

How To Post A Facebook Ad From Meta Business Suite

NOTE: Meta is constantly rolling out revisions to its ad creation process. This is current as of April 2025. Meta's online instructions have not been updated to April 2025. Rhythm & Roots will make an effort to keep these instructions current, but might not always be aware of updates.

Our Purpose

Rhythm & Roots is focused on rebuilding square dancing and other similar dance forms through modern marketing to a wide range of ages. Since the 1980s, the popularity of square dancing has steadily declined, primarily due to an aging audience without a younger generation stepping in to take their place. This decline threatens the survival of this uniquely American form of dance, which offers numerous social and physical benefits.

A significant barrier to attracting young people to square dancing is the lack of modern, resonant advertising. Rhythm & Roots envisions a future where dance clubs are easily discoverable online, and marketing reflects the energy, diversity, and inclusiveness of today's audiences.

Our services include:

- **User-friendly websites optimized for online searches**
- **Email campaigns**
- **Social media interaction**

We aim to ensure square dancing endures for future generations by aligning traditional forms with contemporary marketing strategies.

Requirements Before Creating Ads

1. **Your club must have a Facebook Page (not a Group). If you only have a Group, create a "dummy" Page that redirects to your group or website.**
2. **Keep your Facebook page and website updated. People judge your club's activity level by what they see online.**
3. **Use engaging, happy photos of members dancing and having fun. Choose cover images that portray joy and friendliness.**

Facebook Ad Formats

There are three types of ads commonly used:

1. **Image ads (static): Use bold, warm colors; less text, more impact.**
2. **Video ads: Capture short, energetic clips under one minute.**
3. **Carousel ads: A series of images or videos that rotate at your chosen interval.**

Ad Design Tips:

- **Use sans-serif fonts; bold important info.**
- **Use large, legible text for older readers.**
- **Use simple, solid-color backgrounds.**
- **Avoid political or cultural cues that may alienate younger audiences.**
- **Be emotionally appealing, not wordy.**

Suggested Image Sizes:

- **1:1 ratio: 1440 x 1440 px**
- **4:5 ratio: 1440 x 1800 px**

Text Guidelines:

- **Headline: max 27 characters**
- **Primary text: 50–150 characters (Image); 125 characters (Carousel)**
- **Video formats: MP4, MOV, GIF under 4GB, max 240 minutes**

Creating Ads in Meta Ads Manager

Meta Ads Manager has three levels:

1. **Campaign level: Set overall objective**
2. **Ad set level: Define audience, budget, schedule**
3. **Ad level: Create the visual ad**

Steps to Create an Ad:

1. Go to Meta Ads Manager
2. Click + Create Campaign
3. Name the campaign (e.g., "River City Squares 2025")
4. Buying Type: Choose Auction
5. Objective: Choose Awareness
6. **IGNORE: Special Ad Categories, Advantage Campaign Budget, A/B Testing**

Ad Set Level:

7. Ad Set Name: e.g., "2025 Classes"
8. Success Measure: Maximize Reach of Ads
9. Select Facebook Page
10. Dynamic Creative: OFF
11. **Budget:**
 - Weekdays: \$2/day (rural), \$5+/day (urban)
 - Weekends: \$5/day (rural), \$20+/day (urban)
12. **Audience:**
 - Set location (e.g., 25–50 miles around your event)
 - Monitor Reach/Audience numbers
13. **IGNORE: Advantage + placements**

Ad Level:

14. Name the Ad (e.g., "April 1st Community Dance")
15. Setup: Choose Single Image or Video
16. Destination: Use your updated website URL if it's fresh and informative
17. Upload media (image or video)
18. Optionally add CTA, headline, or text (you can also embed text in the image/video via Canva)
19. **IGNORE: Advantage + Creative, Event details, Tracking**

Publishing:

- 20. Preview ad on right side**
 - 21. Click Publish when ready (or Close to save and return later)**
 - 22. Monitor performance via Campaigns tab**
 - 23. Download spending report via Billings and Payments**
 - 24. Reuse/edit previous campaigns instead of deleting them**
-

Final Tips

- **Always design from the reader's perspective**
- **Use engaging visuals and succinct text**
- **Post ads only if your online presence looks active**

By following these guidelines, your club can make a bigger impact and attract a broader, younger audience to this vibrant, joyful tradition.

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¹ Note: There is any easier way to post ads. You can boost Facebook post on a Page (not a Group). However, it will not have the reach that a Facebook ad will.

made more accessible and appealing to younger demographics by leveraging contemporary marketing strategies.

Rhythm & Roots envisions a future where square dance classes and club activities are easily discoverable online, enabling a new generation of dancers to connect with this vibrant tradition. Enthusiasts of all ages can quickly find clubs through Google searches, visually engaging websites, and active social media profiles. Clubs maintain dynamic, up-to-date communications with members through email and text, creating a seamless and modern user experience. Our services include user-friendly websites optimized for online searches, email campaigns, and social media interaction to attract and engage a younger, tech-savvy audience. By aligning traditional square dancing with contemporary marketing, we aim to ensure its legacy endures for future generations. By embracing technology, square dance clubs will thrive as inclusive and accessible communities.

These instructions reflect effective modern marketing practices that align with our mission.

Your Club/Organization must have a Facebook “Page”

To post a Meta Business Suite ad, you need to link it to a Facebook page (not a Group). A significant number of clubs have created a Facebook group, and ads or post boosts are not available to groups.

If you don't have a FB Page, you can create a “dummy” Page. I have made such a page for my club so I can run ads, and it redirects people to our official Facebook presence and our website. Keep it simple. Use an attractive graphic for the cover photo. Please pay attention to our marketing tips.

See my Monarch Mavericks dummy Facebook page:

<https://www.facebook.com/profile.php?id=61569365852392>

Meta Business Suite posts to both Facebook and Instagram accounts. First, you must create your ads. I make them in Canva in the following forms for each ad campaign.

Your Club MUST keep your website and Facebook page updated!

People get their impression of your club's viability from the images and frequent posting. Keeping your Facebook page fresh, using good photos of people having fun, and posting often gives the impression that you are an active club worth joining. When the page looks neglected, people assume your club is not active.

I recommend using a very good photo of your club as your Facebook cover. Images portraying the joy and enthusiasm for dance are the most attractive and fun. Make sure you take a photo where you all look like a club someone would want to join. The emotional impact of your imagery is the most essential aspect to consider.

Here are some I love:



The choice of colors is crucial in attracting new members. Colors that convey fun, activity, friendliness, etc. (see color psychology chart)

Facebook Ads to Create:

There are three ad types I use on Facebook:

1. Image ads (static)
2. Video ads
3. Carousel ads (basically several image ads that will display at a time for a duration that you establish on Canva)

Unless you capture people's attention in the first few words or with a great image, they will not pay attention to your ad. Warm colors convey fun and friendliness—the two most important emotions to attract folks to the square dance. Using staid colors like royal blue will not attract members as effectively. Here is a color psychology chart to explain how most people react to colors:



Graphic By: Lindsay Marsh
Redistribution of this graphic without permission is prohibited.

Modern marketing techniques and practices that will attract the most people to take classes and join your club. Overall, you need to leave your personal preferences out of it and put yourself in the reader's mind. The readers know little about what you are offering. Would what you created be attractive if you knew little about what you are advertising?

Tips:

1. Keep wording short and direct.

“Omit needless words.” – E.B. White

Edit ruthlessly. For example, instead of:

“We would like you to join us for a community dance on April 1, 2025, to try out square dancing.”

Say:

“Community Dance! April 1st
Try out Square Dancing!”

2. Keep information brief, confined to things people need to know, like:
 - What’s happening: (Community Dance!)
 - Why: (Try out Square Dance!)
 - When: (April 1) You don’t need to put the year unless it is an event over a few months away.
 - Location: (Funville Community Center)

You can make your ad clickable to your website or Facebook page to share details like contact info, pricing, etc. I DO NOT recommend putting personal telephone numbers or emails on social media for security reasons and to eliminate spammers. If you have a club email, you can put it on your website or Facebook page. Delete all email communications you receive that have nothing to do with your club or event. Scammers have bots that search the web for emails. You should not open an email that doesn’t look like it came from an inquiring future dancer.

3. Use only sans-serif simple fonts. Use fancy fonts sparingly, only for club names, etc. Use plain fonts for crucial information like dates, times, location, etc. Bold most essential words (Community Dance! April 1st, Free!)

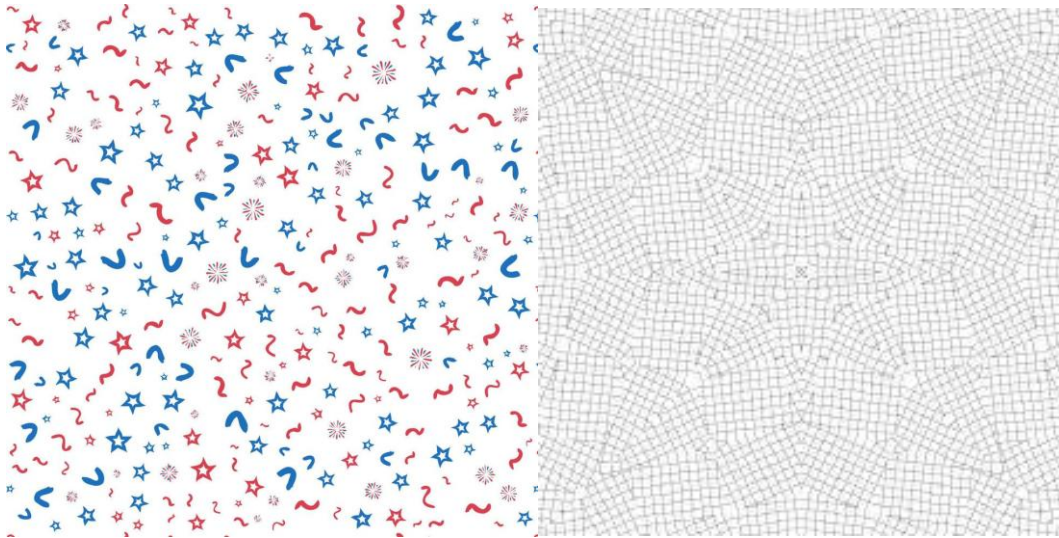
*The biggest mistake is making the type too small,
too fancy to read,
and using too much text.*

4. Make text large for fading eyesight. You will lose readers with small text.
5. Use bold, attractive graphics that convey that you are a fun and friendly group.

A club group photo is essential. Every club should have a current photo of the entire club with a fun and friendly look. You can encourage people to ham it up or do silly things. If the images are silly – like the group in Halloween costumes, great choice! People respond emotionally, with a deeper connection to image and color more than words.

Use images that convey people of all ages having fun dancing. If your club only has older members, you can use a dance photo from another club with a more diverse group.

6. Keep the look as simple and clean as possible. If you are placing text over it, use a solid color background that makes the color of the text pop. Don't use a busy patterned background like these:



It will turn off some readers with the business.

7. Be aware of conveying political or cultural preferences in your graphics and text. Younger people usually have different views and may translate an image that conveys something they disagree with (like a very tall and masculine male dancer, with a curvaceous short female gazing adoringly up at him) as a reason they wouldn't enjoy this traditional form of dance. Choose youthful images. I'm old too, but we want to attract younger dancers!

Instead of this:



Think about using these:



If you prefer red, white, and blue, keep it light-hearted. Politics doesn't belong in square dancing, and people, particularly young people, may interpret those colors as having a strong political bias. What you want to convey is fun, welcoming, and friendly.

8. And the big one that my newspaper editor husband taught me—organize information so the most important thing is first and the least important thing is last. Most people will not read past the first paragraph. You have to put the "hook" in a font size that people can read as they pass by. You have two seconds to capture people's attention so that they will read it. Otherwise, it won't get noticed.

Image ads:

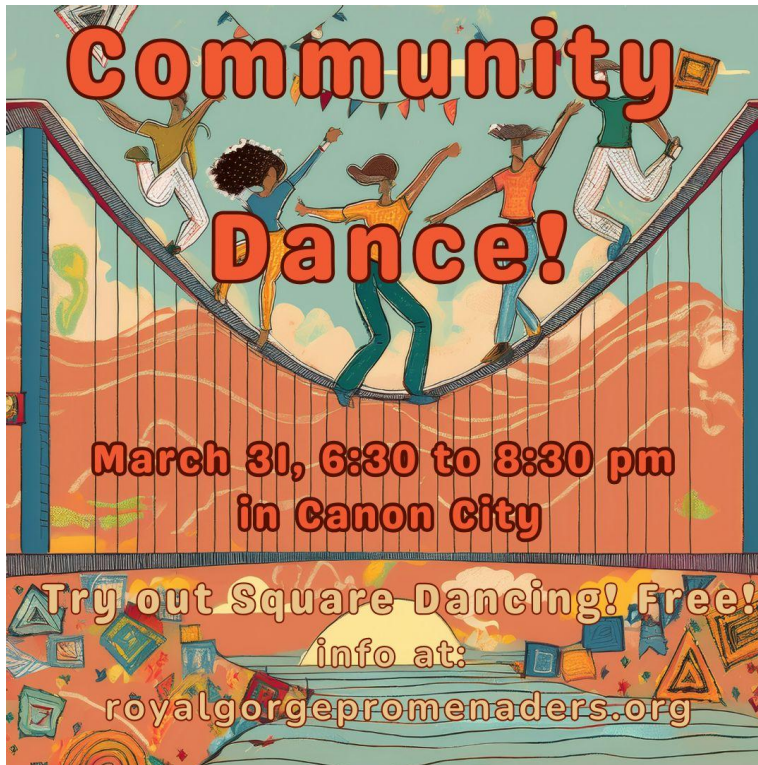
These may be composed of photos, text, and art.

Create them as JPG or PNG. If you are using Canva, it will ask you which file type you want before you download it.

Sizes:

MAKE BOTH:

- 1:1 ratio image: 1440 x 1440 pixels;



and,

- 4:5 ratio image: 1440 x 1800 pixels

Example:



Use NO MORE than 27 characters for the headline, and 50-150 characters for the primary text. Use less; less text, more readers.

Video ads:

Don't be intimidated by video ads. If you have a great video of your club or another club dancing, showing dancers of all ages, you can embed this in the ad with text. Your smartphone can capture a short video. Hint: Make the video a close-up. Videos showing more than dancers dancing are

less effective. Videos should be less than a minute long. Make sure the sound supports your desire to convey fun and friendliness.

You can also use animation of your letters to make a video. Anything moving will become an MP4 file that can be uploaded to Facebook.

Video ads are very effective and don't miss the chance to attract more people to your classes.

Sizes:

Make both:

- 1:1 ratio: 1440 x 1440 pixels
- 4:5 ratio: 1440 x 1800 pixels

Carousel ads:

Carousel ads are a kind of advertising format that combines multiple videos or images into a single ad. Carousel ads are most popular on Instagram and Facebook, where you can showcase several images to improve your chances of a conversion or sale.

Because carousel ads are visually appealing and interactive, they're a very engaging way to promote a business. According to [some studies](#), this ad format can drive up to 10 times more traffic to advertiser websites than standard sponsored posts on Facebook or Instagram. Additionally, carousel ads also promote a [72% higher click-through rate](#).

The images/videos will advance at time intervals you select in Canva or your own creation software. My rule of them is to put myself in the mind of the reader and read each image carefully, and note the time. I then time the image change to the longest time it took for me to absorb the text and/or video on any one image. In Canva, you can download your Carousel as a video, which I recommend. Meta allows you to upload individual images (called cards), but choosing this option will restrict your ability to post single images and videos.

- **Resolution:** 1080×1080 minimum
- **Aspect ratio:** 1:1
- **Max file size:** 4GB
- **Recommended video formats:** MP4, MOV or GIF
- **Video length:** 1 second to 240 minutes
- **Frame rate:** 30fps

Character limits

- **Primary text:** 125 characters
- **Headline:** 32 characters
- **Description:** 18 characters

Creating ads in Facebook's Meta Business Suite, Meta Ads Manager

Meta Ads Manager is a unified ad creation tool for creating and publishing ads on Facebook, Messenger, Instagram, and Meta Audience Network.

Ad creation is made up of 3 distinct levels:

- **Campaign level:** This is where you select your campaign's ad objective, or overall goal. A campaign can contain one or more ad sets.
- **Ad set level:** This is where you define your audience, choose ad placements, determine a budget, and set a schedule. An ad set can contain one or more ads.
- **Ad level:** This is where you design the ads themselves, including the ad format, images, video, text, links, and more.

Before you begin

- If you're new to Meta Ads Manager, the Account Overview page will guide you through the steps required to set up your ad account. Go to [Account Overview](https://business.facebook.com/adsmanager/manage/accounts) : <https://business.facebook.com/adsmanager/manage/accounts> to get started.
- In Account Overview, you will see your opportunity score and recommendations for new and existing campaigns. You can review and apply those recommendations before you create a campaign to help improve performance.

Note: The choices you make during creation affect the options you see when you create your ad. You may not see all of the features described below, or there may be additional features to set up.

How to create advertising campaigns with Meta Ads Manager

To create an advertising campaign with Meta Ads Manager:

1. Go to [Meta Ads Manager](#).
2. Select **+ Create campaign**.
3. Campaign name: I put in the club or organization's name.
4. Buying type:
 - Choose "Auction"

5. Campaign objective:

- Choose “Awareness”

6. IGNORE: Special Ad Categories:

7. IGNORE Advantage Campaign Budget:

8. A/B test:

- Toggle on **A/B test** if you’d like to set up an A/B test after you publish your campaign. I have not used this feature.

Click **Next** to move on to **ad set creation** (bottom left-hand corner of screen).

9. **Ad set name** text box: Enter purpose: 2025 Classes, 2025 Community Dance, etc. You can continue to add ad sets to your club campaign, so I put in the year of yearly events.

10. Awareness:

- Under **success measure** - Enter “Maximize Reach of Ads”

11. **Facebook Page:** Choose either your club’s Page or, if your club doesn’t have a page, the dummy page you’ve created. If your club has a Group, it will not show up. You will need to create a dummy club page.

12. Dynamic creative: leave toggle in the off position

13. Budget & schedule:

Daily budget:

- I usually advertise within 50 miles of the event's location. When you choose your **Locations** (a couple of boxes down from Budget & Schedule), it will tell you approximately how many Facebook/**Instagram accounts are in that area.**
- I’m in a rural area with accounts that reach between 25,000 and 50,000. From Monday morning to Friday noon, I chose a budget of \$2.00 a day for that number of accounts. I change the budget from Friday afternoon to Monday morning to \$5.00 per day. Most people access their social media on the weekends. You should increase your budget to reach all the accounts in an urban or metro area. You'll still reach people if you have a limited budget, and it’s worth advertising. You won’t reach as many and may have fewer second viewings.

For instance, a club in Lakewood, Colorado, has a 50-mile reach of 2 million accounts. If there are many clubs close to Lakewood, you can reduce the reach to

25 miles, reaching about 1.6 million accounts. I would not go lower than that. You might try a weekday budget of \$5 per day and a weekend budget of \$20 per day. Go higher if you can afford it. Going lower is fine, too; you just won't reach as many accounts.

You also have the option of targeting people with specific interests. I don't do this because you are recruiting new members, not current dancers.

- **Schedule**, set the start date to when you want your ads to start running. If you'd like, you can also set an end date. You can turn your ad off anytime if you don't set an end date.
- You can set up **Budget scheduling** or **Ad scheduling**. Budget scheduling is available for daily budgets, and ad scheduling is available for lifetime budgets.

14. Audience controls:

- Hover on **Locations** and click edit, you will see a map of the whole world.
- Below the box that says United States, you'll see "Search." Enter the city and state where your event is located.
- Now, you will see the city and state that you entered in the box that said United States. Next to your entry, see the little toggle arrow to the left of the distance reached (usually it shows +25). Click on the arrow to change the miles.
- Now look to the right of the screen. You'll see two boxes that tell you the audience size and reach. In my experience, these numbers tend to be low in a growing area.

15. IGNORE **Advantage + placements**. In my experience, AI is used to choose the audience and a niche as small as square dancing gets misinterpreted in ways that are not helpful

16. IGNORE **Placements**: unless you understand entirely what placements will suit your ad. I let Meta decide for me.

17. Click **Next** to move on to the third tier: **Ad Creation**.

18. Enter a descriptive name in the **Ad name** text box.

19. IGNORE **Partnership Ad**

20. Identity:

- You already selected a Page at the ad set level, and the same Page will automatically be selected for your ad.

21. Ad setup: Choose **Single image or video**

22. Destination: If you have an updated, attractive website with additional information about your event at the top of the postings, select a website and enter your club's URL. If your site does not meet these criteria, I would not enter it. You don't want people going to your website and finding the last post was months ago, and there is no acknowledgement about the event you are promoting. It will convey that the club is not a vibrant, ongoing, fun place to be, and you will lose the person's interest. Having a website to land on when a person clicks your ad will increase success.

23. Ad creative:

- For the single image or video ad format:
 - From the **Media** dropdown menu, select **Add image** or **Add video** to upload new media or choose from previously uploaded images or videos.
 - Click the **Edit** dropdown menu and select **Turn into video** if you want to use your images to create a video. Learn more [about video creation with Facebook tools](#). (I'm not sure this works, but have selected it)
 - Add an optional call to action or text, such as primary text, a headline, or a description. (I don't do this, I already have the text in my ad)

Note: In Canva, I downloaded an entire carousel as an MP4 video and posted it as a video.

- The collection option doesn't apply to event advertising.

24. I ignore the Advantage + Creative Text Generation

25. IGNORE Advantage + Creative

26. IGNORE Event details

27. Languages: I have not used this option. It might be worth considering if you are reaching a significant population whose first language is other than English.

28. IGNORE Tracking.

29. You are done!

30. You should see your ads previewed on the right-hand side of the screen. If you are happy with those and you've entered your payment information and budget, click **Publish**. Your ads will start showing up on your start date. Meta reviews ads before posting, so you may see that your ad is "processing" while they review it to ensure it meets their standards.
31. Click **Close** to save your ad if you aren't ready to publish.
32. Ad clicks are what you want, and they are best achieved when you have an updated and attractive website. You can view statistics with **Ads Manager**. Click on the icon for **Campaigns** on the left side of the screen, and you can view your stats. On the left-hand side of the campaign listing, you can toggle to turn the ad on or off.
33. You can delete an ad, but Meta keeps the data. I don't because I can go back into an old campaign, edit it, and use it again.
34. Meta will charge your credit card at intervals while the ad is active. At the end of the campaign, wait a few days, and you can download your total expenditure by going to the left side of the campaigns screen and clicking the credit card icon (Billings and Payments) and running a report on your ad transactions and total. If you do this too soon, it won't show

all your payments. Before you run a report, make sure the dates shown above the transactions on the right side of the screen cover the entire time your ad was running.

