



Getting Started with Branded Content

Overview - What is branded content on Facebook?

Branded content is a growing and evolving part of the media landscape. On Facebook, we define this as content that features a third party product, brand, or sponsor (“marketer”). It is typically posted by media companies, celebrities, or other influencers. Verified Pages (with the blue checkmark) can share branded content on Facebook as long as they follow our updated branded content policy and ads policy and use the branded content tool to tag marketers in their posts.

View the full list of specifics for branded content: [facebook.com/policies/brandedcontent](https://www.facebook.com/policies/brandedcontent), https://www.facebook.com/policies/ads/#restricted_content.

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- **Understanding What The Marketer Sees**
- **Understanding The Policy**
- **Frequently Asked Questions**
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HOW IT WORKS

Publishers are required to tag the marketer’s Page in any post that features a third party brand, product, or sponsor. When tagged, the marketer will be notified and will be able to see high level performance insights, such as reach and engagement for the post. They also have the ability to share the post to their Page and put additional spend against it.



Look for the “handshake” icon in Page composer to add the branded content tag. In Ads Manager and Power Editor you will see a “Sponsor” field. Note: this is not available for Verified Profiles or Unverified Pages.

Sharing Branded Content to Your Page

Surfaces

All branded content must be tagged using the tool, which is available in:

- Page composer
- Power Editor
- Ads Manager
- Mentions app
- Publisher Tools
- Marketing API: (<https://developers.facebook.com/docs/marketing-api/reference/ad-creative-photo-data>)
- Live API: (<https://developers.facebook.com/docs/videos/live-video-api>)
- Graph API: (<https://developers.facebook.com/docs/graph-api/advanced/branded-content>)

Content types

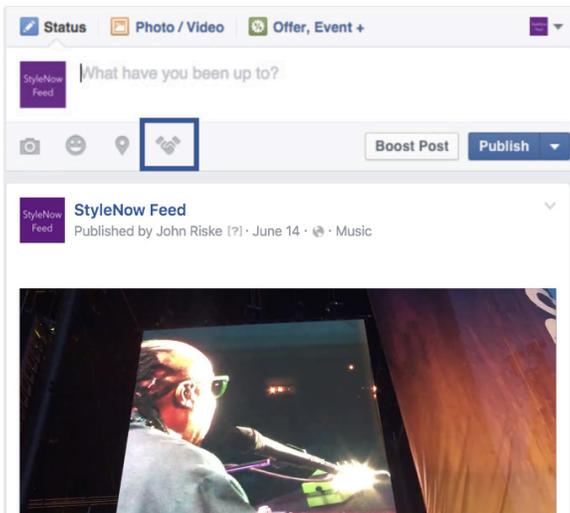
The branded content tag can be added in the following post types:

- Photos
- Videos
- Links
- Text
- Instant Articles (<https://developers.facebook.com/docs/instant-articles/ads/branded-content>)
- 360 videos
- Live videos

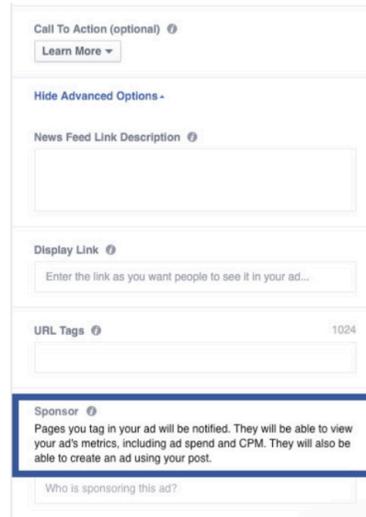
Tagging posts

1. Type in the name of the third party product, brand, or sponsor featured in the post.

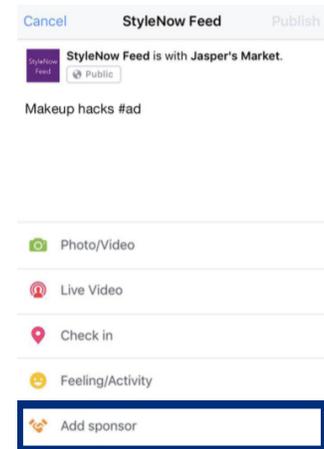
In any post composer you'll first need to click on the “handshake” icon before typing, and in Ads Manager and Power Editor you will see a “Sponsor” field in the Advanced Options section.



Page composer

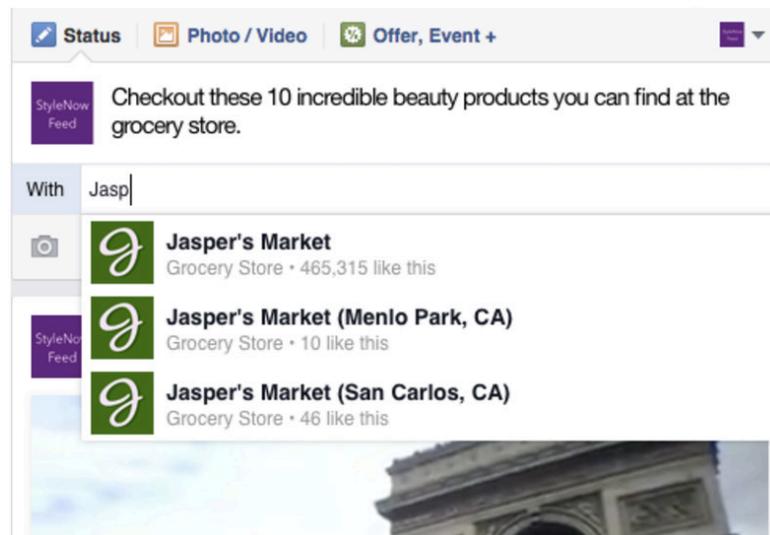


Power Editor



Live composer

Begin typing the name of the marketer, and select the marketer's Page from the drop down menu. Alternatively, paste the Page URL in the typeahead to find the marketer's Page.



2. Branded content posts will appear in News Feed with the “with” tag.



3. See insights for branded content posts as you would any other post.

UNDERSTANDING WHAT THE MARKETER SEES

Marketers that have been tagged in posts will be able to collaborate more closely with media publishers and influencers by seeing high level post metrics of reach and engagement for branded content posts they are tagged in. If the publisher or influencer boosted their post or created it as an ad, the marketer will be able to see total spend and CPM on the post.

Branded Content

2 Ad Accounts

All Sponsors Sep 29, 2015 - Oct 5, 2015

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

| Published | Page | Post | Type | Targeting | Reach | Engagement | CPM | Total Spend | Promote |
|-----------------------|---------------|--|---|---|-------|------------|-----|-------------|---------------|
| 10/04/2015 2:30 pm | StyleNow Feed |  Checkout these 10 incredible beauty p... |  |  | 181 | 14 1 | - | \$300 | Share & Boost |

Marketers can also use the “Share & Boost” button to share the post to their Page and boost it to a chosen audience. The publisher will get notified if their post is shared and boosted. The marketer does not have access to content management permissions for the publisher’s post and cannot take actions like deleting and editing - these are reserved for the content publisher. Marketers must share the post to their own Page in order to boost the post.

Learn more about marketers’ role in branded content here: <https://www.facebook.com/business/news/>

UNDERSTANDING THE POLICY

Under the updated branded content and ads policies, media publishers and influencers *must tag* marketers in a branded content post - whether appearing on a Page as a published post or as an ad.

The Policy

In addition to the tagging requirement, the policy restricts some types of branded content from our platform. People have told us that branded content that is more promotional in nature is less engaging. Based on this feedback, our policy guidelines prohibit overly promotional executions, such as pre-roll advertisements, and banner ads in branded content posts. For a full list see the branded content policy (<https://www.facebook.com/policies/brandedcontent/>). For ads content, there are no creative restrictions beyond regular ads policy (https://www.facebook.com/policies/ads/#restricted_content).

This chart can help you quickly determine which policies to follow:

| | Pages Terms | Ads policy |
|----------------------------|-------------|------------|
| Published post | ✓ | |
| Published and boosted post | ✓ | ✓ |
| Unpublished post | | ✓ |

Even when they tag marketers in branded content posts, publishers and influencers remain responsible for understanding their legal obligations to indicate the commercial nature of content they post.

Policy Enforcement for Branded Content Posts

Just like all content on Facebook, branded content will go through a review process. We will be enforcing the usage of the tagging functionality, along with compliance with updated Pages terms and ads policy.

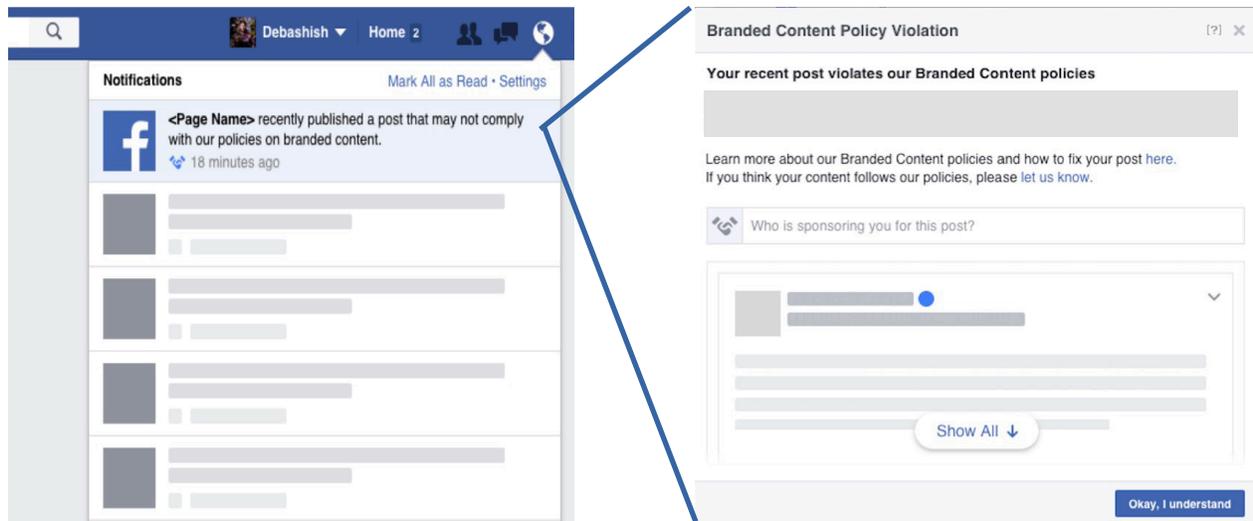
We will begin scaling enforcement after September 1, 2016 to remove non-compliant branded content or disapprove ads for lack of compliance. Posts that violate the policy will be removed from Facebook.

Addressing Violations

Publishers will receive a notification describing the reason for the violation so that, depending on the violation, they can add a tag and restore the post, address the violation and create a new post, or appeal the violation.

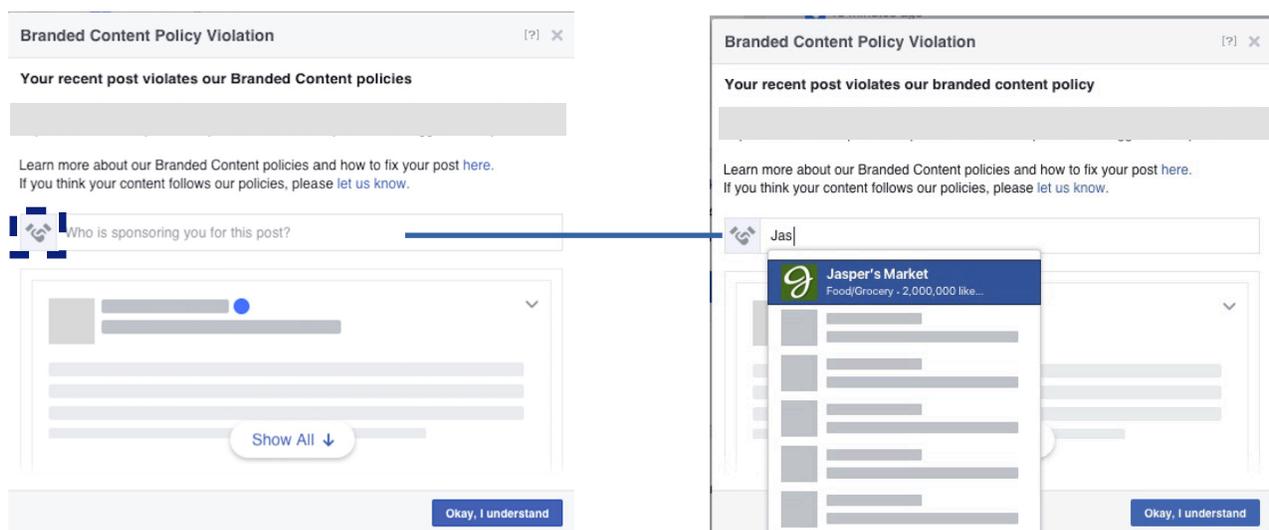
1. Receive a notification that your post violates the policy.

If our enforcement system identifies your post as a violation, your post will be removed and you will receive a notification that looks like this:



2. If your post is in compliance with the policy but is missing a tag, add a tag.

In the Notifications drop-down or tab on your Page, select the branded content tab and click on the violation you would like to address. In the pop-up box, find the “handshake” icon and begin typing the name of your marketer’s Page to add the tag.



Once you click “Okay, I understand,” in the bottom right corner of the pop-up, the post will be restored.

3. If your post’s content is not compliant with the policy, you must re-create it to post it again.

If the post was flagged for other violations, (e.g., pre-rolls) you can re-create the post after addressing the violating elements, for example removing the pre-roll.

4. If you feel your post has been incorrectly flagged as a violation, submit an appeal.

To appeal a violation, in the Notifications drop-down or tab on your Page, select the branded content tab and click on the violation you would like to appeal. In the pop-up box, click the “let us know” hyperlink, fill out the appeals form, and click “Send.”

Feedback for Branded Content Policies

Your Page's post goes against our guidelines for branded or promotional content. Please use this form to share feedback about our updated policies.

[Learn more about our branded content policies here.](#)

Please provide the URL link to the post you're referring to.

To access the URL of the post, click the timestamp at the top of the post, then copy and paste the URL to this form.

Feedback

Send

You will later receive a notification to let you if your appeal was accepted and the post restored, or if your appeal was denied.

Frequently Asked Questions

Q: What is the definition of branded content?

A: Branded content is a growing and evolving part of the media landscape. On Facebook, we define this as content that features a third party product, brand, or sponsor (“marketers”). It is typically posted by media companies, celebrities, or other influencers.

Q: What is the branded content tool and policy update?

A: We’re updating our branded content policy to enable blue Verified Pages — like publishers and influencers — to share branded content on Facebook. Previously, our [branded content policy](#) and [ads policy](#) prohibited Pages from promoting third-party brands.

Q: Does this only apply to videos, or other kinds of branded content as well? Does it work with newer formats like Instant Articles, Live video and 360 video?

A: You can use the branded content tag with the following post types : photos, videos, links, text, Instant Articles, 360 videos, and Live.

Q: Who can post branded content?

A: All blue Verified Pages. Unverified Pages are not permitted to post branded content.

Q: What are some good examples of branded content?

A: Lady Gaga worked with Intel to post a video of her Grammy performance from her Page. See the [launch blog post](#) for the visual example.

Q: How does this impact News Feed ranking?

A: Tagging a marketer does not impact your post’s News Feed ranking. The same signals — such as engagement and reach — will continue to guide your post’s distribution. Keep in mind that people do not want to see overly promotional content, and those types of posts will likely continue to receive less distribution organically.

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- General
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- Working with Marketers
- Enforcement

Q: How will this impact people?

A: We hope this will help connect people to more of the content they care most about on Facebook, as this update gives publishers and influencers additional incentive to share more quality content — of all kinds — with their fans.

Policy**Q: What are the specifics of the policy?**

A: Visit our [branded content policy](#) and [ads policy](#) to learn more about the branded content policy.

Q: Will Facebook try to get involved with the deals I have between me and my marketers?

A: No, the updated policy does not change your relationship with your marketers. Page owners are paid directly by the brand for their production and creative services. If the publisher or advertiser chooses to boost the post, Facebook is paid for media, which is purchased in auction, no different than any other ad product on Facebook.

How To Tag**Q: What will a branded content post look like in News Feed?**

A: Branded content will be indicated by a new “with” tag. For example, it might say “Lady Gaga with Intel” — you can see what this looks like in our [launch blog post](#).

Q: Where can Pages access the branded content tool?

A: The branded content tool can be accessed from Page Composer, Mentions app, Publisher Tools, Ads Create Flow (new Ads Manager), Power Editor, the Marketing API, the Live API, and the Graph API.

Q: Can a publisher using Mentions for Profile use the branded content tag?

A: No. While Mentions is for Verified Pages and Verified Profiles, only Verified Pages will see the branded content icon in composer at this time. We will extend the product to support Verified Profiles soon.

Q: Can Pages access the branded content tool through Publisher Tools?

A: Yes, publishers can add the branded content tag in Publisher Tools, by creating a post, uploading a video, or creating a Live video from this surface. To create a post and add the tag, click “Posts” in the left hand navigation bar, and then click the blue “+Create” button; and to upload a video or create a Live video, click “Videos” in the left hand navigation bar, and then click the “+Upload” button or the “+Live” button. Then in the pop-up composer, find the “handshake” icon, and add your marketer.

Q: Does tagging the marketer absolve the publisher/influencer of all legal responsibility to disclose commercial content?

A: No, even with the use of the tag, publishers and influencers remain responsible for their legal disclosure obligations including those needed to indicate the commercial nature of content they post. Facebook cannot offer legal guidance around disclosure requirements. You should consult with your legal teams to understand how they would like you to notate commercial relationships within your posting strategy. Facebook has no restrictions on adding additional disclosures within the copy.

Q: What if the branded content post features multiple marketers?

A: We are working on the capability to tag multiple marketers however this is not available today. For compliance purposes we ask you tag the most prominent marketer in your post.

Q: What if the marketer that the publisher wants to tag does not have a Page?

A: If the marketer does not have a Page and it makes sense for them to create one, they should create a Page and the publisher should tag them. If not, you should appeal the violation.

Q: What if the publisher tags the wrong Page by accident? Can they edit?

A: Unfortunately editing a tag is not available on Page Composer. You will have to delete the post and start over.

Q: Can an marketer untag themselves from the post if they're tagged incorrectly?

A: Yes.

Q: Does this work with Instant Articles?

A: Yes, an Instant Articles post can be tagged as branded content with our new tool; follow the [developer documentation](#) to learn how. We also suggest following the Instant Articles [design guidelines](#) to render your branded content posts as Instant Articles. In the coming weeks, we will roll out the ability to include your marketer's logo above the fold as well.

Live

Q: How do I tag branded content in Live videos? Can I do so through composer, if so how?

A: Live videos published in the post composer or with the Live API must have a tag. In the composer, before going live you'll find the "handshake" icon; tap on it and a typeahead will appear where you can select the marketer's Page you would like to tag from the drop down menu. Once the Page is selected, you can tap the Live icon and begin your broadcast. To learn more, read our [Get Started Page](#). Read the [Live API documentation](#) to learn how to add the tag with the Live API.

Q: How do I tag my Live video from the Mentions app?

A: To create a branded content Live video post, start in the Mentions app.

1. Tap the “What’s on your mind?” at the top of your News Feed or tap “Post” in the center of the bottom bar.
2. Tap “Add Sponsor” at the bottom of the screen and tag your marketer by typing the marketer’s Page name.
3. Then tap “Live Video” and your Live video post will contain the branded content tag.

Instant Articles

Q: How do I add the marketer logo to the top of my article? Can I add it anywhere?A: Read our [developer documentation](#) to learn more about the [branded content policy](#) and adding a marketer’s logo to your articles. At this time the design tools and branded content policy only support logos next the byline.

Q: Do I add the branded content tag within my Instant Articles?

A: No, the branded content tag is added at the post level. When you create a post with your Instant Article, add the branded content tag in composer or via the APIs for which the tag is available. Learn more about adding the branded content tag on our [Get Started](#) page.

Working with Marketers**Q: How does this work for marketers? What will a marketer see?**

A: When the marketer gets tagged by the publisher, they will get a notification. The marketer will be able to see the post performance, including reach, clicks, likes, comments and shares. If the branded content was posted as an ad, marketers will also see total spend on the campaign and its CPM. Additionally, marketers have the ability to share and boost the post to their selected audiences.

Q: Can the marketer boost from my ad account or add spend to my post?

A: No. The marketer has to share the Page owner’s post from their Page and then can boost to put spend against that post, they are unable to directly boost the original post.

Enforcement**Q: How are we enforcing the new policy?**

A: Beginning 9/1 we will start to scale enforcement of the branded content policy; posts that violate the policy will be removed from Facebook. Publishers will be given educational warnings for their first couple of posts, published after 9/1, that violate the branded content policy. After this date, posts that violate the policy will be removed from Facebook. The partner will receive a notification on Facebook and an email describing the specific violation. Depending on the violation, partners will have the option to add a tag and restore the post, address the violation and create a new post, or appeal the violation.

Q: What does “removing” a post mean?

A: When a post is removed, the post will be removed from the Page’s timeline and will no longer be visible to anyone but the Page admin.

Q: Is there a maximum number of violations allowed from a Page before the Page is taken down?

A: No, only individual violating posts will be impacted by this policy enforcement. There will be no impact to the overall Page.

Q: What does a publisher do once their post is removed? Can they repost? Can they edit?

A: All admins of the publisher’s Page will receive a notification describing the violation. The publisher then has three options, depending on the ways in which the content violated the policy.

1. If your post is removed because the marketer was not tagged, you have the ability to add the tag and the post will be restored.
2. If the post was flagged for other violations, such as pre-rolls, will be removed, and publishers can re-create the post after addressing the violating elements, for example removing the pre-roll.
3. If a the publisher feels the post has been incorrectly flagged as a violation, they can submit an appeal through the appeals form.

For step-by-step instructions on how to take any of these actions, read the “Addressing Violations” section of this Get Started Guide.

Q: Can partners simply edit the post after the violation has been flagged?

A: If a post is removed because the marketer was not tagged, you have the ability to add the tag and restore the post. Posts with other violations, such as pre-rolls, will be removed, and publishers can re-post the video after addressing the violating elements, for example removing the pre-roll.

Q: Will partners be able to appeal violations? How?

A: Yes, to appeal a violation, in the Notifications drop-down and tab on your Page, select the branded content tab and click on the violation you would like to appeal. In the pop-up box, click the “Appeals Form” hyperlink, fill out the form, and click “Send.” You will later receive a notification to let you if your appeal was accepted and the post restored, or if your appeal was denied.

Q: What if a post was incorrectly flagged as a violation ?

A: Publishers should use the appeals flow to report a post they think has been flagged incorrectly, and we will restore the post if it was originally compliant.

More resources

Help Center

<https://www.facebook.com/help/BrandedContent>

Policy links

Pages terms

<https://www.facebook.com/policies/brandedcontent/>

Ads policy

<https://www.facebook.com/policies/ads/#restricted>



Branded Content Instructional Guide

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What is Branded Content?

On Facebook, we define branded content as any content – including text, photos, videos, Instant Articles, links, 360 videos and Live videos – from Page owners that features third party products, brands, or sponsors. Page owners are typically media companies, celebrities, or other influencers.

We have updated our policies so only publishers and influencers with verified Pages (with a blue checkmark) can collaborate with marketers to share branded content on Facebook through ads or organic posts.



Definitions and Policies

Page owners have blue verified Pages and are typically media publishers, influencers or public figures.

Marketers are any third party brand, product or sponsor that a Page owner may feature.

Our policies aim to ensure branded content is of the highest quality:

- Policy now requires marketers to be tagged in both organic post and ads
- Creative restrictions on Page content – No pre-/post-/mid-roll; banner ads – for a complete list, see branded content policy in Pages terms
- Policy links
 - Pages terms: <https://www.facebook.com/policies/brandedcontent/>
 - Ads Policy: <https://www.facebook.com/policies/ads/#restricted>

Branded Content Availability

| Tagging is available with the following formats/post types: | Tagging is available from the following surfaces: | Insights and 'Share & Boost' are available from the following surfaces: |
|---|---|---|
| Text | Page Composer | Business Manager |
| Photos | Ads Manager | Page Insights |
| Videos | Marketing API | |
| Links | Power Editor | |
| 360 videos | Mentions app | |
| Live videos | Graph API Live API | |
| Instant Articles | | |

* Slideshow & Carousel will be supported over time.

* Current only the following four objectives are supported for ads (video views, website clicks, website conversions, and boost post). We will add support for the remaining objectives over time.

How It Works

1. Page owner tags marketer using the branded content 'tool'.

*2. When your Page is tagged in a branded content post, the Page admin(s) will get a notification and have the ability to:

- 1 View insights
- 2 'Share and boost' the branded content post

These two functionalities are available in Business Manager and Page Insights.

* This is relevant for marketers only.

Tagging Functionality

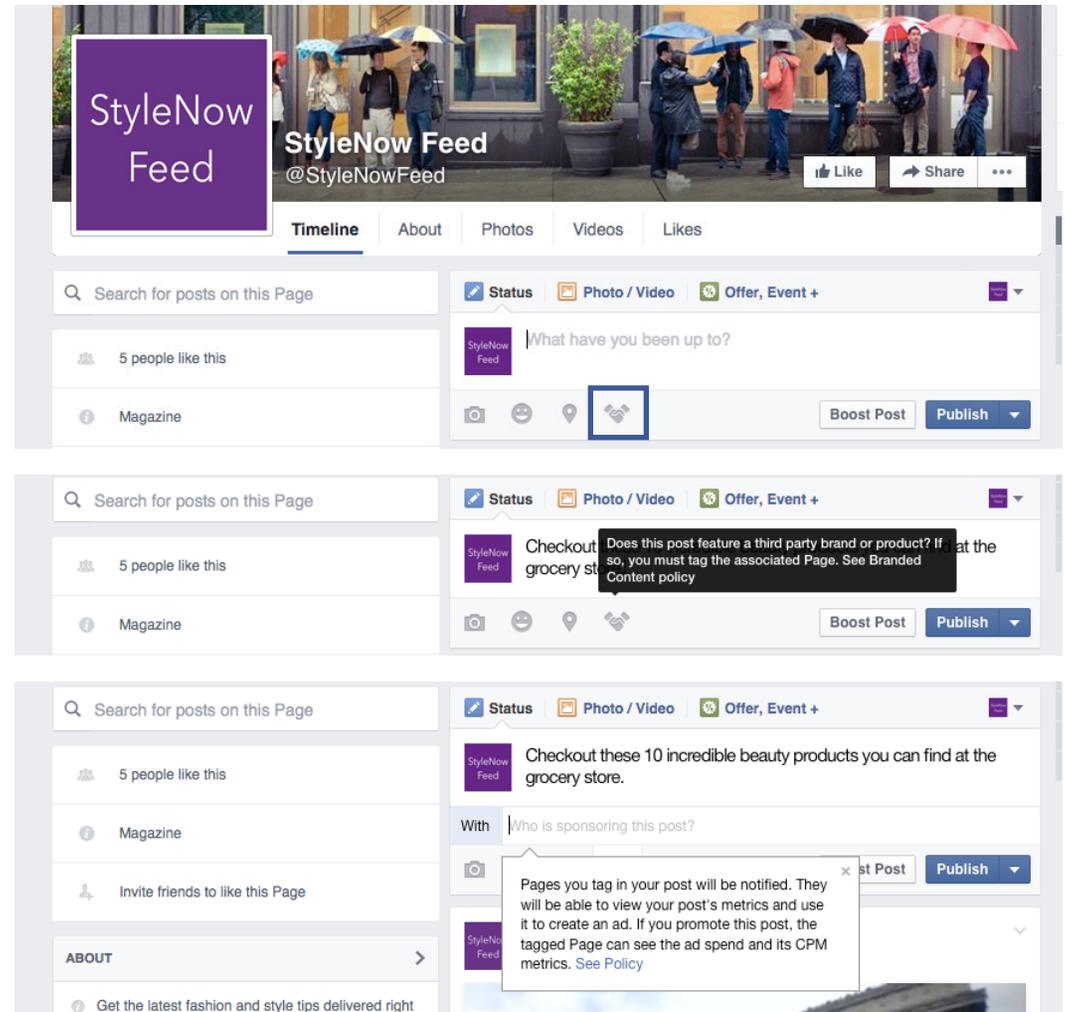
The Following Section Is for Page Owners Who Post Branded Content

Page owner can tag the marketer using any of the following surfaces:

- Page Composer
- Power Editor
- Ads Manager
- Mentions app
- [Marketing API](#)
- [Graph API](#)
- [Live API](#)
- Publisher Tools

Page Composer Flow

For verified Pages, a new handshake icon will appear in your Page Composer.



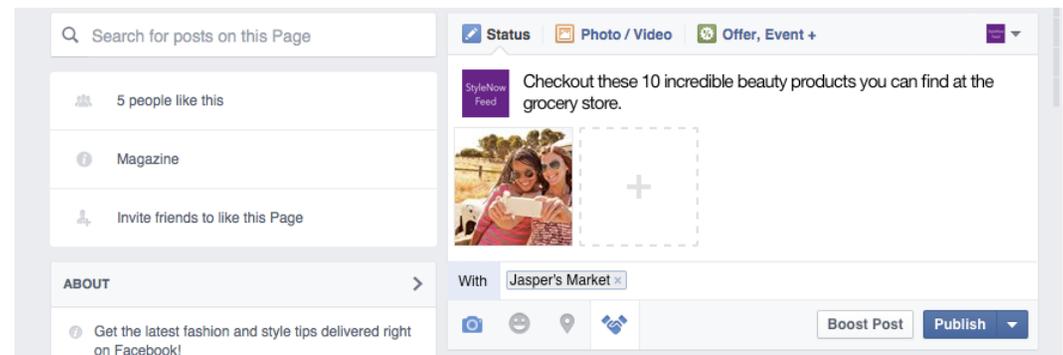
By selecting the handshake icon, a typeahead will appear.

Page Composer Flow

Begin typing the name of the marketer, and select the marketer's Page from the drop down menu. Alternatively, paste the Page URL in the typeahead to find the marketer's Page.



Once the page is selected, you can also add any other content including photos, videos, text, link shares and more.

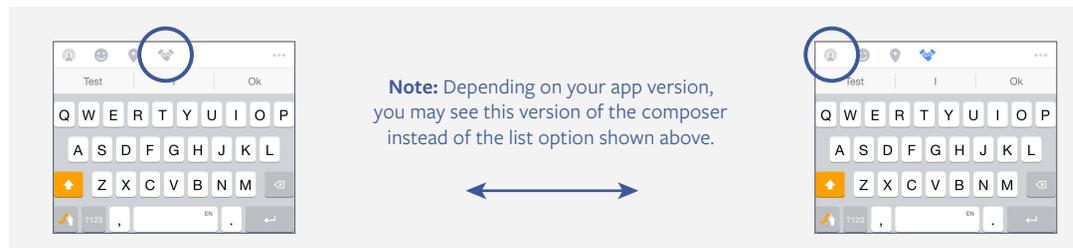
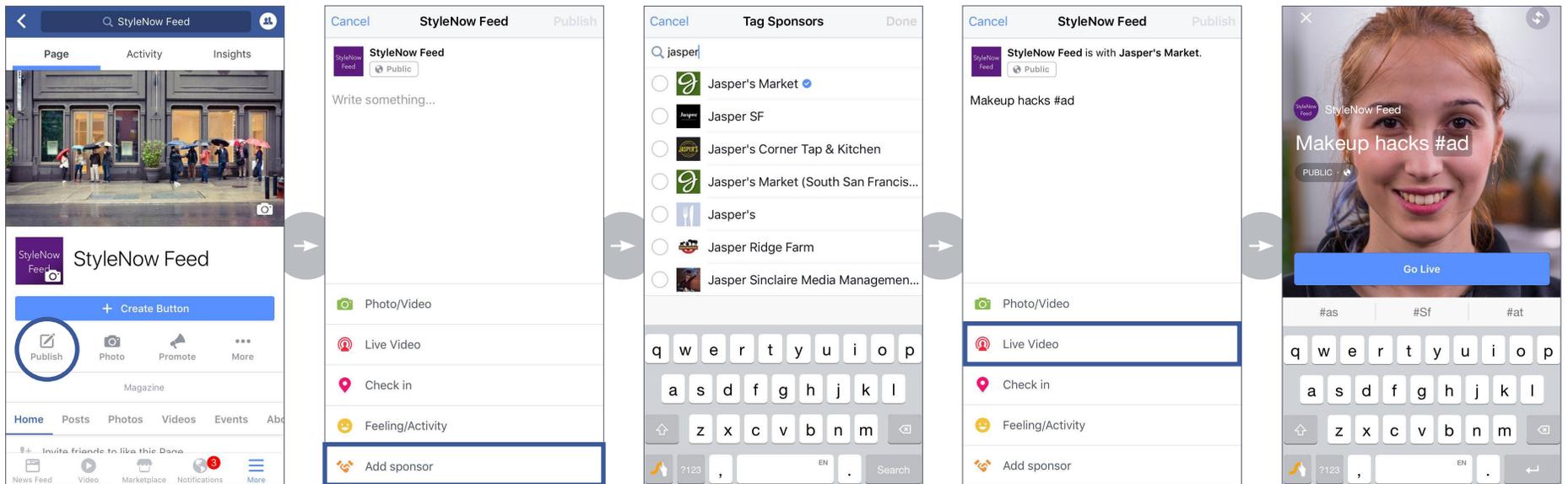


Page Composer Flow

After you hit publish, the post will now appear 'with' the marketer tag.



Page Composer (Live Video)

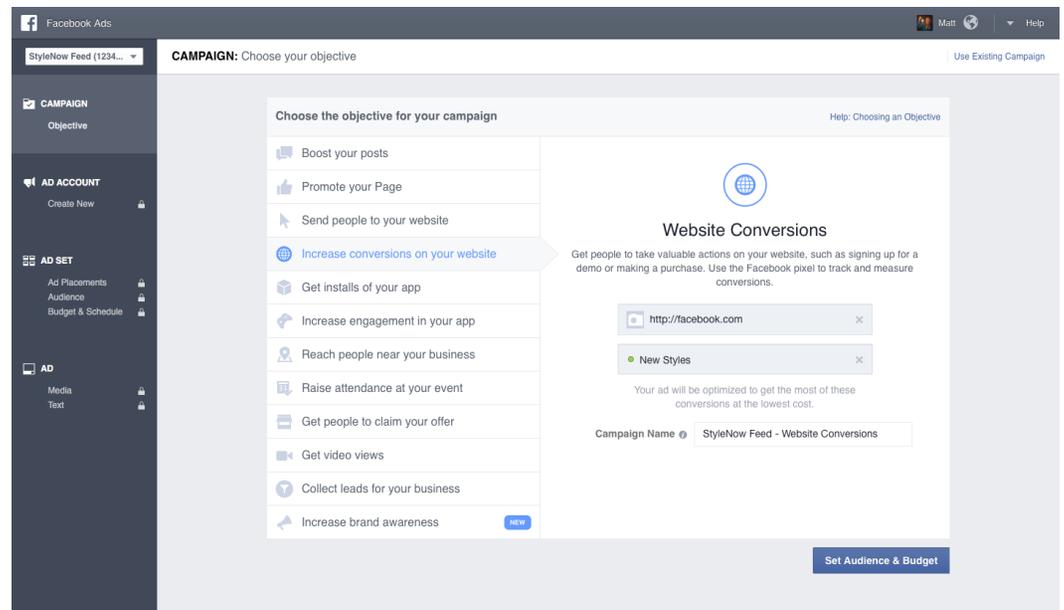


For verified Pages, a new handshake icon will appear when you click “publish”. First, select the handshake icon and a typeahead will appear where you can select the marketer’s Page from the drop down menu.

Once the Page is selected, you can select the Live icon and begin your broadcast.

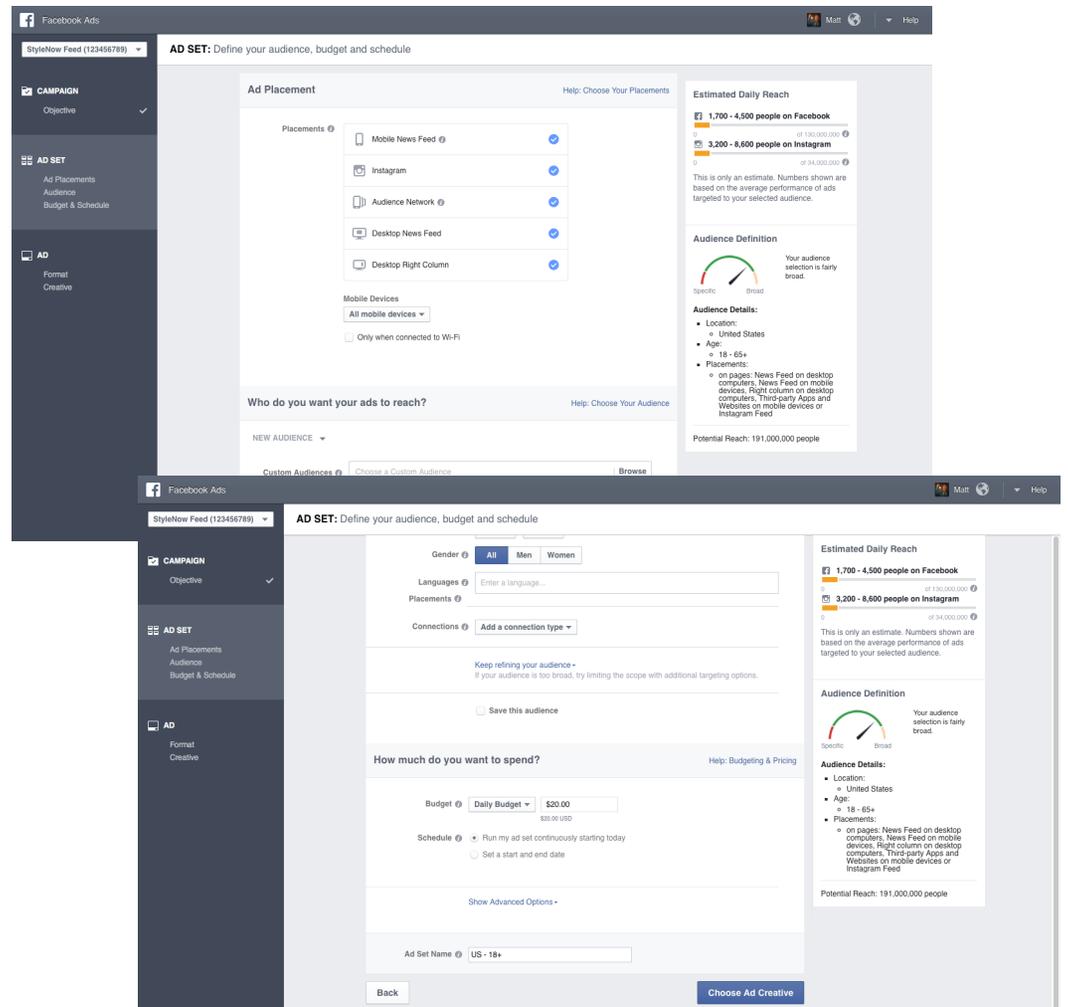
Power Editor Flow

To use Power Editor to create your branded content ad, start by selecting your objective. At this point we only support: Boost your posts, Get Video Views, Send people to your website and Increase conversions on your website. We will extend support to other objectives over time.



Power Editor Flow

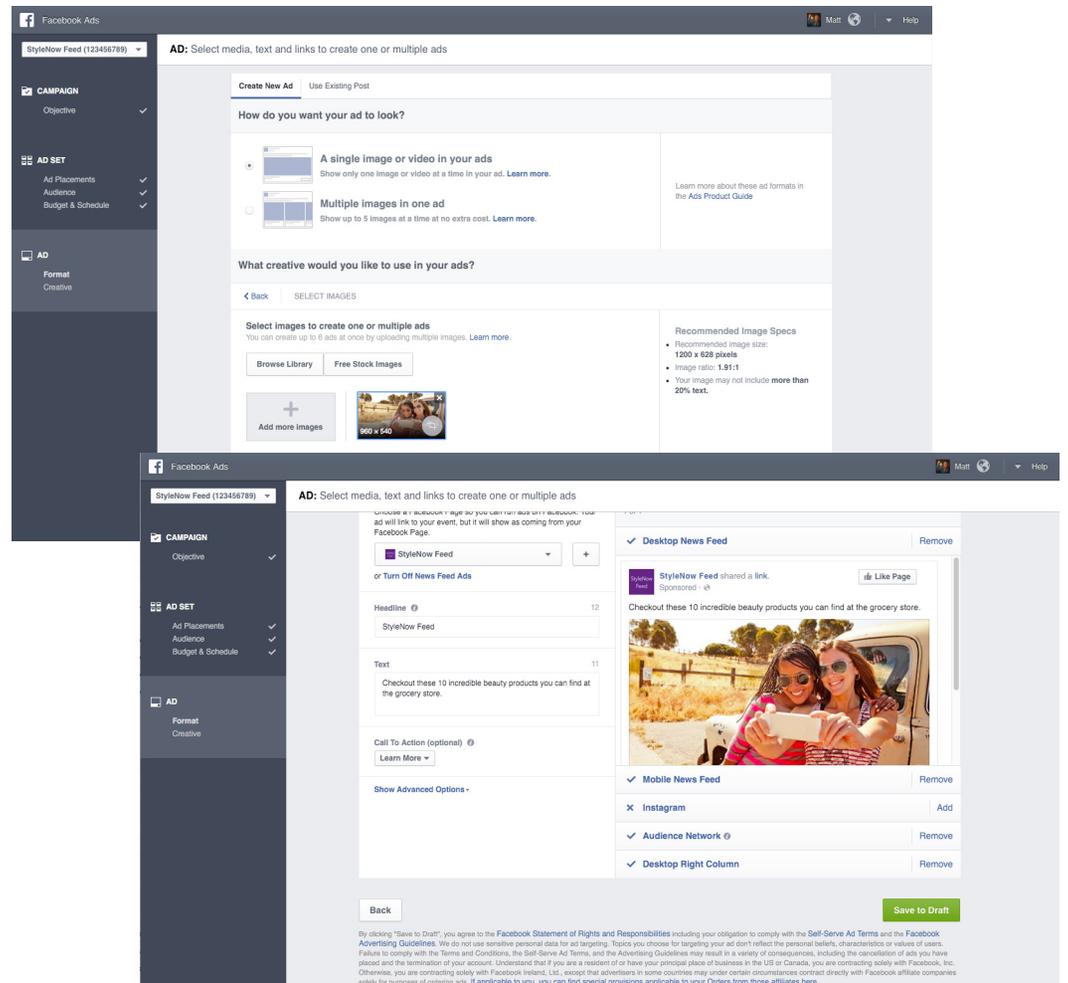
Create your ad set by defining your audience, budget and schedule.



Power Editor Flow

Pick the format and creative for your ad.

Scroll to the Advanced Options.



Power Editor Flow

Click on 'Show Advanced Options'.

Start typing your marketer's name in the sponsor bar.

Select the right Page to tag your marketer.

The screenshot shows the Facebook Ads Power Editor interface. The left sidebar contains navigation options: CAMPAIGN (Objective), AD SET (Ad Placements, Audience, Budget & Schedule), and AD (Format, Creative). The main area is titled 'AD: Select media, text and links to create one or multiple ads'. It includes fields for 'Call To Action (optional)', 'Hide Advanced Options', 'News Feed Link Description', 'Display Link', 'URL Tags', and 'Sponsor'. The 'Sponsor' field is highlighted with a blue box, and a dropdown menu is open, showing suggestions for 'Jasper's Market', 'Jasper's Market (Menlo Park, CA)', and 'Jasper's Market (San Carlos, CA)'. The right sidebar shows ad placement options: Desktop News Feed, Mobile News Feed, Instagram, Audience Network, and Desktop Right Column. A 'Save to Draft' button is visible at the bottom right.

Power Editor Flow

Your ad will reference your Page 'with' the marketer's Page.



The image shows a Facebook advertisement. At the top left, there is a purple box with the text "StyleNow Feed". To its right, the text reads "StyleNow Feed with Jasper's Market" and "Just now · 🌐". Below this header, the main text of the ad says "Check out these 10 incredible beauty products you can find at the grocery store." Underneath the text is a photograph of two young women wearing sunglasses and smiling as they take a selfie with a smartphone. They are standing outdoors in a rural setting with a wooden fence and trees in the background. At the bottom of the ad, there are three icons: a thumbs-up for "Like", a speech bubble for "Comment", and a share icon for "Share". On the far right, there is a small profile picture icon and a downward arrow.

Ads Manager Flow

To use Ads Manager to create your branded content ad, start by selecting your objective. At this point we only support: Boost your posts, Get Video Views, Send people to your website and Increase conversions on your website. We will extend support to other objectives over time. Create your ad set by defining your audience, budget and schedule. Pick the format and creative for your ad. Scroll and click on ‘Show Advanced Options’.

Ads Manager

AD: Select media, text and links to create one or multiple ads

Close Without Saving

Back

Review Order

Place Order

By clicking "Place Order", you agree to the Facebook Statement of Rights and Responsibilities including your obligation to comply with the Self-Serve Ad Terms and the Facebook Advertising Guidelines. We do not use sensitive personal data for ad targeting. Topics you choose for targeting your ad don't reflect the personal beliefs, characteristics or values of users. Failure to comply with the Terms and Conditions, the Self-Serve Ad Terms, and the Advertising Guidelines may result in a variety of consequences, including the cancellation of ads you have placed and the termination of your account. Understand that if you are a resident of or have your principal place of business in the US or Canada, you are contracting solely with Facebook, Inc. Otherwise, you are contracting solely with Facebook Ireland, Ltd., except that advertisers in some countries may under certain circumstances contract directly with Facebook affiliate companies solely for purposes of ordering ads. If applicable to you, you can find special provisions applicable to your Orders from those affiliates here.

Ads Manager Flow

Start typing your marketer's name in the sponsor bar. A typeahead will appear.

The screenshot displays the Facebook Ads Manager interface for creating a new ad. The top navigation bar shows the account name 'Matt' and a search bar. The left sidebar contains navigation options: 'CAMPAIGN' (Objective), 'AD SET' (Ad Placements, Audience, Budget & Schedule), and 'AD' (Format, Creative). The main content area is titled 'AD: Select media, text and links to create one or multiple ads' and is divided into several sections:

- How do you want your ad to look?** This section offers two options: 'A single image or video in your ads' and 'Multiple images in one ad'.
- What creative would you like to use in your ads?** This section provides three creative options: 'Images', 'Slideshow', and 'Video'.
- What text do you want to use?** This section includes fields for 'Headline', 'Text', 'Call To Action (optional)', 'News Feed Link Description', 'Display Link', and 'URL Tags'.
- Sponsor** This section allows the user to select a sponsor. A typeahead list is shown with the text 'Jasp' entered, displaying results for 'Jasper's Market' at various locations.
- Ad Preview** This section shows a preview of the ad as it will appear in the 'Desktop News Feed' and 'Mobile News Feed'. The preview includes the ad's headline, image, and text.

Ads Manager Flow

Select the right Page to tag your marketer.

The screenshot displays the Facebook Ads Manager interface. On the left is a dark sidebar with navigation options: CAMPAIGN (Objective), AD SET (Ad Placements, Audience, Budget & Schedule), and AD (Format, Creative). The main area is titled 'AD: Select media, text and links to create one or multiple ads'. It features a 'Create New Ad' button and a 'Use Existing Post' option. Below this, there are sections for 'How do you want your ad to look?' (with options for 'A single image or video in your ads' and 'Multiple images in one ad'), 'What creative would you like to use in your ads?' (with options for 'Images', 'Slideshow', and 'Video'), and 'What text do you want to use?'. The 'Text' section includes fields for 'Headline', 'Text', and 'Call To Action'. The 'Sponsor' section is highlighted with a blue box and contains a dropdown menu with 'Jasper's Market' selected. On the right, a preview of the ad is shown, featuring a photo of two women and the text 'StyleNow Feed shared a link...'. At the bottom, there are buttons for 'Back', 'Review Order', and 'Place Order', along with a disclaimer about the 'Place Order' button.

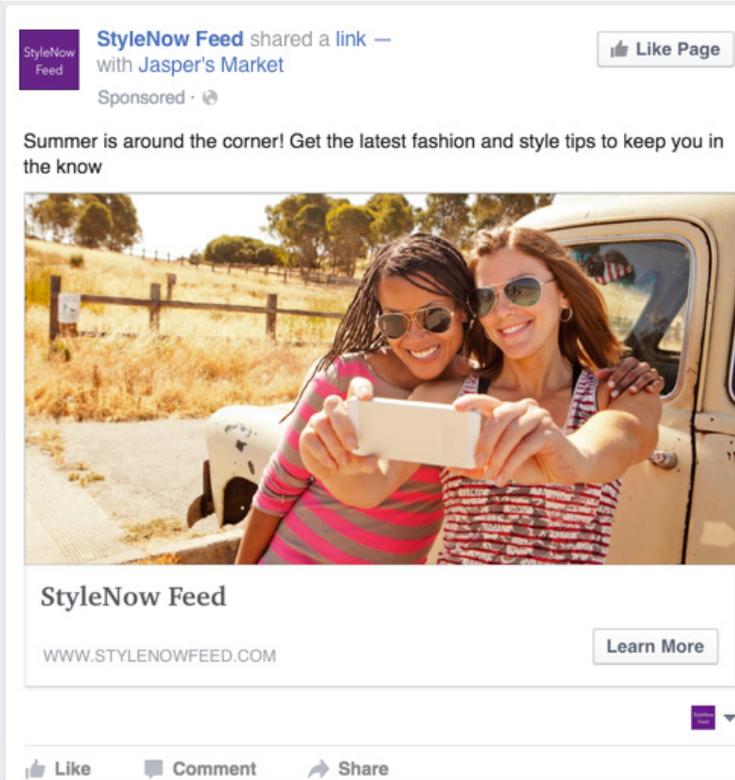
Ads Manager Flow

Finish your settings and hit
'Place Order'.

The screenshot displays the Facebook Ads Manager interface. On the left is a dark sidebar with navigation options: CAMPAIGN (Objective), AD SET (Ad Placements, Audience, Budget & Schedule), and AD (Format, Creative). The main content area is titled 'AD: Select media, text and links to create one or multiple ads'. It includes sections for 'How do you want your ad to look?' (single or multiple images/video), 'What creative would you like to use in your ads?' (Images, Slideshow, Video), and a 'Text' field with a character count of 7. A 'Call To Action' dropdown is set to 'Learn More'. Below this are 'Advanced Options' for 'News Feed Link Description', 'Display Link', and 'URL Tags'. The 'Sponsor' field is set to 'Jasper's Market'. At the bottom, there are checkboxes for 'Mobile News Feed', 'Instagram', 'Audience Network', and 'Desktop Right Column'. A 'Place Order' button is highlighted in green. A white modal window is overlaid on the screen with the heading 'Your Order Has Been Placed'. It features a blue checkmark icon and a progress bar with three stages: 'Order Placed' (completed), 'In Review' (current), and 'Approved'. Below the progress bar, there is a section for 'Track Conversions with the Facebook Pixel' with a 'Create Pixel' button. At the bottom of the modal are 'Create Similar Ad' and 'Continue' buttons. A small disclaimer at the very bottom of the page reads: 'By clicking "Place Order", you agree to the Facebook Statement of Rights and Responsibilities including your obligation to comply with the Self-Serve Ad Terms and the Facebook Advertising Guidelines. We do not use sensitive personal data for ad targeting. Topics you choose for targeting your ad don't reflect the personal beliefs, characteristics or values of users. Failure to comply with the Terms and Conditions, the Self-Serve Ad Terms, and the Advertising Guidelines may result in a variety of consequences, including the cancellation of ads you have placed and the termination of your account. Understand that if you are a resident of or have your principal place of business in the US or Canada, you are contracting solely with Facebook, Inc. Otherwise, you are contracting solely with Facebook Ireland, Ltd., except that advertisers in some countries may under certain circumstances contract directly with Facebook affiliate companies solely for purposes of ordering ads. If applicable to you, you can find special provisions applicable to your Orders from those affiliates here.'

Ads Manager Flow

Your ad will reference your Page
'with' the marketer's Page.

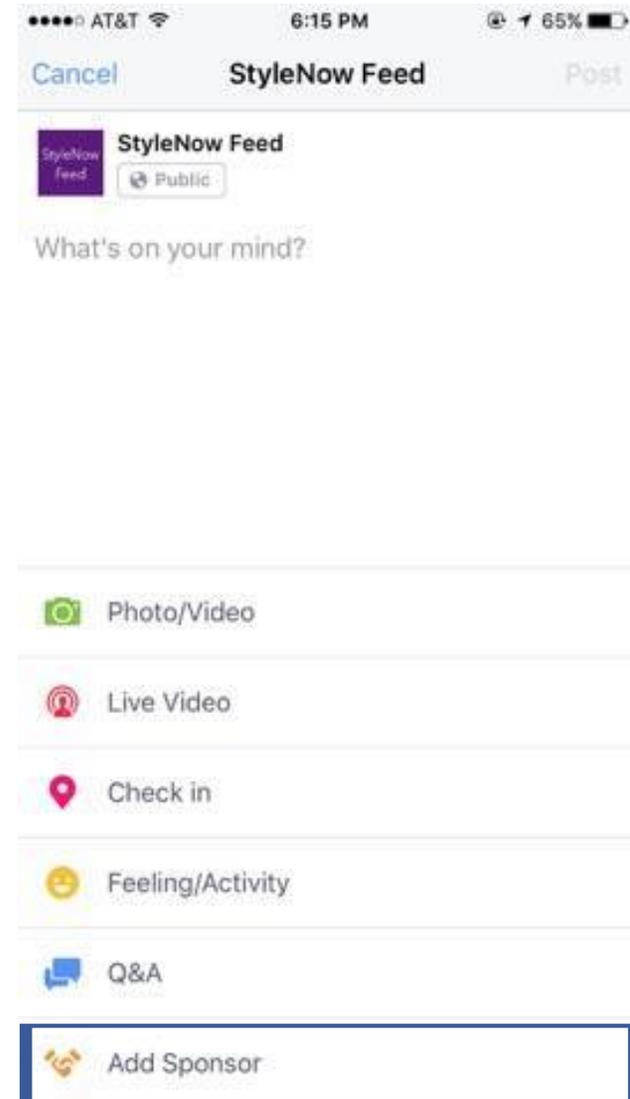


A screenshot of a Facebook advertisement. At the top left, a purple box contains the text "StyleNow Feed". To its right, the text reads "StyleNow Feed shared a link — with Jasper's Market". In the top right corner, there is a button that says "Like Page" with a thumbs-up icon. Below this, the word "Sponsored" is followed by a globe icon. The main text of the ad says "Summer is around the corner! Get the latest fashion and style tips to keep you in the know". The central image shows two young women with long hair and sunglasses taking a selfie with a white smartphone. They are standing outdoors in a sunny, rural setting with a white vintage car and a wooden fence in the background. Below the image, the text "StyleNow Feed" is displayed, followed by the website "WWW.STYLENOWFEED.COM". A "Learn More" button is located in the bottom right of the ad area. At the very bottom of the ad, there are icons for "Like", "Comment", and "Share".

Mentions Flow

Open up the Mentions app and tap 'What's on your mind?' at the top of the News Feed or tap 'Post' in the center of the bottom bar.

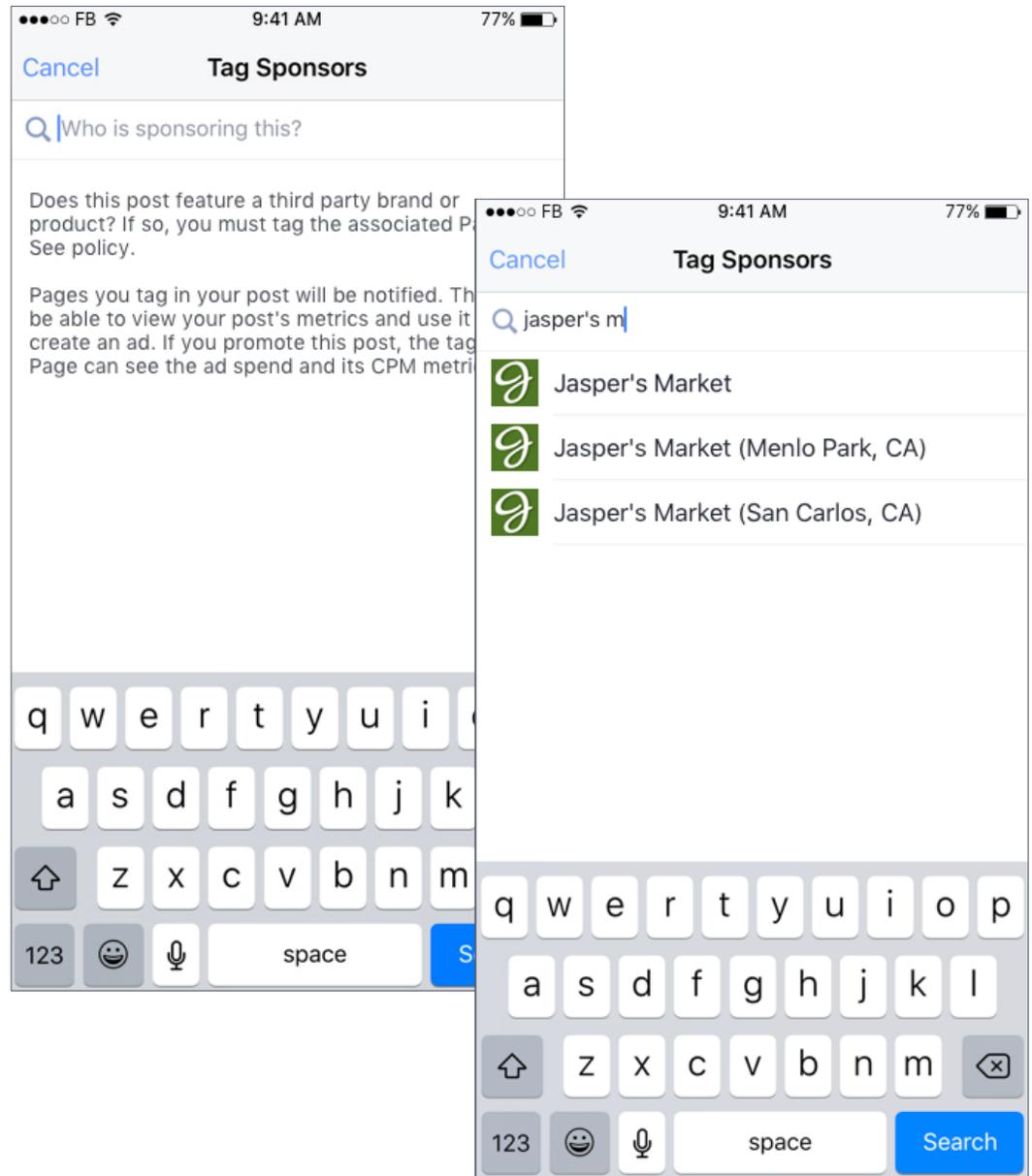
Click on the handshake icon 'Add Sponsor'.



Mentions Flow

Begin typing the marketer's name in the 'Who is sponsoring this?' bar.

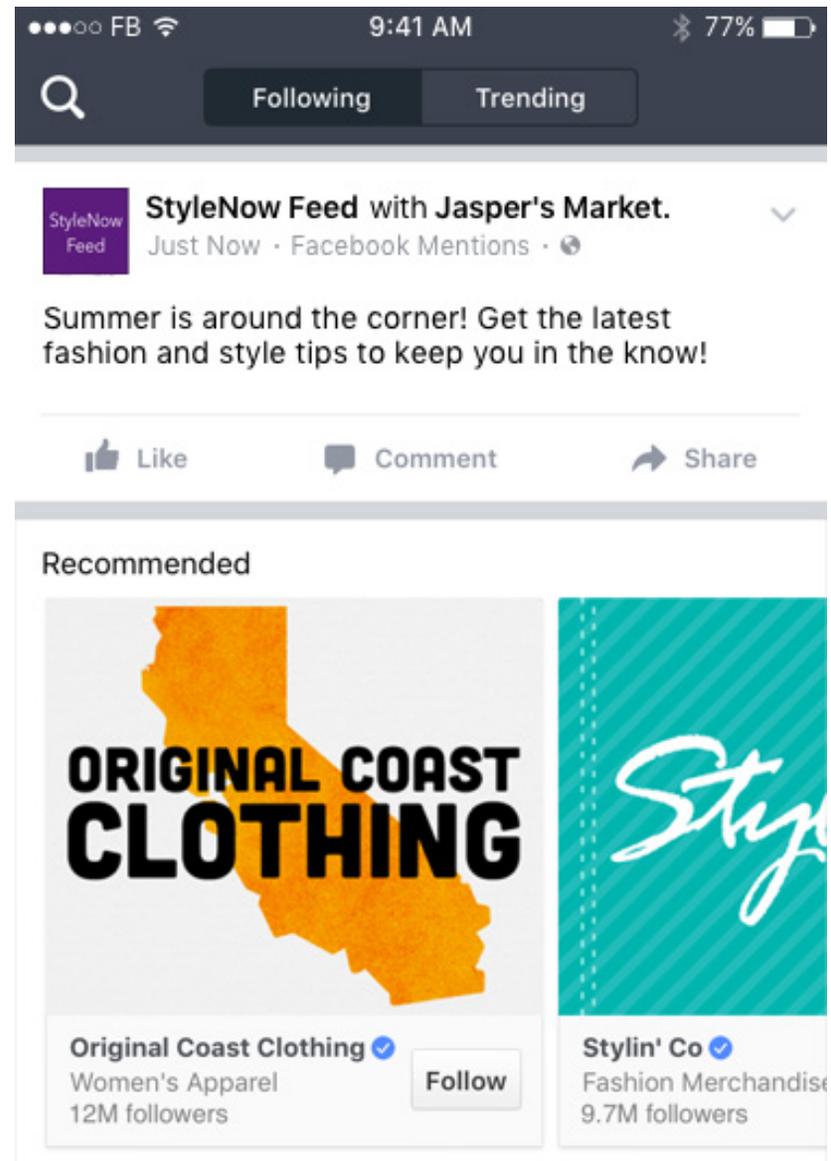
Select the marketer's Page from the options.



Mentions Flow

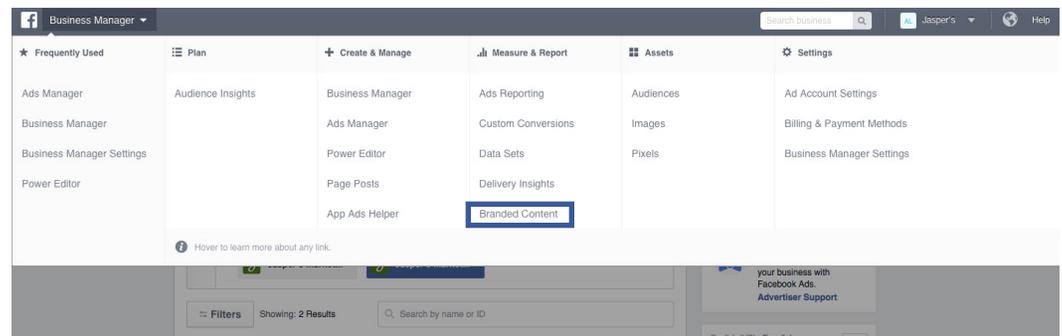
The marketer's Page appears next 'with' a tag. You can add any more creative like text, photos, videos, etc.

After you hit post, the published post will reference your Page 'with' the marketer's Page.

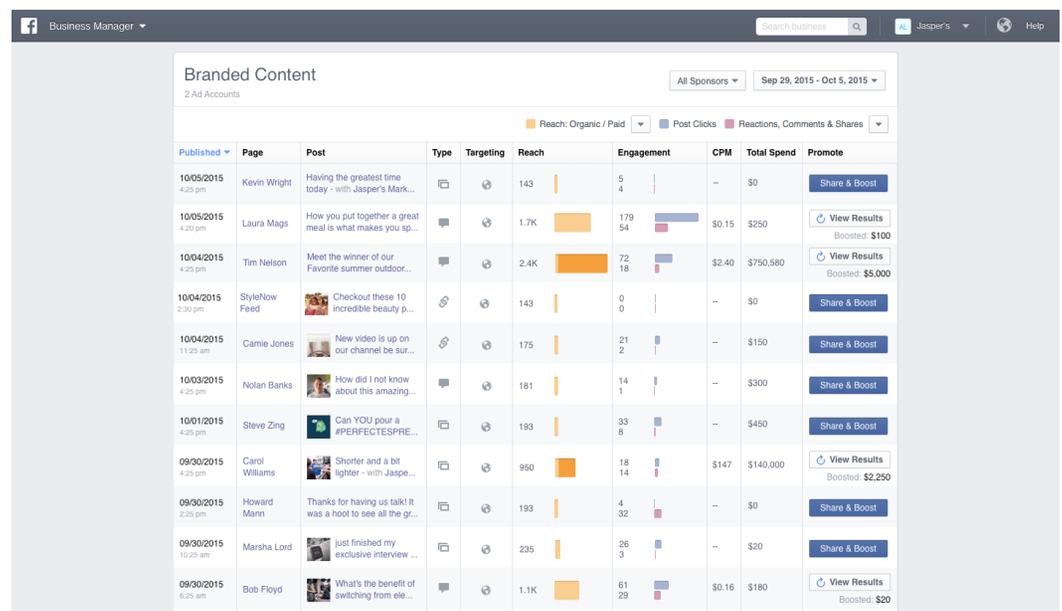


Business Manager: (1) View Insights

When your Page is tagged in a branded content post, you will get a notification. To view insights, click on the notification or click on the Branded Content selection under the 'Measure and Report' header in Business Manager.



All of your insights on tagged branded content posts will live within this Branded Content tab. Here you can see engagement metrics and reach for each tagged post. Additionally, if the Page owner created the post as an ad or boosted it you can also see the total spend and CPM on the post.



| Published | Page | Post | Type | Targeting | Reach | Engagement | CPM | Total Spend | Promote |
|------------------------|----------------|---|-------|-----------|-------|------------|--------|-------------|----------------------------------|
| 10/05/2015 4:29 pm | Kevin Wright | Having the greatest time today - with Jasper's Mark... | Image | Public | 143 | 5 4 | -- | \$0 | Share & Boost |
| 10/05/2015 4:20 pm | Laura Mags | How you put together a great meal is what makes you sp... | Image | Public | 1.7K | 179 54 | \$0.15 | \$250 | View Results Boosted: \$100 |
| 10/04/2015 4:29 pm | Tim Nelson | Meet the winner of our Favorite summer outdoor... | Image | Public | 2.4K | 72 18 | \$2.40 | \$750,580 | View Results Boosted: \$5,000 |
| 10/04/2015 2:30 pm | StyleNow Feed | Checkout these 10 incredible beauty p... | Image | Public | 143 | 0 0 | -- | \$0 | Share & Boost |
| 10/04/2015 11:25 am | Camie Jones | New video is up on our channel be sur... | Image | Public | 175 | 21 2 | -- | \$150 | Share & Boost |
| 10/03/2015 4:25 pm | Nolan Banks | How did I not know about this amazing... | Image | Public | 181 | 14 1 | -- | \$300 | Share & Boost |
| 10/01/2015 4:25 pm | Steve Zing | Can YOU pour a #PERFECTESPHE... | Image | Public | 193 | 33 8 | -- | \$450 | Share & Boost |
| 09/30/2015 4:20 pm | Carol Williams | Shorter and a bit lighter - with Jasje... | Image | Public | 950 | 18 14 | \$147 | \$140,000 | View Results Boosted: \$2,250 |
| 09/30/2015 2:25 pm | Howard Mann | Thanks for having us talk! It was a hoot to see all the gr... | Image | Public | 193 | 4 32 | -- | \$0 | Share & Boost |
| 09/30/2015 10:25 am | Marsha Lord | Just finished my exclusive interview ... | Image | Public | 235 | 26 3 | -- | \$20 | Share & Boost |
| 09/30/2015 6:25 am | Bob Floyd | What's the benefit of switching from ele... | Image | Public | 1.1K | 61 29 | \$0.16 | \$180 | View Results Boosted: \$20 |

Business Manager: (2) Share and Boost the Branded Content Post

You can click the share and boost button to easily select a target audience, budget and payment options to boost your post.

The screenshot displays the Facebook Business Manager interface for a 'Branded Content' post. The main window is titled 'Share and Boost Post' and is divided into two main sections: 'Audience' and 'Ad Preview'.

Audience Section:

- Options for targeting: People who like your Page (?), People who like your Page and their friends (?), and People you choose through targeting (?).
- Default Audience details: Location - Living In: United States: Salt Lake City Utah; Interests: Salt Lake City, Utah, Design, Heart or Gras...; Age: 18 - 65+.
- Buttons: 'Edit Audience - Create New Audience'.

Budget and Duration Section:

- Total budget: \$500.00.
- Est. People Reached: 360 - 940 people (of 240,000).
- Duration: 1 day (selected), 7 days, 14 days.
- Run this ad until: 9/23/2015.

Paying For Your Ad Section:

- Account: Jasper's Market.
- Currency: US Dollars (USD).
- Payment Method: Add New Payment Method +.
- Footer: Your payment info is stored securely. [Learn More.](#)

Ad Preview Section:

- Message: You are sharing this post which will create your own ad analytics separate from the post originator. Did you want to share this post without boosting it? Share Post.
- Desktop News Feed and Mobile News Feed tabs.
- Image of two women taking a selfie.
- Text: StyleNow Feed with Jasper's Market. Checkout these 10 Incredible beauty products you can find at the grocery store.

Bottom Bar:

- Buttons: Terms & Conditions, Cancel, Share & Boost.
- Footer: 09/30/2015 6:25 am, Bob Floyd, What's the benefit of switching from ele..., 1.1K, 61, 29, \$0.16, \$180, View Results, Boosted, \$180.

Business Manager: (2) Share and Boost the Branded Content Post

You can click on 'View Results' to see the post's performance results.

After you complete the share and boost flow, your completed post will be shared on your Page, as well as, boosted to your chosen audience.

The screenshot displays the Facebook Business Manager interface. At the top, it shows 'Branded Content' with filters for 'All Sponsors' and the date range 'Sep 28, 2015 - Oct 5, 2015'. Below this is a table listing various posts with their performance metrics.

| Published | Page | Post | Type | Targeting | Reach | Engagement | CPM | Total Spend | Promote |
|------------------------|----------------|---|-------|-----------|-------|------------|--------|-------------|----------------------------------|
| 10/05/2015 4:20 pm | Kevin Wright | Having the greatest time today - with Jasper's Mark... | Image | Targeted | 143 | 5 4 | -- | \$0 | Share & Boost |
| 10/05/2015 4:20 pm | Laura Mags | How you put together a great meal is what makes you sp... | Image | Targeted | 1.7K | 179 54 | \$0.15 | \$250 | View Results Boosted: \$100 |
| 10/04/2015 4:20 pm | Tim Nelson | Meet the winner of our Favorite summer outdoor... | Image | Targeted | 2.4K | 72 18 | \$2.40 | \$750.580 | View Results Boosted: \$5,000 |
| 10/04/2015 2:30 pm | StyleNow Feed | Checkout these 10 incredible beauty p... | Image | Targeted | 143 | 0 0 | -- | \$0 | View Results Boosted: \$500 |
| 10/04/2015 1:25 pm | Came Jones | New video is up on our channel be sur... | Image | Targeted | 175 | 21 2 | -- | \$150 | Share & Boost |
| 10/03/2015 4:20 pm | Nolan Banks | How did I not know about this amazing... | Image | Targeted | 181 | 14 1 | -- | \$300 | Share & Boost |
| 10/01/2015 4:20 pm | Steve Zing | Can YOU pour a #PERFECTESPPE... | Image | Targeted | 193 | 33 8 | -- | \$4,500 | Share & Boost |
| 09/30/2015 4:20 pm | Carol Williams | Shorter and a bit lighter - with Jaspe... | Image | Targeted | 950 | 18 14 | \$1.47 | \$140,000 | View Results Boosted: \$2,250 |
| 09/30/2015 2:20 pm | Howard Mann | Thanks for having us talk! It was a hoot to see all the gr... | Image | Targeted | 193 | 4 32 | -- | \$0 | Share & Boost |
| 09/30/2015 10:20 am | Marsha Lord | just finished my exclusive interview... | Image | Targeted | 235 | 26 3 | -- | \$20 | Share & Boost |

Below the table, the interface shows the 'Jasper's Market' page. A post from 'StyleNow Feed' is featured, which was shared by Jasper's Market. The post content reads: 'Check out these 10 incredible beauty products you can find at the grocery store.' The page also displays a 'Promote' sidebar with statistics for 'THIS WEEK': 235 Post Reach, 21 Post Engagement, 0 Contact Us, and 1 Website Click.

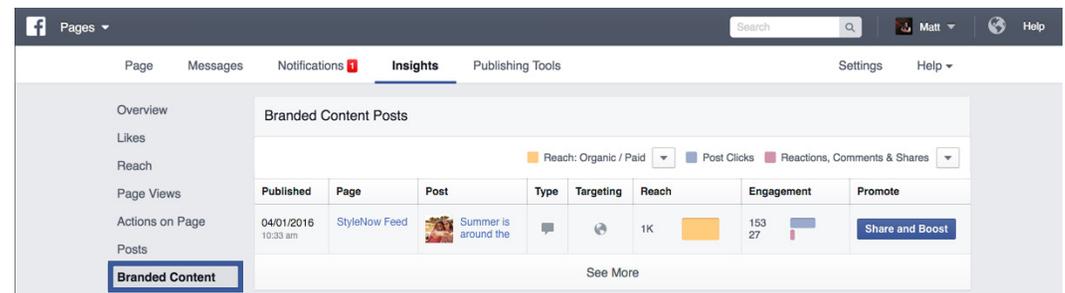
The results/figures are for display only and may not be typical.

Page Insights: (1) View Insights

When your Page is tagged in a branded content post, you will get a notification. To view insights, click on the notification.

Alternatively, you can click on the Branded Content selection under the 'Insights' header in Page Insights. All of your insights on tagged branded content posts will live within this tab. Here you can see engagement metrics and reach for each tagged post.

The results/figures are for display only and may not be typical.



Page Insights: (2) Share and Boost the Branded Content Post

You can click the share and boost button to easily select a target audience, budget and payment options to boost your post.

The screenshot shows the Facebook 'Share and Boost Post' interface. On the left, the 'Audience' section is active, showing options for 'People who like your Page', 'People who like your Page and their friends', and 'People you choose through targeting'. The 'Default Audience' is selected, with details for 'Location - Living In: United States: Salt Lake City Utah', 'Interests: Salt Lake City, Utah, Design, Heart or Gras...', and 'Age: 18 - 65+'. Below this, the 'Budget and Duration' section shows a 'Total budget' of '\$500.00' and an 'Est. People Reached' of '360 - 940 people'. The 'Duration' is set to '1 day' and 'Run this ad until' is '9/23/2015'. The 'Paying For Your Ad' section shows the account 'Jasper's Market', currency 'US Dollars (USD)', and a payment method 'Add New Payment Method +'. At the bottom, there are 'Terms & Conditions', 'Cancel', and 'Share & Boost' buttons.

Share and Boost Post

Audience

- People who like your Page [?]
- People who like your Page and their friends [?]
- People you choose through targeting [?]

Default Audience

Location - Living In: United States: Salt Lake City Utah
Interests: Salt Lake City, Utah, Design, Heart or Gras...
Age: 18 - 65+
[Edit Audience](#) - [Create New Audience](#)

Budget and Duration

Total budget
\$500.00

Est. People Reached
360 - 940 people
of 240,000

Duration
1 day 7 days 14 days

Run this ad until 9/23/2015

Paying For Your Ad

Account
Jasper's Market

Currency
US Dollars (USD)

Payment Method
Add New Payment Method +

Your payment info is stored securely. [Learn More.](#)

[Terms & Conditions](#) [Cancel](#) [Share & Boost](#)

Ad Preview

You are sharing this post which will create your own ad analytics separate from the post originator. Did you want to share this post without boosting it? [Share Post.](#)

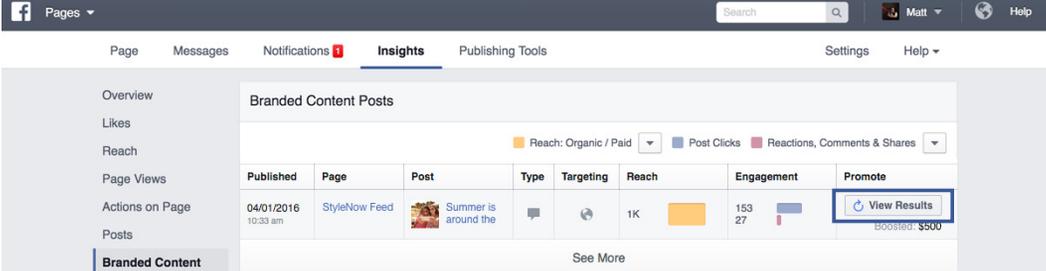
Desktop News Feed Mobile News Feed

Say something ...

StyleNow Feed with Jasper's Market
Summer is just around the corner! Get the latest fashion and style tips to keep you in the know!

Page Insights: (2) Share and Boost the Branded Content Post

You can click on 'View Results' to see the post's performance results.



The screenshot shows the Facebook Page Insights interface for 'Jasper's Market'. The 'Insights' tab is selected, and the 'Branded Content Posts' section is active. A table lists a post from 'StyleNow Feed' published on 04/01/2016 at 10:33 am. The post is titled 'Summer is around the' and features a photo of a woman. The table columns include Published, Page, Post, Type, Targeting, Reach (1K), Engagement (153 Post Clicks, 27 Reactions, Comments & Shares), and Promote (Boosted: \$500). A 'View Results' button is highlighted in the Promote column.

| Published | Page | Post | Type | Targeting | Reach | Engagement | Promote |
|------------------------|---------------|----------------------|------|-----------|-------|--|----------------|
| 04/01/2016 10:33 am | StyleNow Feed | Summer is around the | | | 1K | 153 Post Clicks 27 Reactions, Comments & Shares | Boosted: \$500 |

After you complete the share and boost flow, your completed post will be shared on your Page, as well as, boosted to your chosen audience through newsfeed.



The screenshot shows the Facebook Page for 'Jasper's Market'. The page header includes the name 'Jasper's Market' and navigation tabs for Page, Messages, Notifications, Insights, and Publishing Tools. The main content area displays a post from 'StyleNow Feed' shared by Jasper's Market. The post text reads: 'Check out these 10 incredible beauty products you can find at the grocery store.' The post includes a photo of a woman and a video thumbnail. The right sidebar shows a 'Promote' section with 'THIS WEEK' statistics: 235 Post Reach, 21 Post Engagement, 0 Contact Us, and 1 Website Click. The bottom right corner shows a 'Recent' section with years 2016, 2015, 2014, and 2013.

The results/figures are for display only and may not be typical.