

# THE COMPLETE GUIDE TO FACEBOOK AD TARGETING

## DEMOGRAPHICS

**AGE**

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

**SEX**

- Male
- Female

**EDUCATION**

- High School
- Some College
- College
- Postgraduate

**RELIGION**

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

**ETHNICITY**

- American Indian or Alaska Native
- Asian
- Black or African American
- Hispanic or Latin American
- Native Hawaiian or Other Pacific Islander
- White

**LANGUAGE**

- Arabic
- Burmese
- Chinese
- Dutch
- English
- French
- German
- Greek
- Hebrew
- Hindi
- Indonesian
- Italian
- Japanese
- Korean
- Portuguese
- Russian
- Spanish
- Tamil
- Thai
- Vietnamese

**RESIDENCE**

- City
- Suburb
- Rural

**HOUSEHOLD TYPE**

- Married
- Partnered
- Single
- Widowed
- Divorced
- Never Married

**EMPLOYMENT**

- Self-employed
- Employed
- Unemployed
- Retired
- Student

**INCOME**

- \$0-\$14,999
- \$15,000-\$24,999
- \$25,000-\$34,999
- \$35,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000+

**INTERESTS**

- Arts and Entertainment
- Business
- Education
- Food and Drink
- Health and Fitness
- Home and Garden
- Technology
- Travel
- Video Games
- Weather
- Work and Business

**ACTIVITIES**

- Attending Events
- Attending School
- Attending Work
- Commuting
- Exercise
- Shopping
- Traveling
- Volunteering
- Working

**DEVICES**

- Android
- iOS
- Windows

**MOBILE CARRIER**

- AT&T
- Verizon
- Sprint

**MOBILE OPERATING SYSTEM**

- Android
- iOS

## CONNECTIONS

**RELATIONSHIPS**

- Spouse
- Partner
- Friend
- Family
- Acquaintance

**GROUPS**

- Public
- Private
- Secret

**ADVERTISERS**

- Advertiser
- Advertiser's Advertisers
- Advertiser's Connections



# Facebook Guide

**N Colangelo**



## **Facebook Guide:**

## Reviewing **Facebook Guide**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is actually astonishing. Within the pages of "**Facebook Guide**," an enthralling opus penned by a very acclaimed wordsmith, readers attempt an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve into the book's central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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