



Lunch & Learn

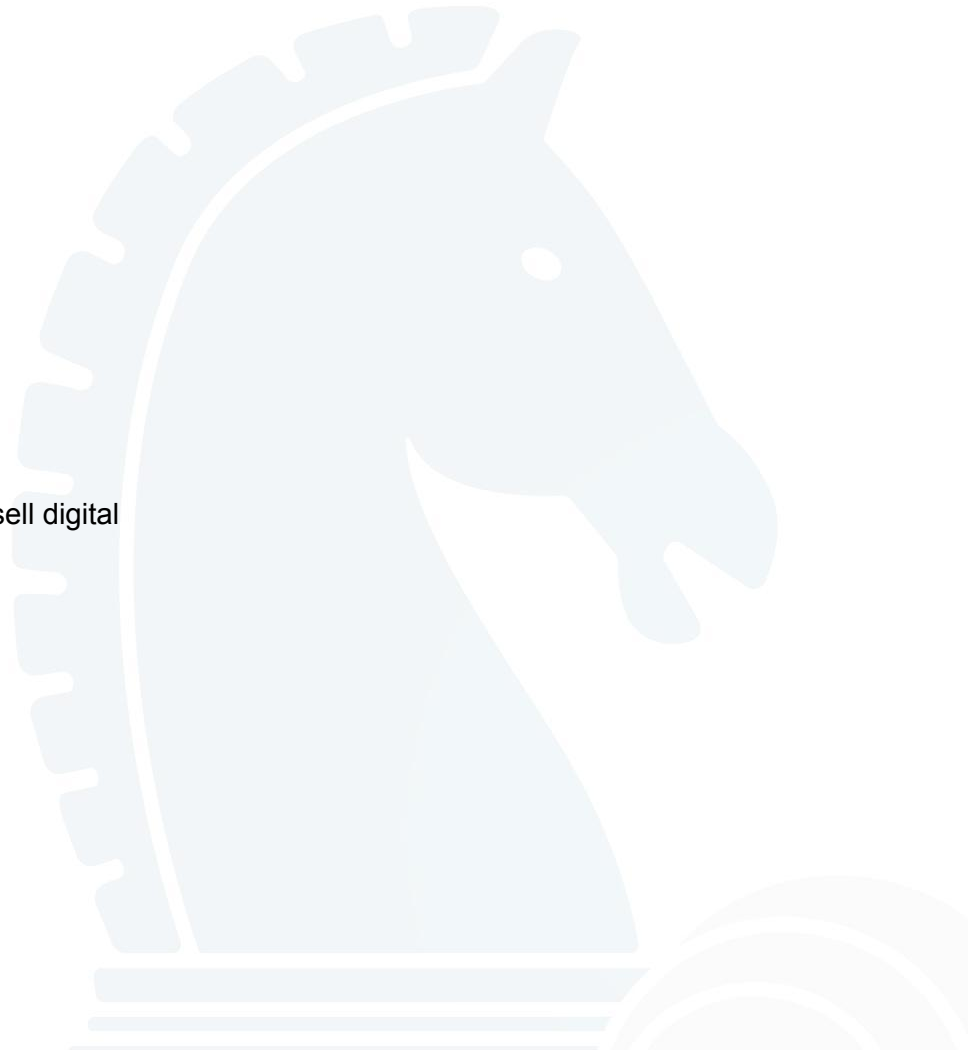
Social Deep Dive
February 2026



Agenda

Welcome & Session Objectives

- **Purpose:**
 - To dive into platform offerings and capabilities
- **Today's Focus:**
 - Social Platforms
- **Why It Matters:**
 - We'd like to further empower you in your ability to sell digital



Facebook

Products

Product Offerings

Awareness - Ideal for Reach, Branding, Video Views etc.

Reach - Maximize visibility in target geographies to build early name ID.

Video - Tell the campaign story; effective for mid-funnel persuasion and emotional connection.

Link - Drive voters to campaign sites or donation pages.

Like - Optimizes to increase page followers.

Lead - Capture supporter data directly on-platform.

Conversion - Optimizes towards a specific action on a site.

Facebook

Facebook Awareness

Facebook Conversion

Facebook Lead

Facebook Link

Facebook Page Like

Facebook Reach

Facebook Video

Products

Awareness Campaigns

- An awareness campaign is optimized to maximize ad recall — getting people to remember seeing your message, not to take action.
 - Introducing a candidate/issue/brand and helps establish familiarity and recall early.

Reach Campaigns

- A reach campaign is designed to show your ad to the maximum number of people within a dataset as possible, as often or as little as you choose.
 - Reach is about coverage and frequency control. If you need to hit a very strict frequency cap, or you want to better saturate a particular dataset.

Video Campaigns

- A video views campaign is optimized to show your video to people most likely to watch it, not click it.
 - It's for getting your message watched, not acted on.
 - EVERY optimization/campaign type can have video creatives.

Facebook

Products

Link Campaigns

- A link campaign is optimized to drive clicks to a website.
 - Traffic gets people to the site — it doesn't make them do anything once they're there.
 - Can be a great alternative to conversion campaigns.

Like Campaigns

- A like campaign is optimized to get people to follow the page, not to persuade or convert.
 - It builds a follower count — not votes, donations, or lists.

Lead Campaigns

- A lead campaign is optimized to collect contact information (first, last, email, phone, zip), not just views or clicks.
 - It's how you build a list — not how you persuade.

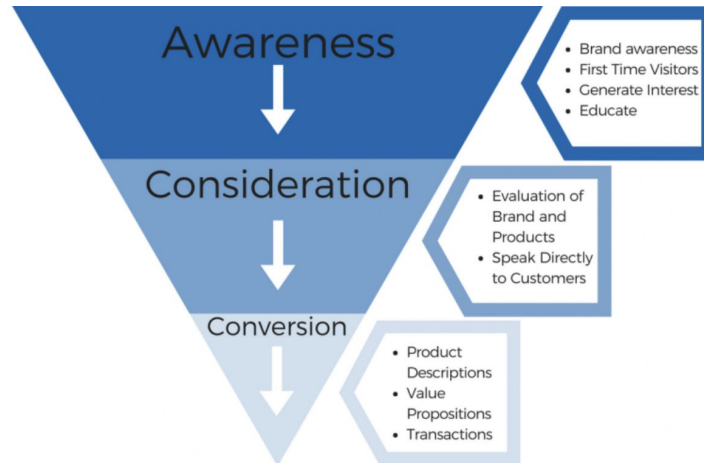
Facebook

Products

Conversion Campaigns

- A conversion campaign is optimized to get people to complete a specific action, like a donation or signup.
 - Events are tracked through pixels. Our preferred method of pixeling a site is through GTM. This is done during onboarding.

- **Awareness: \$**
 - Brand Awareness
 - Reach
- **Consideration: \$\$**
 - Link
 - Like
 - Video
- **Conversion: \$\$\$**
 - Lead Gen
 - Website Event Conversion



Facebook

Targeting

- **Geography:** State, City, DMA, ZIP, 1-mile radius of address
 - Congressional Districts (Often by previous redistricting lines)
- **Demographics:** Age, Gender, Education, Financial Indicators, Life Events, Parent/Relationship Status
- **Interests & Behaviors:** User-declared interests + behavioral signals
- **Custom Lists:** Client / Causeway files (Under 100% match rate)
 - The more indicators, the better the match
- **Meta Engagement/Retargeting Audiences:** Page, Website (Pixel), Video, Lead Forms, Ads/Posts
- **First Person Retargeting:** List uploads, Website Tracking
- **Lookalike Audiences:** Meta finds the top 1-10% of users in your geography that best match the characteristics of a selected audience. Converters/National Engagers. (Not CS audiences)
- **Include / Exclude Logic:** Layer and refine audience combinations
- **Best Practices:**
 - Scale with lookalikes
 - Avoid over-restricting delivery

Facebook

Onboarding Verification

What We Need:

- Facebook Page URL
 - Must have access
- Organization Name
- Organization Address
 - Street Address, City, State, Zip
- Organization Phone Number
- Organization Email
 - Must correspond with the website URL
- Website URL
 - Must be LIVE

The Process:

- Step 1:
 - Verification Form Submitted
- Step 2:
 - Phone Call or Text is Sent
 - We need this code asap
- Step 3:
 - Email is Sent
 - We need this code asap
- Step 4:
 - Verification Request is Submitted
 - Can take 24-48 hours

Facebook

Onboarding Pixels

Campaign Launching with Remarketing or Conversion actions?

- During onboarding, submit a tracking request
- We need to know what kind of tracking you'd like on the site - Remarketing or Conversion or Both
- What the conversion event is - Button click vs /thank-you page

Process

- Digital will return to you two snippets of code from Google Tag Manager. GTM allows us to manipulate websites without updating site code further, after installation
- Once placed on every page of the site, let digital know of placement and we will confirm functionality is complete
- Digital will also give you a DNS TXT record for web to add to the hosting site

Snapchat



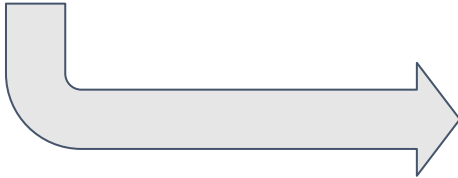
In 2025, Snapchat had over 4,000 political and advocacy campaigns running in the US.
Platform Users: Typically aged 18-34, 75% daily use from Gen Z, heavy student and early-career population, highly engaged users that open the app up to 40x per day.

Products/Objectives

Awareness & Engagement:

- Maximizes reach & awareness
- Optimizes to users most likely to fully view, or engage with an ad when shown

Optimization Options (Goals)



Performance Goal ⓘ

Maximize number of impressions

^ Awareness Goals

- Maximize number of impressions
Ads will be shown to Snapchatters as many times as possible.

^ Video View Goals

- Maximize 15-second video views
Video Ads will be shown to people who are likely to watch 15 continuous seconds or more.
- Maximize 2-second video views
Video Ads will be shown to people who are likely to watch 2 continuous seconds or more.

^ Engagement Goals

- Maximize number of clicks
Ads will be shown to Snapchatters who are most likely to click on them.
- Maximize number of shares
Ads will be shown to Snapchatters who are most likely to share them.
- Maximize number of Story opens
Story Ads will be shown to Snapchatters who are most likely to open them.

Snapchat

Products



Primary Ad Units

- **Snap Ads:** Single full-screen vertical video or image
- **Story Ads:** Brand or campaign stories in Discover
- **Collection Ads:** Product-driven formats with 4 “swipeable” tiles
- **Commercial:** Non-Skippable 6s video in Premium content

Political Content Policy

- **CAN** include call to vote, call to action, candidate specifics, and issue/advocacy on all topics.
- **CAN** include attack ads that disagree with a campaign or candidate on policy.
- **CANNOT** direct attack ads at a candidate’s *personal life*.
- **Snapchat’s Ad Library** shows the identity of the organization, so any Ad activity/spend activity is publicly available.

Best Practices

- Brand Awareness (or Candidate/Issue Awareness)
- Video Views - Consideration or Education
- Engagement - Generating or confirming **Interest**
- Turnout/GOTV (Younger Demo) - 6s Non-Skip Premium

Snapchat

Targeting

Demographic Targeting

- Age, gender, income, device type

Location

- Radius (Geo) down to 0.5 Miles
- Location down to Zip codes, including DMA's

Interest & Behavior

- "Lifestyle Categories" – *ie. News & Politics, Sports, etc.*

Custom Audiences

- Causeway or client-provided lists

Remarketing:

- Off-Platform - Website traffic & Activity off-platform (w/ Pixel)
- On-platform - retarget engaged users for higher persuasion & GOTV reminders

Lookalike Audiences

- Of Custom Lists
- Off-Platform, and On-Platform remarketing audiences (Above)



Snapchat

Onboarding

What We Need

- Organization Name
- Organization Address
 - Street Address, City, State, Zip
- Website URL
 - Must be LIVE
- Paying Entity Name
- For California -
 - What entity is paying for the ad?
 - What is the name of the committee paying for your ads?
 - What is the identification number of the committee paying for your ads?
 - What is the disclosure name of the committee as required by California law?

The Process

- Step 1:
 - Verification Project Submitted in POP
- Step 2:
 - Digital inputs all information into the platform, as well as an official form from SC
- Step 3:
 - Digital will confirm once everything is submitted in POP. The process can take up-to 7 days
- Step 4:
 - Digital will update POP confirming we're ready to rock



Products

TikTok is not suitable for political, issue, or political advocacy campaigns, but remains highly valuable for brand clients.

Landing pages or websites for advocacy campaigns cannot call for a vote, or contain voter messaging or it will be flagged as political and disapproved.

Product Offerings

- **Reach** - Maximize visibility in target geographies to build early name ID.
- **Video** - Tell the brand's story; effective for mid-funnel persuasion and emotional connection.
- **Link** - Drive target audiences to specific sites or conversion focused pages.
- **Lead** - Capture user data directly on-platform.
- **Conversion** - Optimizes towards a specific action on a site.

Targeting

TikTok Users: Younger, mobile-first, prefers authentic and native content over polished ads.

Ideal for building awareness and to help shape perception through short-form video

- **Geography:** State, City, DMA, ZIP
- **Demographics:** Age, Gender, Language
- **Interests & Behaviors:** User-declared interests and interactions. Holiday Hashtags
- **Custom Lists:** Client / Causeway files
- **Engagement Audiences:** Website (Pixel), Lead Forms, Ads/Posts
- **Lookalike Audiences:** TikTok finds the users in your geography that best match the characteristics of a selected audience. (Includes CS audiences)
- **Retargeting:** Reach users who previously landed on your site through pixels in onboarding
- **Include / Exclude Logic:** Layer and refine audience combinations
- **Best Practices:**
 - Scale with lookalikes
 - Avoid over-restricting delivery

Onboarding

- TikTok requires direct client account access required for all campaigns.
- Digital will provide to you a QR code for the client to give us access
- Onboarding here can take a little longer due to platform processing times

The Process:

- Step 1:
 - Non-Elections Onboarding Project Form Submitted
 - Include a pixel submission for remarketing/conversions
- Step 2:
 - Digital will set up everything on the back end. This process may take up to 72 hours to complete due to platform processing
- Step 3:
 - Digital will return to you a QR code for the client to scan, while logged into the account we will be advertising through.
- Step 4:
 - Confirm to digital when this is complete
 - Digital will verify we're ready to run ads

X (Twitter)

Products

Ideal for awareness and engagement stages for message amplification and real-time reactions

Product Offerings:

- **Reach** - Maximize visibility in target geographies to build early name ID.
- **Video** - Tell the brand's story; effective for mid-funnel persuasion and emotional connection.
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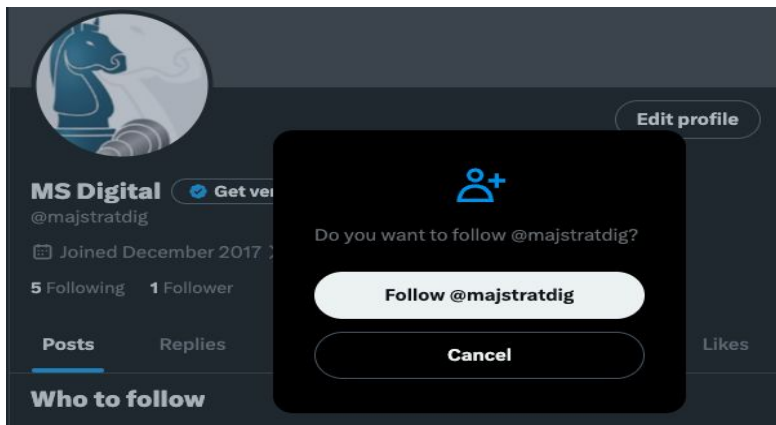
X (Twitter)

Products

Product Offerings

Engagement/Follower campaign type is no longer available

- We suggest a Link campaign containing copy with a clear and concise call to action of “Click Here to Follow”
- If you utilize the following link with the account name, it will populate the following prompt on desktop and Android (it will still just lead to the general profile page on iOS).
 - https://x.com/intent/follow?screen_name=INSERTHERE



X (Twitter)

Targeting

- **Geography:** State, City, DMA, ZIP
- **Demographics:** Age, Gender, Language
- **Interest Targeting:** Topic and interest categories
- **Keyword Targeting:** Ads shown based on keywords in user timelines and searches
- **Lookalike of Follower Targeting:** Reach users similar to followers of selected accounts
- **Conversation Topics:** Target users engaging with specific trending topics
- **Custom Audiences:**
 - Uploaded email / phone
 - Website visitors (pixel)
- **Lookalike Audiences:** Modeled from custom audiences
- **Retargeting:** Re-engage users who interacted with ads, profile, or site

- **Best Practices:**
 - Scale with lookalikes
 - Avoid over-restricting delivery



X (Twitter)

Onboarding

What We Need:

- Client name
- Mailing address
- City and State
- Contact phone number
- Federal Employer ID number
- FEC ID Number (if applicable)
- Existing Twitter @handle
- Ad Sponsor's business document: W9 / SS-4
Registration Letter / EIN [choose one]
- **Government issued ID**

X does not allow political ads for state or local elections, and ballot measures targeting Washington state. Campaigns for state or local elections and ballot measures targeting California, Maryland, New Jersey or New York, will have additional information required.

The Process:

- Step 1:
 - PM reaches out to digital support to gain access to the clients' ad account.
- Step 2:
 - DS will notify PM, confirming access.
- Step 3:
 - PM submits onboarding project including all information needed.
- Step 4:
 - Digital submits everything on behalf of the client, and updates POP.
- Step 5:
 - Digital will notify PM on POP when approval is granted.

X is the only platform where we share the ad account with the client. They see data, budgets, spend, and tactics. Client cannot run their own ads.





- **Brand Awareness**
- **Web Clicks**
- **Engagement**
- **Videos**
- **Leads**
- **Web Conversions**

Select your objective

Awareness



Brand awareness

Reach more people with your post

Consideration



Website visits

Get more clicks to your landing page

Conversion



Lead generation

Gather info from people interested in your business



Engagement

Increase social engagement and page followers



Job applicants

Drive more applications to your job opportunities



Video views

Share your videos with more people



Website conversions

Capture leads or drive actions on your website

Products



Brand awareness

Reach more people with your post

- Optimizes delivery to active viewers as opposed to active engagers/converters.
- **Top of the funnel strategy** - For brand recognition, credibility, or untapped market presence.



Engagement

Increase social engagement and page followers

- Optimizes delivery to active *in-platform* engagers
- **Upper Mid-Funnel strategy** - Use to confirm & create interest, using informative, engaging, and shareable content.



Website visits

Get more clicks to your landing page

- Optimizes delivery to active link clickers
- Sends traffic off-platform to any external URL
- **Mid-Funnel strategy** - Use for early consideration, with an info rich landing page.





Video views

Share your videos with more people



Lead generation

Gather info from people interested in your business



Website conversions

Capture leads or drive actions on your website

- Optimizes delivery to users who historically complete or nearly complete (50%+) video ad impressions.
- **Mid-Funnel strategy** - Use for high consideration & valuable education, with an info rich, memorable video.
- Uses native LinkedIn form that auto-populate with a user's profile info, reducing friction & increasing completion rates.
- **Bottom-Funnel strategy** - Use for high intent audiences, to capture qualified leads on platform.
- Optimized to users most likely to take *specific action* on a website (form submissions, demo requests, purchases, etc.)
- **Bottom-Funnel strategy** - Use when you have **strong intent signals**, a conversion-ready audience, and a well-optimized landing page *with conversion tracking*.



LinkedIn



Targeting

LinkedIn Users: Typically aged 30-55, college educated, higher income averages, B2B with a heavy lean towards decision makers and thought-leadership. Not suitable for direct political campaigns, but can be highly valuable for advocacy, policy awareness and stakeholder influence.

There are **2** primary targeting categories on LinkedIn:

1. Audience Targeting

- Audience List
- Lookalike
- Retargeting

 Audiences Use your data to retarget website visitors or reach known contacts and accounts	>	List upload
 Audience attributes Add targeting criteria like job title, industry, or skills		Lookalike
		Predictive
		Retargeting
		Third party



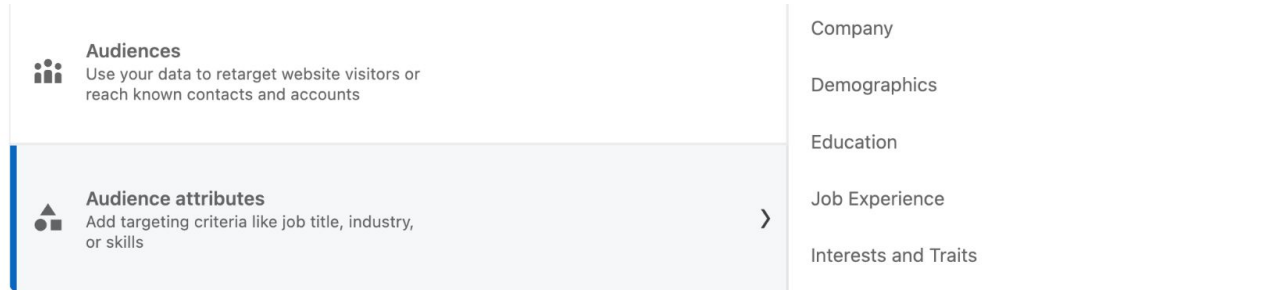
LinkedIn

Targeting



2. Attribute Targeting:

- **Company** - Category, Connections, Follower of, Growth Rate, Industries, Name, Size
- **Demographics** - Age, Gender, Geo (region only, no zips), Language
- **Education** - Degrees, Fields of Study, Member Schools
- **Job Experience** - Functions, Seniorities, Titles, Skills, Years
- **Interests / Traits** - Groups, Interests, Traits



Audience Building

- You can include or exclude audience segments using either category of audience.
- You can **Narrow** your targeting with multiple segments (ie. Industry **AND** Job Title)
- Or **Widen** your targeting (ie. Industry **OR** Job Title)

LinkedIn

Optimization

Tracking Pixels

- **Remarketing Pixels** - Retargeting users who visited a site or app via *cookies*
- **Conversion Pixel** - Captures actions that users made

Additional Opportunities

- **Monitor frequency to limit creative fatigue** - High frequency without engagement is a fast way to burn budget.
- **Refresh creative once a month** - LinkedIn audiences fatigue faster than most platforms — especially in B2B
- **Watch CTR as campaign health indicator** - average CTR rate for traffic & lead ads should be 0.40%



LinkedIn

Onboarding



What We Need:

- Organization Name
- Organization Address
 - Street Address, City, State, Zip
- Website URL
 - Must be LIVE

The Process:

Step 1:

- PM should work with Digital Support in getting Majority access to the client profile. This can be done with or without DS in the beginning (Helpdesk Articles) but DS needs to confirm access.

Step 2:

- Once given access, PM should fill out a Non-Elections Onboarding product.

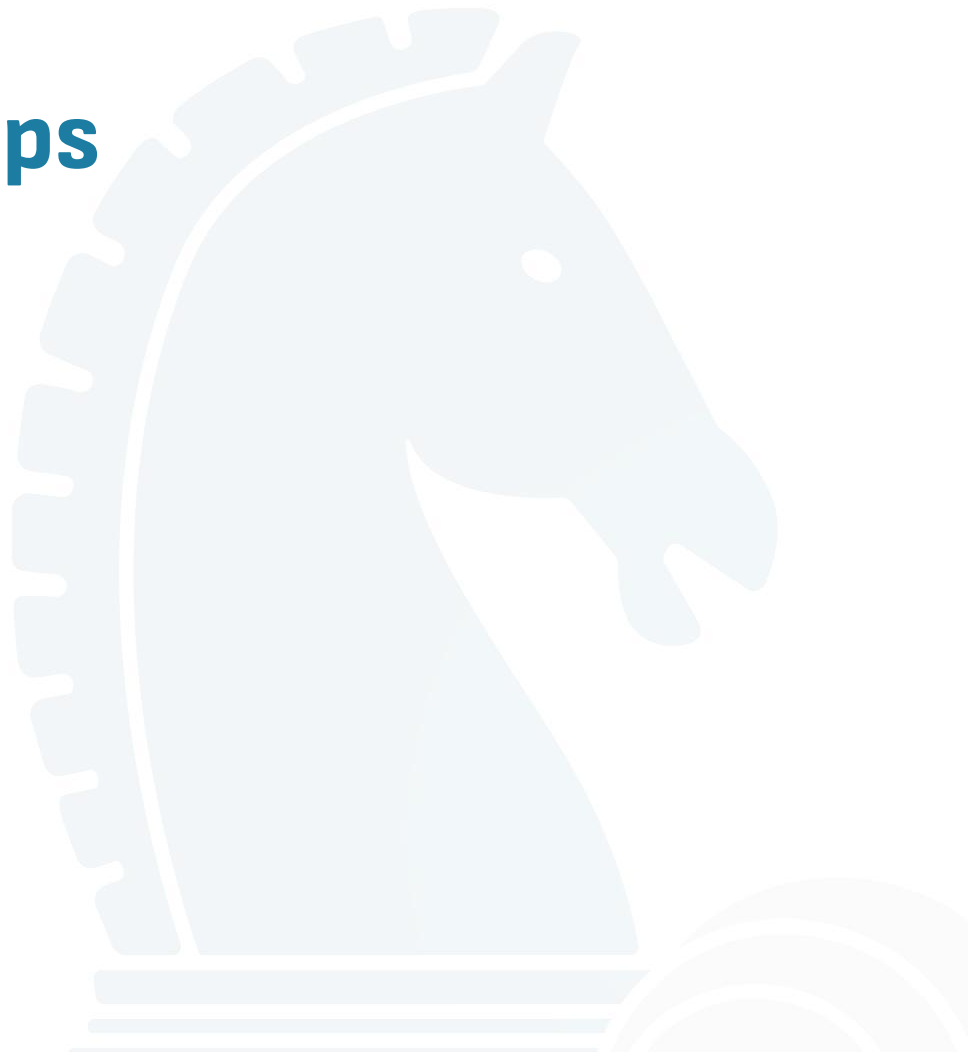
Step 3:

- Digital will update POP confirming we're ready to launch ads.

Wrap-Up & Next Steps

Coming Soon: Programmatic Platform Deep Dives

Let us know what you thought of today's session!





THANK YOU



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