



Beginnings on Facebook

'Like' us!

The image shows a screenshot of a Facebook page for 'Beginnings of San Luis Obispo'. The page header includes the Facebook logo, a search bar, and navigation links for Home, Profile, and Account. The page title is 'Beginnings of San Luis Obispo', identified as a Non-Profit Organization in San Luis Obispo, California. The cover photo features a collage of images, including a 'NOT A MIXER' sign and a 'FASD Day 20' banner. The main content area shows a post from the organization with a share button and a text input field. The post text reads: 'Interested in learning more about the dangers of drugs/alcohol during pregnancy? This book addresses issues encountered both during pregnancy and after a child is born.' Below the text is a link to 'HealthNewsDigest.com' with a list of site navigation options. The right sidebar contains administrative tools like 'Admins (5)', 'Use Facebook as Beginnings of San Luis Obispo', and 'Notifications'. The left sidebar shows navigation options like 'Wall', 'Hidden Posts', 'Info', 'Photos', 'Discussions', 'Events', 'Questions (1)', and 'About'. The bottom of the page shows '133 people like this' and a 'Quick Tips' section.

facebook

Search

Home Profile Account

Beginnings of San Luis Obispo
Non-Profit Organization · San Luis Obispo, California

Wall

Hidden Posts

Info

Photos

Discussions

Events

Questions (1)

About

Making SLO a place that supports women in having a substance free pregnancy.

133 people like this

Likes

Friends of Martha's Place

Share: Post Photo Link

Write something...

Beginnings of San Luis Obispo
Interested in learning more about the dangers of drugs/alcohol during pregnancy? This book addresses issues encountered both during pregnancy and after a child is born.

HealthNewsDigest.com
www.healthnewsdigest.com
Contact Us | Job Listings | Help | Site Map | About Us Advertising Information | HND Press Release | Submit Information | Disclaimer Site hosted by Sanchez Productions

77 Impressions · 1.30% Feedback
May 15 at 10:17pm · Like · Comment · Share

Admins (5)

Use Facebook as Beginnings of San Luis Obispo

Notifications

Promote with an Ad

View Insights

Suggest to Friends

You and Beginnings of San Luis Obispo

3 friends like this.

Friends of Martha's Place

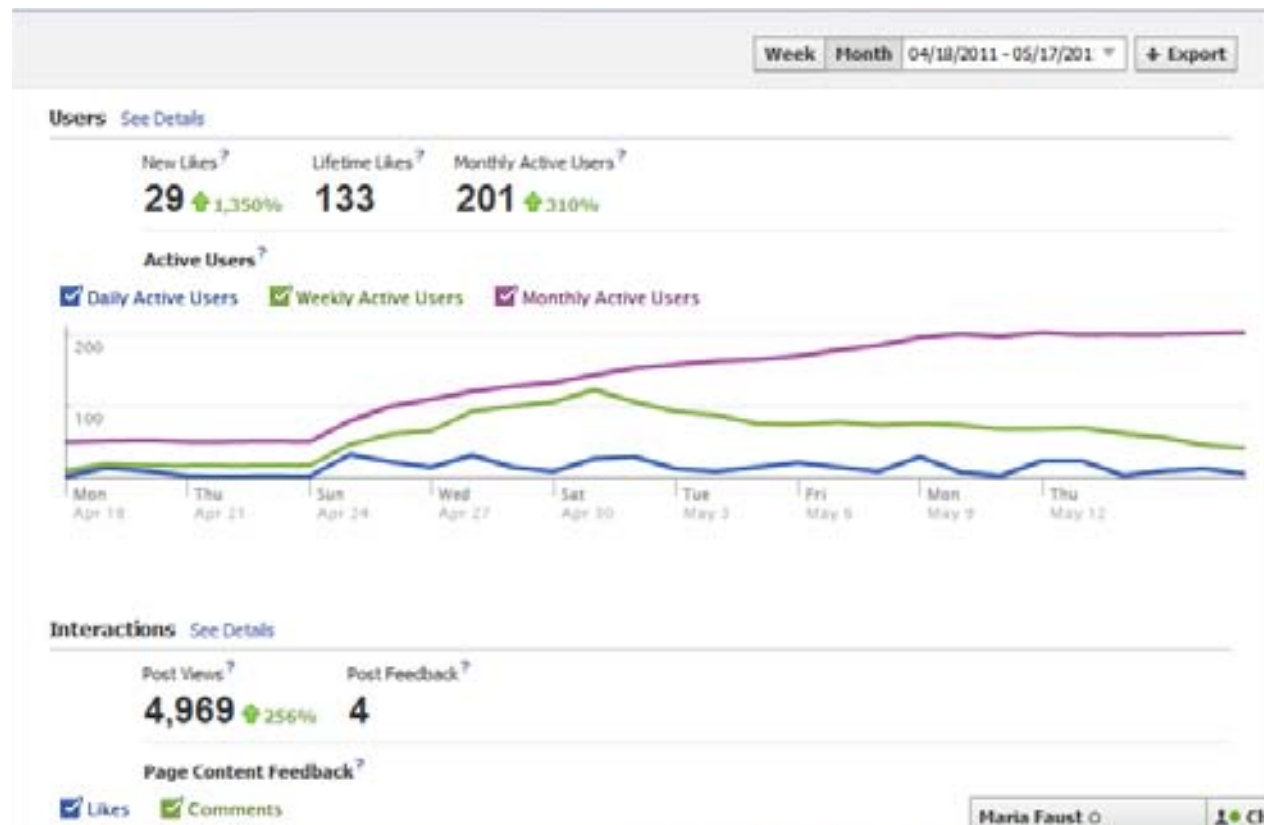
Quick Tips

Get more people

Maria Faust

Regular Updates

- Updating the Facebook page is a great way to communicate with the public
- Regular updates also increase page views



Beginnings Ads on Facebook

- In the last month, we ran 3 ads for 1-2 weeks each
- They had over 770,000 impressions and about 30 new 'Likes'
- This is significantly more impressions than an ad would have gotten in a local newspaper

'Baby Bottle' ad

Beginnings of San Luis Obispo



Would you put beer in a baby's bottle? Then why would you drink during pregnancy? Join the conversation here.



Like · Emily Devine likes this.

“Respect the Bump” ad



Mocktail ad

Beginnings of San Luis Obispo



Which SLO bar has the best mocktails? Vote here.

 Like · Emily Devine likes this.

Facebook Ad Report

View Advertising Report [Export Report \(.csv\)](#) [Generate Another Report](#) [Schedule this Report](#)

Report Type: Advertising Performance Summarize By: Campaign Time Summary: Custom Date Range: Lifetime

771,792 Impressions **151** Clicks **0.020%** CTR **\$184.87** Spent **\$0.24** CPM **\$1.22** CPC

Date Range ?	Campaign ?	Impressions ?	Social Impressions ?	Social % ?	Clicks ?	Social Clicks ?	CTR ?	Social CTR ?	Actions ?	Action rate ?	CPC ?	CPM ?	Spent ?
Lifetime	Beer bottle	477,538	71,008	14.61%	62	7	0.015%	0.010%	4	0.001%	1.38	0.20	85.78
Lifetime	Mocktail	66,918	15,659	23.40%	14	1	0.021%	0.006%	3	0.004%	1.36	0.29	19.09
Lifetime	the bump	277,336	51,075	18.42%	75	6	0.027%	0.012%	14	0.005%	1.07	0.29	80.00

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Lessons Learned

- Trial and error
 - Had to figure out which ads got the best response
- Get more impressions on Facebook than traditional media for the same price
- Overall, Facebook is a great tool for nonprofits
- Questions?