Passive **facebook** Audience Campaign

FREQUENTLY ASKED QUESTIONS

What results should I expect from running a passive Facebook campaign?

You should view your Facebook campaign as a complement to your employer brand messaging. The Facebook campaign is "passive", meaning it reaches a wide audience of viewers similar to your desired candidate profile. Your job ad is not necessarily going to reach active job seekers. The campaign will get your brand in front of individuals who are a close match to your desired hiring characteristics, including the right geographic location, professional field, educational background or trade experience.

The passive Facebook campaign is a great way to expose more future candidates to your company, products and mission. When you want to increase awareness of your employer brand in your local community, the Facebook campaign is a good solution. Used in concert with job network advertising, the Facebook campaign will help drive awareness, ultimately increasing clicks and applications from the right candidates.

How long will it take to get the new Facebook campaign running?

Typically two business days as each campaign goes through an approval process at Facebook.

How long should I expect the campaign to run?

Two weeks.

What if we're interested in this campaign, but we don't have a company Facebook page?

No problem! We will run your campaign under our Nationwide Job Search sponsorship.

Will my passive Facebook campaign appear on Instagram as well?

Yes, your ad will appear as a sponsored post in viewers' Instagram feeds.

Can I make changes to the ad after I've submitted it?

Once your job posting has been processed, you will receive an email notification with a static ad proof. If you reply to the email notification within 24 hours, we will make every effort to accommodate your change.

What image will be used with my Facebook ad? Can I use a custom image?

When processing your job posting, we will insert an appropriate image from our library of Facebook-approved images. If you reply to the ad proof email notification within 24 hours, we will make every effort to accommodate your custom image. It has been our experience that Facebook will reject images that contain text overlays and the employer's logo.