

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

- Asian
- Black
- Hispanic
- White

LANGUAGE

- Arabic
- Burmese
- Chinese
- Dutch
- English
- French
- German
- 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-\$44,999
- \$45,000-\$54,999
- \$55,000-\$64,999
- \$65,000-\$74,999
- \$75,000-\$84,999
- \$85,000-\$94,999
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Facebook Guide

Damon Brown, John Wayne Zimmerman

Facebook Guide:

The Facebook Guide to Small Business Marketing Ramon Ray, 2013-02-05 The guide for marketing a small business on Facebook The number one social networking site offers the opportunity to reach more than 350 million registered users with your advertising message Owners of small and local businesses will benefit from these tips and best practices provided by Facebook insiders Learn new ways to attract customers create a business profile and take advantage of Facebook's many marketing features With more than 350 million registered users Facebook opens a worldwide forum for small businesses that were once dependent on local traffic alone This guide to small business marketing on Facebook is packed with information from Facebook's staff Guides you through creating a profile for your business taking advantage of Facebook's unique marketing features following best practices and getting the best return on your investment Packed with insider tips and creative marketing ideas If you have a small or local business you can't go wrong with the marketing advice in **The Facebook Guide to Small Business Marketing**

The Complete Idiot's Guide to Facebook, 3rd Edition Joe Kraynak, Mikal E. Belicove, 2012-10-02 Facebook is by far the most popular social networking site but it is not as user friendly as the service would like people to think It leaves many users scratching their heads over even the most fundamental features such as the difference between their Wall and their News Feed And Facebook's help system is woefully inadequate **The Complete Idiot's Guide to Facebook Third Edition** gets readers registered and touring Facebook in the very first chapter and never lets up as it reveals the features that have made Facebook so amazingly popular Users discover how to Flesh out and protect the all new personal profile Track down long lost friends family members and classmates Communicate via status updates email and chat Share photos and video Make the best use of the new Timeline feature Take advantage of Facebook's new location based functionality Schedule real world get togethers and send out invitations Share common interests in groups Play games Understand Facebook's dizzying array of privacy options that dictate who sees one's content Buy and sell stuff in the Facebook Marketplace and more Readers also learn how to tap the power of Facebook for more than simply personal use such as personal branding marketing a business product service or non profit or promoting a worthy cause

The Complete Idiot's Guide to Facebook Marketing Damon Brown, John Wayne Zimmerman, 2012-03-06 Covers all aspects including Facebook Marketplace Facebook Places and Facebook Deals *Mastering Facebook* Adidas Wilson, This is not a book of ideas but a blueprint for Facebook success Facebook is becoming a social media and search engine powerhouse Seeing the trends in the online platform and knowing how to utilize them will ensure success This has revolutionized publishing and has dawned to a new digital era There are a million and one reasons However you do not need all of them Just a few concrete ones to make you see the light as to why Facebook is giving you a golden opportunity to monetize publishing in a smarter creative way Table of Contents Facebook History Managing Your Facebook Business Page Succeed in Facebook Marketing Make Your Facebook Post Command Attention Running Your Facebook Business Page Guide to a Successful

Facebook Page Running an Effective Facebook Page Video Marketing on Facebook Definitive Guide to Marketing Your Business on Facebook Facebook live Video for Your Business Facebook for Marketing Facebook Ad s Facebook Revenue for Entrepreneurs Make Money Online With Ads Likes Pages and Apps Secrets to Facebook Success Facebook Store Successful Facebook Fan Page Facebook Video Ads Selling Facebook App s Facebook for Publishers Facebook Instant Articles Facebook Messenger for Business Facebook Live Monetization

Practical Insecurity: The Layman's Guide to Digital Security and Digital Self-defense Lyndon Marshall,2023-07-10 This book provides practical advice for everyone on how to effectively secure yourself your devices and your privacy in an era where all of those things seem doomed From acquiring software to the ongoing flaws in email to the risks of file sharing and issues surrounding social media and social reputation Practical Insecurity is the tool you need to maximize your self protection in the digital world Everyone has had a brush with cybersecurity in some way Our computer has gotten a virus somebody you know has lost all their company s data because of ransomware someone has stolen our identity a store we do business with has their computer system compromised including our account so we are offered free identity protection and so on It seems like everyday there is another bit of bad news and it often impacts us But the question largely goes unanswered what can I do as an individual or as the owner of a small business to protect myself against having my security compromised Practical Insecurity provides the answers

Smart Martha's Catholic Guide for Busy Moms Tami Kiser,2010-09-24 Martha Martha you are anxious and troubled about many things Luke 10 41 Tami Kiser understands the demands of motherhood She s a busy mom of nine who juggles teaching at her children s parish school volunteering at her parish running a household and many other responsibilities Her Smart Martha seminars have helped thousands of women balance their priorities so that they still have ample time for Jesus throughout the day Become more spiritually focused more holistically fulfilled and more mentally prepared than ever before Discover practical tips that will help save time and your sanity Learn how to Approach every Martha task with a Mary attitude De clutter your children s toys for faster cleanup and more meaningful play Manage technology to enhance your family s spiritual health Create mealtimes that nourish both body and soul Tackle household chores as a family Foster spiritual beauty in your children And much more Your maternal instinct as well as constant demands from family members may call for a Martha mom but trust in the Lord that they need a Mary mom too As a big fan of Tami Kiser s Smart Martha tips and techniques for years I m thrilled to find all of her words of wisdom compiled into book format With Smart Martha s Catholic Guide for Busy Moms Tami gives moms practical solutions for managing their homes but more importantly for nurturing their souls and familial relationships From prioritizing family dinners to organizing your home and schedule Tami gives moms the tools they need to help themselves and their families live happier holier lives Lisa M Hendey author of The Handbook for Catholic Moms

Facebook All-in-One For Dummies Jamie Crager,Scott Ayres,Melanie Nelson,Daniel Herndon,Jesse Stay,2014-04-28 The A to Z Facebook guide for users marketers and developers alike Facebook has more than a billion users

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Facebook Me! A Guide to Socializing, Sharing, and Promoting on Facebook Dave Awl, 2010-12-16 With more than 500 million active users around the world and still growing steadily Facebook is more than just another social media site In the words of author Dave Awl Facebook is the new town square the place where people gather to discuss the news of the day as well as share what s going on in their lives And Facebook can actually be a useful business tool as well as a great way to promote creative projects So what s new in the second edition of Facebook Me Facebook has changed dramatically since the book was first published and this newly revised and expanded edition will bring readers up to speed on all the new features and interface elements that have been added and revamped in the time since It addresses the ongoing controversies about Facebook s privacy policies with detailed coverage of Facebook s privacy settings and advice for keeping your Facebook experience as secure as possible as well as expanded info on Facebook s sharing tools and how to control who sees what It includes a brand new chapter called Advertising and Promoting on Facebook that shows you how to apply the principles of social media marketing specifically to Facebook s user culture in order to maximize the ripple effect of Facebook s news feed to win new fans and customers and build stronger bonds with existing ones Plus there s an expanded chapter on Facebook at Work how to keep your profile professional avoid getting in trouble and use Facebook for job hunting And in the etiquette department this edition features new guidance on how to deal with conflict and avoid flame wars between Facebook friends All in all Facebook Me takes you on a guided tour of everything Facebook has to offer and shows you how to get the most out of the time you spend there while helping you avoid some of its pitfalls Find out what you can do on Facebook and what it can do for you Reconnect with old friends and make new ones let your friends know what you re up to and share photos or video all while protecting your privacy Learn Facebook etiquette

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Best Practices for Corporate Libraries Marjorie J. Porter, Sigrid E. Kelsey, 2011-03-21 In this book experts in the field describe best practices based on their experiences in corporate libraries worldwide. With information driving today's global economy, corporate librarians must become even more proactive in their daily assignments. Best Practices for Corporate Libraries will help them do just that through a series of papers that offer an international array of opinion and practice methods. This book showcases current practices in corporate library functions and suggests best practices for current librarians. It also examines some of the changes in librarianship that have arisen from changes in how information is provided and how corporations are now organized. Topics covered include library service functions, return on investment measurements and evaluation, collaboration, communication, and outreach in corporations, managing changes in the corporation and in the library, and legal issues such as intellectual property concerns. Drawing from the experience of 25 contributors, the book includes chapters covering corporate libraries in the United States, United Kingdom, India, Barbados, and Nigeria.

The Language of Social Media P. Seargeant, C. Tagg, 2014-01-21 This timely book examines language on social media sites including Facebook and Twitter. Studies from leading language researchers and experts on social media explore how social media is having an impact on how we relate to each other, the communities we live in, and the way we present a sense of self in twenty-first century society.

The Facebook Guide for People Over 50 Paul McFedries, 2011-07-05 The Facebook guide for people over 50. People over 50 are the fastest growing segment of the Facebook population and they have some unique interests and concerns. This one-of-a-kind guide addresses issues of specific interest to older generations, helping them create a profile, connect with old friends and relatives, communicate with others, and maintain their safety online. If you're among this group, you'll find these tips and instructions will give you confidence and help you enjoy all that Facebook has to offer. People over 50 are joining Facebook in record numbers; an estimated 6 million such people are Facebook users. This Facebook guide for people over 50 focuses on topics of particular interest to older generations, such as finding and connecting with relatives, friends from the past, former

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