

# THE COMPLETE GUIDE TO FACEBOOK AD TARGETING

## DEMOGRAPHICS

**1. AGE**

- 13-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

**2. GENDER**

- Male
- Female

**3. EDUCATION**

- High school or less
- Some college
- Bachelor's
- Master's
- PhD

**4. MARRIAGE**

- Single
- Married
- Divorced
- Widowed

**5. EMPLOYMENT**

- Self-employed
- Employed
- Unemployed
- Retired

**6. HOMEOWNERSHIP**

- Homeowner
- Renter

**7. LANGUAGE**

- English
- Spanish
- Portuguese
- French
- German
- Italian
- Russian
- Polish
- Czech
- Slovak
- Slovenian
- Croatian
- Serbian
- Bosnian
- Montenegrin
- Albanian
- Macedonian
- Bulgarian
- Romanian
- Greek
- Turkish
- Arabic
- Hebrew
- Yiddish
- Ukrainian
- Belarusian
- Belgian
- Dutch
- Flemish
- Walloon
- Basque
- Catalan
- Galician
- Basque
- Basque
- Basque

**8. RELIGION**

- Atheist
- Buddhist
- Catholic
- Hindu
- Jewish
- Muslim
- Other
- Protestant
- Sikh
- Taoist
- Vedantist
- Vicar
- Wiccan
- Zen Buddhist

**9. POLITICAL AFFILIATION**

- Democrat
- Republican
- Liberal
- Conservative
- Other

**10. LANGUAGE**

- English
- Spanish
- Portuguese
- French
- German
- Italian
- Russian
- Polish
- Czech
- Slovak
- Slovenian
- Croatian
- Serbian
- Bosnian
- Montenegrin
- Albanian
- Macedonian
- Bulgarian
- Romanian
- Greek
- Turkish
- Arabic
- Hebrew
- Yiddish
- Ukrainian
- Belarusian
- Belgian
- Dutch
- Flemish
- Walloon
- Basque
- Catalan
- Galician
- Basque
- Basque
- Basque

**11. INTERESTS**

- Arts and Entertainment
- Business
- Education
- Finance
- Food and Drink
- Health and Fitness
- Home and Garden
- Technology
- Travel
- Automotive
- Books
- Music
- Video Games
- Sports
- Politics
- Religion
- Science
- History
- Art
- Photography
- Writing
- Acting
- Dancing
- Music
- Video Games
- Sports
- Politics
- Religion
- Science
- History
- Art
- Photography
- Writing
- Acting
- Dancing

**12. BEHAVIORS**

- Engaged with a brand
- Engaged with a page
- Engaged with a video
- Engaged with a post
- Engaged with a comment
- Engaged with a share
- Engaged with a like
- Engaged with a reaction
- Engaged with a click
- Engaged with a scroll
- Engaged with a hover
- Engaged with a click
- Engaged with a scroll
- Engaged with a hover

**13. CONNECTIONS**

- Friends of a user
- Friends of a page
- Friends of a video
- Friends of a post
- Friends of a comment
- Friends of a share
- Friends of a like
- Friends of a reaction
- Friends of a click
- Friends of a scroll
- Friends of a hover

**14. PLACEMENTS**

- Facebook News Feed
- Facebook Marketplace
- Facebook Instant Articles
- Facebook Messenger
- Facebook Search
- Facebook Video
- Facebook Live
- Facebook Stories
- Facebook Reels
- Facebook Groups
- Facebook Events
- Facebook Pages
- Facebook Profiles
- Facebook Comments
- Facebook Shares
- Facebook Likes
- Facebook Reactions
- Facebook Clicks
- Facebook Scrolls
- Facebook Hovers

## CONNECTIONS

**1. FRIENDS OF**

- Friend of a user
- Friend of a page
- Friend of a video
- Friend of a post
- Friend of a comment
- Friend of a share
- Friend of a like
- Friend of a reaction
- Friend of a click
- Friend of a scroll
- Friend of a hover

**2. ENGAGED WITH**

- Engaged with a brand
- Engaged with a page
- Engaged with a video
- Engaged with a post
- Engaged with a comment
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- Writing
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- Dancing



# Facebook Guide

**Lyndon Marshall**



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