

Supplementary Figure 1. Facebook Ad Creation Options

What do you want to advertise?

Choose a Facebook destination or enter a URL:

mybloodspot.org

mybloodspot.org
Place - Education
612 West, 1st Street
[415] Washington Heights #6075, New York, NY, United St.

Learn More About Advertising

Our Facebook campaign advertised three sites: Our Facebook page, our website (mybloodspot.org), and our photo contest.

Your Ad

Headline: [?] 10 characters left
Mybloodspot.org

Text: [?] 48 characters left
University of Michigan's www. Mybloodspot.

Landing View: [?]
Map

Image: [?] 100 px x 72 px
Choose File no file selected
or Choose From Image Library

We created 25 ads, varying text and images. Ads can be constructed de novo or can be cookie-cut presentations of a wall post; after creating a post with a picture and the text, "Like' this if you were born in Michigan!" for example, we created an "ad from a page post" that automatically presented the post as an ad; these ad types were particularly effective for driving up clicks and likes.

"Ad types" included both standard advertisements, appearing in Facebook's "right column" advertising space, and "sponsored stories," which appear as messages in viewers' news feeds (e.g., [Your friend] likes Mybloodspot.org).

Right Column Preview

Mybloodspot.org

University of Michigan's www. Mybloodspot.

You like mybloodspot.org.

Or...

Sponsored Stories

Remove

Sample News Feed Story

Help people discover your business through their friends. No increase in budget is required.

Show stories about:

- ☒ People liking your Page
- ☒ People checking-in to your location

Show Advanced Options

Jane Doe likes Mybloodspot.org.

mybloodspot.org

Joe Smith and 3 other friends also like this

Like Page Find More Pages 3 hours ago Sponsored

Choose Your Audience

Learn More About Targeting

Location: [?] United States

Country
State/Province
City
Zip Code

Michigan

Age: [?] 18 - 28 Require exact age match [?]

Gender: ☒ All ☐ Men ☐ Women

Precise Interests: [?] Enter an interest...

Broad Categories: [?]

Interests

- Mobile Users (All)
- Mobile Users (Android)
- Mobile Users (iOS)
- Mobile Users (Other OS)
- Movie/Film
- Music
- Retail/Shopping
- Sports
- Console Gamers
- Cooking
- Dancing
- DIY/Crafts
- Event Planning
- Fast Food Diners/QSR
- Food & Dining
- Frequent Casual Diner

Connections: ☐ Anyone ☐ Only people connected to mybloodspot.org ☒ Only people not connected to mybloodspot.org ☐ Advanced connection targeting

Friends of Connections: [?] Target people whose friends are connected to Enter your Page, app, or event names...

See Advanced Targeting Options

Audience

2,128,440 people

- who live in the United States
- who live in Michigan
- between the ages of 18 and 28 inclusive
- who are not already connected to mybloodspot.org

Suggested Bid

\$0.42-\$1.72 USD

Facebook's advertising system allows the advertiser to target audiences based on factors such as age, interests, and affiliations, and to see the corresponding size of the target groups. The target groups of this campaign ranged from 1,660 individuals to 4,398,980, but most advertisements (18 of 25) were targeted to approximately 2 million. All but two advertisements were targeted to individuals living in Michigan between the ages of 18-28; the two exceptions targeted Michigan residents 18 and over. Some advertisements (n=3) were further targeted to individuals who attended a specific community college or university, for example, with a target group size between 3,220 and 8,040, or who liked photography (n=1 ad), with a target group size of 585.

Campaign, Pricing and Schedule

Campaign and Budget

New Campaign Name: [?] mybloodspot.org-Page Likes-L

Campaign Budget: [?] 5000.00 USD Lifetime Budget

Campaign Schedule: [?] ☐ Run my campaign continuously starting today

Start: 3/27/2013 10:29 am (America/New_York)

End: 4/27/2013 10:29 am (America/New_York)

Optimization: ☐ Your bid will be optimized to increase engagement with your post ☒ Optimize for clicks ☐ Automatically optimize my budget to get more clicks ☒ Manually bid for clicks ☐ Optimize for impressions

Pricing: You will be charged every time someone clicks on your ad or sponsored story (CPC). [?] \$0.66 per click (CPC) Suggested bid: \$0.42-\$1.72 USD [?] You can increase your Campaign Budget to achieve more delivery.

Facebook advertisements are sold in an auction system: All Facebook advertisements compete to be shown based on their performance and their maximum bids. The actual cost can be lower than the maximum bid because Facebook charges for the amount that was necessary to win the auction. Facebook allows advertisers to pay only for ad clicks (cost-per-click), or to pay per 1,000 impressions. We priced our advertisements at or near the high end of Facebook's suggested bids, ranging from \$0.61 per click to \$2.35 per click; the actual price paid per click ranged from \$0.45 to \$1.29, averaging \$1.05 per click. We selected the "cost per click" option for all of our advertisements but one. For the cost-per-thousand impressions ad, we bid \$0.25 and paid 10 cents per thousand impressions.