



Getting Started with Branded Content

Overview - What is branded content on Facebook?

Branded content is a growing and evolving part of the media landscape. On Facebook, we define this as content that features a third party product, brand, or sponsor (“marketer”). It is typically posted by media companies, celebrities, or other influencers. Verified Pages (with the blue checkmark) can share branded content on Facebook as long as they follow our updated branded content policy and ads policy and use the branded content tool to tag marketers in their posts.

View the full list of specifics for branded content: facebook.com/policies/brandedcontent, https://www.facebook.com/policies/ads/#restricted_content.

CONTENT

- **How It Works**
- **Understanding What The Marketer Sees**
- **Understanding The Policy**
- **Frequently Asked Questions**
- **Additional Resources**
- **Branded Content Instructional Guide**

HOW IT WORKS

Publishers are required to tag the marketer’s Page in any post that features a third party brand, product, or sponsor. When tagged, the marketer will be notified and will be able to see high level performance insights, such as reach and engagement for the post. They also have the ability to share the post to their Page and put additional spend against it.



Look for the “handshake” icon in Page composer to add the branded content tag. In Ads Manager and Power Editor you will see a “Sponsor” field. Note: this is not available for Verified Profiles or Unverified Pages.

Sharing Branded Content to Your Page

Surfaces

All branded content must be tagged using the tool, which is available in:

- ⦿ Page composer
- ⦿ Power Editor
- ⦿ Ads Manager
- ⦿ Mentions app
- ⦿ Publisher Tools
- ⦿ Marketing API: (<https://developers.facebook.com/docs/marketing-api/reference/ad-creative-photo-data>)
- ⦿ Live API: (<https://developers.facebook.com/docs/videos/live-video-api>)
- ⦿ Graph API: (<https://developers.facebook.com/docs/graph-api/advanced/branded-content>)

Content types

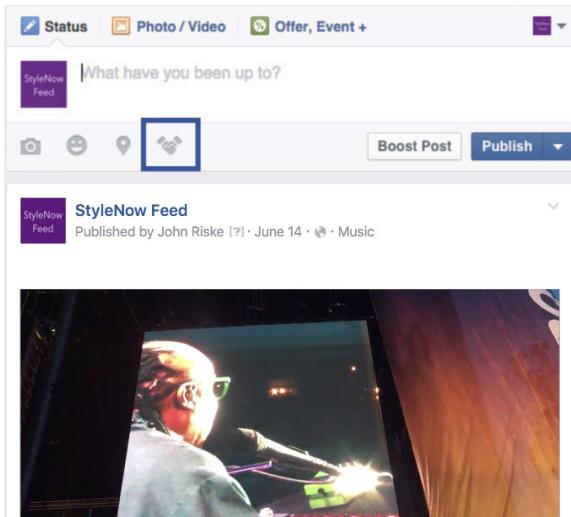
The branded content tag can be added in the following post types:

- ⦿ Photos
- ⦿ Videos
- ⦿ Links
- ⦿ Text
- ⦿ Instant Articles (<https://developers.facebook.com/docs/instant-articles/ads/branded-content>)
- ⦿ 360 videos
- ⦿ Live videos

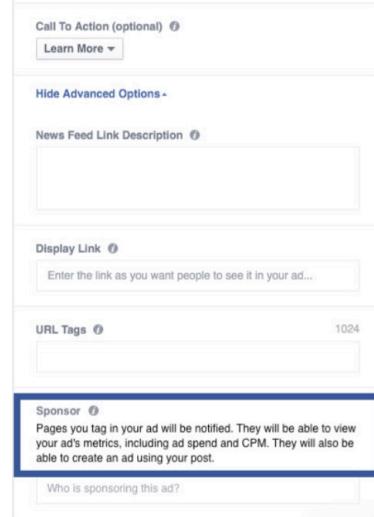
Tagging posts

1. Type in the name of the third party product, brand, or sponsor featured in the post.

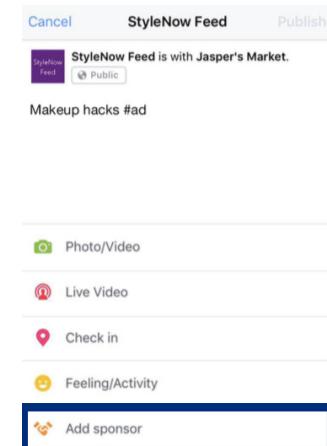
In any post composer you'll first need to click on the "handshake" icon before typing, and in Ads Manager and Power Editor you will see a "Sponsor" field in the Advanced Options section.



Page composer



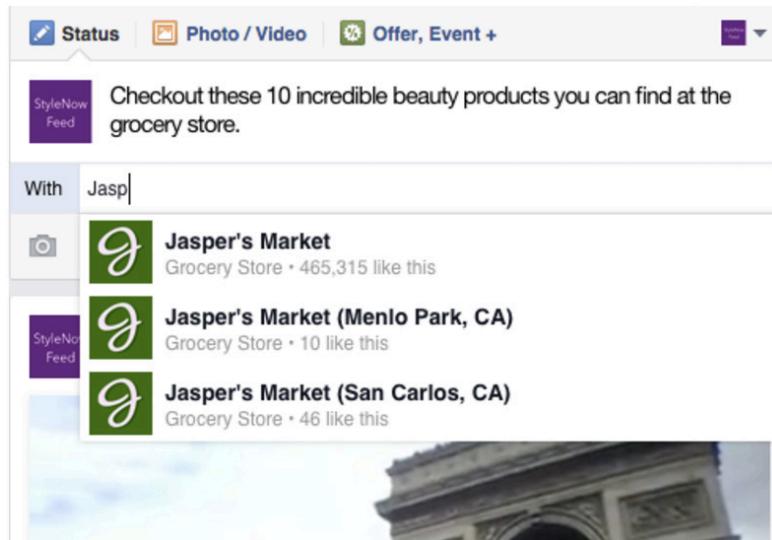
Power Editor



Live composer

Begin typing the name of the marketer, and select the marketer's Page from the drop down menu.

Alternatively, paste the Page URL in the typeahead to find the marketer's Page.



2. Branded content posts will appear in News Feed with the “with” tag.



3. See insights for branded content posts as you would any other post.

UNDERSTANDING WHAT THE MARKETER SEES

Marketers that have been tagged in posts will be able to collaborate more closely with media publishers and influencers by seeing high level post metrics of reach and engagement for branded content posts they are tagged in. If the publisher or influencer boosted their post or created it as an ad, the marketer will be able to see total spend and CPM on the post.

Branded Content

2 Ad Accounts

All Sponsors ▾

Sep 29, 2015 - Oct 5, 2015 ▾

Reach: Organic / Paid ▾ Post Clicks Reactions, Comments & Shares ▾

Published ▾	Page	Post	Type	Targeting	Reach	Engagement	CPM	Total Spend	Promote	
10/04/2015 2:30 pm	StyleNow Feed	 Checkout these 10 incredible beauty p...			181		14 1	--	\$300	<button>Share & Boost</button>

Marketers can also use the “Share & Boost” button to share the post to their Page and boost it to a chosen audience. The publisher will get notified if their post is shared and boosted. The marketer does not have access to content management permissions for the publisher’s post and cannot take actions like deleting and editing - these are reserved for the content publisher. Marketers must share the post to their own Page in order to boost the post.

Learn more about marketers’ role in branded content here: <https://www.facebook.com/business/news/>

UNDERSTANDING THE POLICY

Under the updated branded content and ads policies, media publishers and influencers *must tag* marketers in a branded content post - whether appearing on a Page as a published post or as an ad.

The Policy

In addition to the tagging requirement, the policy restricts some types of branded content from our platform. People have told us that branded content that is more promotional in nature is less engaging. Based on this feedback, our policy guidelines prohibit overly promotional executions, such as pre-roll advertisements, and banner ads in branded content posts. For a full list see the branded content policy (<https://www.facebook.com/policies/brandedcontent/>). For ads content, there are no creative restrictions beyond regular ads policy (https://www.facebook.com/policies/ads/#restricted_content).

This chart can help you quickly determine which policies to follow:

	Pages Terms	Ads policy
Published post	✓	
Published and boosted post	✓	✓
Unpublished post		✓

Even when they tag marketers in branded content posts, publishers and influencers remain responsible for understanding their legal obligations to indicate the commercial nature of content they post.

Policy Enforcement for Branded Content Posts

Just like all content on Facebook, branded content will go through a review process. We will be enforcing the usage of the tagging functionality, along with compliance with updated Pages terms and ads policy.

We will begin scaling enforcement after September 1, 2016 to remove non-compliant branded content or disapprove ads for lack of compliance. Posts that violate the policy will removed from Facebook.

Addressing Violations

Publishers will receive a notification describing the reason for the violation so that, depending on the violation, they can add a tag and restore the post, address the violation and create a new post, or appeal the violation.

1. Receive a notification that your post violates the policy.

If our enforcement system identifies your post as a violation, your post will be removed and you will receive a notification that looks like this:

The image shows two screenshots. On the left is a screenshot of a Facebook notifications page for a user named 'Debashish'. It shows a notification from a page named '<Page Name>' about a post that violated branded content policies. On the right is a screenshot of a pop-up window titled 'Branded Content Policy Violation'. The window contains text stating 'Your recent post violates our Branded Content policies' and provides a link to learn more. A blue arrow points from the notification in the notifications list to the 'Who is sponsoring you for this post?' field in the pop-up window.

2. If your post is in compliance with the policy but is missing a tag, add a tag.

In the Notifications drop-down or tab on your Page, select the branded content tab and click on the violation you would like to address. In the pop-up box, find the “handshake” icon and begin typing the name of your marketer’s Page to add the tag.

The image shows two screenshots of a 'Branded Content Policy Violation' pop-up window. The first screenshot shows a search bar with the placeholder 'Who is sponsoring you for this post?'. The second screenshot shows the search results, where 'Jasper's Market' has been typed into the search bar, and a dropdown menu shows the result. A blue arrow points from the search bar in the first screenshot to the search bar in the second screenshot.

Once you click “Okay, I understand,” in the bottom right corner of the pop-up, the post will be restored.

3. If your post’s content is not compliant with the policy, you must re-create it to post it again.

If the post was flagged for other violations, (e.g., pre-rolls) you can re-create the post after addressing the violating elements, for example removing the pre-roll.

4. If you feel your post has been incorrectly flagged as a violation, submit an appeal.

To appeal a violation, in the Notifications drop-down or tab on your Page, select the branded content tab and click on the violation you would like to appeal. In the pop-up box, click the “let us know” hyperlink, fill out the appeals form, and click “Send.”

The screenshot shows a feedback form titled "Feedback for Branded Content Policies". It includes instructions about guidelines for branded or promotional content, a link to learn more about policies, and a URL input field. Below is a large "Feedback" area and a "Send" button.

Feedback for Branded Content Policies

Your Page's post goes against our guidelines for branded or promotional content. Please use this form to share feedback about our updated policies.

[Learn more about our branded content policies here.](#)

Please provide the URL link to the post you're referring to.
To access the URL of the post, click the timestamp at the top of the post, then copy and paste the URL to this form.

Feedback

Send

You will later receive a notification to let you if your appeal was accepted and the post restored, or if your appeal was denied.

Frequently Asked Questions

Q: What is the definition of branded content?

A: Branded content is a growing and evolving part of the media landscape. On Facebook, we define this as content that features a third party product, brand, or sponsor (“marketers”). It is typically posted by media companies, celebrities, or other influencers.

Q: What is the branded content tool and policy update?

A: We’re updating our branded content policy to enable blue Verified Pages — like publishers and influencers — to share branded content on Facebook. Previously, our [branded content policy](#) and [ads policy](#) prohibited Pages from promoting third-party brands.

Q: Does this only apply to videos, or other kinds of branded content as well? Does it work with newer formats like Instant Articles, Live video and 360 video?

A: You can use the branded content tag with the following post types : photos, videos, links, text, Instant Articles, 360 videos, and Live.

Q: Who can post branded content?

A: All blue Verified Pages. Unverified Pages are not permitted to post branded content.

Q: What are some good examples of branded content?

A: Lady Gaga worked with Intel to post a video of her Grammy performance from her Page. See the [launch blog post](#) for the visual example.

Q: How does this impact News Feed ranking?

A: Tagging a marketer does not impact your post’s News Feed ranking. The same signals — such as engagement and reach — will continue to guide your post’s distribution. Keep in mind that people do not want to see overly promotional content, and those types of posts will likely continue to receive less distribution organically.

CONTENTS

- [General](#)
- [Policy](#)
- [How To Tag](#)
 - [Live](#)
 - [Instant Articles](#)
- [Working with Marketers](#)
- [Enforcement](#)

Q: How will this impact people?

A: We hope this will help connect people to more of the content they care most about on Facebook, as this update gives publishers and influencers additional incentive to share more quality content — of all kinds — with their fans.

Policy**Q: What are the specifics of the policy?**

A: Visit our [branded content policy](#) and [ads policy](#) to learn more about the branded content policy.

Q: Will Facebook try to get involved with the deals I have between me and my marketers?

A: No, the updated policy does not change your relationship with your marketers. Page owners are paid directly by the brand for their production and creative services. If the publisher or advertiser chooses to boost the post, Facebook is paid for media, which is purchased in auction, no different than any other ad product on Facebook.

How To Tag**Q: What will a branded content post look like in News Feed?**

A: Branded content will be indicated by a new “with” tag. For example, it might say “Lady Gaga with Intel” — you can see what this looks like in our [launch blog post](#).

Q: Where can Pages access the branded content tool?

A: The branded content tool can be accessed from Page Composer, Mentions app, Publisher Tools, Ads Create Flow (new Ads Manager), Power Editor, the Marketing API, the Live API, and the Graph API.

Q: Can a publisher using Mentions for Profile use the branded content tag?

A: No. While Mentions is for Verified Pages and Verified Profiles, only Verified Pages will see the branded content icon in composer at this time. We will extend the product to support Verified Profiles soon.

Q: Can Pages access the branded content tool through Publisher Tools?

A: Yes, publishers can add the branded content tag in Publisher Tools, by creating a post, uploading a video, or creating a Live video from this surface. To create a post and add the tag, click “Posts” in the left hand navigation bar, and then click the blue “+Create” button; and to upload a video or create a Live video, click “Videos” in the left hand navigation bar, and then click the “+Upload” button or the “+Live” button. Then in the pop-up composer, find the “handshake” icon, and add your marketer.

Q: Does tagging the marketer absolve the publisher/influencer of all legal responsibility to disclose commercial content?

A: No, even with the use of the tag, publishers and influencers remain responsible for their legal disclosure obligations including those needed to indicate the commercial nature of content they post. Facebook cannot offer legal guidance around disclosure requirements. You should consult with your legal teams to understand how they would like you to note commercial relationships within your posting strategy. Facebook has no restrictions on adding additional disclosures within the copy.

Q: What if the branded content post features multiple marketers?

A: We are working on the capability to tag multiple marketers however this is not available today. For compliance purposes we ask you tag the most prominent marketer in your post.

Q: What if the marketer that the publisher wants to tag does not have a Page?

A: If the marketer does not have a Page and it makes sense for them to create one, they should create a Page and the publisher should tag them. If not, you should appeal the violation.

Q: What if the publisher tags the wrong Page by accident? Can they edit?

A: Unfortunately editing a tag is not available on Page Composer. You will have to delete the post and start over.

Q: Can a marketer untag themselves from the post if they're tagged incorrectly?

A: Yes.

Q: Does this work with Instant Articles?

A: Yes, an Instant Articles post can be tagged as branded content with our new tool; follow the [developer documentation](#) to learn how. We also suggest following the Instant Articles [design guidelines](#) to render your branded content posts as Instant Articles. In the coming weeks, we will roll out the ability to include your marketer's logo above the fold as well.

Live

Q: How do I tag branded content in Live videos? Can I do so through composer, if so how?

A: Live videos published in the post composer or with the Live API must have a tag. In the composer, before going live you'll find the "handshake" icon; tap on it and a typeahead will appear where you can select the marketer's Page you would like to tag from the drop down menu. Once the Page is selected, you can tap the Live icon and begin your broadcast. To learn more, read our [Get Started Page](#). Read the [Live API documentation](#) to learn how to add the tag with the Live API.

Q: How do I tag my Live video from the Mentions app?

A: To create a branded content Live video post, start in the Mentions app.

1. Tap the “What’s on your mind?” at the top of your News Feed or tap “Post” in the center of the bottom bar.
2. Tap “Add Sponsor” at the bottom of the screen and tag your marketer by typing the marketer’s Page name.
3. Then tap “Live Video” and your Live video post will contain the branded content tag.

Instant Articles

Q: How do I add the marketer logo to the top of my article? Can I add it anywhere? A: Read our [developer documentation](#) to learn more about the [branded content policy](#) and adding a marketer’s logo to your articles. At this time the design tools and branded content policy only support logos next the byline.

Q: Do I add the branded content tag within my Instant Articles?

A: No, the branded content tag is added at the post level. When you create a post with your Instant Article, add the branded content tag in composer or via the APIs for which the tag is available. Learn more about adding the branded content tag on our [Get Started](#) page.

Working with Marketers

Q: How does this work for marketers? What will a marketer see?

A: When the marketer gets tagged by the publisher, they will get a notification. The marketer will be able to see the post performance, including reach, clicks, likes, comments and shares. If the branded content was posted as an ad, marketers will also see total spend on the campaign and its CPM. Additionally, marketers have the ability to share and boost the post to their selected audiences.

Q: Can the marketer boost from my ad account or add spend to my post?

A: No. The marketer has to share the Page owner’s post from their Page and then can boost to put spend against that post, they are unable to directly boost the original post.

Enforcement

Q: How are we enforcing the new policy?

A: Beginning 9/1 we will start to scale enforcement of the branded content policy; posts that violate the policy will removed from Facebook. Publishers will be given educational warnings for their first couple of posts, published after 9/1, that violate the branded content policy. After this date, posts that violate the policy will be removed from Facebook. The partner will receive a notification on Facebook and an email describing the specific violation. Depending on the violation, partners will have the option to add a tag and restore the post, address the violation and create a new post, or appeal the violation.

Q: What does “removing” a post mean?

A: When a post is removed, the post will be removed from the Page’s timeline and will no longer be visible to anyone but the Page admin.

Q: Is there a maximum number of violations allowed from a Page before the Page is taken down?

A: No, only individual violating posts will be impacted by this policy enforcement. There will be no impact to the overall Page.

Q: What does a publisher do once their post is removed? Can they repost? Can they edit?

A: All admins of the publisher’s Page will receive a notification describing the violation. The publisher then has three options, depending on the ways in which the content violated the policy.

1. If your post is removed because the marketer was not tagged, you have the ability to add the tag and the post will be restored.
2. If the post was flagged for other violations, such as pre-rolls, will be removed, and publishers can re-create the post after addressing the violating elements, for example removing the pre-roll.
3. If a the publisher feels the post has been incorrectly flagged as a violation, they can submit an appeal through the appeals form.

For step-by-step instructions on how to take any of these actions, read the “Addressing Violations” section of this Get Started Guide.

Q: Can partners simply edit the post after the violation has been flagged?

A: If a post is removed because the marketer was not tagged, you have the ability to add the tag and restore the post. Posts with other violations, such as pre-rolls, will be removed, and publishers can re-post the video after addressing the violating elements, for example removing the pre-roll.

Q: Will partners be able to appeal violations? How?

A: Yes, to appeal a violation, in the Notifications drop-down and tab on your Page, select the branded content tab and click on the violation you would like to appeal. In the pop-up box, click the “Appeals Form” hyperlink, fill out the form, and click “Send.” You will later receive a notification to let you if your appeal was accepted and the post restored, or if your appeal was denied.

Q: What if a post was incorrectly flagged as a violation ?

A: Publishers should use the appeals flow to report a post they think has been flagged incorrectly, and we will restore the post if it was originally compliant.

More resources

Help Center

<https://www.facebook.com/help/BrandedContent>

Policy links

Pages terms

<https://www.facebook.com/policies/brandedcontent/>

Ads policy

<https://www.facebook.com/policies/ads/#restricted>



Branded Content Instructional Guide

Table of Contents

16 What is Branded Content?

17 Definitions and Policies

18 Branded Content Availability

19 How It Works

Tagging Functionality

21 Page Composer

24 Page Composer for Live Video

25 Power Editor

30 Ads Manager

35 Mentions

View Insights and ‘Share and Boost’ Branded Content

38 Business Manager

41 Page Insights

What is Branded Content?

On Facebook, we define branded content as any content – including text, photos, videos, Instant Articles, links, 360 videos and Live videos – from Page owners that features third party products, brands, or sponsors. Page owners are typically media companies, celebrities, or other influencers.

We have updated our policies so only publishers and influencers with verified Pages (with a blue checkmark) can collaborate with marketers to share branded content on Facebook through ads or organic posts.



Definitions and Policies

Page owners have blue verified Pages and are typically media publishers, influencers or public figures.

Marketers are any third party brand, product or sponsor that a Page owner may feature.

Our policies aim to ensure branded content is of the highest quality:

- Policy now requires marketers to be tagged in both organic post and ads
- Creative restrictions on Page content – No pre-/post-/mid-roll; banner ads – for a complete list, see branded content policy in Pages terms
- Policy links
 - Pages terms: <https://www.facebook.com/policies/brandedcontent/>
 - Ads Policy: <https://www.facebook.com/policies/ads/#restricted>

Branded Content Availability

Tagging is available with the following formats/post types:	Tagging is available from the following surfaces:	Insights and 'Share & Boost' are available from the following surfaces:
Text	Page Composer	Business Manager
Photos	Ads Manager	Page Insights
Videos	Marketing API	
Links	Power Editor	
360 videos	Mentions app	
Live videos	Graph API Live API	
Instant Articles		

* Slideshow & Carousel will be supported over time.

* Current only the following four objectives are supported for ads (video views, website clicks, website conversions, and boost post). We will add support for the remaining objectives over time.

How It Works

1. Page owner tags marketer using the branded content ‘tool’.
- *2. When your Page is tagged in a branded content post, the Page admin(s) will get a notification and have the ability to:

- O1 View insights
- O2 ‘Share and boost’ the branded content post

These two functionalities are available in Business Manager and Page Insights.

* This is relevant for marketers only.

Tagging Functionality

The Following Section Is for Page Owners Who Post Branded Content

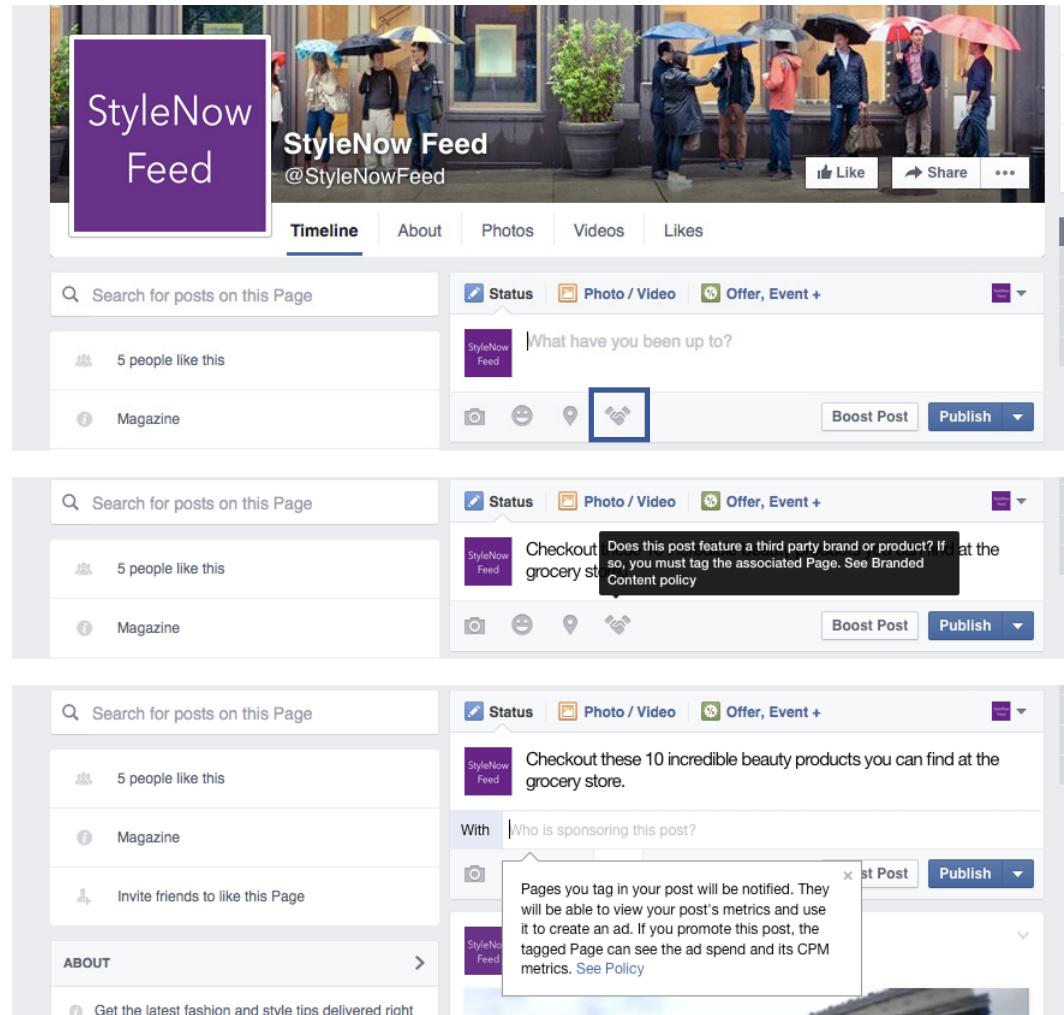
Page owner can tag the marketer using any of the following surfaces:

- Page Composer
- Power Editor
- Ads Manager
- Mentions app
- [Marketing API](#)
- [Graph API](#)
- [Live API](#)
- Publisher Tools

Page Composer Flow

For verified Pages, a new handshake icon will appear in your Page Composer.

By selecting the handshake icon, a typeahead will appear.



Page Composer Flow

Begin typing the name of the marketer, and select the marketer's Page from the drop down menu. Alternatively, paste the Page URL in the typeahead to find the marketer's Page.

Once the page is selected, you can also add any other content including photos, videos, text, link shares and more.

The screenshot shows the Facebook Page Composer interface. At the top, there is a purple box containing the text "StyleNow Feed". Below it, the page header reads "StyleNow Feed" and "@StyleNowFeed". The "Timeline" tab is selected. On the left, there is a sidebar with options like "Search for posts on this Page", "5 people like this", "Magazine", and "Invite friends to like this Page". In the main content area, there is a status update: "Checkout these 10 incredible beauty products you can find at the grocery store." Below this, there is a "With" section where "Jasp" is typed, and a dropdown menu shows three results: "Jasper's Market" (Grocery Store), "Jasper's Market (Menlo Park, CA)" (Grocery Store), and "Jasper's Market (San Carlos, CA)" (Grocery Store).

The screenshot shows the Facebook Page Composer interface. The left sidebar is identical to the previous screenshot. In the main content area, there is a status update: "Checkout these 10 incredible beauty products you can find at the grocery store." Below this, there is a photo of two women taking a selfie. To the right of the photo is a dashed box with a plus sign, indicating where new content can be added. At the bottom right, there are "Boost Post" and "Publish" buttons.

Page Composer Flow

After you hit publish, the post will now appear 'with' the marketer tag.

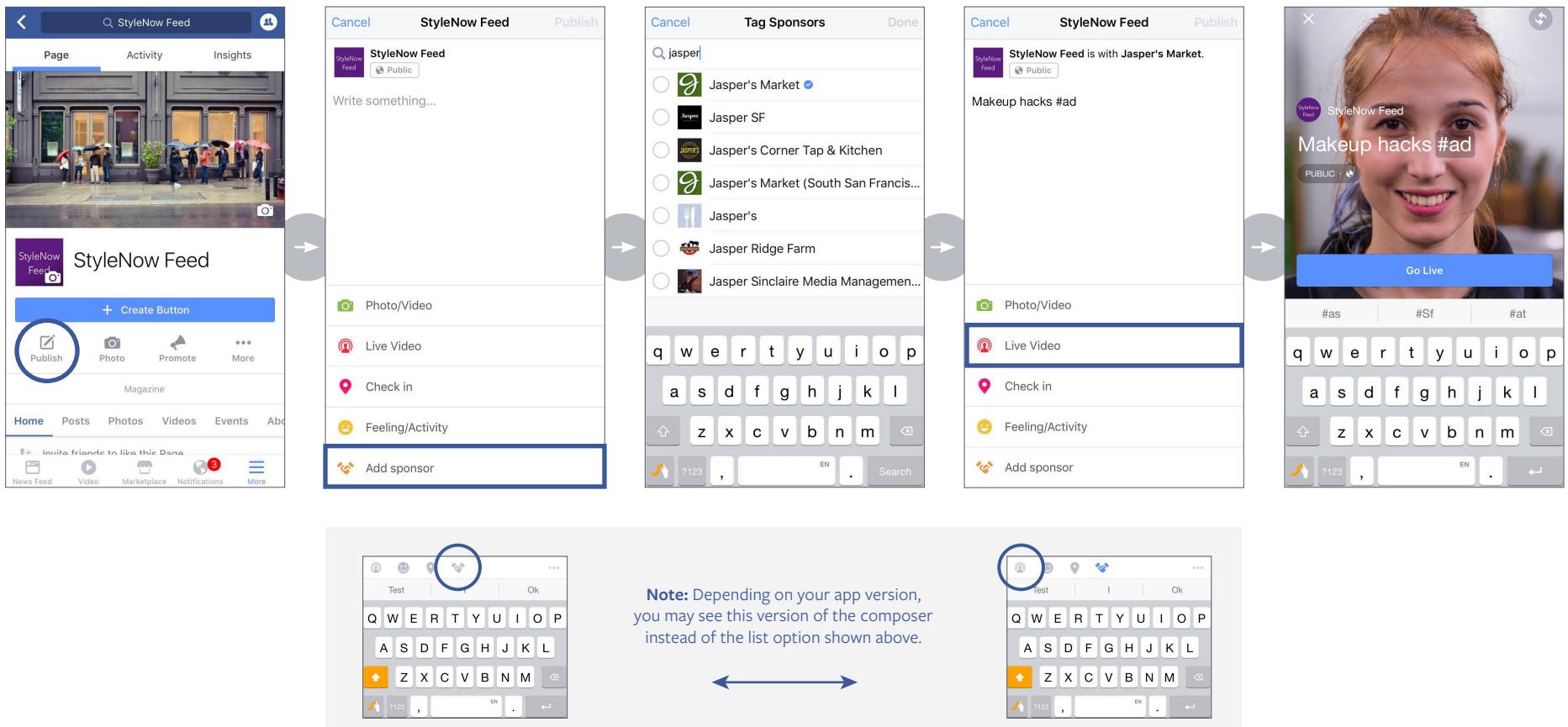
StyleNow Feed with Jasper's Market
Just now ·

Check out these 10 incredible beauty products you can find at the grocery store.



Like Comment Share 

Page Composer (Live Video)

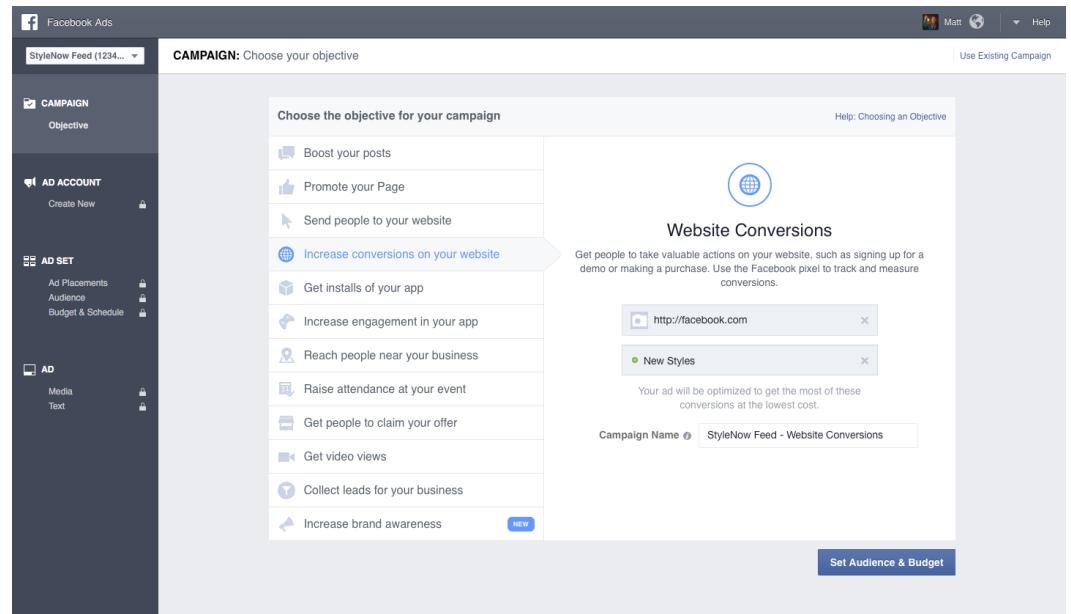


For verified Pages, a new handshake icon will appear when you click “publish”. First, select the handshake icon and a typeahead will appear where you can select the marketer’s Page from the drop down menu.

Once the Page is selected, you can select the Live icon and begin your broadcast.

Power Editor Flow

To use Power Editor to create your branded content ad, start by selecting your objective. At this point we only support: Boost your posts, Get Video Views, Send people to your website and Increase conversions on your website. We will extend support to other objectives over time.



Power Editor Flow

Create your ad set by defining your audience, budget and schedule.

The image displays two side-by-side screenshots of the Facebook Power Editor interface, illustrating the steps to create an Ad Set.

Screenshot 1: Ad Placement and Audience Definition

This screenshot shows the "AD SET: Define your audience, budget and schedule" page. On the left, the sidebar shows "StyleNow Feed (123456789)" under "CAMPAIGN" and "Objective". Under "AD SET", "Ad Placements", "Audience", and "Budget & Schedule" are listed. Under "AD", "Format" and "Creative" are shown. The main area is titled "Ad Placement" and includes sections for "Placements" (Mobile News Feed, Instagram, Audience Network, Desktop News Feed, Desktop Right Column), "Mobile Devices" (All mobile devices, Only when connected to Wi-Fi), and "Who do you want your ads to reach?". It also features an "Estimated Daily Reach" section with data for Facebook and Instagram, an "Audience Definition" gauge, and "Audience Details" including location (United States), age (18-65+), and placements (on pages, News Feed on desktop computers, News Feed on mobile devices, Audience Network, Desktop Right Column, Third-party Apps and Websites on mobile devices or Instagram Feed). The potential reach is listed as 191,000,000 people.

Screenshot 2: Audience, Budget, and Schedule

This screenshot shows the continuation of the "AD SET: Define your audience, budget and schedule" process. It includes sections for "Gender" (All, Men, Women), "Languages" (Enter a language), "Placements", "Connections" (Add a connection type), and "Keep refining your audience" (Save this audience). Below this is the "How much do you want to spend?" section with "Budget" (Daily Budget, \$20.00 USD) and "Schedule" (Run my ad set continuously starting today, Set a start and end date). There is also a "Show Advanced Options" button. The right side of the screen is identical to the first screenshot, displaying the same "Estimated Daily Reach", "Audience Definition" gauge, and "Audience Details". The potential reach remains at 191,000,000 people.

Power Editor Flow

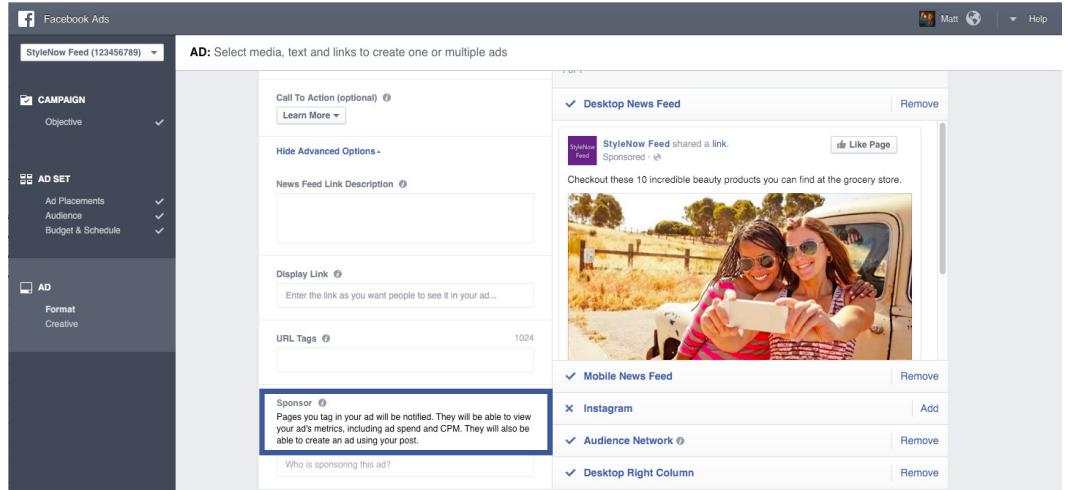
Pick the format and creative for your ad.

The image consists of two side-by-side screenshots of the Facebook Power Editor interface. Both screenshots show the same overall layout with a dark sidebar on the left and a light-colored main content area on the right. The top screenshot shows the initial step of selecting an ad format, with options for 'A single image or video in your ads' and 'Multiple images in one ad'. The bottom screenshot shows the detailed configuration of an ad, including fields for 'Headline', 'Text', and 'Call To Action (optional)'. On the right side of the bottom screenshot, there is a preview panel showing a desktop news feed with a photo of two women taking a selfie. Below the preview, there are sections for 'Mobile News Feed', 'Instagram', 'Audience Network', and 'Desktop Right Column', each with an 'Add' and 'Remove' button. At the bottom of the main content area, there is a 'Save to Draft' button.

Scroll to the Advanced Options.

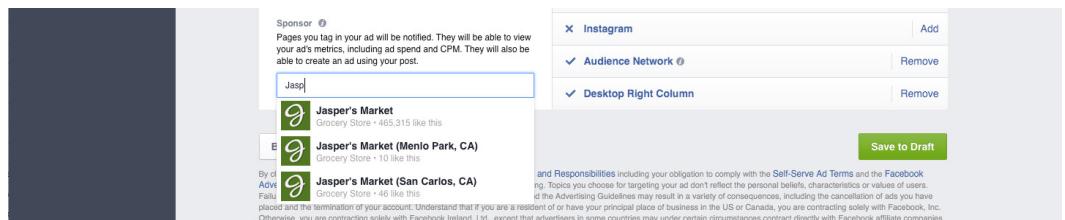
Power Editor Flow

Click on ‘Show Advanced Options’.



The screenshot shows the Facebook Power Editor interface for creating an ad set. On the left, there's a sidebar with sections for Campaign, Ad Set, and Ad. The main area is titled 'AD: Select media, text and links to create one or multiple ads'. It includes fields for Call To Action, News Feed Link Description, Display Link, and URL Tags. A 'Sponsor' section is highlighted with a blue box, containing instructions about who will be notified and can create ads using the post. To the right, a list of placements is shown, including Desktop News Feed, Mobile News Feed, Instagram, Audience Network, and Desktop Right Column, each with an 'Add' or 'Remove' button.

Start typing your marketer’s name in the sponsor bar.



This screenshot shows the 'Sponsor' section after typing 'Jasper'. It lists three pages: 'Jasper's Market' (Grocery Store), 'Jasper's Market (Menlo Park, CA)' (Grocery Store), and 'Jasper's Market (San Carlos, CA)' (Grocery Store). Each listing includes a small profile picture and a link to the page. A 'Save to Draft' button is visible at the bottom right.

Select the right Page to tag your marketer.



This screenshot shows the 'Sponsor' section with 'Jasper's Market' selected. The other options are dimmed. A note at the bottom discusses responsibilities and obligations, mentioning the Self-Serve Ad Terms and Facebook Policies. A 'Save to Draft' button is at the bottom right.

Power Editor Flow

Your ad will reference your Page 'with' the marketer's Page.

StyleNow Feed with Jasper's Market
Just now · 0

Check out these 10 incredible beauty products you can find at the grocery store.



Like Comment Share

Ads Manager Flow

To use Ads Manager to create your branded content ad, start by selecting your objective. At this point we only support: Boost your posts, Get Video Views, Send people to your website and Increase conversions on your website. We will extend support to other objectives over time. Create your ad set by defining your audience, budget and schedule. Pick the format and creative for your ad. Scroll and click on ‘Show Advanced Options’.

The screenshot shows the Facebook Ads Manager interface. On the left, a sidebar navigation includes 'Campaing' (selected), 'AD SET', and 'AD'. Under 'AD', 'Format' and 'Creative' are listed. The main area is titled 'AD: Select media, text and links to create one or multiple ads'. It has tabs for 'Create New Ad' (selected) and 'Use Existing Post'. A section asks 'How do you want your ad to look?' with two options: 'A single image or video in your ads' (selected) and 'Multiple images in one ad'. Below this, 'What creative would you like to use in your ads?' shows three options: 'StyleNow Feed' (selected), 'Slideshow', and 'Video'. A 'Text' section allows connecting a Facebook Page, choosing a headline, and adding Instagram account details. A 'Call To Action' section is present. 'Advanced Options' are shown at the bottom. On the right, an 'Ad Preview' panel shows a desktop news feed ad for 'StyleNow Feed' featuring two women taking a selfie. The preview includes a link to 'www.STYLENOWFEED.COM' and social sharing buttons. At the bottom, there are buttons for 'Review Order' and 'Place Order'.

Ads Manager Flow

Start typing your marketer's name in the sponsor bar. A typeahead will appear.

The screenshot shows the Facebook Ads Manager interface. On the left, a sidebar lists campaign, ad set, and ad levels with various settings. The main area is titled "AD: Select media, text and links to create one or multiple ads". It includes sections for "How do you want your ad to look?", "What creative would you like to use in your ads?", and "What text do you want to use?". The "Text" section contains fields for headline, Instagram account, and call-to-action. The "Sponsor" section shows a dropdown menu with "Jasper's Market" selected. To the right, there are sections for "Ad Preview" showing a desktop news feed ad, and "Mobile News Feed" with options for Instagram, Audience Network, and Desktop Right Column. A footer bar at the bottom has "Review Order" and "Place Order" buttons.

Ads Manager Flow

Select the right Page to tag your marketer.

The screenshot shows the Facebook Ads Manager interface. On the left, a sidebar navigation includes 'Campaing', 'Ad Set', and 'AD'. The main area is titled 'AD: Select media, text and links to create one or multiple ads'. It asks 'How do you want your ad to look?' with options for 'A single image or video in your ads' (selected) and 'Multiple images in one ad'. Below this, it asks 'What creative would you like to use in your ads?' with three options: 'StyleNow Feed' (selected), 'Images', and 'Slideshow'. It then asks 'What text do you want to use?' and shows a section for 'Connect Facebook Page' with 'StyleNow Feed' selected. The 'Ad Preview' shows a desktop news feed ad for 'StyleNow Feed' with two women taking a selfie. The 'Sponsor' field at the bottom is set to 'Jasper's Market'. At the bottom right are 'Review Order' and 'Place Order' buttons.

Ads Manager Flow

Finish your settings and hit
'Place Order'.

The screenshot shows the Facebook Ads Manager interface. On the left, a sidebar lists campaign, ad set, and ad levels with their respective settings. The main area is titled "AD: Select media, text and links to create one or multiple ads". It includes sections for "Create New Ad" and "Use Existing Post". Below this, a question "How do you want your ad to look?" has two options: "A single image or video in your ads" and "Multiple images in one ad". A central modal window is open, displaying a success message: "Your Order Has Been Placed" with a checkmark icon. It says, "Your order has been placed. You'll receive a notification once your ads are reviewed." Below this, there's a section for "Track Conversions with the Facebook Pixel" with a "Create Pixel" button. The main form contains fields for "Text" (with placeholder "Get the latest fashion and style tips delivered right on Facebook!"), "Call To Action (optional)", "Display Link", "URL Tag", and "Sponsor". The "Sponsor" field is populated with "Jasper's Market". At the bottom of the modal, there are "Review Order" and "Place Order" buttons. The footer of the modal contains legal text about the Statement of Rights and Responsibilities and the Self-Serve Ad Terms.

Ads Manager Flow

Your ad will reference your Page
'with' the marketer's Page.

StyleNow Feed shared a link — with Jasper's Market

Sponsored · 0

Summer is around the corner! Get the latest fashion and style tips to keep you in the know



StyleNow Feed

WWW.STYLENOWFEED.COM

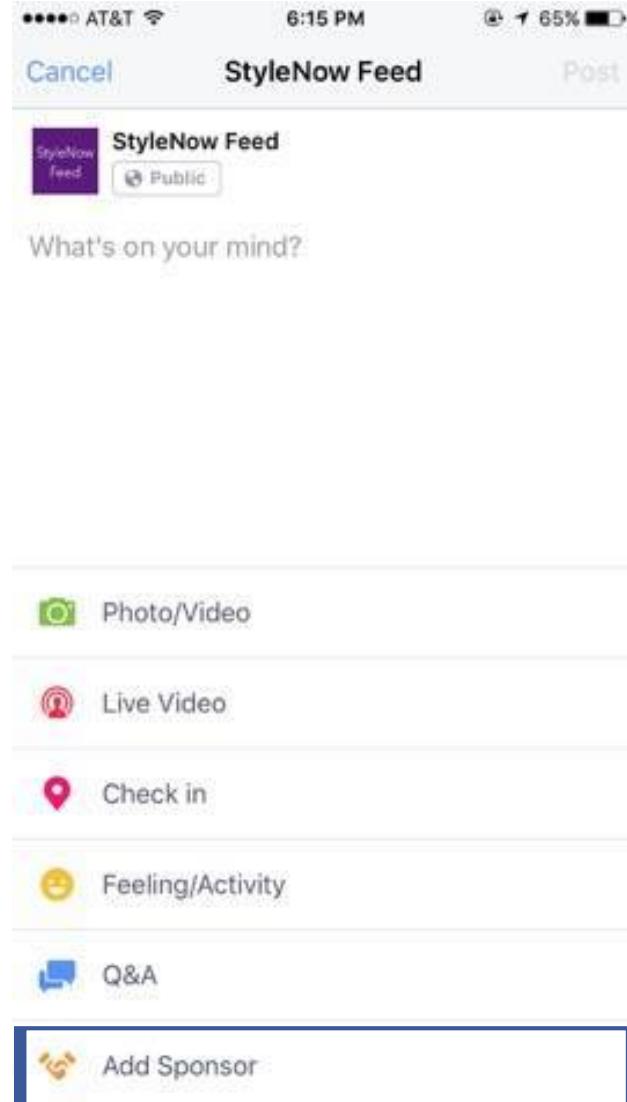
Learn More

Like Comment Share

Mentions Flow

Open up the Mentions app and tap 'What's on your mind?' at the top of the News Feed or tap 'Post' in the center of the bottom bar.

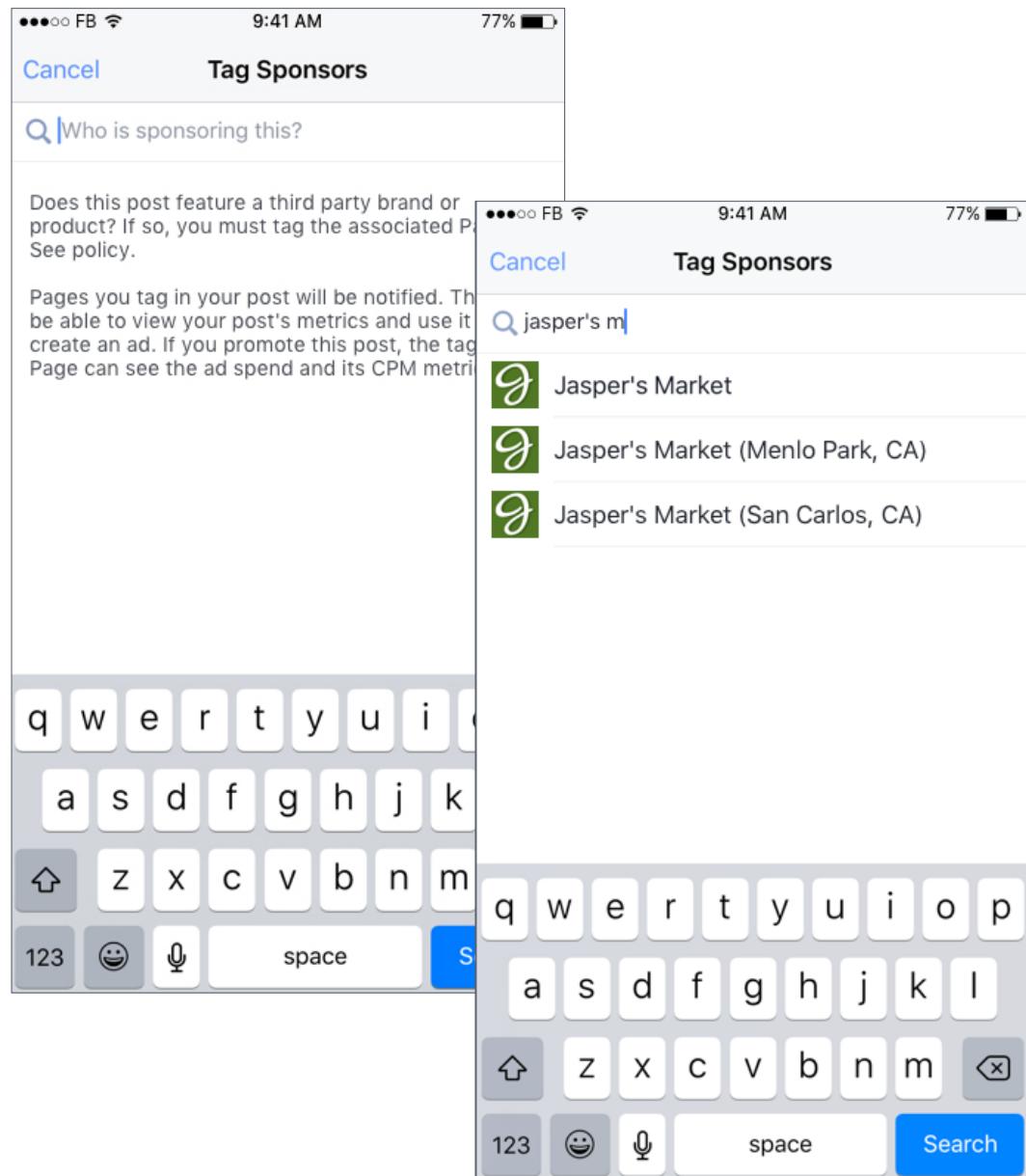
Click on the handshake icon 'Add Sponsor'.



Mentions Flow

Begin typing the marketer's name in the 'Who is sponsoring this?' bar.

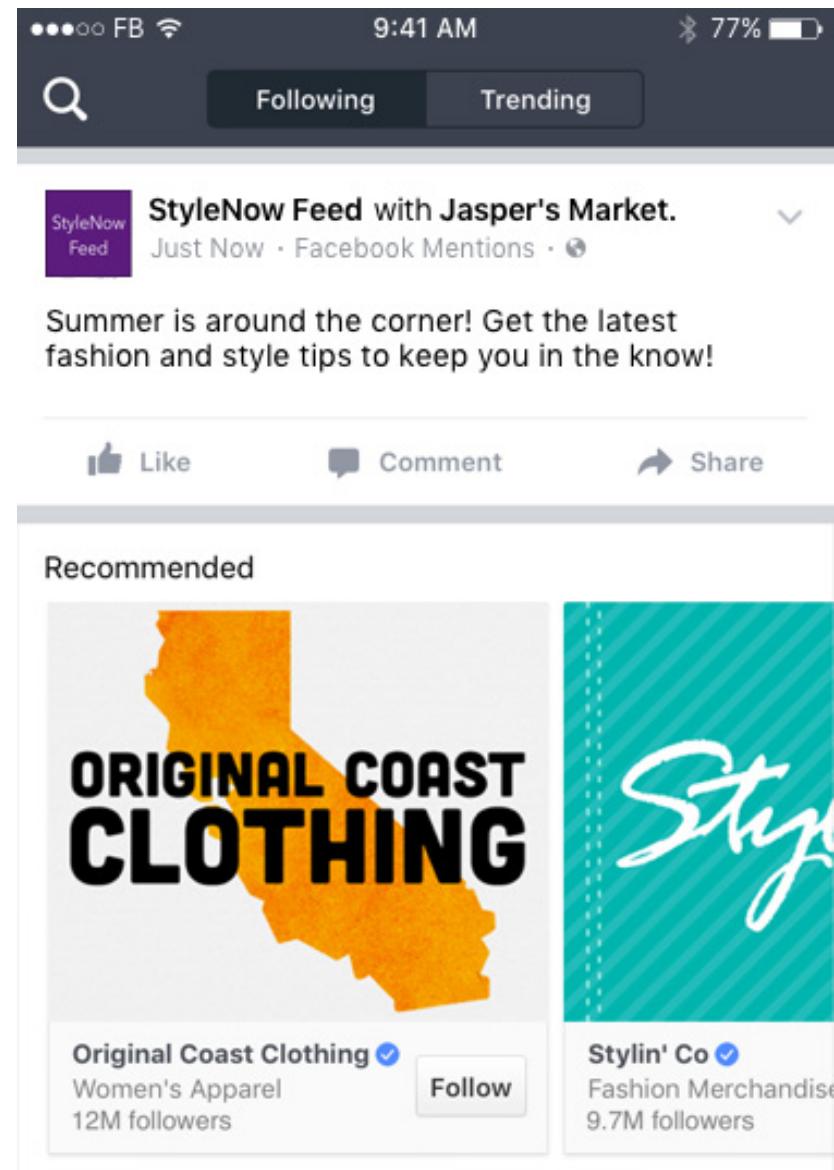
Select the marketer's Page from the options.



Mentions Flow

The marketer's Page appears next 'with' a tag. You can add any more creative like text, photos, videos, etc.

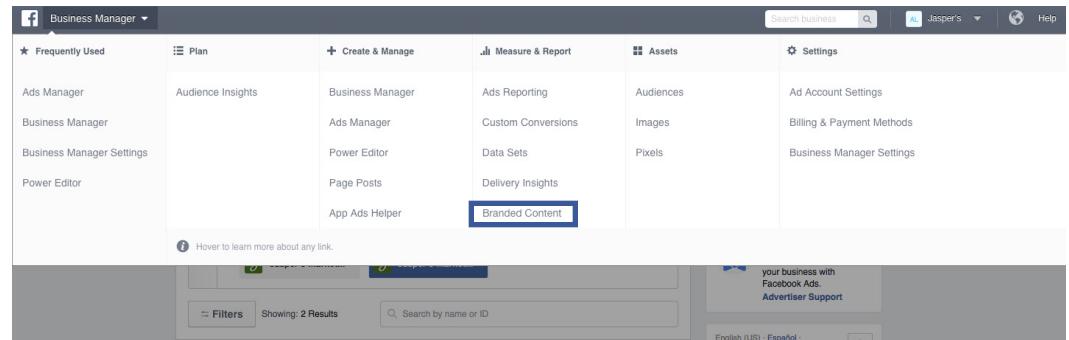
After you hit post, the published post will reference your Page 'with' the marketer's Page.



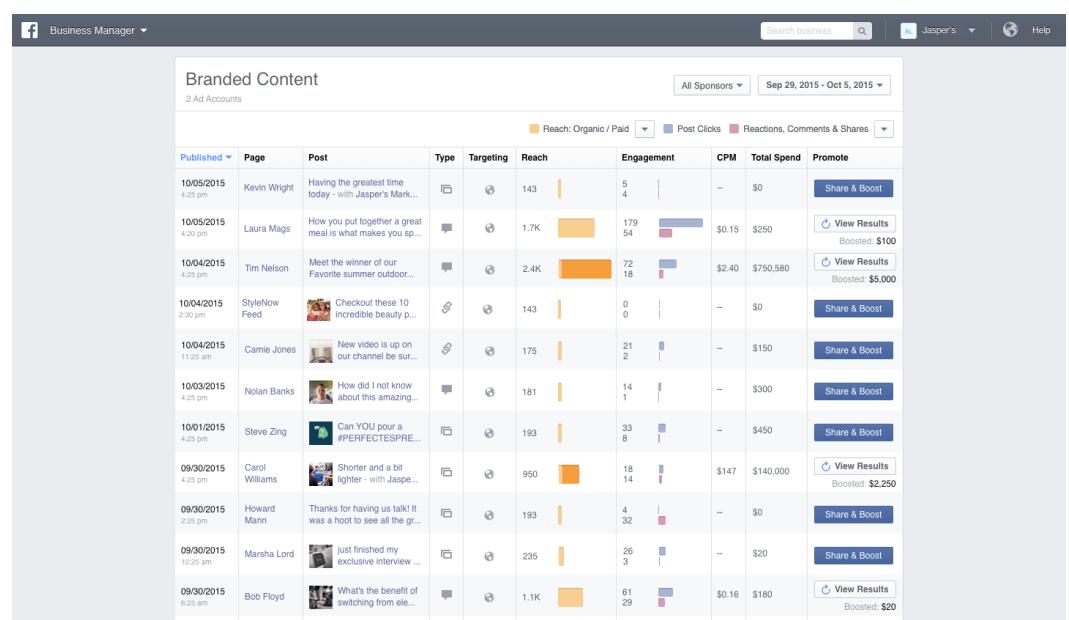
Business Manager: (1) View Insights

When your Page is tagged in a branded content post, you will get a notification. To view insights, click on the notification or click on the Branded Content selection under the 'Measure and Report' header in Business Manager.

All of your insights on tagged branded content posts will live within this Branded Content tab. Here you can see engagement metrics and reach for each tagged post. Additionally, if the Page owner created the post as an ad or boosted it you can also see the total spend and CPM on the post.



The screenshot shows the Facebook Business Manager dashboard. The 'Branded Content' tab is highlighted with a blue box. The dashboard includes sections for Plan, Measure & Report, Assets, and Settings. Below the main menu, there are links for Ads Manager, Audience Insights, Business Manager, Ads Reporting, Audiences, Ad Account Settings, and more. A search bar at the top right says 'Search business' and shows 'Jasper's'. A help icon is also present.

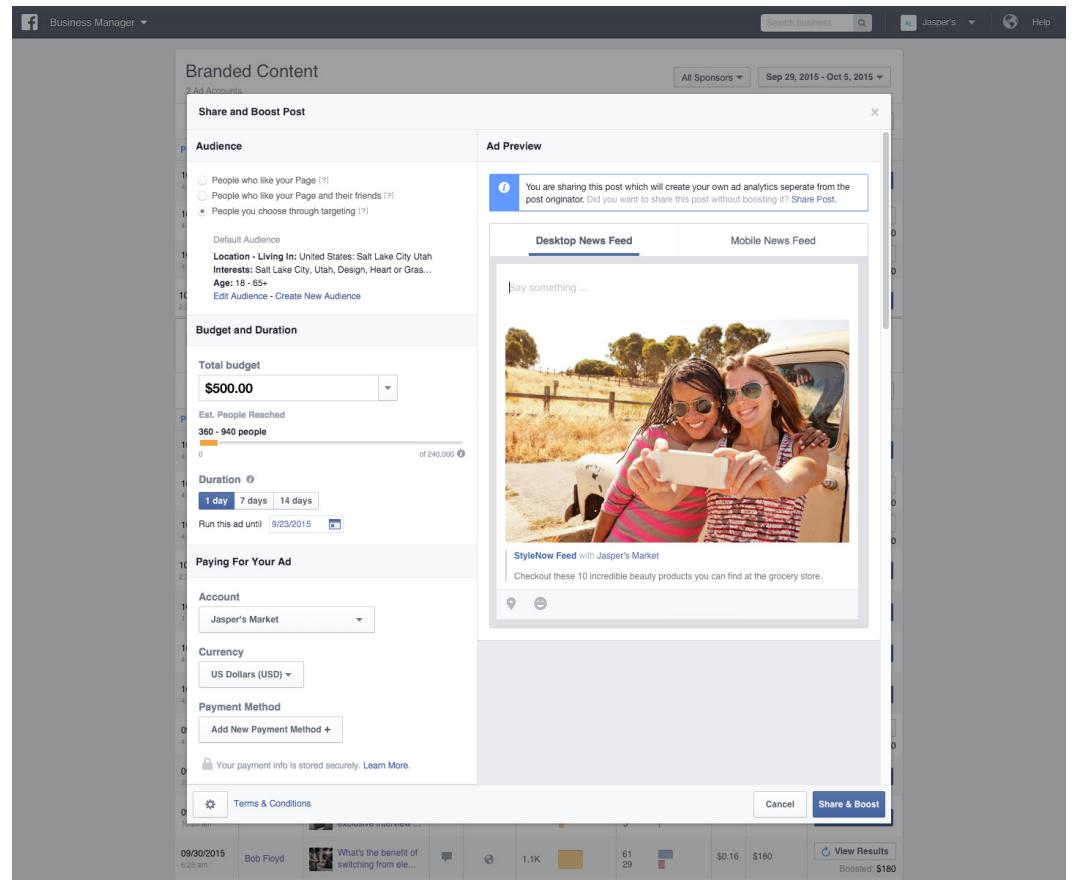


The screenshot shows the 'Branded Content' report in Facebook Business Manager. It displays a list of posts from various pages, including their publish date, page name, post content snippet, type, targeting, reach, engagement, CPM, total spend, and promote options. Each row includes a 'View Results' button and a 'Boosted' status indicator. The report is filtered for 'All Sponsors' and the date range 'Sep 29, 2015 - Oct 5, 2015'.

Published	Page	Post	Type	Targeting	Reach	Engagement	CPM	Total Spend	Promote
10/05/2015 4:29 pm	Kevin Wright	Having the greatest time today - with Jasper's Mark...	Post	Targeting	143	54	\$0	\$0	<button>Share & Boost</button>
10/05/2015 4:20 pm	Laura Magi	How you put together a great meal is what makes you sp...	Post	Targeting	1.7K	179	\$0.15	\$250	<button>View Results</button> Boosted: \$100
10/04/2015 4:25 pm	Tim Nelson	Meet the winner of our Favorite summer outdoor...	Post	Targeting	2.4K	72	\$2.40	\$750.580	<button>View Results</button> Boosted: \$5,000
10/04/2015 2:30 pm	StyleNow Feed	Checkout these 10 incredible beauty p...	Post	Targeting	143	0	\$0	\$0	<button>Share & Boost</button>
10/04/2015 11:25 am	Camie Jones	New video is up on our channel be sur...	Post	Targeting	175	21	\$150	\$150	<button>Share & Boost</button>
10/03/2015 4:25 pm	Nolan Banks	How did I not know about this amazing...	Post	Targeting	181	14	\$300	\$300	<button>Share & Boost</button>
10/01/2015 4:25 pm	Steve Zing	Can YOU pour a #PERFECTESPRESSO...	Post	Targeting	193	33	\$450	\$450	<button>Share & Boost</button>
09/30/2015 4:25 pm	Carol Williams	Shorter and a bit lighter - with Jasp...	Post	Targeting	950	18	\$147	\$140,000	<button>View Results</button> Boosted: \$2,250
09/30/2015 2:25 pm	Howard Mann	Thanks for having us talk! It was a hoot to see all the gr...	Post	Targeting	193	432	\$0	\$0	<button>Share & Boost</button>
09/30/2015 10:25 am	Marsha Lord	just finished my exclusive interview ...	Post	Targeting	235	26	\$20	\$20	<button>Share & Boost</button>
09/30/2015 8:25 am	Bob Floyd	What's the benefit of switching from ele...	Post	Targeting	1.1K	61	\$0.16	\$180	<button>View Results</button> Boosted: \$20

Business Manager: (2) Share and Boost the Branded Content Post

You can click the share and boost button to easily select a target audience, budget and payment options to boost your post.



Business Manager: (2) Share and Boost the Branded Content Post

You can click on 'View Results' to see the post's performance results.

The image shows two screenshots related to Facebook Business Manager and a Facebook page.

Top Screenshot: Facebook Business Manager - Branded Content

This screenshot displays a table of 10 posts from various pages. The columns include Published, Page, Post, Type, Targeting, Reach, Engagement, CPM, Total Spend, and Promote. Each row has a 'Share & Boost' button. The 'Reach' column includes a dropdown menu for 'Organic / Paid'. The 'Engagement' column includes a dropdown menu for 'Post Clicks', 'Reactions, Comments & Shares', and 'View Results'. The 'Promote' column includes a dropdown menu for 'Boosted'.

Published	Page	Post	Type	Targeting	Reach	Engagement	CPM	Total Spend	Promote
10/05/2015 4:20 pm	Kevin Wright	Having the greatest time today - with Jasper's Mar...	Link	143	5	4	-\$	\$0	<button>Share & Boost</button>
10/05/2015 4:20 pm	Laura Mags	How you put together a great meal is what makes you sp...	Link	1.7K	179	54	\$0.15	\$250	<button>View Results</button> Boosted: \$100
10/04/2015 4:20 pm	Tim Nelson	Meet the winner of our Favorite summer outdoor...	Link	2.4K	72	18	\$2.40	\$750.580	<button>View Results</button> Boosted: \$5,000
10/04/2015 2:30 pm	StyleNow Feed	Checkout these 10 incredible beauty p...	Image	143	0	0	-\$	\$0	<button>View Results</button> Boosted: \$500
10/04/2015 1:25 am	Carrie Jones	New video is up on our channel be sur...	Image	175	21	2	-\$	\$150	<button>Share & Boost</button>
10/03/2015 4:23 pm	Notan Banks	How did I not know about this amazing...	Image	181	14	1	-\$	\$300	<button>Share & Boost</button>
10/01/2015 4:23 pm	Steve Zing	Can YOU pour a #PERFECTESPRESSO...	Image	193	33	8	-\$	\$4,500	<button>Share & Boost</button>
09/30/2015 4:23 pm	Carol Williams	Shorter and a bit lighter - with Jasp...	Image	950	18	14	\$147	\$140,000	<button>View Results</button> Boosted: \$2,250
09/30/2015 2:25 pm	Howard Mann	Thanks for having us talk! It was a hoot to see all the gr...	Image	193	4	32	-\$	\$0	<button>Share & Boost</button>
09/30/2015	Marsha Lord	Just finished my exclusive interview ...	Image	236	26	3	-\$	\$20	<button>Share & Boost</button>

Bottom Screenshot: Jasper's Market Facebook Page

This screenshot shows the Jasper's Market Facebook page timeline. It features a post from StyleNow Feed sharing content from Jasper's Market. The page stats on the right indicate 235 post reach, 21 post engagement, 0 contact us, and 1 website click. The timeline also shows recent posts and interactions.

After you complete the share and boost flow, your completed post will be shared on your Page, as well as, boosted to your chosen audience.

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

Page Insights: (1) View Insights

When your Page is tagged in a branded content post, you will get a notification. To view insights, click on the notification.

Alternatively, you can click on the Branded Content selection under the 'Insights' header in Page Insights. All of your insights on tagged branded content posts will live within this tab. Here you can see engagement metrics and reach for each tagged post.

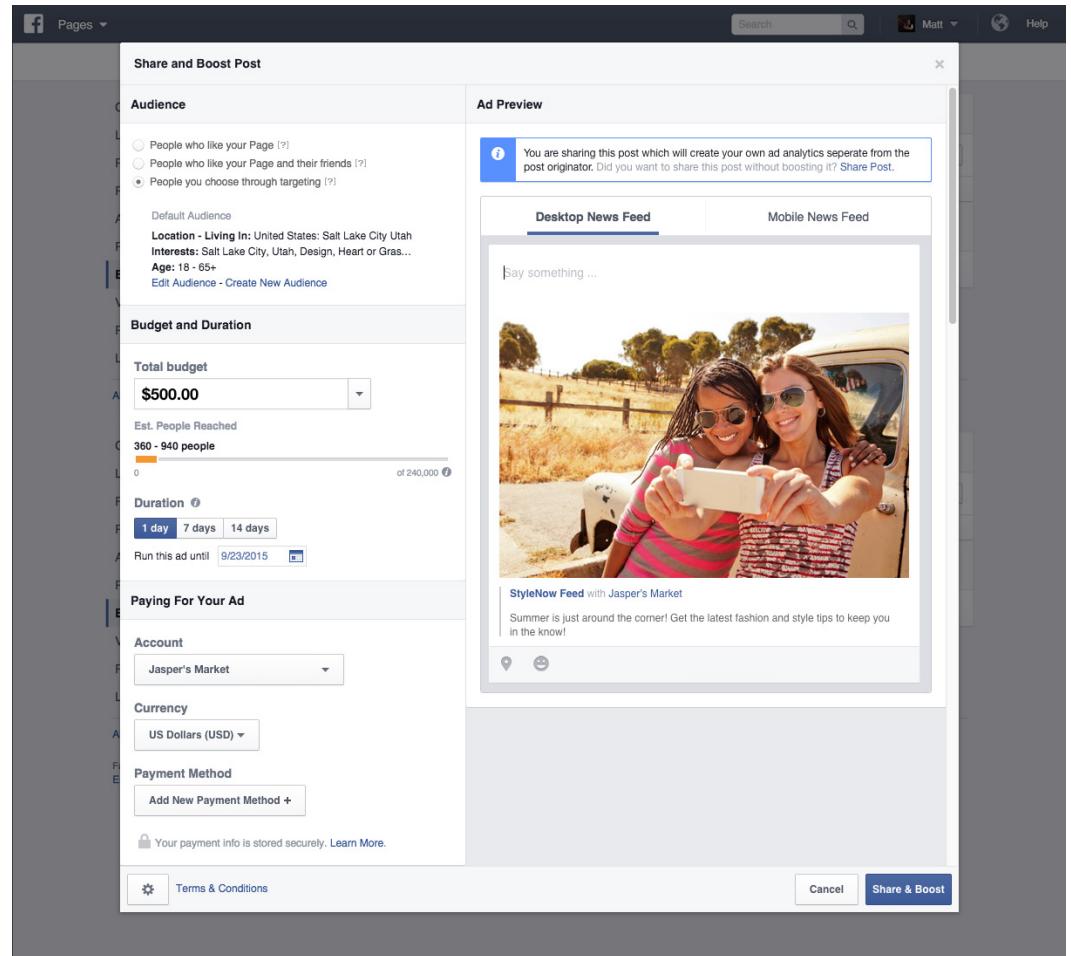
A screenshot of a Facebook page for "Jasper's Market". The page cover photo shows a market scene with people and produce. The "About" tab is selected. On the right side, there is a "Notifications" sidebar with several recent notifications. One notification from "StyleNow Feed" is highlighted, showing they tagged Jasper's Market in a branded content post a few seconds ago. Other notifications include ads reaching 5,298 people, a birthday post from Cynthia Jane Williamson, and an event invite from Danielle Johnson.

A screenshot of the Facebook Pages Insights tab. The "Branded Content" section is selected. It displays a table of data for a specific post. The post was published on 04/01/2016 at 10:33 am by "StyleNow Feed". The post content is "Summer is around the corner". Engagement metrics shown include 1K Post Clicks, 153 Reactions, 27 Comments, and 1 Share. There are buttons for "Promote" and "Share and Boost".

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

Page Insights: (2) Share and Boost the Branded Content Post

You can click the share and boost button to easily select a target audience, budget and payment options to boost your post.



Page Insights: (2) Share and Boost the Branded Content Post

You can click on 'View Results' to see the post's performance results.

After you complete the share and boost flow, your completed post will be shared on your Page, as well as, boosted to your chosen audience through newsfeed.

The image contains two screenshots of the Facebook Pages interface. The top screenshot shows the 'Branded Content Posts' section in the Insights tab, displaying a single post from 'StyleNow Feed' with metrics like Reach (1K), Engagement (153), and Clicks (27). A blue button labeled 'View Results' is highlighted. The bottom screenshot shows the main Page dashboard for 'Jasper's Market', featuring a large image of a woman at a market, the page's logo, and various engagement metrics for the week (Post Reach: 235, Post Engagement: 21, Contact Us: 0, Website Click: 1). The timeline shows a recent post from 'StyleNow Feed' shared by Jasper's Market.

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