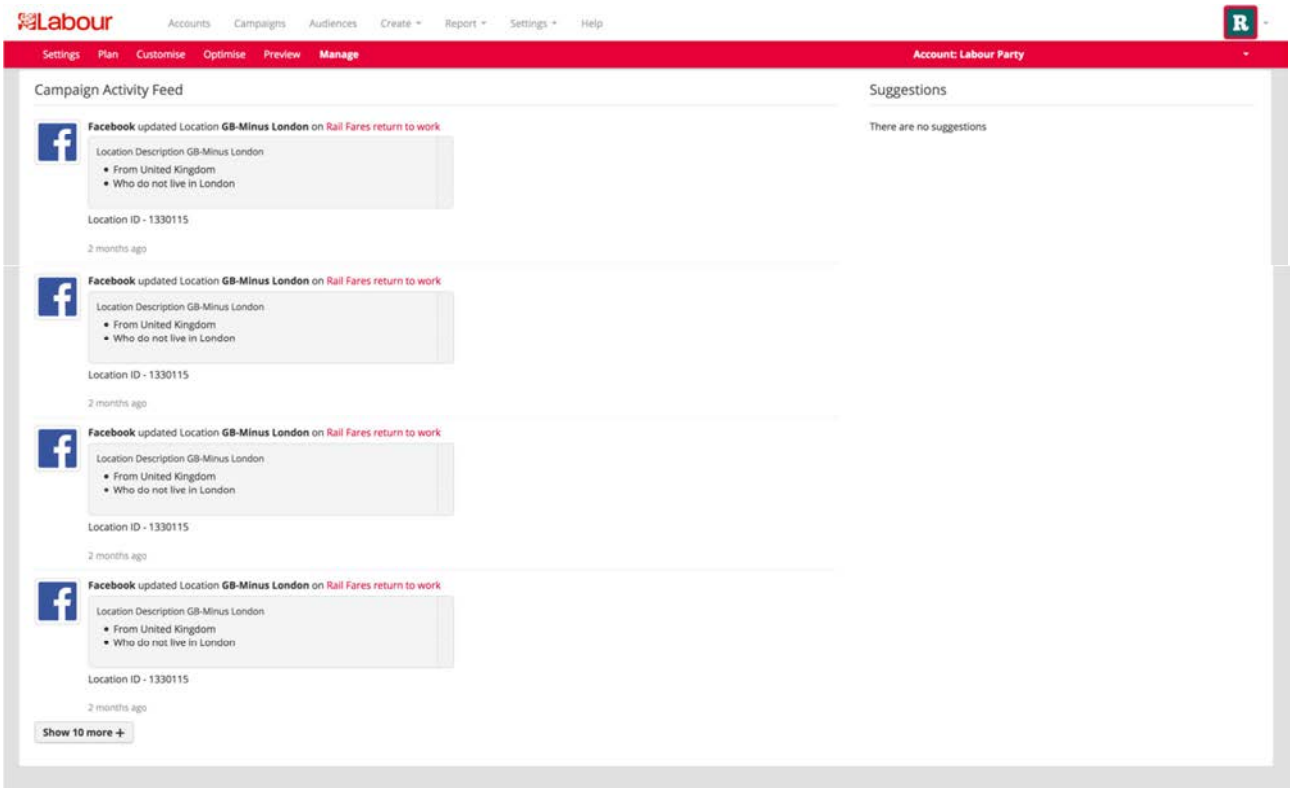
Breakdowns

This section displays charts which show on which devices people are viewing the adverts in your campaign, where on the page they are displaying (on Facebook or Instagram), which groups are viewing them in terms of age and gender and in which countries people are viewing the advert. This will give you an idea of the audience that is seeing your content.



Campaign Activity Feed

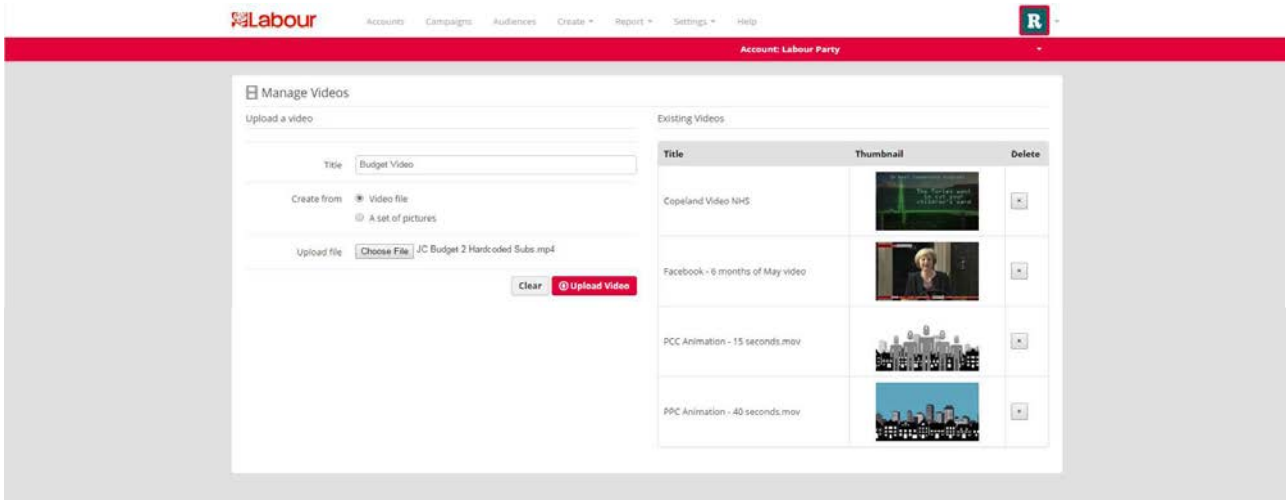
This section simply shows you the actions which have been taken by users in relation to your campaign. It is exactly the same feed that you see on the "Accounts" tab albeit only for the campaign you are viewing.



vi.) Video Upload

Clicking on “Video Upload” leads you to the “Manage Videos” page where you can upload video into the social media accounts available to your Labour Login account. From here they can be inserted into your adverts.

Please note: you will need to upload your video before moving on to “New campaign” to create the advert itself.



The “Manage Videos” page has only a few options. All you need to do is enter a name for your video in the “Title” box – this is how it will be referred to in Promote. The “Create from” section enables you to choose whether you want to upload a “Video file” or “A set of pictures” which would be displayed in sequence like an animated GIF.

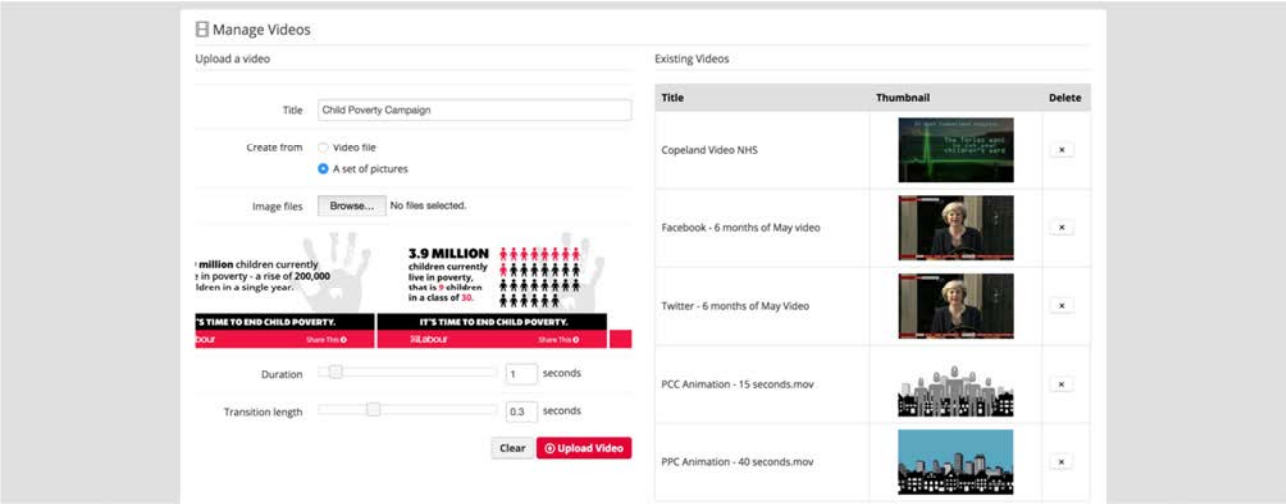
If you are using a video you can just click on “Choose File” and you will be able to select your video from the pop-up box which appears. The name of the video will then be listed next to the “Choose File” button.

Please note: you will need to make sure your video is in a format supported by the social media site you wish to advertise on. Please see Appendix 1 for more information on the file types which are supported.

If you are creating a set of pictures then you will need to click on the “Browse” button which appears when you select that option and use the resulting pop-up box to select your images.

Please note: if you hold down the “CTRL” button (on Windows) or the “CMD” button (on Mac) while selecting images you will be able to select several at the same time which will speed up the upload process.

Once your images have been uploaded you will see them arranged in a timeline which you can scroll through from left to right. If you wish to rearrange any of the images simply left-click on it, hold down the button and drag it to wherever you want it to go. You can also set how long it takes to switch between each image with the “Transition length” slider beneath the timeline – the shorter the duration is the more your set of pictures will look like a video. Finally, you can set the length of the whole video by using the “duration” slider.



When you have finished uploading, you can click on the “Upload Video” button.

Please note: if you have made a mistake and want to start again then you can click on the “Clear” button instead which will wipe all of the settings on the page.

Your video or set of pictures will then appear at the bottom of the list of uploaded videos on the right-hand side of the page. If you want to see what it looks like then you can hover your mouse over the preview and click the play button which appears. If you wish to delete the video or set of pictures then click on the cross button to the right of the preview window.

Your video or set of photos will now be available to add to adverts in the campaign you create. To start this process. see i.) in this section of the guide.

5.10 Report tab

The “Report” tab allows you to analyse and get an overview of your advertising campaigns. There are four options available – “Design A Report”, “Scheduled Reporting”, “Campaign Planner” and “Geographic View”. The first two allow you to create and run statistical reports which analyse the performance of your advertising campaigns and can be scheduled to run regularly at set times. The remaining two

allow you to display your campaigns on a calendar and manage them from it as well as display where you have campaigns running on a map. We will look at them in more detail below.

i.) Design A Report / Scheduled Reporting

The “Design A Report” and “Scheduled Reporting” options cover two parts of the same functionality. They lead to the “Design Report” and “Advanced Reporting” pages respectively.

As the name suggests, the “Design Report” page is where you either create or load a statistical report and decide which campaigns and which time period it will cover whereas the “Advanced Reporting” page allows you to schedule a report to run either daily, weekly or monthly.

Please note: you can actually switch to the “Advanced Reporting” page from within the “Design Report” page to make for an easier workflow.

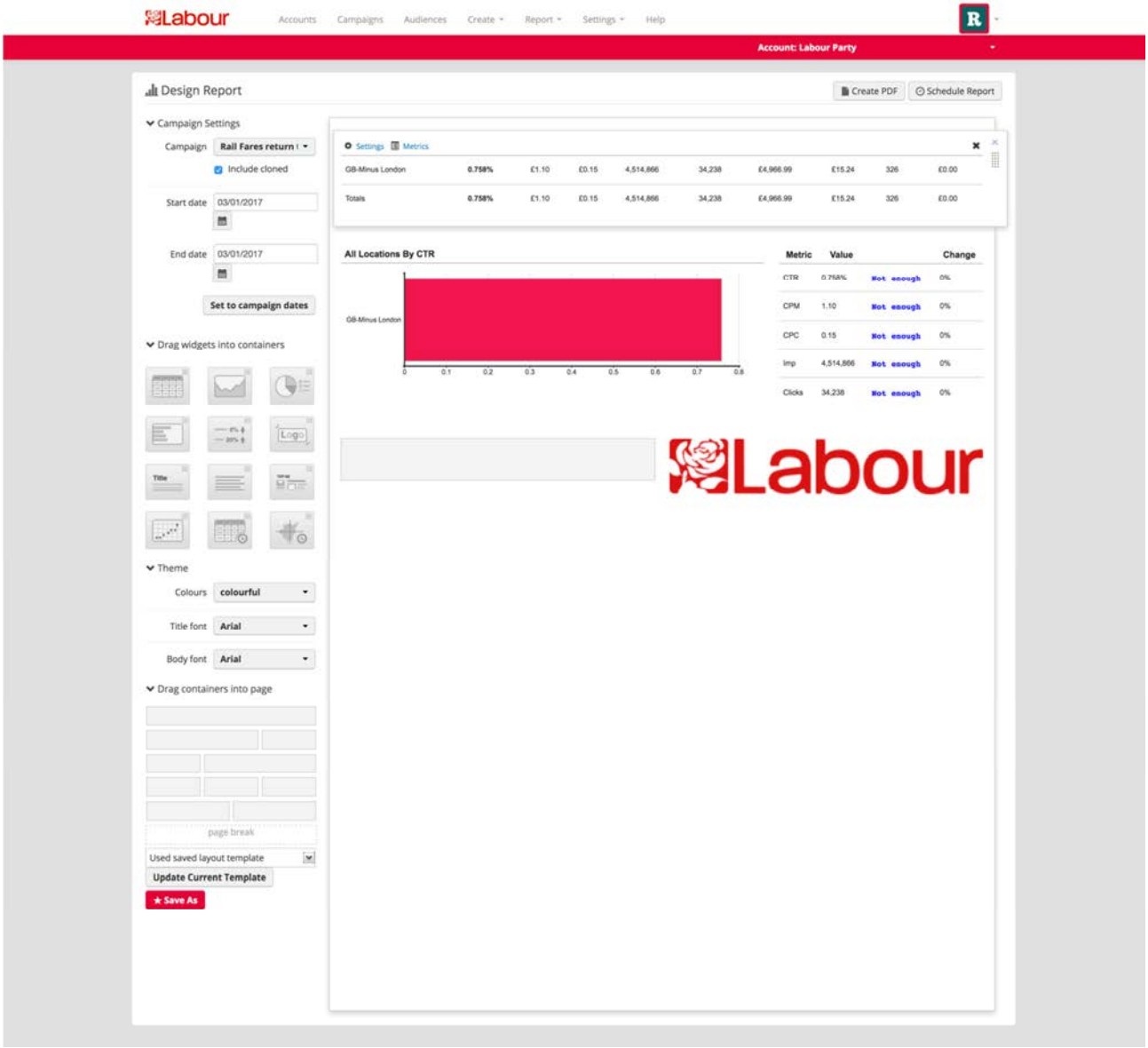
Design A Report

You can access the “Design Report” page by clicking on “Report” > “Design a report”. Once you reach the page, you will need to choose a social media account from the menu bar before going any further. This will determine which data you can use to create reports.

WARNING: if you don’t choose an account one will be automatically chosen for you and so the “Design Report” page may not be displaying the data you want to use.

Please note: you can only create reports using data from one social media account. It is not possible to combine data from multiple accounts. However, you can combine data from multiple campaigns within the same account.

After you have chosen which account you wish to use, you can start to build your report. The “Design Report” page is divided into two halves – on the left-hand side it displays the tools and options for building your report while on the right-hand side it displays a preview of your report and allows you to set its layout and a few more options.



The first thing you need do is choose the campaign(s) from which you wish to view data. You can select these from underneath “Campaign Settings” on the left-hand side. You just need to click on the “Campaign” drop-down menu and choose the campaign you wish to work with. If you wish to use multiple campaigns then you will need to choose “Add multiple campaigns” which will display a pop-up box listing all of the campaigns which are available in the social media account you have chosen. You can then tick the ones you wish to use data from. You can also tick the “Include cloned” box to include campaigns which were cloned from the one you have chosen in your data.

Please note: when using multiple campaigns, the data for all of them will be added together. It is not possible to compare data from individual campaigns or adverts – to do this you will need to visit the “Campaigns” tab or “Manage” pages.

The next thing you will need to do is select the date range from which you wish to display data. You can use the “Start date” and “End date” boxes to choose a date range manually or, if you are not sure when your campaign(s) were running, you can click on the “Set to campaign dates” button which will automatically set the date range to the beginning and end of the campaign(s).

Please note: the date range should automatically be set to the time period when the campaign(s) you have chosen were running.

Reports are made up from “containers” and “widgets”. You can position “containers” on the report to act as holders for “widgets” which actually display the data. Each “container” makes up one horizontal section of the report and can be filled with up to three “widgets” of varying widths. Essentially, the “containers” determine the report’s layout while the “widgets” determine what it shows.

When you first get to the “Design Report” page you will see five containers already laid out on the right-hand side of the page. You can either use them as they are, delete them or add more containers. To delete a “container” simply hover your mouse over it until it expands so you can see a cross in its top right-hand corner and then click on the cross. To add a “container” simply choose one you wish to use from within the “Drag containers into page” section on the left-hand side, left-click on it, hold the mouse button down as you drag it to where you want it on the right and let go of the mouse button once you see dotted lines appear to show where it will go.

Please note: you can only add “containers” immediately underneath existing containers. If you want to add a gap to your report, simply add a container but do not fill it with any widgets.

Please note: a “page break” can be added to force the report to move onto a new page. This works in the same way as any other “container” although it cannot have “widgets” added to it.

“Widgets” hold specific types of data and display it in different ways. For example, a “Data tbl” will display metrics (which you can specify) in individual rows of a table while a “Line chart” will display a single metric (which you can choose) as a line graph with time running from left to right. Some ‘widgets” display layout elements, such as a “Heading” which allows you to type in a heading or a “Logo or image” which enables you to display either a Labour Party logo or another image which you have uploaded.

Once you have your “containers’ in place, you can drag the “widgets” you wish to use from underneath the “Drag widgets into containers” section on the left-hand side to spaces in the “containers” on the right-hand side. Simply left-click on the “widget”, hold the left mouse button down and drag it to the right until it reaches the space in the

“container” you wish to drop it into. If you do this correctly the space will turn green and you can let go of the left mouse button to drop the “widget” into place.

Please note: spaces in “containers” are of different sizes and, although they will all accept any kind of “widget”, some “widgets” may not display well in certain sizes of space.

Please note: Some “widgets” will not display correctly with certain data sets. For example, if you add a “Line chart” to a campaign which only ran on one day you will see the error message “Not enough values for line graph” – this is not an error per se but is simply pointing out that the length of time covered by the data is too short to display on a line graph which displays its data over time.

Some “widgets” contain options for which data (such as metrics or most popular advert) they can display. To set these options, hover your mouse over the “widget” until it expands – if you see a white bar with a blue word (such as “Settings” or “Metrics”) appear then you can make changes by clicking on the word and choosing from the options.

Once you are happy with the layout of your report and the data displayed in it, you can change the way it looks by using the “Theme” section on the left hand side. Simply choose the colour scheme and fonts used from the “Colours”, “Title font” and “Body font” drop-down menus.

Finally, you can save the layout of your report for future use by using either the “Save As” or “Update Current Template” buttons in the bottom-left of the page.

Please note: saving your template’s layout will not save the campaign or date range choices you have made. You will need to select these again.

To save your template, click on “Save As” to display a pop-up box which will ask you to specify a name for the template and then click “Select”. This will save your report in the “Use saved layout template” drop-down menu. If you wish to use it in future you can just select it from the menu. If you wish to delete it, hover your mouse over its name until you see a dustbin icon appear and then click on that icon. You will be asked to confirm your choice before it is deleted from the list. If you have amended an existing template then you can click on the “Update Current Template” button and it will save your changes to the currently selected template.

You now have two options – you can either create a .pdf document of the report which is displaying in the preview on the right-hand side of the screen or you can schedule the report to be run at set intervals in the future.

To create a .pdf report now, click on the “Create PDF” button in the top right-hand corner of the page. This will open up a new tab in your browser containing the .pdf document. In most cases, you can save this by hovering your mouse at the bottom of the browser tab until a menu appears with the option to “save”.

WARNING: you should not output reports unless you need them for a specific purpose. All of the data which is in the .pdf file can be seen by running the report live if you need to see them. Creating a file means that anyone can see which adverts you are running and how well they are performing if they access the file – this information would be very useful to opposition campaigns. Therefore, you should always hold the file within a password-protected .zip file and only share the password with people who are authorised to see it. This is especially important if you are going to email the file to someone - you will need to send the password in a separate email if you do this. Please contact the Campaign Technology helpdesk (9:30am - 6pm, Mon – Fri) on 0345 092 22 99 (Option 3) or campaigntechnology@labour.org.uk if you need any help with this.

To schedule the report to run in the future, please click on the “Schedule Report” button in the top right-hand corner of the page. This will take you to the “Advanced Reporting” page.

Scheduled Reporting

Clicking on “Report” > “Scheduled reporting” in the menu bar or clicking on the “Scheduled Reporting” button on the “Design Report” page will send you to the “Advanced Reporting” page. Once you reach it, you will need to make sure there is a social media account selected in the menu bar before going any further. This will determine which data you can use to create reports.

WARNING: if you don’t choose an account one will be automatically chosen for you and so the “Advanced Reporting” page may not be displaying the data you want to use.

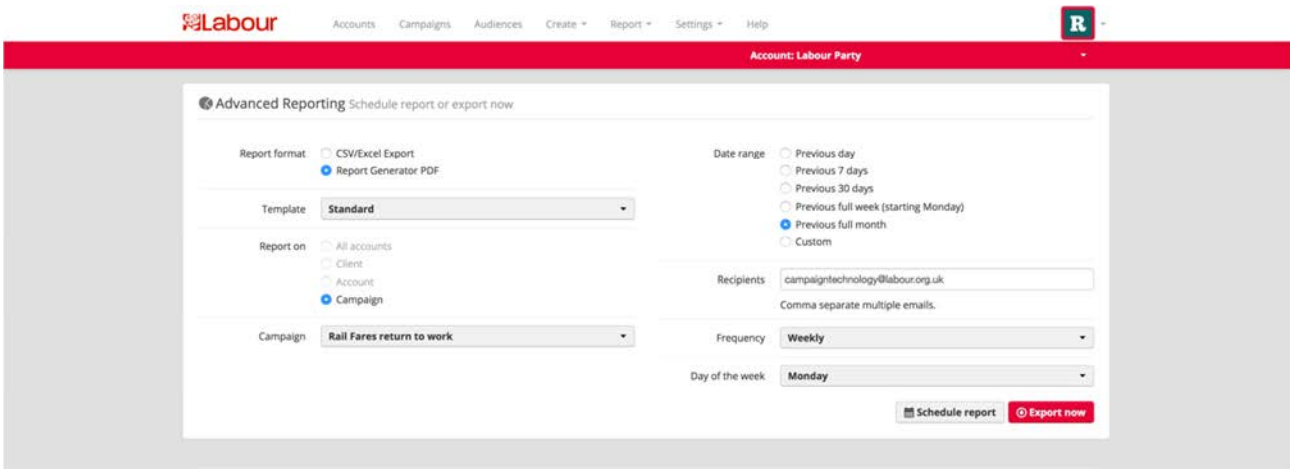
Please note: you can only create reports using data from one social media account. It is not possible to combine data from multiple accounts. However, you can combine data from multiple campaigns within the same account.

The “Advanced Reporting” page has two similar functions:

1. Scheduling a .pdf report (like a Word document) to be generated as a one-off or at regular intervals from a template which you have already created and saved on the “Design Report” page.
2. Scheduling a .csv file (a data file) to be generated as a one-off or at regular intervals based on the options you select on the “Advanced Reporting” page.

You can choose which of the above reports you would like to set up using the “report format” option. If you choose “Report Generator PDF” the options on the page will be set up to create report type 1 while if you choose “CSV/Excel Report” the options on the page will be set up to create report type 2.

For report type 1, you will see the options in the image below:



You first need to select the template you wish to use from the “Template” drop-down menu.

The “Report on” option will be limited to “Campaign” because the .pdf report cannot display data for more than one campaign. You can then choose the specific campaign you wish to use from the “Campaign” drop-down menu.

Please note: you cannot use data from more than one campaign in a scheduled .pdf report. If you want to create a .pdf report with data from more than one campaign, you will need to use the “Design Report” page and run the reports manually when you need them.

The next stage is to choose the date range which your report will cover. Given that you will be running your reports at regular intervals, this will be a date range relative to the day the report is created, such as “Previous 7 days”, rather than a specific date range. It is also possible to set a delay on the date range by choosing “Custom” and then choosing a period from “1 day ago” to “10 days ago” from the “Ending” drop-down menu which appears.

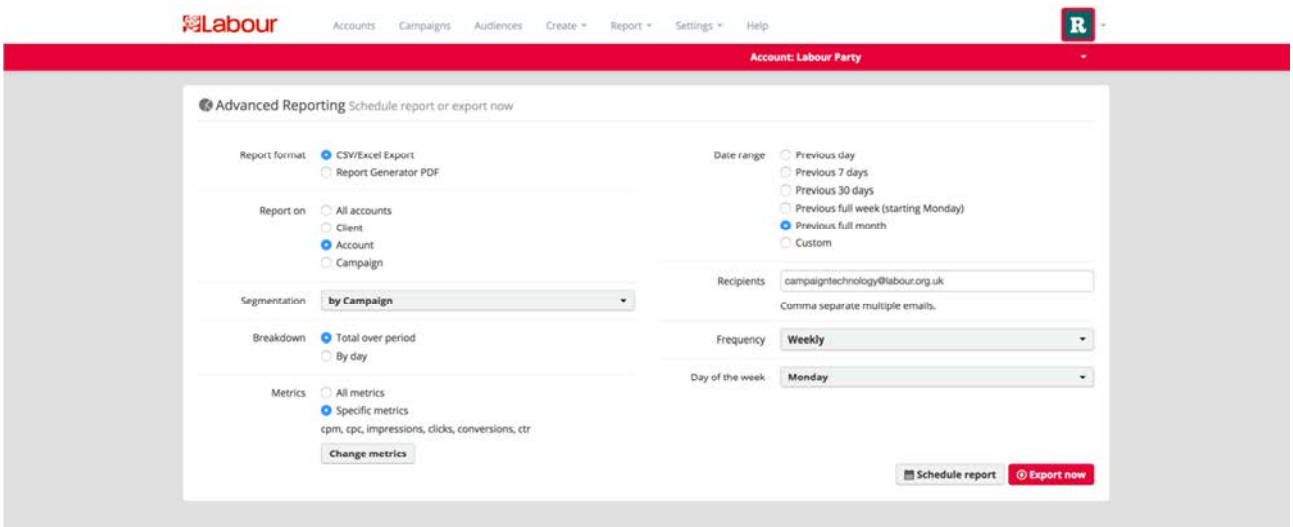
Your report will be sent as an attachment to an email so you will need to enter the email address(es) which you want to receive the report in the “Recipients” box. You can separate multiple addresses with commas.

WARNING: you should not output reports unless you need them for a specific purpose. All of the data which is in the .pdf file can be seen by running the report live if you need to see it. Creating a file means that anyone can see which adverts you are running and how well they are performing if they access the file – this information would be very useful to opposition campaigns. Therefore, you should always hold the file within a password-protected .zip file and only share the password with people who are authorised to see it. This is especially important if you are going to email the file to someone - you will need to send the password in a separate email if you do this. Please contact the Campaign Technology helpdesk (9:30am - 6pm, Mon – Fri) on 0345 092 22 99 (Option 3) or campaigntechnology@labour.org.uk if you need any help with this.

Finally, you need to choose how frequently you wish the report to be sent out. Using the "Frequency" menu, you can choose between "Daily", "Weekly" or "Monthly". When you choose "Weekly" or "Monthly" another drop-down menu will appear so that you can choose on which day of the week or month you wish the report to be sent out.

You can now either click on the "Export now" button to create a one-off report immediately or you can click on the "Schedule report" button to book in the reporting schedule.

For report type 2, you will see the options in the image below:



You first need to choose what data you wish the report to include from the "Report on" section. You can select "All accounts" to display data from every social media account you have available to you. You can select "Account" to display all of the data in the currently-selected social media account. You can select "Campaign" and then select a campaign from the "Campaign" drop-down menu which appears to only see data from one campaign.

Please note: you cannot use data from more than one campaign of your own choice in a scheduled .csv report. You can only see data from either a single campaign or all of the campaigns in a particular social media account or accounts.

Once you have chosen the data, you can choose how you wish to display it in the resulting .csv report. The "Segmentation" drop-down menu will determine how the data is chopped-up. Depending on the option you chose in the previous section, you will be able to split the data up by either "Ad Account", "Campaign", "Client", "Tag", "Ad", "Creative", "Copy", "Image", "Location" or "Target Group". The "Breakdown" section will determine how the figures in the report are totalled. This can either be "By day" or by "Total over period" (i.e. all added up).

The "Metrics" section allows you to choose which metrics you wish to include in the report. Selecting "All metrics" will output every single metric recorded by Promote which is a large number (the same as the full number of metrics displayed in the table on the "Campaigns" tab). You are therefore better off choosing "Specific metrics" and then clicking on the "Change metrics" button which will show a pop-up box in which you can tick to choose only the metrics you wish to see.

The next stage is to choose the date range which your report will cover. Given that you will be running your reports at regular intervals, this will be a date range relative to the day the report is created, such as "Previous 7 days", rather than a specific date range. It is also possible to set a delay on the date range by choosing "Custom" and then choosing a period from "1 day ago" to "10 days ago" from the "Ending" drop-down menu which appears.

Your report will be sent as an attachment to an email so you will need to enter the email address(es) which you want to receive the report in the "Recipients" box. You can separate multiple addresses with commas.

WARNING: you should not output reports unless you need them for a specific purpose. All of the data which is in the .csv file can be seen by running the report live if you need to see it. Creating a file means that anyone can see which adverts you are running and how well they are performing if they access the file – this information would be very useful to opposition campaigns. Therefore, you should always hold the file within a password-protected .zip file and only share the password with people who are authorised to see it. This is especially important if you are going to email the file to someone - you will need to send the password in a separate email if you do this. Please contact the Campaign Technology helpdesk (9:30am - 6pm, Mon – Fri) on 0345 092 22 99 (Option 3) or campaigntechnology@labour.org.uk if you need any help with this.

Finally, you need to choose how frequently you wish the report to be sent out. Using the “Frequency” menu, you can choose between “Daily”, “Weekly” or “Monthly”. When you choose “Weekly” or “Monthly” another drop-down menu will appear so that you can choose on which day of the week or month you wish the report to be sent out.

You can now either click on the “Export now” button to create a one-off report immediately or you can click on the “Schedule report” button to book in the reporting schedule.

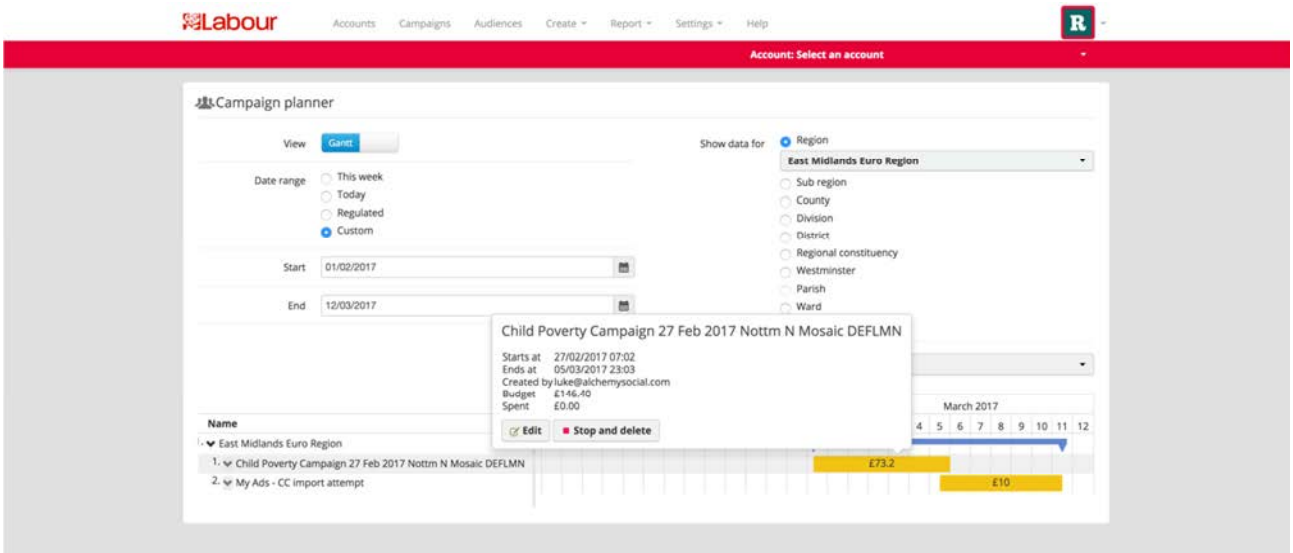
ii.) Campaign Planner

The “Campaign Planner” is a calendar which shows you when adverts either have run, are running or are planned to run. It also shows you how much you are spending or have spent on advertising on a particular day. You can access it by clicking on “Report” > “Campaign planner”.

Please note: you will only see campaigns which are in geographical areas that you have access to in your Labour Login account.

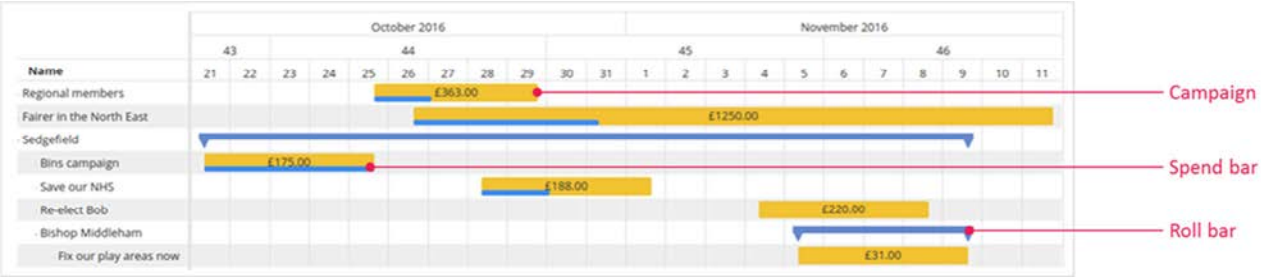
The campaign planner can be viewed in two different modes: “Gantt View” and “Calendar View”. Use the “View” toggle to switch between them.

Gantt View



“Gantt View” allows you to see your campaigns spread over the days they are scheduled in the calendar. This information will be displayed in a ‘Gantt chart’ at the bottom of the page.

It works like a calendar with time running from left (the past) to right (the present). You can scroll from right to left to move back in time. The campaigns (and adverts which they hold) are arranged in rows running down the left-hand side of the chart. They are grouped by geographical area and if you click on the arrow to the left of the geographical area it will open up to show the campaigns within it. Equally, if you click on the arrow to the left of a campaign's name you will be able to see the adverts within it.



"Roll bars" represent the period of time during which adverts are running in a geographical area. Campaigns (including the adverts running within them) are represented by yellow bars. The blue "spend bars" represent the percentage of the campaign's budget which has been spent so far and will reach the end of the yellow bar once all the budget has been spent. When you click on a yellow bar a pop-up bubble will appear showing the name of the campaign, when it is running, who posted it, its budget and how much has been spent on it. You can click on the "Edit" button to open up the campaign's "Manage" page. There is also a red button marked "Stop and delete" which enables you to stop a campaign from running in an emergency.

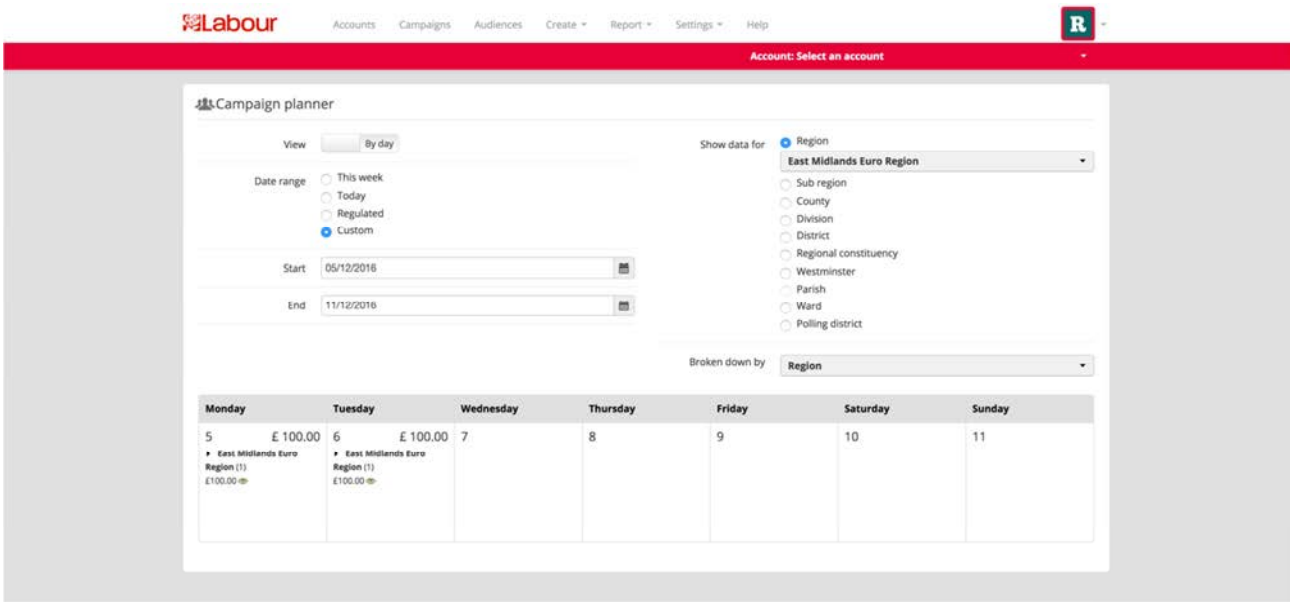
Please note: before you can see any data in the Gantt chart, you will need to set the date range and the geographical area(s) you wish to view.

You can set the date range you wish to view by using the "Date range" section. You can choose between "This week", "Today", "Regulated" (showing any regulated periods which have been set up for an election) or "Custom" which allows you to set a beginning and end date using the "Start" and "End" boxes.

You will also need to select the geographical area you wish to view by using the "Show data for" section on the right-hand side of the page. The geographical areas run from the largest at the top to the smallest at the bottom. If you do not have access to a level of geography you will be unable to select it. For those that you do have access to, first click the selector to the right of it in order to show a drop-down menu and then click the geographical area(s) you wish to include from within the menu. If an area is included it will have a tick next to it. If you wish to remove an area then click it again to make the tick disappear.

The final choice you need to make is choosing the level of geography by which you wish to order the Gantt chart. You can choose between “Region”, “Sub region”, “County”, “District” or “Westminster” although you will only be able to select levels which you have access to. Your choice will affect how the campaigns are displayed on the left-hand side of the chart. For example, choosing “Westminster” will list all of the constituencies which have campaigns in them (clicking on the arrow to the left of the constituency name will display the campaigns) while choosing “Region” will display all of the regions of the UK which have campaigns running in them (clicking on the arrow to the left of the region name will display the campaigns).

Calendar View



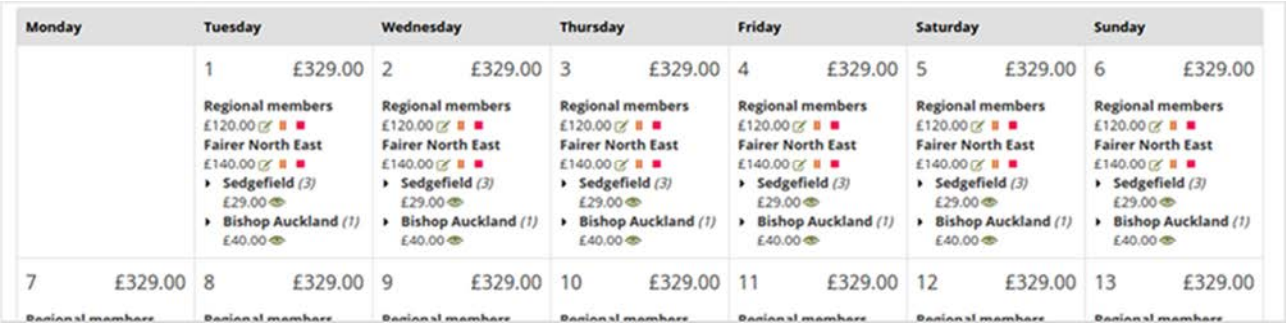
“Calendar View” shows more detail on day-by-day campaign spending.

Please note: the “Calendar View” will only show days if money has been spent. It will not show anything (not even the empty calendar) if no money has been spent.

The calendar is displayed at the bottom of the page. You will see the days along the top and the date within each day’s cell. The cell will also tell you how much money has been spent overall on that day and then break this down by geographical area.

Please note: you will only see money which has been spent at that point. The value will increase in real time (subject to a 15 minute delay) as money is spent on the current day.

If you click on the arrow to the left of the geographical area’s name it will display geographical areas within that area and eventually the campaigns which have been running there.



Please note: before you can see any data in the calendar, you will need to set the date range and the geographical area(s) you wish to view.

You can set the date range you wish to view by using the “Date range” section. You can choose between “This week”, “Today”, “Regulated” (showing any regulated periods which have been set up for an election) or “Custom” which allows you to set a beginning and end date using the “Start” and “End” boxes.

You will also need to select the geographical area you wish to view by using the “Show data for” section on the right-hand side of the page. The geographical areas run from the largest at the top to the smallest at the bottom. If you do not have access to a level of geography you will be unable to select it. For those that you do have access to, first click the selector to the right of it in order to show a drop-down menu and then click the geographical area(s) you wish to include from within the menu. If an area is included it will have a tick next to it. If you wish to remove an area then click it again to make the tick disappear.

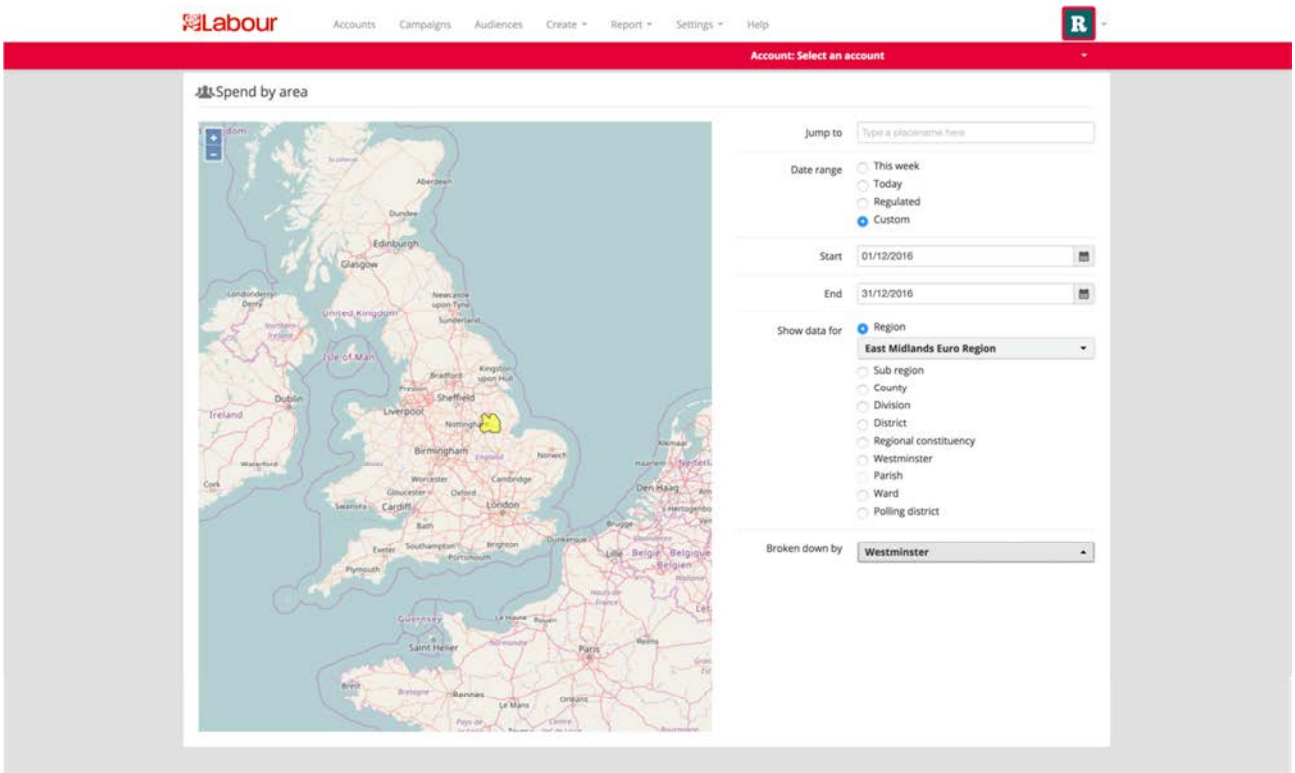
The final choice you need to make is choosing the level of geography by which you wish to order the calendar. You can choose between “Region”, “Sub region”, “County”, “District” or “Westminster” although you will only be able to select levels which you have access to. Your choice will affect how the campaigns are displayed in the chart. For example, choosing “Westminster” will list all of the constituencies which have campaigns in them (clicking on the arrow to the left of the constituency name will display the campaigns) while choosing “Region” will display all of the regions of the UK which have campaigns running in them (clicking on the arrow to the left of the region name will display geographical areas beneath this until you eventually see the campaigns).

iii.) Geographic View

The “Geographic View” page displays a map of the United Kingdom which highlights the geographical areas where campaigns are or have been running during the

specified time period. It can also show you more information about what is happening in these areas such as how much you are spending or have spent on advertising in that area during that period. You can access it by clicking on “Report” > “Geographic view”.

Please note: you will only see campaigns which are in geographical areas that you have access to in your Labour Login account.

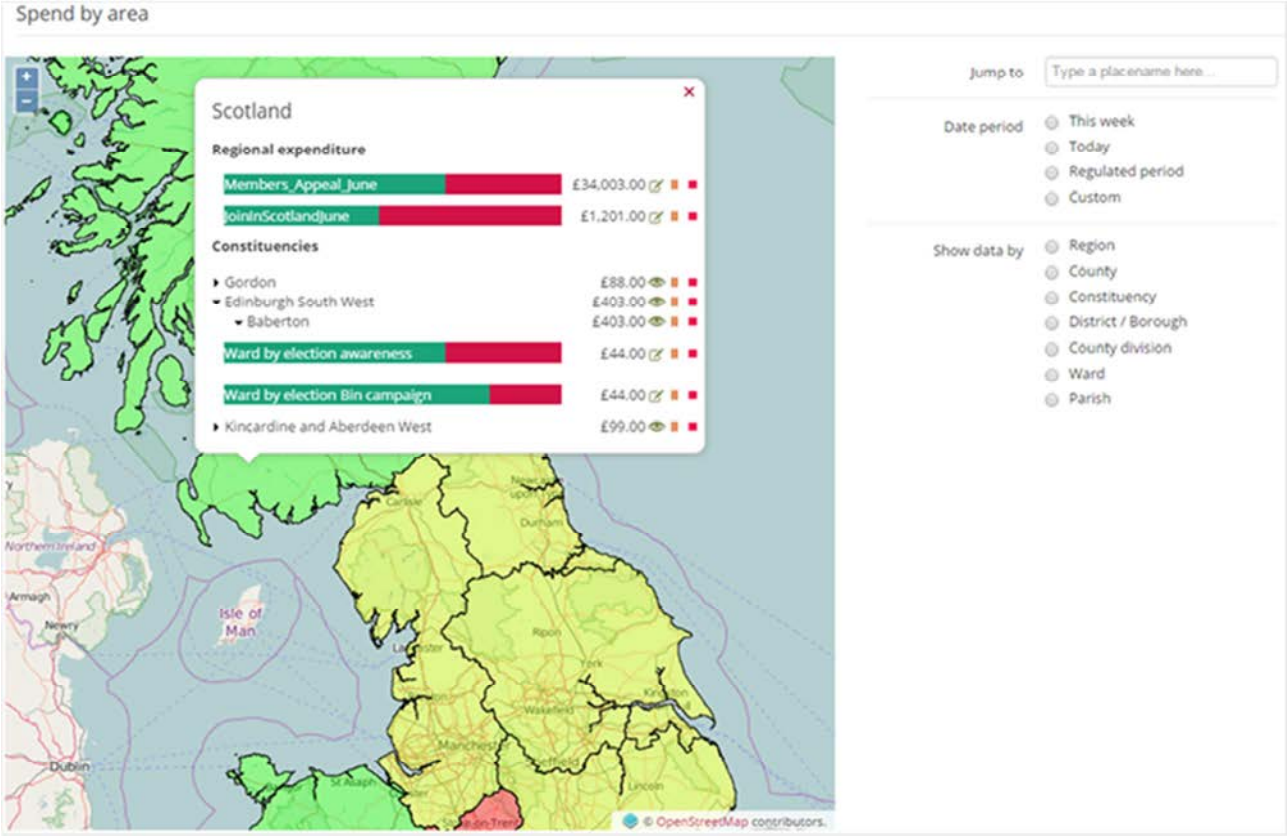


Please note: before you can see any data in the map, you will need to set the date range and the geographical area(s) you wish to view.

You can set the date range you wish to view by using the “Date range” section. You can choose between “This week”, “Today”, “Regulated” (showing any regulated periods which have been set up for an election) or “Custom” which allows you to set a beginning and end date using the “Start” and “End” boxes.

You will also need to select the geographical area you wish to view by using the “Show data for” section on the right-hand side of the page. The geographical areas run from the largest at the top to the smallest at the bottom. If you do not have access to a level of geography you will be unable to select it. For those that you do have access to, first click the selector to the right of it in order to show a drop-down menu and then click the geographical area(s) you wish to include from within the menu. If an area is included it will have a tick next to it. If you wish to remove an area then click it again to make the tick disappear.

The final choice you need to make is choosing the level of geography by which you wish to order the map. You can choose between “Region”, “Sub region”, “County”, “District” or “Westminster” although you will only be able to select levels which you have access to. Your choice will affect how the campaigns are displayed. For example, choosing “Westminster” will display individual constituencies which have campaigns in them while choosing “Region” will display the whole of the region even if there is only one campaign running in one constituency.



The map is colour coded according to the relative spend. Hover an area to display the pop up containing campaign information and spend data. You can modify the campaign status in the popup. The length of the bar in the pop up window indicates the total spend. Total actual spend appears in green, the remaining spends appear in red.

5.11 Settings tab

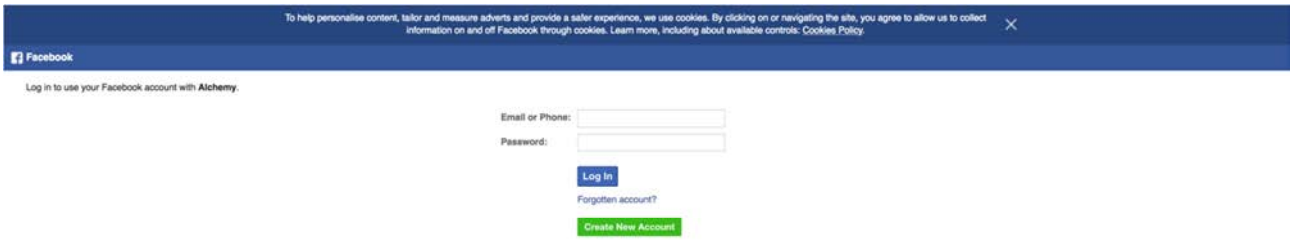
The “Settings” tab lists the options which you can change as a Promote user. We will deal with each options page in turn below.

i.) Add Facebook Accounts

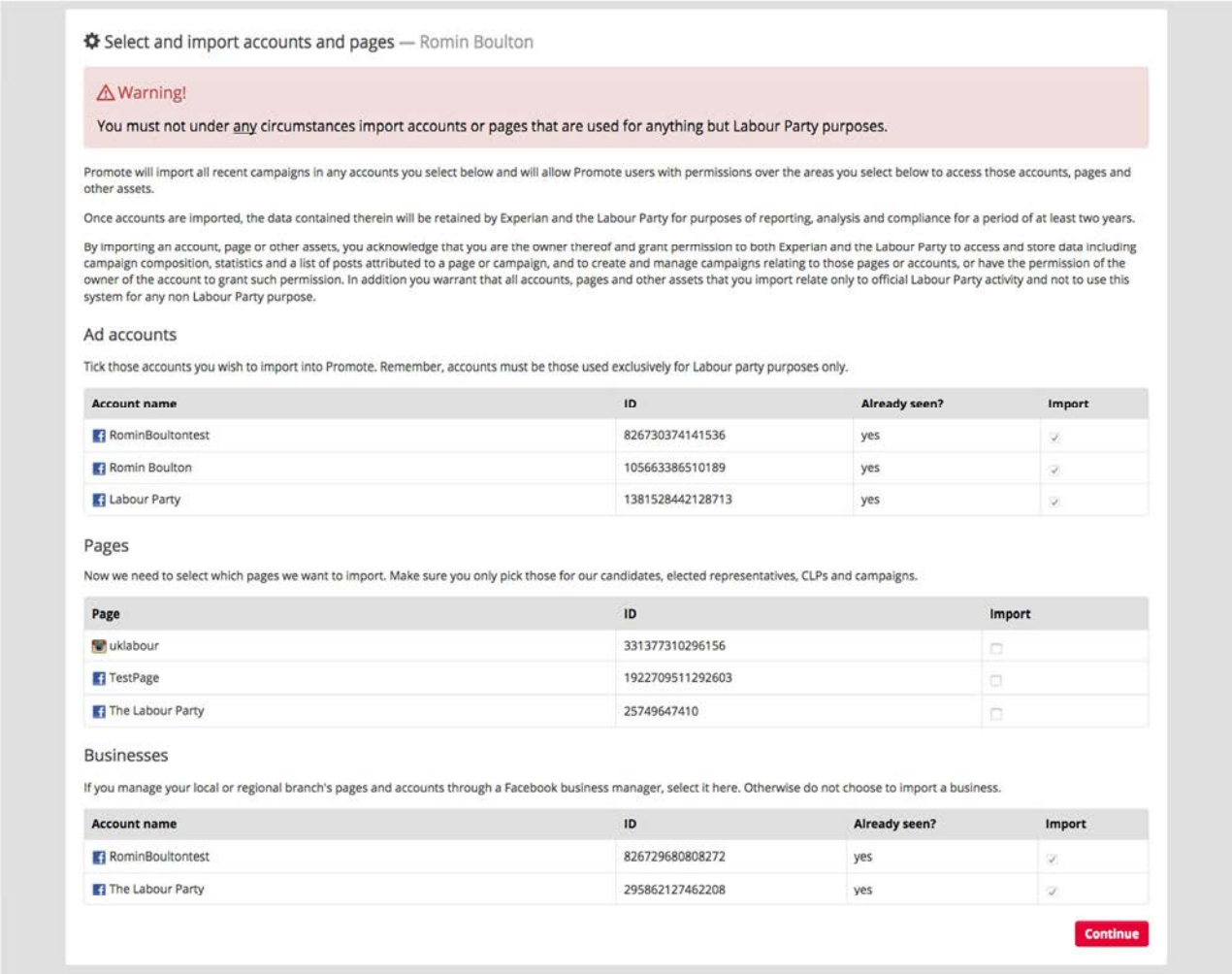
This page enables you to add a Facebook and/or Instagram account to your Promote account.

Please note: you will need to add at least one social media account to your Promote account before you can post any advertising.

After you click on “Add Facebook accounts” you will see the page below:



Simply log-in using your Facebook login details and you will be taken to the page below:



Select and import accounts and pages — Romin Boulton

Warning!

You must not under any circumstances import accounts or pages that are used for anything but Labour Party purposes.

Promote will import all recent campaigns in any accounts you select below and will allow Promote users with permissions over the areas you select below to access those accounts, pages and other assets.

Once accounts are imported, the data contained therein will be retained by Experian and the Labour Party for purposes of reporting, analysis and compliance for a period of at least two years.

By importing an account, page or other assets, you acknowledge that you are the owner thereof and grant permission to both Experian and the Labour Party to access and store data including campaign composition, statistics and a list of posts attributed to a page or campaign, and to create and manage campaigns relating to those pages or accounts, or have the permission of the owner of the account to grant such permission. In addition you warrant that all accounts, pages and other assets that you import relate only to official Labour Party activity and not to use this system for any non Labour Party purpose.

Ad accounts

Tick those accounts you wish to import into Promote. Remember, accounts must be those used exclusively for Labour party purposes only.

Account name	ID	Already seen?	Import
RominBoultontest	826730374141536	yes	✓
Romin Boulton	105663386510189	yes	✓
Labour Party	1381528442128713	yes	✓

Pages

Now we need to select which pages we want to import. Make sure you only pick those for our candidates, elected representatives, CLPs and campaigns.

Page	ID	Import
uklabour	331377310296156	☐
TestPage	1922709511292603	☐
The Labour Party	25749647410	☐

Businesses

If you manage your local or regional branch's pages and accounts through a Facebook business manager, select it here. Otherwise do not choose to import a business.

Account name	ID	Already seen?	Import
RominBoultontest	826729680808272	yes	✓
The Labour Party	295862127462208	yes	✓

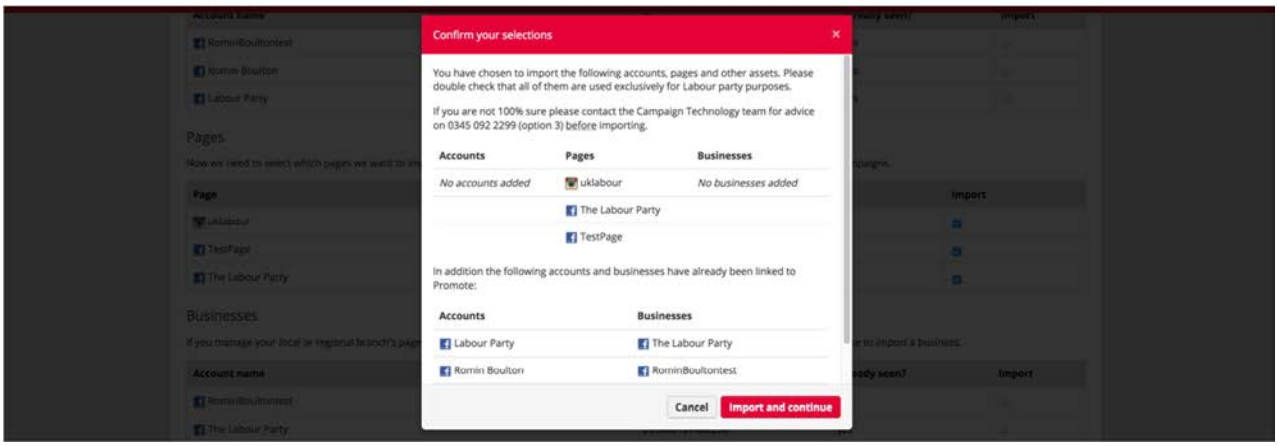
Continue

You will need to tick the box next to any accounts or pages which you want to import into Promote.

WARNING: do not tick the box next to any accounts or pages which you do not want or have permission to import into Promote. Even though they can be removed subsequently, Promote will keep a record of them having been imported for 2 years for compliance reasons.

Please note: if you have already imported accounts you will see them ticked and greyed-out. However, pages will always display empty boxes next to them even if they have already been imported. If you tick pages again then they will remain accessible from Promote but if you don't tick them again they will be removed from Promote. If you want to reimport them again in future you can do so by repeating the process and ticking them.

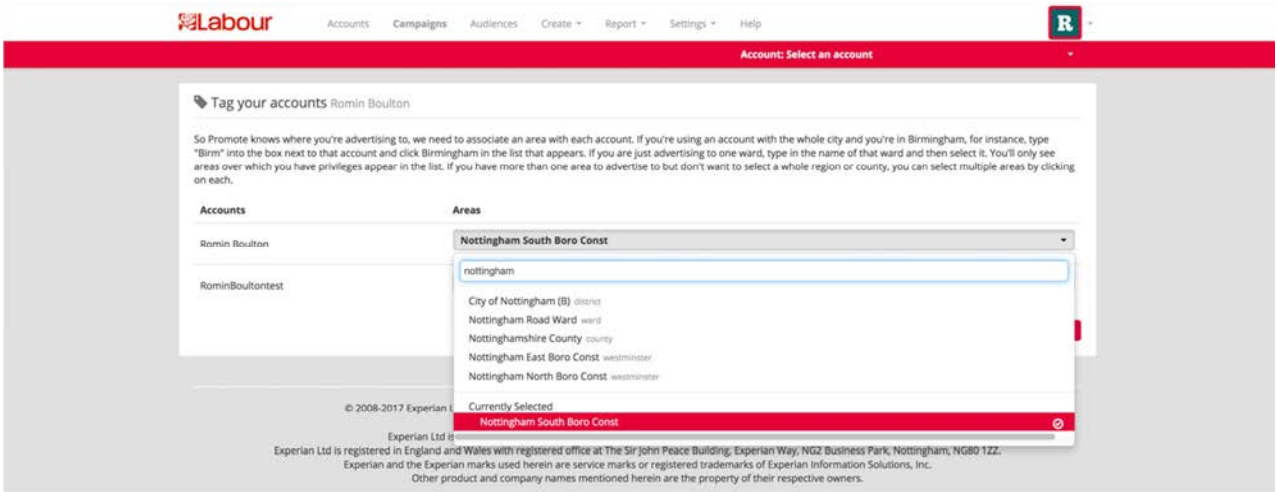
Once you have ticked the boxes you require you can click on "Continue" which will present the pop-up box below to confirm your choices:



Once you have clicked on the “Import and continue” button in this box, you cannot stop the import process so please ensure that you have made the correct choices before doing so.

You will then reach the final part of the process where you will need to tag your accounts with the geographical areas you want to advertise in.

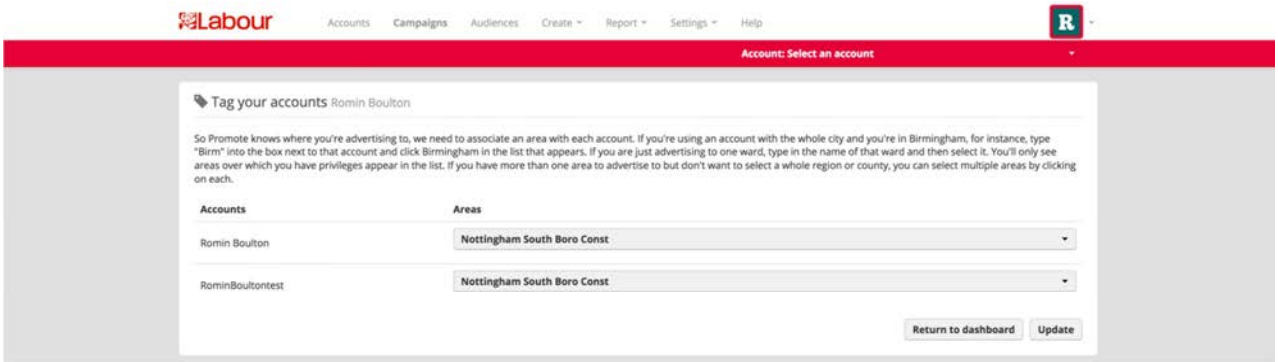
Please note: you will only be able to tag your accounts with areas to which you have been given access in your Labour Login account.



To tag an account, simply click on the drop-down menu and then type the name of your area into the search box. This will bring up a list of areas which match the search term and to which you have access. Click on the area you want to tag your account with and it will appear in the “Currently selected” section with a tick next to it. Click on the area again to remove it.

Please note: if you have already imported and tagged any accounts then they will show with geographical already attached to them. Simply click on the drop-down menu and click on the area(s) if you wish to remove them.

Once you have finished tagging your accounts you can click on the “Save” button to save them.



Finally, you can either make more changes and then click “Update” to have them saved or click the “Return to dashboard” to stick with your existing settings and be redirected to the “Accounts” page.

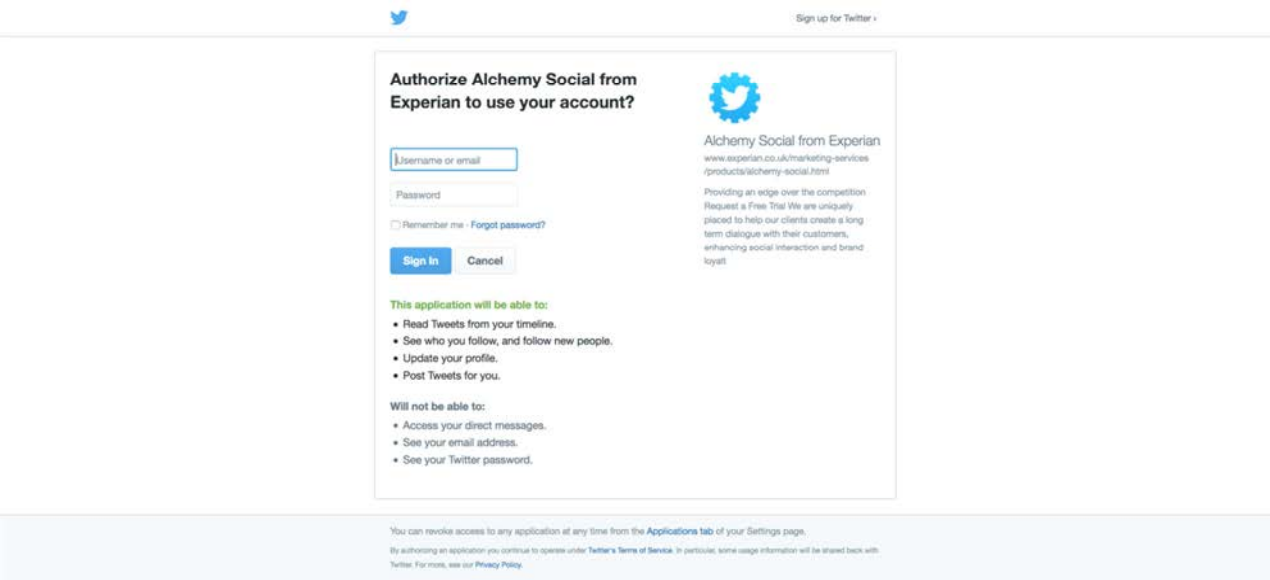
ii.) Add Twitter Accounts

This page enables you to add a Twitter account to your Promote account.

Please note: you will need to add at least one social media account to your Promote account before you can post any advertising.

Please note: Twitter require you to be approved before you can advertise on their platform. This normally requires you to have an account manager, however, Promote users should be able to advertise on Twitter whether they have an account manager or not. If you have any difficulties in advertising from your Twitter account then please contact campaigntechnology@labour.org.uk.

When you click on the link to the page you will be taken to the screen below. You simply need to type in your Twitter login details and it will match your account in the same way as with a Facebook or Instagram account (please see i.).



iii.) Manage Tracking Pixels

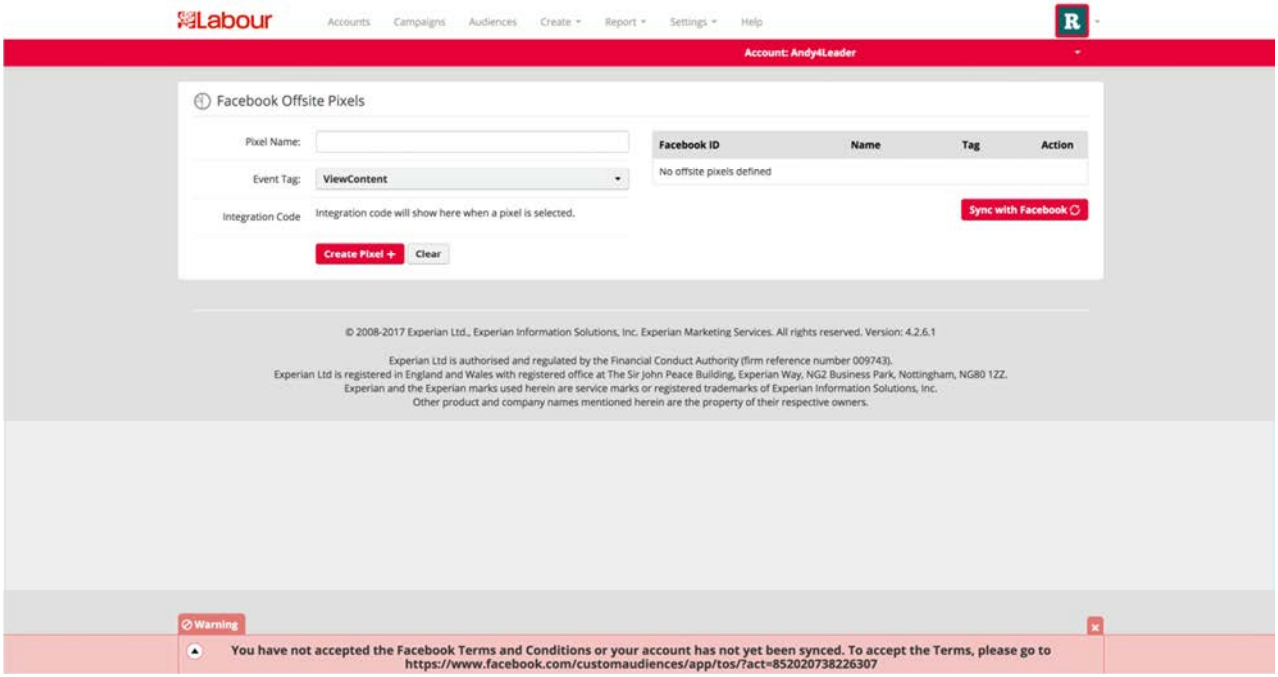
This page enables you to set up your tracking pixels for Facebook and Twitter.

Please note: the page will differ according to the account you have selected in the "Account" drop-down menu. If you have selected a Facebook/Instagram account then you will see the Facebook pixel, whereas, if you have selected a Twitter account you will see the Twitter pixel.

Facebook Pixel

Please note: before you can use the Facebook Pixel, you will need to agree to Facebook's "Terms & Conditions". If you have not agreed to them, you will see a pop-up asking you to visit the terms and conditions page for your Facebook account.

The Facebook Pixel is code which you can add to your website to measure conversions and target people based on who they are and/or what they do. You will need to set it up in your Facebook Business account before you can use it – more information can be found at: https://www.facebook.com/business/help/651294705016616.

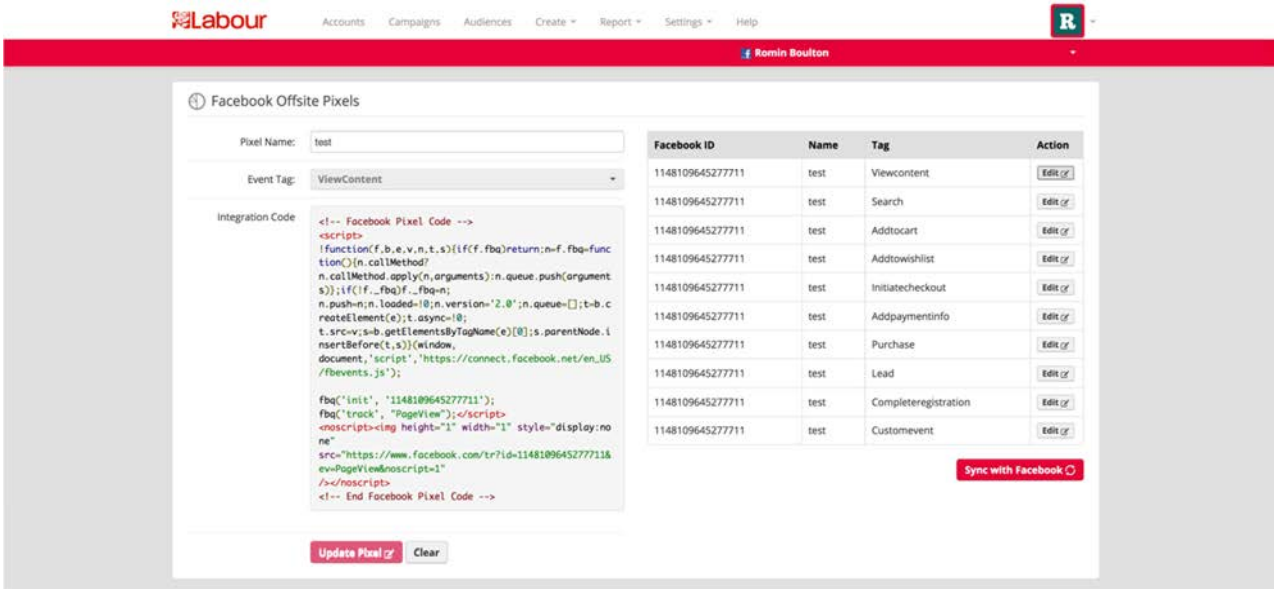


Once you have set up your Facebook Pixel, you will be able to fill in the few options on this page which are outlined in the table below:

Category	Description
Pixel Name	You will have given your pixel a name for your reference which you need to enter here. **Please note:** you are only allowed one Pixel per account so you will be using the same name every time.
Event Tag	This drop-down menu lists the types of conversion which can be tracked by the Facebook Pixel (e.g. “CompleteRegistration” or “ViewContent”). You will need to choose the one which is relevant to what you are trying to track. **Please note:** although your Pixel’s name will always be the same, it can measure a number of conversion types as defined by the event tag.
Integration Code	The code which needs to be copied into your website so that you can track conversions appears here. You will need to copy and paste this into your website’s code before you will be able to track conversions.

Once you have filled in the above, you will need to click on “Create Pixel +” to save the settings and create the Pixel for the event type you have chosen. It will then display in the table on the right-hand side of the page.

Once this has happened, the page will look different and appear as below:

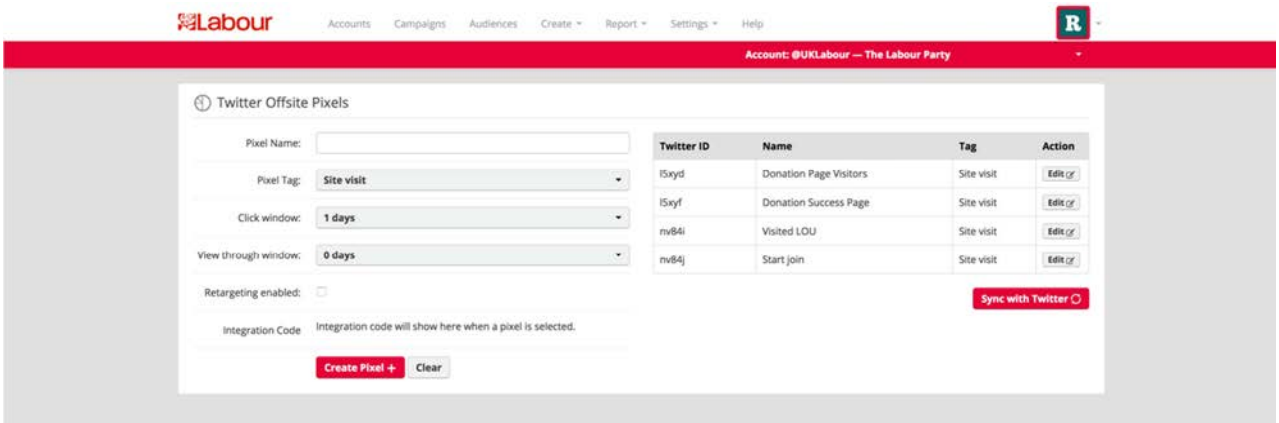


Please note: if you do not see the above then you can click on the "Sync with Facebook" button to pull in any event types which have been set up for your account's Pixel. This also applies if you have already set up event types which you want to pull into Promote.

If you want to make any changes to the event types for your Pixel then please click on the "Edit" button next to the appropriate event type in the table. You can then make your changes and click on "Update Pixel" to change them.

Twitter Website Tag

Twitter's version of the Facebook Pixel is called the "Website Tag". It is also a piece of code which you add to your website so that Twitter can track conversions by people who access your adverts. You will need to set it up in your Twitter for Business account. Please visit the following page for information on how to set up your Website Tag: https://business.twitter.com/en/help/campaign-measurement-and-analytics/conversion-tracking-for-websites.html



Once you have set up your Website Tag, you will be able to fill in the options on this page which are outlined in the table below:

Category	Description
Pixel Name	You can use this to name the specific conversion you are tracking using your Website Tag. **Please note:** you are only allowed one Website Tag per account but you can vary the names used according to its function in this context.
Pixel Tag	This drop-down menu lists the types of conversion which can be tracked by the Website Tag (e.g. “Site visit” or “Sign up”). You will need to choose the one which is relevant to what you are trying to track. **Please note:** although your Website Tag will always be the same, it can measure a number of conversion types as defined by the “pixel tag” here.
Click Window	This allows you to set the maximum period of time which a person can take to perform the action in your conversion after having been served your advert for it to still count as a conversion.
Retargeting Enabled	This enables you to count when a person has already registered a conversion and has been targeted again.
Integration Code	The code which needs to be copied into your website so that you can track conversions appears here. You will need to copy and paste this into your website’s code before you will be able to track conversions.

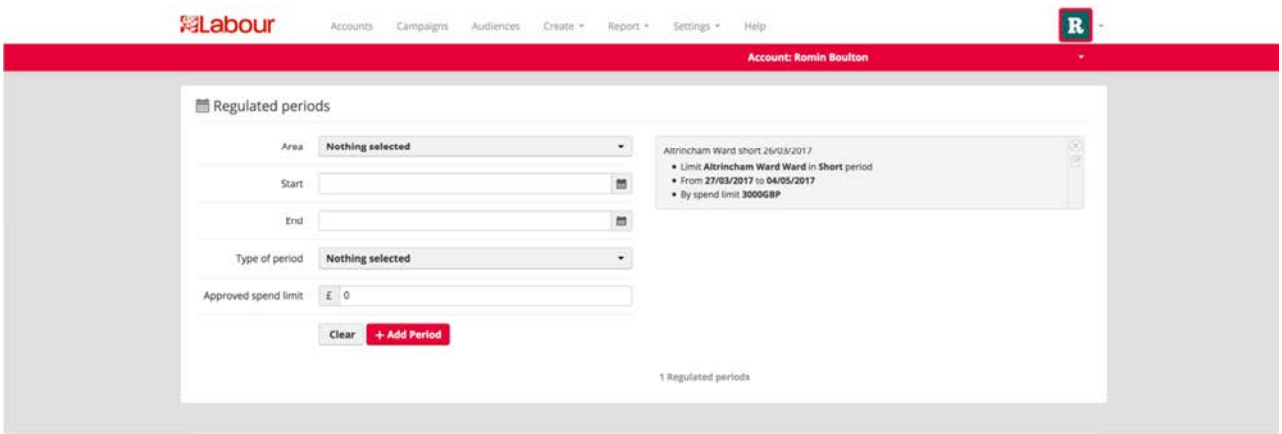
Once you have filled in the above, you will need to click on “Create Pixel +” to save the settings and create the Website Tag for the pixel tag you have chosen. It will then display in the table on the right-hand side of the page.

Please note: you can click on the “Sync with Twitter” button to pull in any pixel tags which have been set up for your account’s Website Tag. This also applies if you have already set up event types which you want to pull into Promote.

If you want to make any changes to the pixel tags for your Website Tag then please click on the “Edit” button next to the appropriate event type in the table. You can then make your changes and click on “Update Pixel” to change them.

iv.) Manage Regulated Periods

This page enables you to set up “regulated periods” for geographical area(s) you have access to in Promote. This will mean that you cannot spend more money than set in the limit for the regulated period in those areas using any social media account attached to your Promote account. This limit will only apply on the dates set for the regulated period. This function is designed to prevent you from overspending during a regulated period of an election such as during the short campaign of a general election.



To set up your regulated period, simply fill in the boxes listed in the table below:

Category	Description
Area	Here you can search for the geographical area you wish to set a regulated period for. It will only display electoral geography. **Please note:** you can only set one geographical area per regulated period so you will need to set up several if there are a number of areas within which you need to regulate spending.
Start / End	You can set the beginning and end of the regulated period using these drop-down menus. **Please note:** you must make sure that the dates you set are correct if you are using this functionality.
Type Of Period	This defines the type of regulated period you are setting up. “Short” refers to the short campaign of a general election, “long” refers to the long campaign of a general election while “by-election” refers to the regulated spend period of a by-election.
Approved Spend Limit	This is where you can set the maximum amount of money which can be spent on digital advertising from Promote during the regulated period.

Category	Description
	IMPORTANT: this should only be the maximum amount you are able to spend on digital advertising from Promote NOT the maximum amount you can spend on anything.

Once you are finished you can click on “+ Add Period” to set up the regulated period. You will see it appear in a grey box on the right-hand side of the page. If you make a mistake you can either click on the “edit” button on the right-hand side of the box or you can click on the “delete” button to remove the regulated period and start again.

5.12 Help tab

When you click on “Help” in the menu bar Promote will open this document. We will be improving the Help function in the course of 2017.

6 Measuring success

Understanding your analytics is vital to understanding your success.

Unlike other campaigning activities you do, digital advertising provides almost instant actionable insights into what content is working, what words, images and headlines create the highest rate of desired action. Do different audiences provide better or worse results and where should I place my advert.

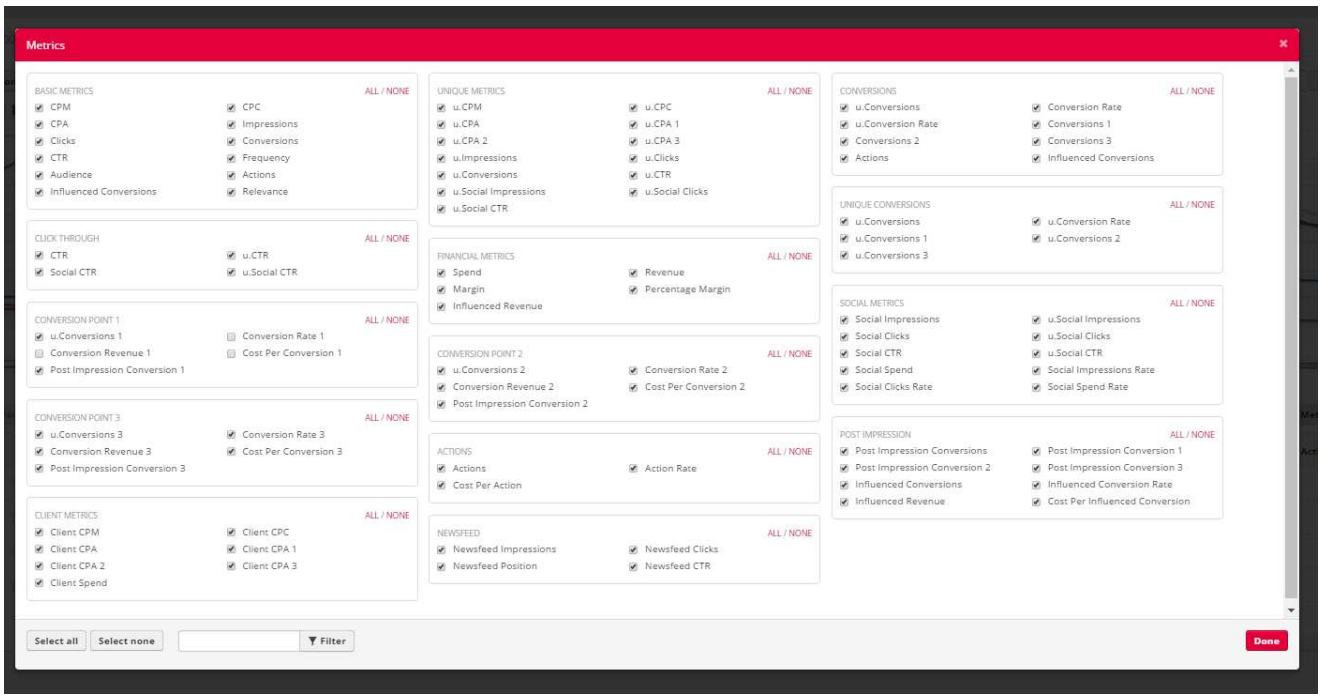
Small improvements can make big impacts. For instance, across the Parliamentary by-election you might spend £6,000 delivering in the area of 1,000,000 adverts. Improving the click through rate from 1% to 2% is the difference between 10,000 advert clicks or 20,000 clicks to look at the content on your website, perhaps go on to sign a petition, follow you on social media or find out more about your campaign which could go on to influence their vote in the future.

And you don't have to run a very sophisticated testing programme to understand what content is working better. Promote, as I will show, will do a lot of the work for you.

6.1 What's worth measuring?

Promote, provides a huge amount of analytics and reporting on your campaigns. Not all of it is useful or relevant for every campaign.

When you look at your metrics, there is a metrics tab which brings up a lightbox below. By default it automatically selects all data. We'd suggest unless you are confident with the data that selecting all basic metrics is the best place to start. This will provide you with the 'Basics' of everything you need to know.



Furthermore, what is relevant varies from campaign to campaign. And what you choose to measure success on should be driven by what your campaign objective is.

For instance:
- **Video View Campaign** – Video views is the main metric.
- **Facebook Like Campaign** – How many likes do you generate at what Cost Per Acquisition (CPA)
- **Brand awareness** – this you will want to measure by Cost Per mille (thousand) adverts and how far does the advert reach.
- Visit my website campaigns – this is all about driving the Click Through Rate (CTR) which advert of campaign pushes people to your site.

6.2 Understanding the basics

Below are the suggested basic metrics and what they mean. There are some suggested benchmarks on what a 'good' metric looks like. But this will vary from campaign to campaign and you should test and get a sense of what your own benchmarks over time.

CPM – Cost Per Mille - This is the cost of delivering 1,000 advert impressions. It is not the same as delivering 1,000 advert reach. Reach is unique. Impressions are not. For instance. You can deliver 1000 impressions, reaching 500 people, with a frequency of 2. More on frequency below. A good CPM to aim for is £5. But this will varying depending on the audience and the cost of them, advert quality and type of advert. Video is sometimes more expensive than a static advert. But will lead to higher engagement.

CPC – Cost per click – CPC takes into account any click taken within an ad unit: a like, a comment, a share, a click to a website, "continue reading," etc. the cost for Continue Reading is why we strongly recommend that shorter adverts on adverts calculating cost on a click is recommended. As you will be charges for someone reading your longer status. Cost Per Click

CPA - Cost per action (CPA) is a way of getting charged for your ads that allows you to pay only for actions a person takes because they saw your ad. This is useful for advertisers who want to control how much they pay for specific actions.
Impressions – This is the raw number of times your advert was served
Clicks – this is the raw number of how many clicks of any time were generated.

Conversions – this is the total number of conversions that you set during the plan stage. For instance if you set a conversion for engagement. This will be a count of how mnay like, comments, shares, clicks or continue reading engagements there were.

CTR – Click Through Rate – is the percentage of people who say your advert and clicked it. A CTR of 1% is OK. anything below 1% (if it is your measure of success) is probably not a good performing action.

Frequency – This is the number adverts delivered to each unique individual. You should aim to deliver multiple adverts to each person. 3 is the minimum you should aim for. If you should sacrifice reach/impressions to get a higher frequency if you need to make that budget choice. You may reach less people, but there is a higher chance the people who do see it, will remember it.

Audience – this is the total count of your original audience

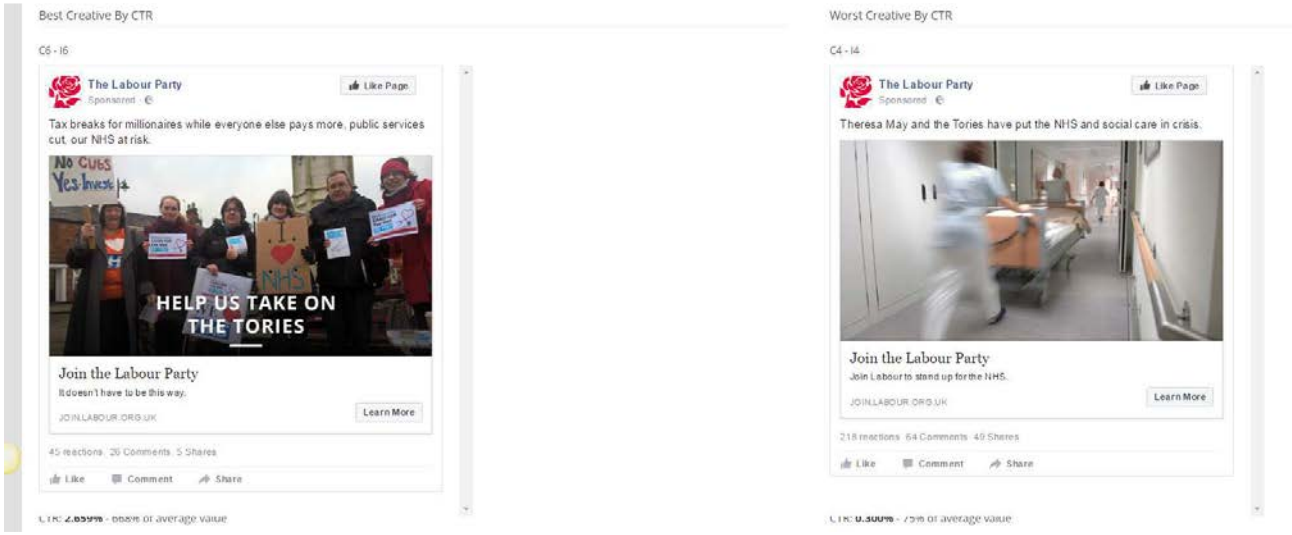
Actions – This is a count of all possible actions. Including all clicks and conversions

Influenced Conversions – The number of conversions after viewing or clicking on an advert. For the vast majority of adverts you will run this metric will not be as important.

Relevance - After your advert is served more than 500 times, it receives a daily relevance score from 1–10, ten meaning that Facebook estimate your advert to be highly relevant and one meaning that they estimate it not to be very relevant. Your advert's relevance score is based on positive and negative feedback that Facebook expect from the people seeing it, based on how the advert is performing. It is calculated differently depending on your objective (e.g. clicks to website or video views). You can find out more about this and how to improve your relevance scores here: https://www.facebook.com/business/a/ads-relevance-score

You can see that there are a lot of different measures for success. And some are more relevant than others when looking at your particular advert.

Promote helps to simplify this for you by showing you the best and worst creative, copy, image and target audience based on a metric you pick such as CTR. Such as the image below:



This section appears just under the detailed table breakdown. You can change what promote determines to be best and worst by choosing the metric in the top bar.

It is a great quick insight into your data. And if you are looking to optimise your adverts as you go, pausing underperforming adverts compared to the rest of your adverts is a great way to ensure that you get the most of your spend.

6.3 Understanding your advert breakdown.

You can click the magnifying glass next to the adverts in the table to see an advert specific breakdown of your data. This will show useful insights like which demographics see your advert. Where is the placement, and a link of to see the advert within Facebook itself. This is worth looking at for your best and worst performing adverts to see what the difference may be.

6.4 When to optimise your campaigns

Making the decision to turn an under-perfoming advert or audience off can seem like a big step, but it can really improve your campaign overall.

So here are some useful tips:

1. Wait until an advert has over 1,000 advert impressions and Facebook has generated a relevance score. Advert stats very rarely shift significantly after this point, unless there would be a reason why one advert may be more or less relevant at a certain time. You can make a fairly confident decision based on data after 1,000 advert views.

2. If you are deciding on whether to stop delivering into an audience wait until approximately 10% of the audience has been reached, or sooner if the stats show a very marked pattern (for example, they are very poor).

3. Always pause adverts, never archive. Then you can turn them back on if you change your mind.

4. If you are running the advert across two or more different audiences, have a think before you pause the entire advert. For example, is it doing better in one audience than another? If so, consider leaving it running in one and not the other(s).

5. If you don't think the optimisation is right for your political message, then don't do it. In any case, you probably shouldn't be running adverts that don't deliver on your political objective.

7 Complying with electoral law

7.1 Approvals

Just as with printed material, all content put out using Labour platforms must be approved by the Labour Party. For targeted digital content, material will be cleared by Regional Advertising Managers – that is, a member of Labour Party staff in your regional or national office. As much as anything else, this is designed to protect you: online campaigns can go wrong much more easily. Audiences from Contact Creator need manual approval by our suppliers but (inside office hours) this is almost automatic. We are currently improving the out of office hours procedure.

You may find it useful to understand the checklist of issues that Regional Advertising Managers will be looking through. Among other things, they will be checking for the following issues, so you might want to get in touch with your regional office if you plan to place advertising that might give them cause for concern :

- Where relevant, compliance with Facebook's **community standards** — check https://www.facebook.com/communitystandards if in doubt.
- **Copyright** — do you have the right to use any images that form part of your campaign?
- **Targeting** — any reference to the targeting (except location) in the content or campaign name will be rejected. So for example an audience called "Free TV licence older pensioners" will always be rejected.
- **Words to avoid** — audience and campaign names must not mention the word "test", or refer to money, income, or ethnicity. They will also end up on your invoice which you may have to declare and which will become a public document, so think carefully about that right from the beginning when you name your audience in Contact Creator.
- **People & endorsers** — if your regional office needs to see them, are there release forms for anyone whose picture we have used?
- **Defamation** — an obvious point, but never say anything on social media you would not be happy to defend!
- **Duration** — does the campaign have a sensible and appropriate end date?
- **Regulated spend** — if we're in a regulated spend period — has the agent approved this campaign?
- **Authorship** — material produced by Labour must not pretend to be from someone else.

Obviously, all advertising must also comply with the law, Labour Party social media policy, the terms of use and conditions for whatever social media platform you are

serving advertisements on, and other guidance circulated by the Labour Party from time to time.

7.2 Controlling spend

Account spend limits

Account spending caps are a top level monetary spend limit for all campaigns under it. They are set in order to prevent users from collectively overspending on advertising when creating campaigns under the account.
Limits are set at time of campaign creation and can be modified after as required.

Account spending caps affect all campaigns under it. Note that when lowering account spend limits, there is a likelihood that this will affect campaign states as less money will be available to use on advert delivery and bidding.

Only users with the required system privileges can perform changes to accounts.

To set your account level spending cap, open the account entry screen through manage organisation, resources and then accounts. Use the Settings button for the required account to redirect to the edit screen. In the Account information section, edit the monetary amount in the Lifetime spend cap field to set your spend limits. Limit amount can only be set in account currency (this is one of the reasons it matters that you import your account with the correct currency).

Campaigns under the account which are already running, and which collectively exceed the newly adjusted account spend limit will automatically be stopped as the account will have been marked as no longer having the money to spend on their delivery.

7.3 Controlling geography

Access to areas in Promote is controlled by a specific geography privileges so as to make it easy for you to have confidence that:

(a) your advertising is only going where you want it,
(b) you are not serving advertisements using Promote in areas where you are neither the agent, nor authorized by the relevant agent, and
(c) other Labour users are not serving advertisements using Promote in areas where you are the agent or candidate.

When audiences are imported from Contact Creator to Promote, they will be tagged with the specific geography of the area from which they have come. If you have

Promote access as well, you will be able to serve adverts to those audiences if (and only if) they fall **entirely** inside the area for which you have Promote privileges.

The geography privileges in Contact Creator and Promote are separately controlled. It is possible for you to have access to Promote, but not to Contact Creator.

In such circumstances you can serve adverts to Contact Creator audiences if (and only if) they fall **entirely** inside the area for which you have Promote privileges.

7.4 Regulated periods & invoices to declare

We are currently building the functionality to enable formatted invoices suitable for inclusion in the agent's return of election expenditure.

We expect this to be ready ahead of the May 2017 local elections.

8 Glossary of digital advertising terms

8.1 Glossary

If you want more terms defined here, let us know – promote@labour.org.uk!

@tag – A label (e.g. "@labourparty") which identifies an individual or organization in social networks such as Facebook. It can be used to link to them when clicked on (see 'Tag').

#tag (Hashtag) - A label (e.g. "#waspi") which identifies a theme in social networks such as Instagram. It can be used to classify your posts or adverts in the same category thereby adding visibility (see 'Tag').

A/B testing – The process of comparing two variations of your advert – ie. The same advert but with different text – to see which people respond to best. The 'winner' is the advert with the best conversion rate based on your goal. Also known as 'Split Testing'.

Account – In Facebook or Instagram, an individual user's details and settings which links to a (public-facing) 'Profile' or 'Business Profile'.

Ad Set – See 'Campaign Structure'.

Advert ('Ad') – A combination of text and an image or video which can be displayed to certain users of a website for a period of time. The aim is to influence users with the intention of getting them to perform an action such as visiting a different website to sign a petition. Advertisers are charged money for this service. The charges can vary according to what outcome is being measured e.g. per impression or by cost-per-click (see 'Campaign Structure').

Analytics – statistics which measure the performance of an advert based on metrics (see 'Metric').

Asset – Referring to a 'Digital Asset', any digital content which is owned and controlled by an individual and/or organisation and can be used to create value. An advert would be considered as an 'Asset'. Please note: within Promote this term refers to accounts and pages (and potentially events) which are added to your Promote account.

Audience – The users you are targeting your advert at. In other words, the people you think are most likely to respond to its message (see 'Custom Audience').

Awareness – An advertising strategy which aims to increase how many users know about what you are advertising. Often aimed at increasing awareness of a brand.

Bidding – In Facebook advertising, advertising 'space' is sold by auction. The advertiser places a bid for the maximum amount they are willing to pay to reach a certain audience and have them perform an action during a defined time period and they compete with other potential advertisers for the opportunity. The highest bid does not always win the auction since the quality of the advert, the track record of the advertiser and the relevance of the advert to the individual user bid upon comes into play. Assuming that the bid is successful, the money will only be charged if the user performs the action which is being paid for. Advertisers will never be liable to spend more money than is in their budget (see 'Budget' & 'Spend').

Body text – This is the text that appears above your Facebook advert in the part where a status update would usually go.

Budget – The amount of money you set aside to purchase advertising to a particular audience during a particular time period.

Business Profile - On Instagram, a page which can be used to display content for a particular organisation and purchase advertising.

Campaign – See 'Campaign Structure'.

Campaign Structure – In Facebook advertising, the combination of a 'Campaign', 'Ad Set' and 'Ad'. Sometimes known as 'the Russian dolls of advertising', this is the hierarchy of advert assets in Facebook. You have a single campaign with one objective (e.g. getting users to like your page). Within this you will have one or more advert sets where you can set a budget, schedule and organise your audience into sub groups. Within the advert sets, you have an advert which is where the individual advert is built with images, text, links or video content. This is where all creative assets are loaded.

Carousel (slider) – In Instagram, an advert which displays a series of scrolling images.

Content – See 'Asset'.

Conversion – A simple metric which measures how many of the people who saw your advert did what you were trying to get them to do e.g. likes on your page, petition signatures etc. This will sometimes be expressed as a whole number or percentage e.g. 5.4% of people who viewed the advert liked the Labour Facebook page.

Conversion funnel – A metaphor used to describe a set series of tasks each step in a journey you want someone to take ending up with them doing something you want

from first step to goal completion. For example, if the goal was getting someone to sign a petition, the 'funnel' would be: Advert > Website landing page > Petition sign up > Thank you page (end of conversion). This process is described as a funnel because the number of people usually gets smaller as they perform more tasks. Success is usually expressed as a CTR or CPA (see 'Conversion', 'CTR' & 'CPA').

Cookies - Cookies are small files which are stored on a user's computer when they visit a website such as Facebook. They are designed to hold a modest amount of data specific to a particular client and website, and can be accessed either by the web server or the client computer.

Copy – A general term for the text in your advert.

CPA – (Cost Per Acquisition) a metric which is calculated by the total money spent on the campaign, divided by the number of acquisitions you achieved. This will depend on your goal, so it could be 'likes', email sign ups, or petition signatures for example.

CPC – (Cost Per Click) – a metric which is calculated by the total spend divided by the number of clicks on the advert link.

CPL – (Cost Per Like) – a Facebook-specific metric which is calculated by the total spend divided by the number of people who 'Like' your page from an advert.

CPM – Cost per thousand - The 'M' stands for Roman numeral M which is 1,000 or Mille, the Latin for thousand. The is the cost per 1,000 impressions of your advert.

Creative – A general term for the text, images and/or video in your advert.

CRO (Conversion Rate Optimisation) - Using your A/B testing and demographic information to increase the conversion ratio of an advert or a landing page in the conversion funnel (see 'Conversion Funnel').

CTA – (Call To Action) –This is the primary request which drives your advertising campaign, like "sign the petition", "like our page", "find out more" etc. This is your prompt to make people continue down your conversion funnel.

CTR – (Click through Rate) - a metric which is calculated by the number of clicks through to your desired end destination (the website, for example) divided by the number of impressions your advert achieved. It is expressed as a percentage.

Custom audience – In Facebook this is a list of first-party data which you can upload to create an audience based on emails or telephone numbers that you have. Promote

creates custom audiences from Contact Creator directly into Promote for you, with no need to upload or sort data, and with enhanced matching.

Description text – the small text that appears under the headline of your advert.

Desktop right side bar – In Facebook, a placement location for Facebook adverts on the right-hand side section of a news feed.

Digital asset – See 'Asset'.

Engagement – A measure of how much visitors to a site pay attention to and, particularly, interact with that site. This is important because some people will be more likely than others to interact with a site and are therefore more likely to interact with your adverts.

Facebook – The most popular social networking site on the internet and, currently, the third post popular site globally behind Google and YouTube. It is used by over 1 billion people. Users and organisations can create their own page and make friends with other users or organisations. They can also chat and share information about themselves and their interests along with a host of other things. The site makes money by selling advertising to users based on the information they share with the site to make targeting possible.

Facebook Audience Network – The Audience Network is a collection of third-party apps and mobile websites approved by Facebook to show Facebook Adverts. It extends the potential reach of your adverts but provides the same targeting options and reporting as a normal advert.

Facebook business page – Part of Facebook for Business, you will need to set one of these up before you can advertise on Facebook.

First-party data – Information about audience members which comes from the advertiser. It is used to improve targeting. In the case of Promote, first-party data would be the information held in Contact Creator.

Frequency - The average number of times that your advert was shown to each person.

Friend - Individuals with whom you connect on your Facebook profile.

Geo-targeting – In Facebook, a way of making sure that only people who are in a particular geographic area can see your advert. This can be done in terms of people who live in, have recently been to or are traveling in that area.

Google Analytics – A Google product which is used to track users around your website. Works in a similar way to the Facebook Pixel (see 'Google campaign parameters').

Google campaign parameters – If you use Google Analytics, these codes which go into a URL tell Google Analytics where the user clicking this link has come from. This means if you use these in an advert you can track where users have come from, completed an action, and which campaign generated this. This is also called a 'UTM code'. URLs look like this:
http://labour.org.uk/?utm_source=facebook&utm_campaign=tuitionfees&utm_medium=advert&utm_content=advert1

This would tell Google Analytics that the person has come from Facebook (source=facebook) in a campaign called tuitionfees (campaign=tuitionfees) and the medium that they came from was via advert (medium=advert) - if this was organic social content (ie. Not paid-for), it would say "social". And finally the content they came from was 'advert 1' (content=advert1). This allows you to know which campaign is most successful. You can find out more here: https://ga-dev-tools.appspot.com/campaign-url-builder/

Hashtag - Like the concept of tags, a user can draw attention to certain aspects of a twitter post. By placing a #symbol before a word (phrases must be joined without spaces) it is highlighted as a tag. Other users will do so, and Twitter can track how many people are talking about something. This has been used to track natural disasters as many people tweet about them.

Headline text – The large headline under your advert image.

Hit – Often misused to mean a unique visit to a webpage. A hit is actually a request for a file from a web server. Therefore, a hit could refer to a request for a webpage or just a request for an image on a webpage. Counting hits is a poor metric because an image-heavy webpage would be counted multiple times.

HTML (Hyper Text Markup Language) – The name of the code used to create webpages. However, there may also be other types of language, such as Liquid, JavaScript or Flash, used to create content on pages.

Hyperlink – Often just called a 'link'. A series of underlined words which can be clicked on to take the user to either another webpage or another part of a webpage. Images or videos can also be used as hyperlinks instead of the words so that users can click on an advert and be taken to another page.

Impressions – The total number of adverts which are seen and delivered to your target audience. Impressions are not the same as reach; impressions are usually higher than reach, because impressions could count one person being delivered an advert multiple times. Whereas reach is the number of unique people who saw your campaign.

Instagram - A photo sharing social network owned by Facebook. Users have their own pages to which they can upload photographs so other users can see them. It is now possible to display targeted advertising on Instagram in a very similar way to Facebook.

JPEG (abbreviation for Joint Photographic Experts Group) – A type of compressed image file which has the extension .jpeg. It is the most common type of image file on the web because it compresses efficiently allowing a high quality image with small file size. However, unlike other image types it does not support transparency. It is one of the types of image which can be uploaded to Facebook for use in advertising.

Landing page – A webpage specifically designed to get a user to take an action e.g. join the Labour Party. In contrast, most webpages are intended to communicate information (see 'conversion funnel').

Lead – In marketing, someone who will require more information or work before making a purchase e.g. someone who needs a call from a sales person to 'close the deal'. In Labour Party terms this is someone who needs to be contacted by the Party before they do something we would like them to do e.g. someone who needs a call from an organiser before going door knocking. Your advertising would be designed to create the 'lead' e.g. by sending them to a landing page on your NationBuilder site, and then the organiser would be able to see that they are a lead and give them a call (see 'conversion funnel' & 'landing page').

Like – An action made by a Facebook user that represents approval. Knowing that the user 'likes' something helps to target them with advertising.

Link – see 'Hyperlink'.

Lookalike – An audience created by Facebook of people who are similar to your users. This is built from people who like your page or visit your website.

Meme - An idea, joke or concept that people share. Memes can be images or videos or text. Typically a meme comes in the form of an image with supportive text. In Facebook, a promoted post with meme-like qualities is more likely to be shared organically.

Messaging – The point which your advert is trying to put across. This will be conveyed by the copy, image and/or video. This will need to be targeted towards the people you are serving the advert to.

Metric – A numerical statistical measure of the performance of your advert or landing page (See 'landing page', 'conversion', 'CPA', 'CPC', 'CPL', 'CPM' & 'CTR')

Newsfeed – In Facebook, this is a constantly updating list of stories in the middle of a user's home page. It includes status updates, photos, videos, links, app activity and likes from people, pages and groups that the user follows on Facebook. This is the main newsfeed every person who logs into Facebook gets and It is one of the main placement locations for adverts.

Opt-out – A decision by a user not to receive targeted advertising on a particular website such as Facebook. They will still receive advertising but it will not be targeted at them. The user has to register their decision with the website normally by going into a 'settings' page.

Organic – This is a term for marketing which has not been paid for e.g. if a user shares your Facebook post with other users. The marketing costs you nothing because the user has engaged with the content (see 'engagement').

Page – In Facebook, an organisation's public-facing 'profile' page. This will be managed by an individual's 'Profile' (see 'profile').

Page views – see 'views'.

Pixel ('Picture Element') – A single dot on a screen. A screen is divided into millions of pixels arranged in rows and columns which are combined to display an image. In Facebook, it refers to the 'Facebook Pixel' which is a single pixel that is used to store a cookie on users' browsers to track them. The idea is that so that you can 'retarget' visitors to your site with adverts i.e. you can ensure people who have visited your site see your adverts. The pixel also allows you to track what people who see your adverts do afterwards particularly whether this is 'converted' to an action which you hope they will take. Furthermore, you can make sure adverts are sent to people who are likely to take action or are 'lookalikes' for people who have engaged with your adverts before (see 'retargeting'). Requires further explanation. – not sure I have this right

Profile – In Facebook, a non-commercial individual's (public-facing) 'page'. It can be used to control an organisation's 'Page' (see 'Page').

Reach – the unique number of people who are 'reached' by your advertising campaign. ≠ impressions. Eg. You may reach 100 people, with 200 impressions of your advert, therefore with an average frequency of 2.0.

Retargeting – Also known as 'remarketing'. These are adverts specifically targeted to people who have already visited your website and are put into an advertising audience based on a cookie which identifies them for retargeting/remarketing.

Right Column (Facebook) – A column on the right-hand side of a desktop Facebook page which can be used to display advertising to a user.

ROI (Return On Investment) – A metric borrowed from the world of investment which describes how much value is generated from the money which is spent e.g. on advertising. Normally, it is expressed as the percentage of the amount spent received back as profit i.e. if you spend £100 and receive £200 back in profit you will have a 100% return on investment. It is intended to illustrate business growth from investment. There is a similar metric for 'Return On Ad Spend' or 'ROAS' which simply measures revenue generated rather than profit and is not focussed on business growth. Neither of these metrics are wholly appropriate for the Labour Party's work since they are focused on monetary return.

Running – As in 'running' an advert, period of time during which an advert is displayed.

Saved audience – An audience which you build in Facebook using native Facebook audience targeting and then save to use later e.g. people 18-24 who live in Manchester and who like cats under this category: Hobbies and Activities > Pets > Cats

Schedule – Defined period of time during which your advert will be displayed.

Segment – A group of people who share the same characteristics or took the same online actions (see 'Audience').

Serve – Loading content on a particular user's computer.

Share - An action made by internet users to pass on any form of information (whether a photo, video, article etc) to their friends, followers and connections. This boosts advertising effectiveness.

Spend – The amount of money you actually spend purchasing advertising to a particular audience during a particular time period.

Split Testing – see 'A/B Testing'.

Social Media - Made up of users who partake in social interactions using social websites, networks and applications.

Sticky advert – an advert which 'sticks' with you as you scroll down a web page and therefore 'sticks' with you.

Subscribe - Choosing to get updates and information from a certain website a lot like subscribing to a magazine.

Tag – Labels given to posts or users by themselves or other users. This helps other users find them easily via searching, listing or linking. For instance, a user may tag a post with relevant categories (see '@tag' & 'hashtag'). In Promote, users can also add "tags" to adverts which they are running in order to group them together within the system only.

Targeting – In digital advertising, choosing to display your adverts to a select group of users who you think will be most interested in it and therefore most likely to engage with it in the way you want. You can target more effectively by testing who responds to particular adverts and modifying your targeting accordingly (see 'A/B Testing', 'Pixel' & 'Google Analytics')

Tracking – Using 'cookies' and 'pixels' to follow users who have visited your site and/or seen your adverts around the internet to find out whether they modify their behaviour as a result.

Trending - An event or topic that is popular and is widely discussed online. This will help maximize advertising return organically.

URL (Uniform Resource Locator) – The technical term for a web address e.g. http://www.google.co.uk.

User Generated Content (UGC) - A term given to all user-created data such as blogs, comments, reviews, podcasts and more.

UTM code – see 'Google campaign parameters'

Video – Exactly the same as you would find in television or film. Video is increasingly popular in advertising as internet connections, mobile devices and computers become better able to handle it smoothly. It tends to be more effective than image advertising.

Views – Otherwise known as 'page views' or 'impressions'. A count of the number of times a webpage has been loaded by users as used in the CPM metric. However, this

may not refer to unique users. In digital advertising, views are used as a measure of how many times adverts on pages have been seen i.e. the more popular a page is the more worthwhile it is to advertise on it because it is more likely that your adverts will have been seen by users. Unfortunately, views can be manipulated by bots and, equally, pages can be loaded without registering as a view. However, page views are more reliable than 'hits' because views never count one page multiple times (see 'impressions', 'hits' & 'CPM').

Viral - Information that spreads quickly from person to person and becomes well known among a huge community. A viral item can be made up of an image, video or text. The reason for it being shared can be news-related, amusing, shocking or other.

Visibility – Also called 'viewability'. It is a metric which only tracks impressions that were seen by users. For example, if an ad is loaded at the bottom of a webpage but a user doesn't scroll down far enough to see it that impression would not be counted. – is this right?

VTC (View Through Conversion) - Consider you are advertising your product or service through online display banners. If someone has viewed the banner, not clicked on it and later came to your website and converted, then this is called a VTC or a View Through Conversion. This is somewhat similar to advertising on a newspaper where someone saw the ad and visited directly. This helps you measure the effectiveness of your ad campaign. Unfortunately there is no way to track who came via this channel and in your Analytics, they would show as direct visitors. VTC is commonly used in Retargeting, Facebook ads and display ad networks. This is not common with text ads like Google Adwords.

9 Appendix 1 – Video Requirements for Social Media Platforms

9.1 Facebook

Characteristic	Description
Format	3g2, 3gp, 3gpp, asf, avi, dat, divx, dv, f4v, flv, m2ts, m4v, mkv, mod, mov, mp4, mpe, mpeg, mpeg4, mpg, mts, nsv, ogm, ogv, qt, tod, ts, vob, wmv
Size	1.75GB max
Duration	Up to 45 minutes
Dimensions	No larger than 1280px wide and divisible by 16px
Aspect Ratio	1.33:1 / 4:3 / SDTV, 1.375:1 / film, 1.77 / 16.9 / HDTV, 1.85:1 / Film, 2:39:1 or 2:40:1 / Widescreen, no pillar boxing or letter boxing
Frame Rate	30fps or below
Audio	Stereo AAC audio compression, 128kbps, sample rate of 44,100hz
Additional Guidance	You can create video adverts that contain almost all types of video files, but Facebook recommends using the MP4 or MOV format. The easiest way to optimize the quality of your video ad is to upload an HD video. If you're exporting your video from editing software (ex: Final Cut Pro, Avid, iMovie) Facebook recommends these custom settings: H.264 video with AAC audio in MOV or MP4 format. No limit to bitrate file if you're using two pass encoding, as long as long as your file doesn't exceed 1 GB. Otherwise, 8 megabits per second for 1080p and 4 megabits per second for 720p.

9.2 Instagram

Characteristic	Description
Format	mp4
Size	30MB max
Duration	Up to 30 seconds
Dimensions	600 x 600 pixels (square)
Aspect Ratio	1.9:1 to 1:1
Frame Rate	30fps max
Audio	Stereo AAC audio compression, 128kbps
Additional Guidance	No limit to bitrate file if you're using two pass encoding, as long as long as your file doesn't exceed 1 GB. Otherwise, 8 megabits per second for 1080p and 4 megabits per second for 720p.

9.3 Twitter

Characteristic	Description
Format	mp4
Size	15MB max
Duration	0.5 to 30 seconds
Dimensions	32x32 and 1280x1024
Aspect Ratio	between 1:3 and 3:1
Frame Rate	40fps or less
Audio	Audio: mono or stereo
Additional Guidance	The media platform is optimized to handle the specifications of video captured on mobile devices. For developers creating their own video (i.e. not uploading video captured directly from a mobile device), please refer to the suggestions below. Each line represents an upload recommendation, but is not a requirement.

Characteristic	Description
	• 1280x720, vid bit: 2048k, aud.bit: 128k • 640x360, vid.bit: 768k, aud.bit: 64k • 320x180, vid.bit:256k, aud.bit: 64k • 640x640, vid.bit:1024k, aud.bit: 96k • 480x480, vid.bit:768k, aud.bit: 64k • 240x240, vid.bit:256k, aud.bit: 64k

10 Document control for this manual

10.1 Document control

Date	Author	Version	Change Description
2017-03-30	RB, TL, TW	1.0	Initial version at launch

10.2 Imprint

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