

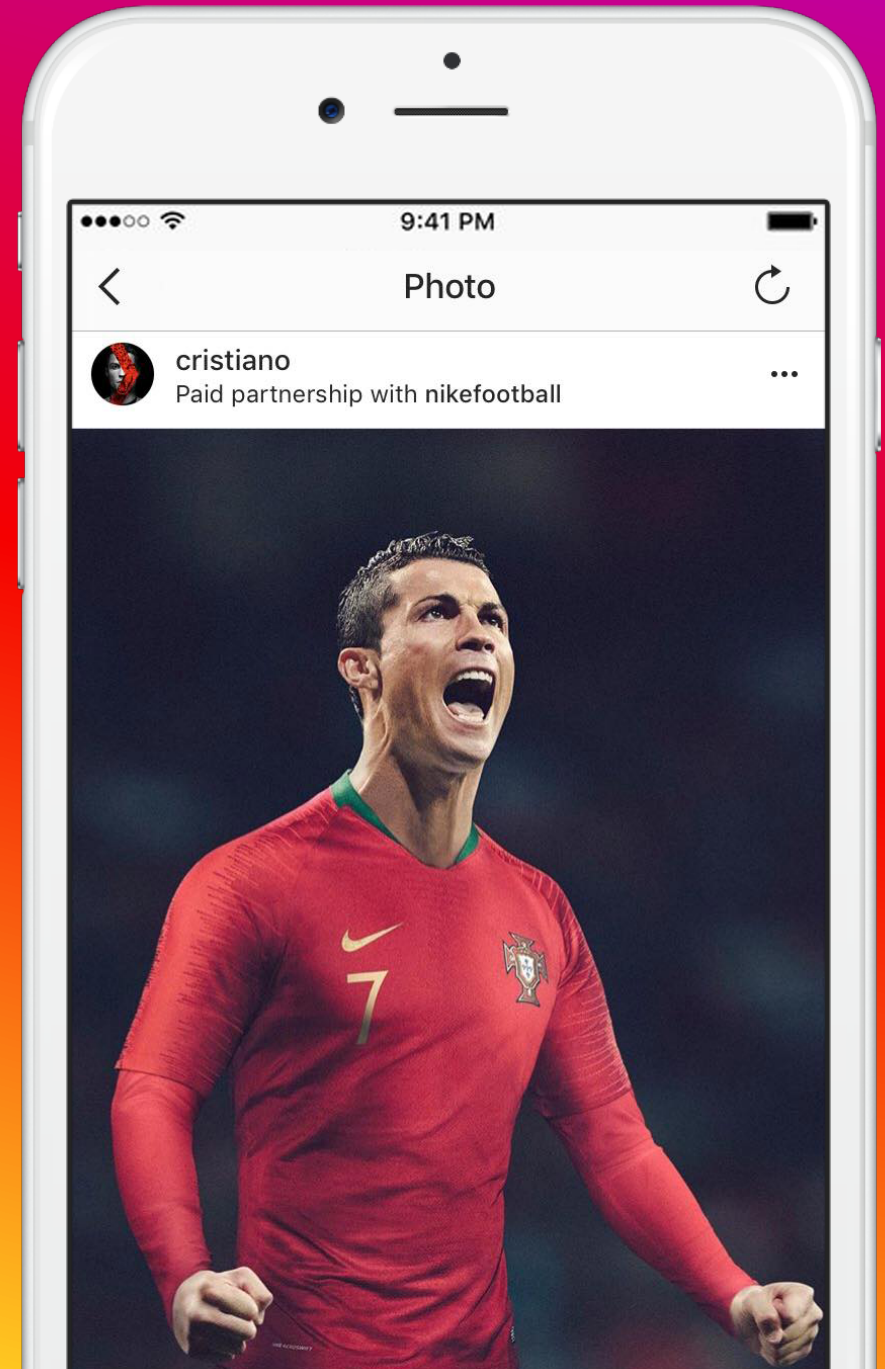


BRANDED CONTENT

Celebrities & Facebook

BRANDED CONTENT

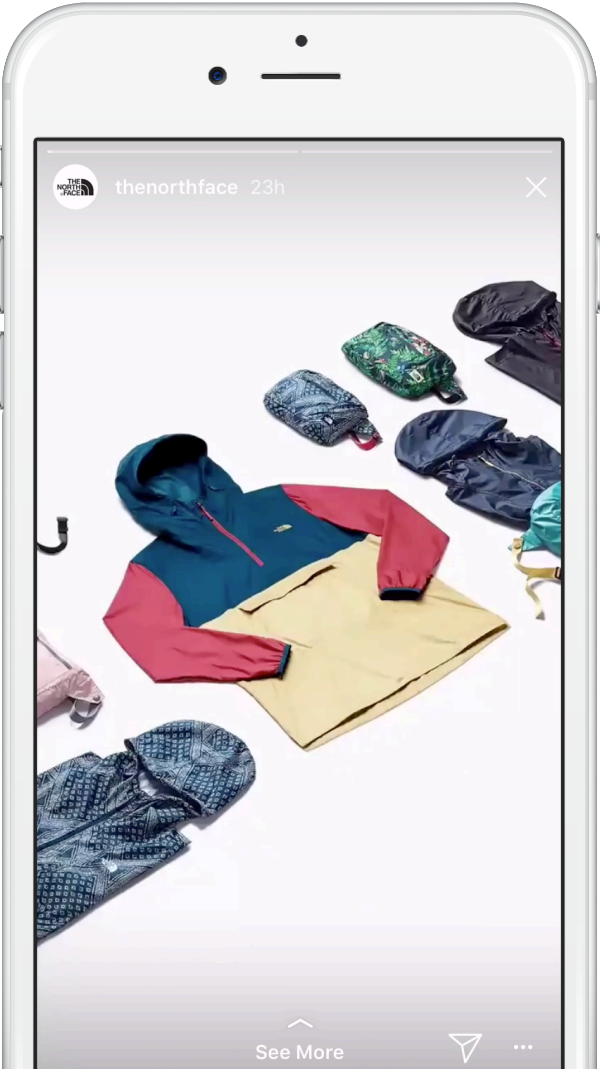
A creator or publisher's content on Instagram that features or is influenced by a business partner for an exchange of value



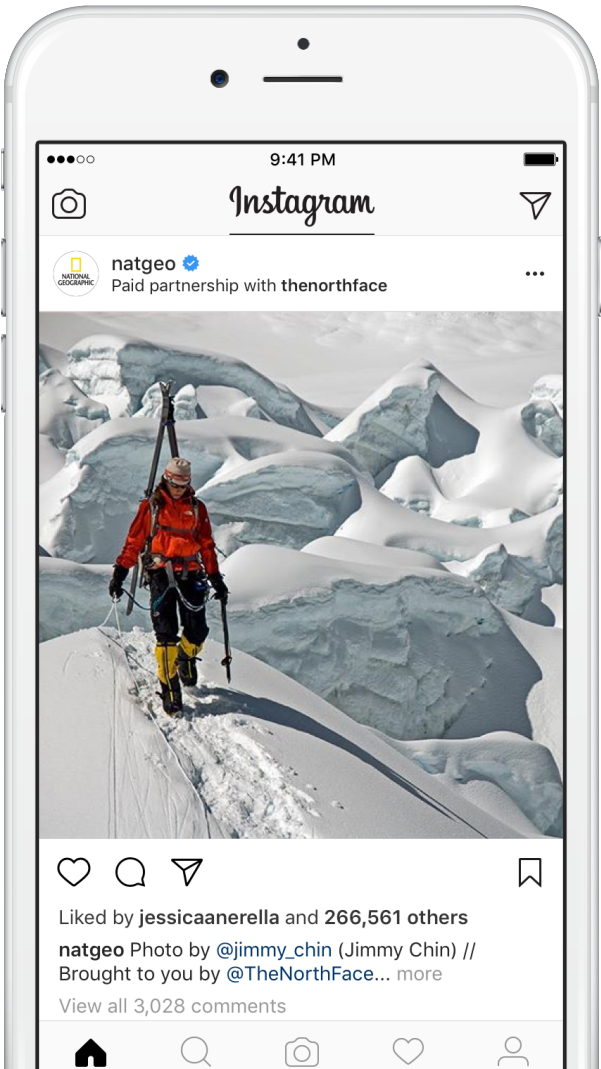
CONSIDER BRANDED CONTENT AS AN EXTENSION OF ORGANIC PRESENCE

ORGANIC

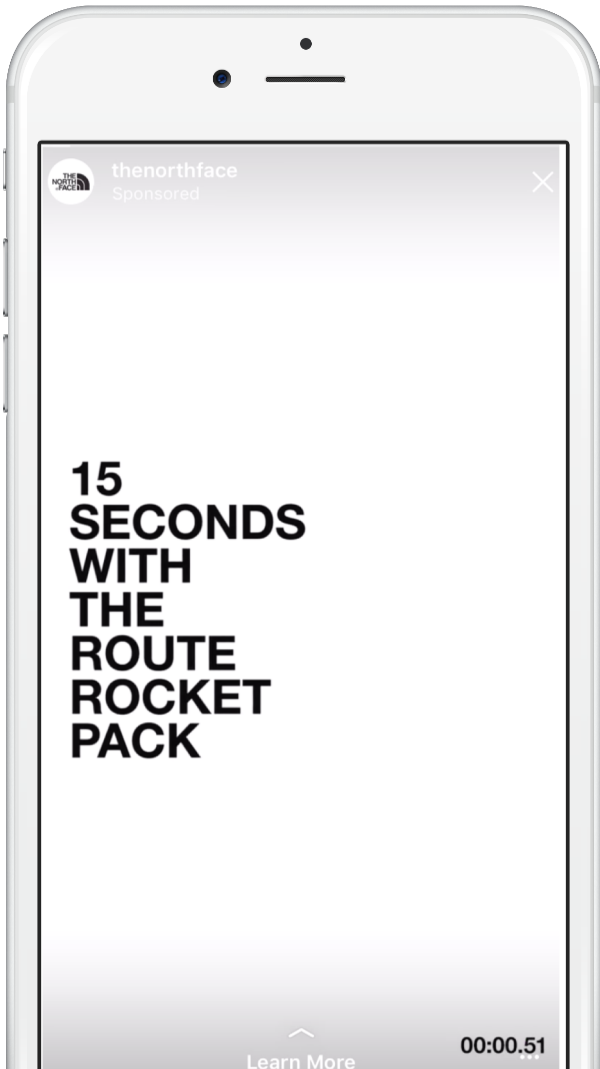
YOUR ORGANIC PRESENCE



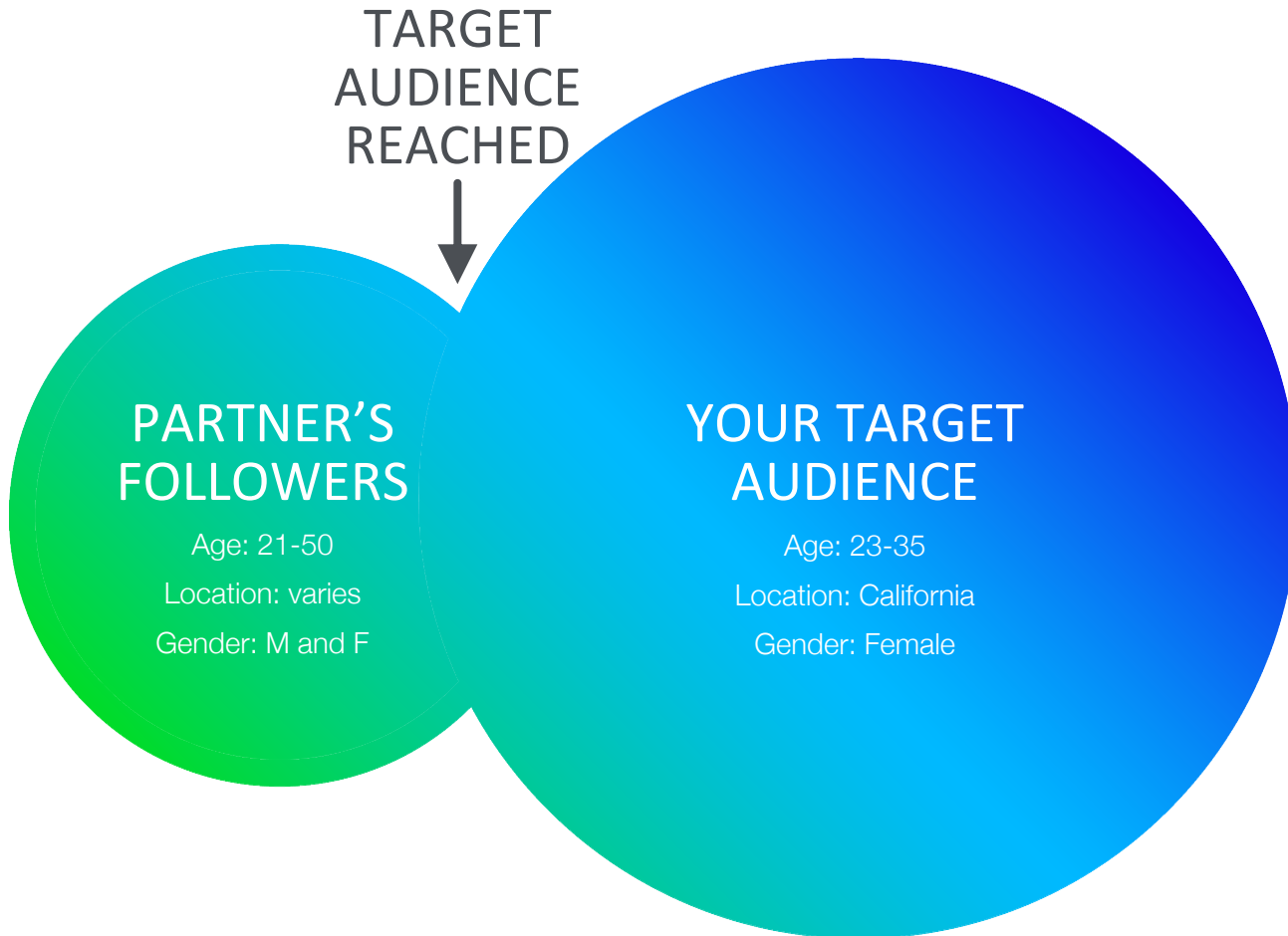
BRANDED CONTENT PARTNERSHIP



ADS



AUDIENCE: CONSIDER BRANDED CONTENT AS ONE PIECE OF YOUR BROADER INSTAGRAM STRATEGY

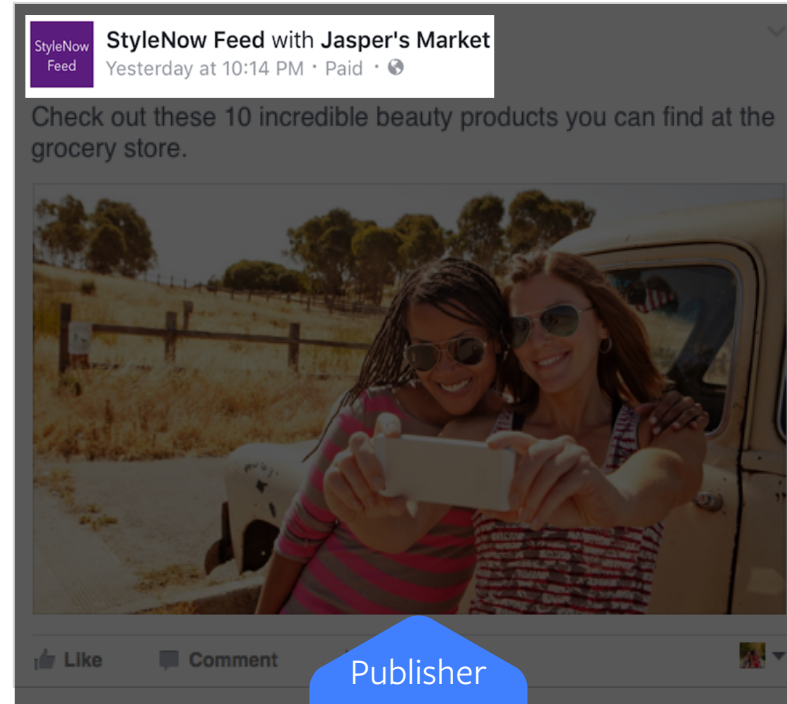


- Your Branded Content partner might have several highly-engaged followers, but not all of them will fall into your business's target audience.
- Given limitations in targeting, we recommend considering Branded Content as one piece of a more holistic Instagram strategy that also includes ads

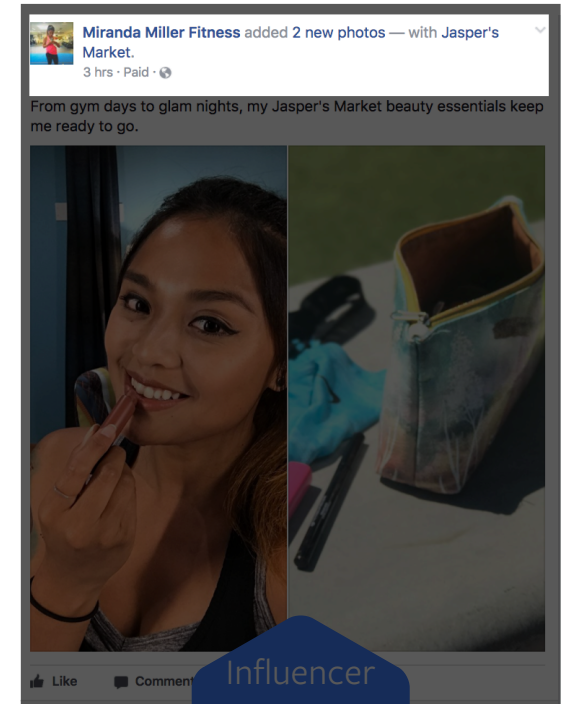
Introducing Branded Content on Facebook

Enabling creators (celebrities, public figures) and publishers (media companies) to bring their existing branded content deals onto Facebook.

- A new solution that supports both advertisers and publishers in our platform
- Increased amplification and controls
- New policies to support branded content



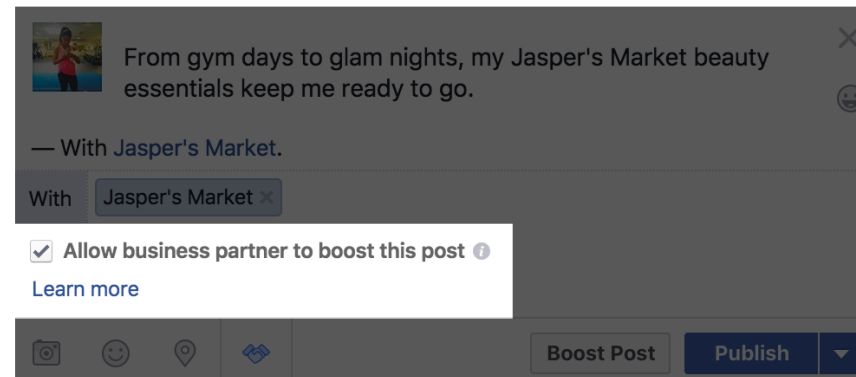
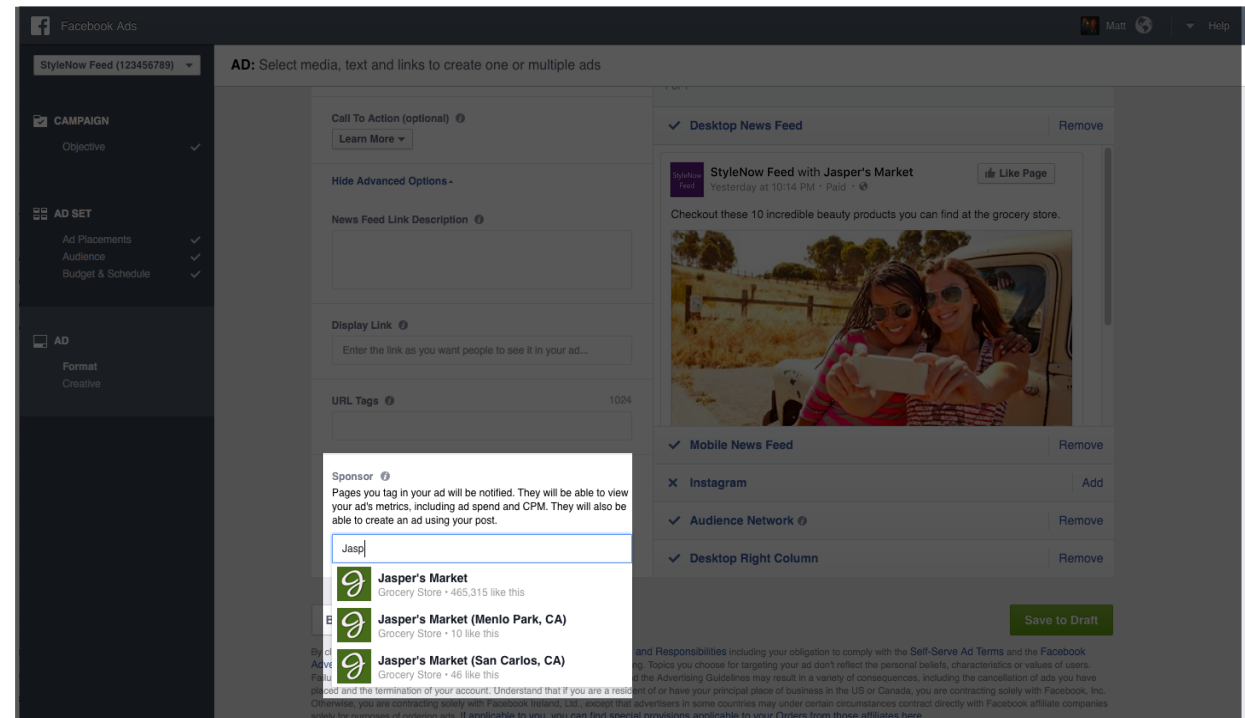
Publisher
+
Business
Partner



Influencer
+
Business
Partner

How Branded Content works on Facebook

1. The creator or publisher has the ability to tag the business partner
2. Business partners gain visibility into the performance of the post.
3. Business partners can amplify the post by :
 - A. Asking the creator to boost it or create it as an ad
 - B. Sharing and boosting the post
 - C. Boosting the creator's post directly or using it in Ads Manager/Power Editor as an existing post (*must have access granted from creator*)



Gain visibility into branded content performance

On the insights page, business partners can see the performance of the post to the publisher's audience.

Approvals and boosting capabilities offer business partners and creators/publishers control and amplification over their branded content on Facebook.

The screenshot displays the Facebook Branded Content Insights interface. On the left is a navigation menu with options like Likes, Reach, Page Views, Actions on Page, Posts, Branded Content (highlighted), Events, Videos, and People. The main area is split into 'Tagged Posts' and 'Published Posts' tabs, with a 'Branded Content Settings' link in the top right. Below the tabs, there's a filter for 'All Pages' and a legend for 'Reach', 'Post Clicks', and 'Reactions, Comments & Shares'. The central table lists two posts with their performance metrics.

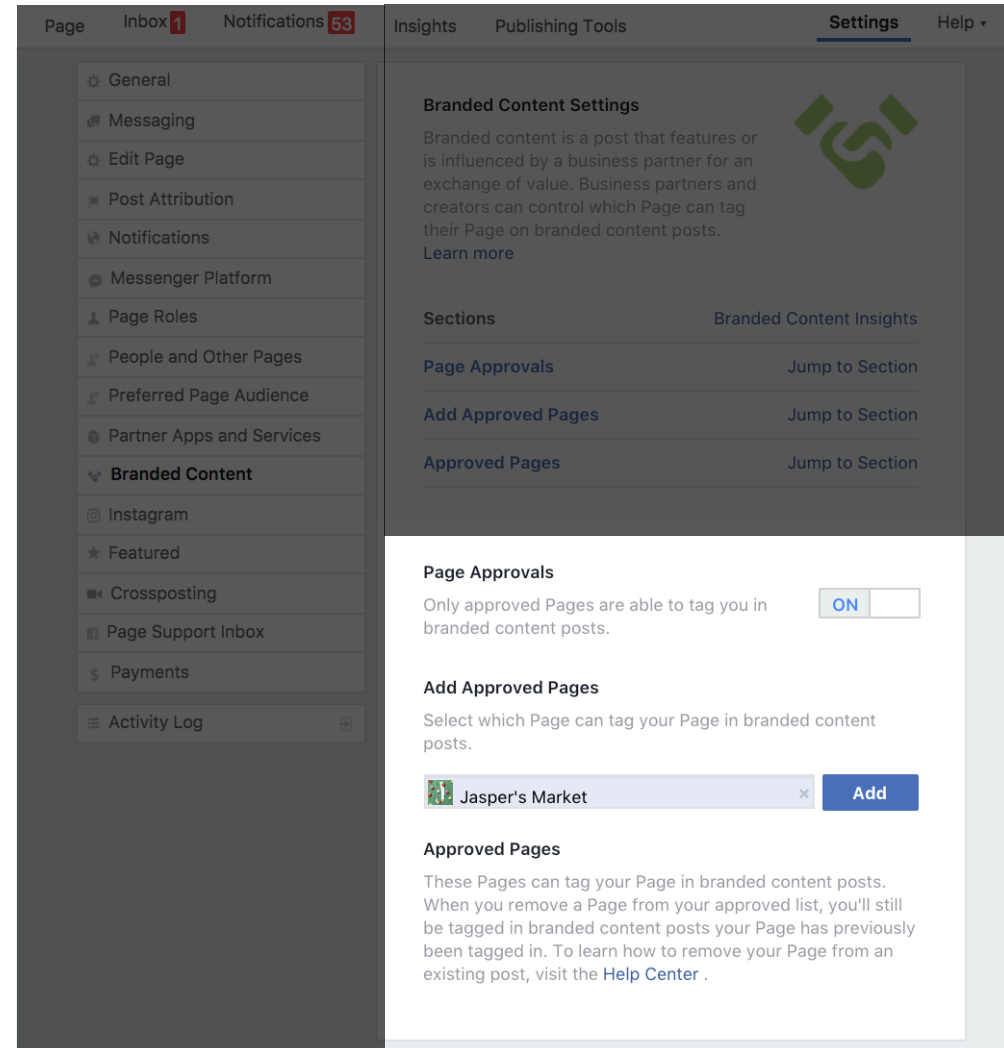
Published	Owner	Post	Type	Reach	Engagement	Total Spend <i>i</i>	CPM <i>i</i>	Actions
05/09/2017 9:13 am	[FB Test]	Test		3	0 2	--	--	
10/24/2016 1:08 pm	Orange	Testing audio		4	0 0	--	--	

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

Ensure you are only tagged by your partners

As a business partner, you can ensure only authorized creators or publishers can tag your Page in branded content posts by turning on Page Approvals as follows:

1. Go to Page, Settings, and Branded Content
2. Under Branded Content Settings, turn Page Approvals **ON**; this will bring up a list of approved Pages
3. Enter the names of the creators or publishers you'd like to approve in the **Add Approved Pages** field
4. Now, only approved creators and publishers can tag your Page in their branded content posts.



The screenshot displays the Facebook Page Settings interface. The left sidebar contains a navigation menu with options: General, Messaging, Edit Page, Post Attribution, Notifications, Messenger Platform, Page Roles, People and Other Pages, Preferred Page Audience, Partner Apps and Services, **Branded Content** (highlighted), Instagram, Featured, Crossposting, Page Support Inbox, Payments, and Activity Log. The main content area is titled 'Settings' and features a 'Branded Content Settings' section with a green 'IG' logo. Below this, there are links for 'Page Approvals', 'Add Approved Pages', and 'Approved Pages'. A modal window is open, showing the 'Page Approvals' toggle set to 'ON'. The 'Add Approved Pages' section includes a search bar with 'Jasper's Market' entered and an 'Add' button. The 'Approved Pages' section lists the approved pages and provides instructions on how to manage them.

Objectives available for Branded Content

- If a business partner selects **Use existing post** when creating an ad in Ads Manager, six objectives are available:
 - Video Views
 - Brand Awareness
 - Engagement (Page post)
 - Reach
 - Traffic (only website/Messenger)
 - Conversions (only website/Messenger)
- If a business partner uses the **Boost Post** button in Page Insights or Business Manager, the only available objective is Page Post Engagement.

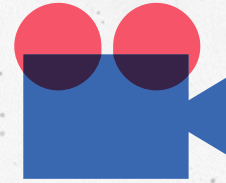
FLEXIBLE SUPPORT FOR POST FORMATS



Photos



Links



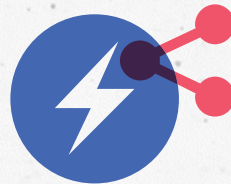
Videos



Text



Live videos



Instant articles



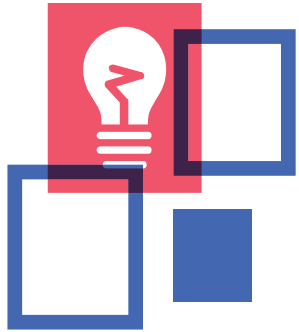
360 videos

Branded Content policies on Facebook

- Our policies require to tag business partners in their branded content posts when there's an exchange of value.
- We also require that branded content represent a unique contribution from a creator, rather than merely posting for an exchange of value.
- Branded content can also be posted in the form of unpublished posts/ads. Our Ads policies require creators to tag their business partners using the branded content tool.



Connect with the people who matter to you and drive results with branded content



Amplify branded content creative



Breakthrough with engaging content



Extend moments and events