

# Like Ads?

Do you want to serve them to Facebook Users who already follow your page?

If no, please follow these steps to ensure this budgeted amount is for New Likes Only.

1) In your ads manager, find your current like ad, and click edit. (If there is not one running, we suggest you create one to increase the following of your page.

Campaigns CATA (690452928794519) 1 ad set with errors

Search and filter

Campaigns 1 selected Ad sets

+ Create Duplicate Edit A/B Test

<input type="checkbox"/>	Off / On	Campaign	Delivery ↑	Bid strategy
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "We are so excited for the upcoming ..."	● Active	Highest volume
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Here's your friendly reminder that te..."	● Active	Highest volume
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Instagram post: The Central Mississippi Tu...	● Active	Highest volume
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Join us for Pumpkin Adventure 2022..."	● Active	Highest volume
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Looking for something to do this we..."	● Active	Highest volume
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Originally known for their sweet Smi..."	● Active	Highest volume
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Instagram post: Come for the Pig. Come fo...	● Active	Highest volume
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	[07/01/2022] Promoting Capital Area To... View charts <b>Edit</b> Duplicate	● Active	Highest volume
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Dine out this weekend at Local 463 ..."	● Completed	Highest volume
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Coast Athletic Conference (GCAC) C..."	● Completed	Highest volume
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "THANK YOU to everyone who made ..."	● Completed	Highest volume
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "The Pearl Tiki Bar brings a taste of P..."	● Completed	Highest volume

2) Click on the ad set tab (the second of 3).

Search

[07/01/2022] Promoting Capital Area ...

**[07/01/2022] Promoting Capital Area...**

[07/01/2022] Promoting Capital ...

[07/01/2022] Promoting Capital Area > [07/01/2022] Promoting Capital Area >

Edit Review

**Ad set name**  
[07/01/2022] Promoting Capital Area Tourism Association Create template

**Page**  
Choose the Facebook Page you want to promote.

**Facebook Page**  
Select Page

**Optimization & delivery**

**Optimization for ad delivery**  
Page Likes

**Cost per result goal**  
\$X.XX  
Meta will aim to spend your entire budget and get the most Page Likes using the highest volume bid strategy.

Show more options -

**Budget & schedule**

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

3) Scroll down until you find the audience. If this part does not already show you an excluded audience, please click edit to add one.

Create new audience

Use saved audience ▾

## Capital Area Tourism

### Location - living in:

United States: Mississippi

### Age:

21 - 65+

### People who match:

Interests: National Civil Rights Museum, Nature photography, Civil War Times, Culture, History, Blues music, Shopping, Sports, Mississippi, Nature (science), Southeastern United States, Tourism, Foodie or Travel, Industry: Food and Restaurants

### Advantage Detailed Targeting: ✦

On

#### **i** Advantage Detailed Targeting is on ! ×

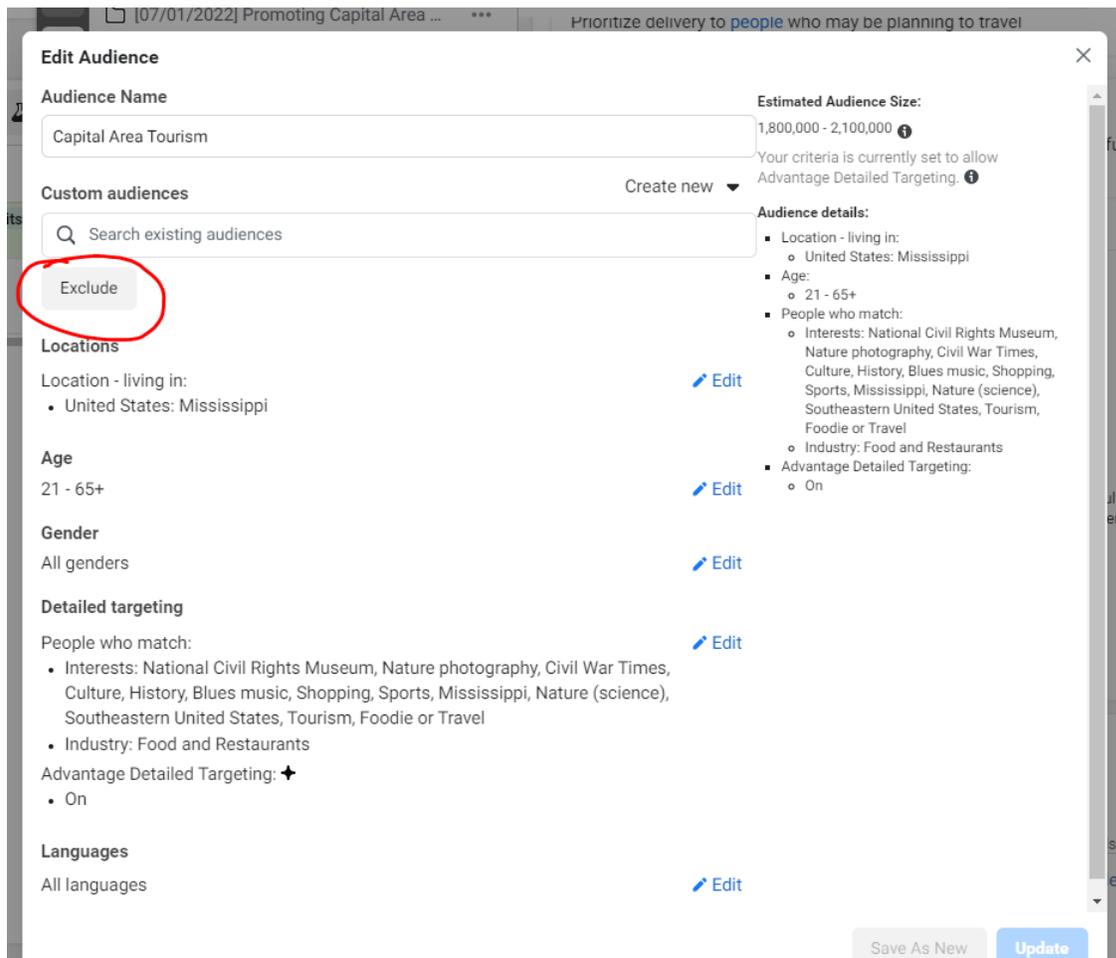
We recommend keeping Advantage Detailed Targeting on since it provides more opportunities for improved performance. If you want to turn it off, you can duplicate your audience and deselect Advantage Detailed Targeting.

Duplicate audience

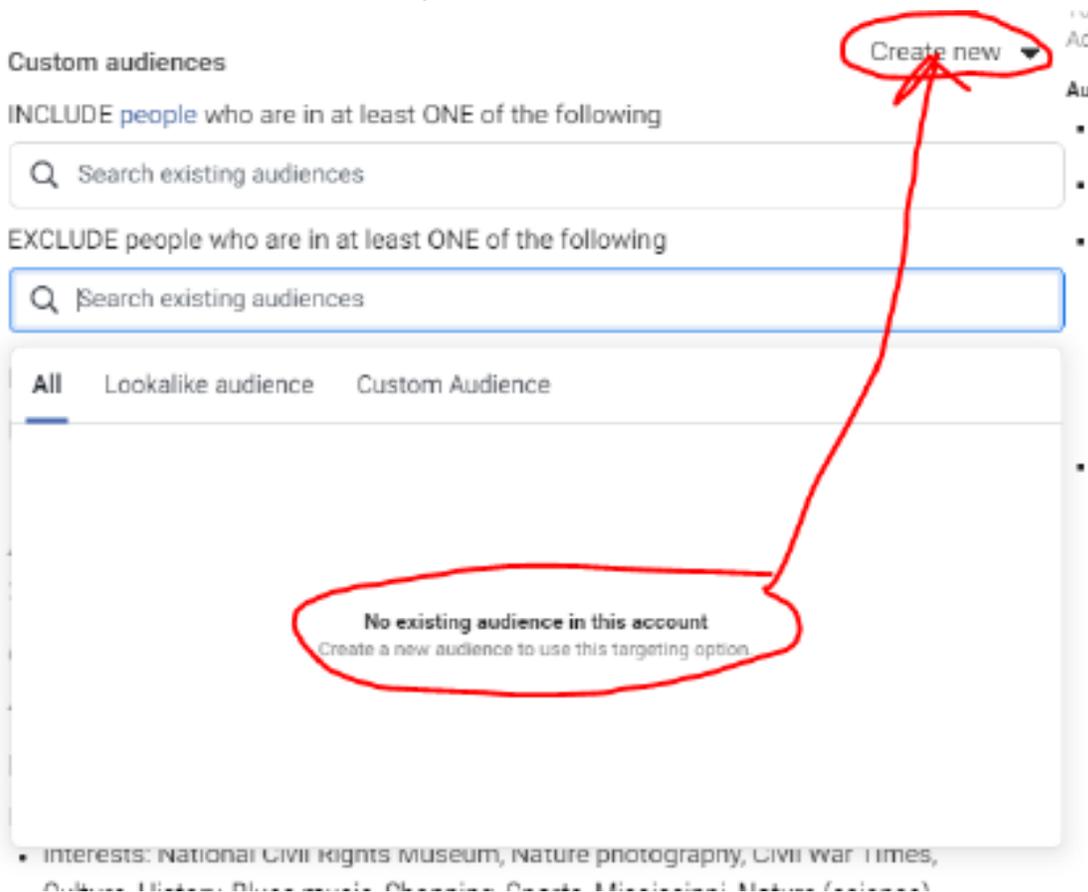
[Learn more](#)

Edit

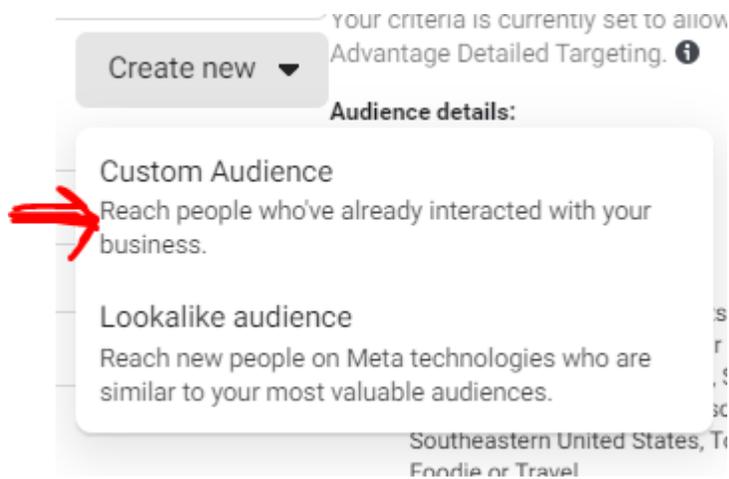
4) When you click edit to edit the audience, this will pop up. Click the exclude button.



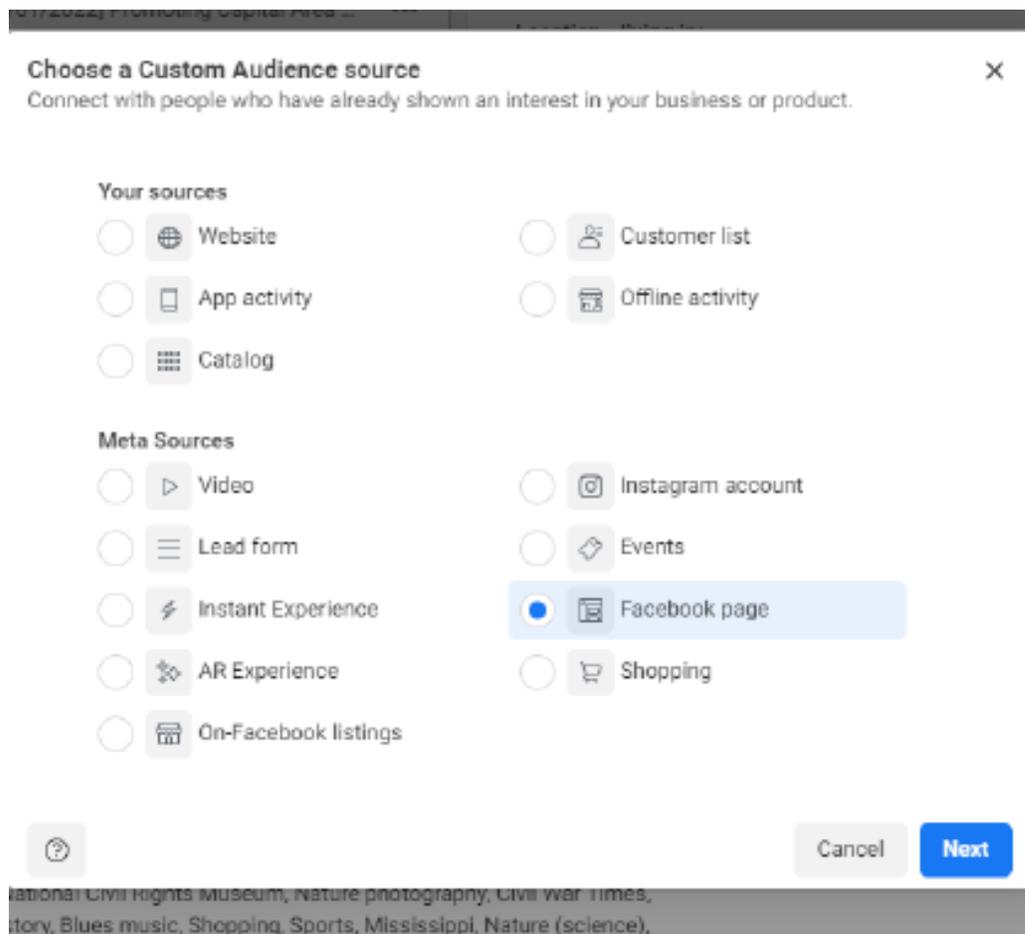
5) If there is not an audience to choose, you will need to create a new one.



6) Click on custom audience.



7) Click "Facebook Page"



8) Make sure that you choose the page that you are editing the ad for. On Events, make sure it is marked as People who currently like or follow your page.

**Create a Facebook page Custom Audience** [X]

★ A new way to reach **people** who currently like or follow your Page  
Now you can reach **people** who currently like or follow your Page by selecting that option in the Events dropdown.

Include **people** who meet **Any** Of the following criteria:

**Page**  
Capital Area Tourism Association

**Events**  
People who currently like or follow your Page

- People who currently like or follow your Page**  
This includes people who currently like or follow your Page on Facebook. People who unlike or unfollow your Page will be removed from this audience.
- Everyone who engaged with your Page**  
Includes people who have visited your Page or taken an action on a post or ad, such as reactions, shares, comments, link clicks or carousel swipes.
- Anyone who visited your Page**  
This includes anyone who visited your Page, regardless of the actions they took.
- People who engaged with any post or ad**  
Includes **people** who have taken an action on a post or ad, such as reactions, shares, comments, link clicks or carousel swipes.
- People who clicked any call-to-action button**  
Includes people who clicked on a call-to-action button on your Page, such as "Call" or "Message".
- People who sent a message to your Page**  
This includes only the people who send a message to your Page.
- People who saved any post**

Close

9) Click save, and then click exclude again, and choose the created audience.

**Edit Audience**

**Audience Name**  
Capital Area Tourism

**Estimated Audience Size:**  
1,800,000 - 2,100,000

Your criteria is currently set to allow Advantage Detailed Targeting.

**Custom audiences** Create new

INCLUDE people who are in at least ONE of the following

Search existing audiences

EXCLUDE people who are in at least ONE of the following

Search existing audiences

All Lookalike audience Custom Audience

Current Followers/Likes Engagement - Page

Interests: National Civil Rights Museum, Nature photography, Civil War Times, Culture, History, Blues music, Shopping, Sports, Mississippi, Nature (science), Southeastern United States, Tourism, Foodie or Travel

Industry: Food and Restaurants

Advantage Detailed Targeting: On

Save As New Update

10) Click update after you've chosen the group to exclude.

**Edit Audience**

**Audience Name**  
Capital Area Tourism

**Estimated Audience Size:**  
Data is not available.

Your criteria is currently set to allow Advantage Detailed Targeting.

**Custom audiences** Create new

INCLUDE people who are in at least ONE of the following

Search existing audiences

EXCLUDE people who are in at least ONE of the following

Engagement - Page

Current Followers/Likes

Search existing audiences

**Locations**

Location - living in: United States: Mississippi Edit

**Age**  
21 - 65+ Edit

**Gender**  
All genders Edit

**Detailed targeting**

People who match: Edit

Interests: National Civil Rights Museum, Nature photography, Civil War Times, Culture, History, Blues music, Shopping, Sports, Mississippi, Nature (science), Southeastern United States, Tourism, Foodie or Travel

Industry: Food and Restaurants

Advantage Detailed Targeting: On

Save As New Update

Your audience should now show you an excluded audience.

Create new audience

Use saved audience ▼

## Capital Area Tourism

### Excluding Custom Audience:

Current Followers/Likes

### Location - living in:

United States: Mississippi

### Age:

21 - 65+

### People who match:

Interests: National Civil Rights Museum, Nature photography, Civil War Times, Culture, History, Blues music, Shopping, Sports, Mississippi, Nature (science), Southeastern United States, Tourism, Foodie or Travel, Industry: Food and Restaurants

### Advantage Detailed Targeting: ✦

On