OHA Tobacco Survey
Methods Report

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SUMMARY

Pacific Research and Evaluation (PRE) worked in partnership with the OHA (Oregon Health Authority) Health Promotion and Chronic Disease Prevention (HPCDP) staff to conduct an online survey for teen (ages 15 to 17) and young adult (ages 18 to 25) Oregonians that focused on tobacco use.

PRE's goal was to obtain 800 responses from age group 15-17, 1200 responses from age group 18-20, and 1400 responses from age group 21-25 for a total of 3400 complete responses. PRE recruited survey respondents through advertisements placed on three different social media platforms: Instagram, Facebook, and TikTok. Below is a table that summarizes the desired responses versus actual responses for each age range as well as the percent of responses that were generated from each social media platform. As the table displays, a higher percentage of TikTok respondents were 15-17 compared to Facebook/Instagram (32.0% vs 27.2%) and a higher percentage of Facebook/Instagram respondents were 21-25 compared to TikTok (38.6% vs 35.0%).

Age Range	Desired Responses	Actual Responses	% Facebook/ Instagram (n=3171)	% TikTok (n=543)
15-17	800	1036	27.2%	32.0%
18-20	1200	1264	34.2%	33.0%
21-25	1400	1414	38.6%	35.0%
Totals	3400	3714	100.0%	100.0%

PRE aimed to complete data collection in three waves, launching survey efforts by March 8th and wrapping up data collection by April 30th, 2021. PRE completed data collection in four waves and launched the survey on March 13th and concluded data collection by May 26th, 2021. Below is a table that summarizes the estimated length versus actual length of each wave as well as the estimated and actual number of responses collected for each wave.

Wave	Estimated Length	Actual Length	Estimated # of Responses	Actual # of Responses
1 – Facebook/Instagram	3 weeks	2.5 weeks	1700	2044
2 – TikTok	2 weeks	3 weeks	850	543
3 – Facebook/Instagram[1]	2 weeks	1 week	850	97
4 – Facebook/Instagram[2]	N/A	2 weeks	0	1030

Wave 1 recruited survey respondents through Instagram and Facebook only. Wave 2 recruited survey respondents through TikTok only. Wave 3 was focused on collecting a greater representation of rural, Hispanic respondents on Facebook and Instagram, but this attempt greatly slowed down response rates

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[1] Wave 3 was advertised only to 18-25 year-olds; however, 15-17 year-olds were not prevented from taking the survey.
[2] Wave 4 was advertised only to 18-25 year-olds for the first 10 days and then only to 21-25 year-olds for the remaining 4 days. However, those outside of these age ranges were not prevented from taking the survey.

and increased the cost per response. Wave 4 of data collection was not initially planned but was added to collect the remainder of the responses in a timely manner and was done through Facebook and Instagram.

Tobacco Survey Methods

Wave 1: Facebook & Instagram

Wave 1 of data collection took place on Facebook and Instagram. PRE initially desired to test whether animated or static photo ads performed better. PRE worked collaboratively with a graphic designer to generate two animated ads and two static ads. The smoke animated ad (screenshots below) intentionally did not depict any cigarettes or smoking/vaping items in accordance with OHA's guidance. The animation consisted of smoke rising at the top of the ad and filling up the background until the end of the ad. The "honest" ad featured bold typeface and had an animated dot that bounced from each word in rhythm with the movement of the words themselves. Both ads had no sound and were 14 seconds in length.

Smoke Animated Ad
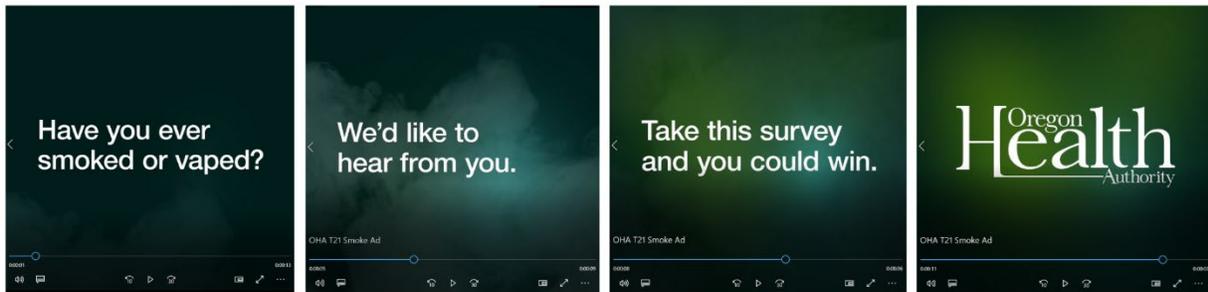
Honest Animated Ad
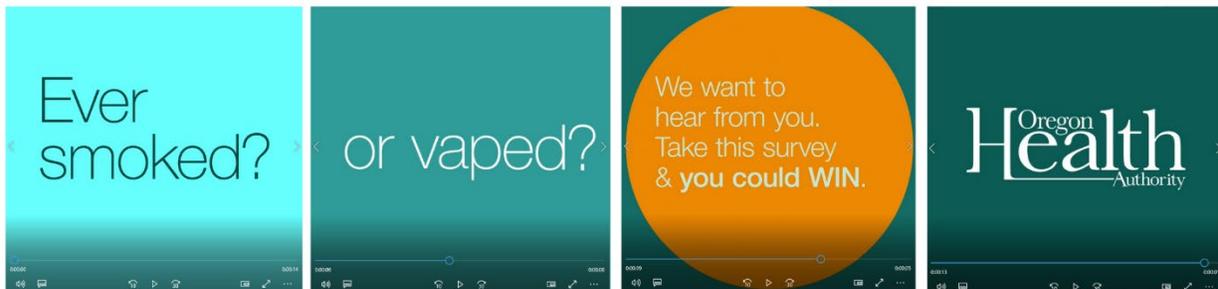
The two static ads both featured a grayscale photo of a young adult female sitting with an either urban or rural background (screenshots of each ad are on the left). All ads had the OHA logo prominently displayed. The Facebook page and Instagram Profile page also had the OHA logo displayed in the profile picture.

The accompanying caption for all four sets of advertisements ran as "Complete a quick survey for Oregon Health Authority - and for a limited time - enter to win a $50 gift card! You qualify if you live in Oregon and are 15-25!"

All ads ran for two weeks at equal daily budget limits. The smoke ad was rejected on Facebook several times and never ran but did run on Instagram. At the end of two weeks, it was clear that the animated ads outperformed the static ads – in the case of the honest ad compared to the rural static ad, the honest ad generated over 7 times as many responses (1128 vs 153). Due to the lower performance of both static ads, they were pulled on March 31st. See table below.

Platform	Ad(s)	Complete Responses	Notes
Instagram	Smoke (Animated)	629	Ran March 17-31 only on Instagram
Facebook & Instagram	Honest (Animated)	1128	Ran March 17-April 1
	Rural (Static)	153	Ran March 17-31
	Portrait (Static)	134	Ran March 17-31

Wave 2: TikTok

Wave 2 of data collection took place on TikTok. Due to the high performance of the honest ad in Wave 1, it was determined that the square ratio advertisement would be adapted to fit the requirements of TikTok videos (9:16 format). Sound is also required on TikTok and was added to the animated ad through TikTok music library available through the TikTok application.
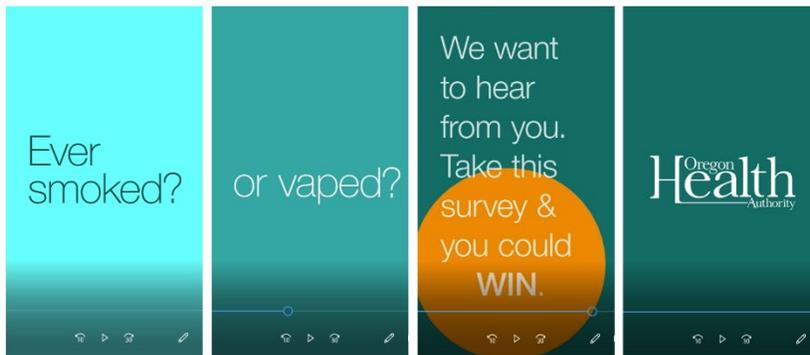
Due to the character limit (max 100 characters) for captions on TikTok, the caption ran as, "Take this survey from OHA and enter a raffle! You qualify if you live in Oregon and are 15-25!" Previous captions were used that referenced the raffle prize of $50 but were not accepted due to TikTok's policy regarding offering cash payment for personal information – even through a gift card raffle.

Platform	Ad	Complete Responses	Notes
TikTok	Honest (Animated TikTok)	543	Ran April 9-May 10

While the ad was meant to run on TikTok for a continuous length of time, due to several issues of the ad being taken down by TikTok for various reasons, the ad only ran on and off during a three-week period. One of the first issues was including a mention of "$50". Ads with different versions of music were rejected and had to be submitted through a TikTok sales representative to be approved to run once the caption

had been fixed. After two weeks of ads running on and off, a request to have a rejected ad reviewed resulted in TikTok communicating for the first time that a privacy policy and contact information needed to be included on the survey landing page before any more ads could run.

Wave 3: Facebook & Instagram

After reviewing the demographics of respondents who completed demographic items on the survey (N = 1745), compared to Oregon state demographics as reported by census data – PRE determined a need to target rural, Hispanic populations on Facebook and Instagram during Wave 3 of data collection. At the time of reviewing the demographic data of complete[3] responses, the survey sample of ages 15 to 25 was 12.5% Hispanic compared to the Oregon population at 20.1%. In addition, only 7.5% of the survey sample resided in rural zip codes compared to 18.9% of Oregon's population - see the table below.

	Waves 1 & 2 Respondents (N = 1745)	State of Oregon
Ethnicity		
Hispanic	12.5%	20.1%
Not Hispanic	87.5%	79.9%
Rural/Urban		
Rural	5.7%	18.9%
Urban	94.3%	81.0%

Utilizing Census data, PRE identified the 20 predominantly rural[4] Oregon zip codes that had the highest number of Hispanic residents. PRE then ran the previously best performing ads, the honest ad and smoke ad, on Facebook and Instagram platforms targeting only those 20 zip codes. Because the desired number of respondents aged 15-17 had been reached via Waves 1 and 2, these ads were also targeted only at those aged 18-25. Facebook and Instagram were the chosen social media platforms for Wave 3 because the cost per responses was much lower compared to TikTok ($2.55 per response vs $9.54 per response – see Social Media Timeline section for details).

PRE ran these targeted ads for a week and a half with an updated caption that read, "Limited time only - enter to win a $50 gift card if you complete this Oregon Health Authority survey! You qualify if you live in Oregon and are 18-25!" The smoke ad was once again rejected on Facebook but ran on Instagram. Due to the low performance of these targeted efforts likely due to the smaller available audience size, both ads were pulled on May 12th. See table below.

Platform	Ad(s)	Complete Responses	Notes
Instagram	Smoke (Animated)	46	Ran May 5-12 only on Instagram
Facebook & Instagram	Honest (Animated)	51	Ran May 5-12

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[3] A response was considered "complete" if the respondent answered at least 75% of the required questions, while accounting for skip patters. Demographic questions were not required and were not included in this calculation.
[4] Census data indicates what percentage of a zip code is rural and what percentage is urban. PRE considered zip codes that are at least 51% rural to be "predominantly rural."

Wave 3 generated a much higher response rate of rural respondents compared to Waves 1 and 2. Out of the Wave 3 respondents who filled in demographic data, 10.5% identified as Hispanic (9 of 86, 11 missing race) and 61.7% entered a zip code that is considered rural (50 of 81, 16 missing zip code).

Wave 4: Facebook & Instagram

Due to the lower performance of the Wave 3 data collection efforts, PRE had not yet reached the 3400 complete responses desired by OHA and decided to run Wave 4 of data collection. PRE believes that the low performance was likely due to the pool of potential survey takers being smaller. The combined population of these 20 zip codes is 108,980, less than 3% of the population of the state of Oregon as a whole. Considering the number of responses still needed (716 responses still needed to be collected to reach 3400) and the upcoming project deadline, PRE decided to open advertisements back up to the entire state of Oregon. Due to the caption changing in Wave 3 of data collection, PRE decided to A/B test two different captions to investigate whether the caption itself would have an impact on response rates.

The desired number of responses for ages 15-17 had been achieved at this point in data collection so the caption and the age range used for advertising was adjusted to collect survey responses from only ages 18-25, however, if someone 15-17 attempted to take the survey, they were allowed to proceed.

♦ Caption A read, "Do you have 5 minutes? Take this survey and you could win $50! You qualify if you live in Oregon and are 18-25!"

♦ Caption B read, "Only one week left to win a $50 gift card for completing our survey! You qualify if you live in Oregon and are 18-25!"

Both captions ran for one week until the desired number of responses for ages 18 to 20 was achieved, then both captions were changed to say "…You qualify if you live in Oregon and are 21-25!" at the end and ran for an additional week and a half. Response rates were high for both captions with responses slightly favoring Caption A (552 vs 478). Due to the overall success of Wave 4 ads, both versions of captions were running continuously until the end of data collection. The smoke ad was rejected on Facebook yet again, and only ran on Instagram – see table below.

Platform	Ad(s)	Complete Responses	Notes
Instagram	Smoke Caption A	167	Ran May 12-24
	Smoke Caption B	132	Ran May 12-24
Facebook & Instagram	Honest Caption A	385	Ran May 12-24
	Honest Caption B	346	Ran May 12-24

Social Media Advertisement Timeline

Below is a table that summarizes the four waves of data collection and the accompanying responses and cost for each effort.

Wave	Dates	Platform	Ad(s)	Caption	Complete Responses	Costs	Cost per Response	Notes
1	3/13-3/31	Instagram	Smoke (Animated)	1	629	$5,209.14	$2.55	Was rejected on Facebook, did not get approved to run Ran Mar 17-31 only on Instagram
		Facebook & Instagram	Honest (Animated)	1	1128			Ran Mar 17 -April 1
			Rural (Static)	1	153			Ran Mar 17-31, pulled on Mar 31 due to low performance
			Portrait (Static)	1	134			Ran Mar 17-31, pulled on Mar 31 due to low performance
2	4/9-5/12	Tik Tok	Honest (Animated)	2	543	$5,178.89	$9.54	Ran the ad with various types of music (sound is required on TikTok)
3		Instagram	Smoke (Animated)	3	46	$4,966.07	$51.20	Targeted only 18 to 25 year-olds, rural & Hispanic
		Facebook & Instagram	Honest (Animated)	3	51			Targeted only 18 to 25 year-olds, rural & Hispanic
4	5/12-5/24	Facebook & Instagram	Honest (Animated)	4	385	$3,093.69	$3.00	Targeted only 18 to 25 year-olds for 5/13-5/19; Targeted only 21 to 25 year-olds for 5/19-5/24
			Honest (Animated)	5	346			
		Instagram	Smoke (Animated)	4	167			
			Smoke (Animated)	5	132			
Totals					3714	$18,447.79	$4.97	

Captions:

1. Complete a quick survey for Oregon Health Authority - and for a limited time - enter to win a $50 gift card! You qualify if you live in Oregon and are 15-25!
2. Take this survey from OHA and enter a raffle! You qualify if you live in Oregon and are 15-25!
3. Limited time only - enter to win a $50 gift card if you complete this Oregon Health Authority survey! You qualify if you live in Oregon and are 15-25!
4. Do you have 5 minutes? Take this survey and you could win $50! You qualify if you live in Oregon and are 18-25!
5. Only one week left to win a $50 gift card for completing our survey! You qualify if you live in Oregon and are 18-25!

Quality Control Measures

PRE used simply quality control measures to make sure the survey was both marketed to and completed by the desired audience:

1. Advertisements clearly described the survey was about tobacco and vaping behaviors.
2. Captions clearly described the qualifications of the desired audience (15-25 and living in OR).
3. The first questions at the beginning of the survey asked which state the respondent currently resided in as well as their current age – if a respondent was not residing in Oregon or 15-25, they were removed from the survey.
4. Duplicate IP protection was turned on in the survey settings within Alchemer, meaning respondents could not fill out the survey twice from the same IP address.
5. One attention check item[5] was embedded in the middle of the survey; if respondents were not carefully reading each item and did not select the correct response for the attention check question. They were exited from the survey and their responses were not included in the final dataset.
6. PRE staff consistently scanned data gathered and reported on via Alchemer reports based on IP address that shows the city, state, zip code, and country of the respondent – scanning responses as they came in revealed no respondents who filled out the survey were from other countries (which has been an issue in previous social media efforts at PRE) and a majority of responses were from Oregon state IP addresses. This confirmed that the previously quality control measures were effective.

Social Media Considerations

Initially ads were placed through the Facebook Page Ad Center that also allows cross-placement on Instagram (see screenshot below).
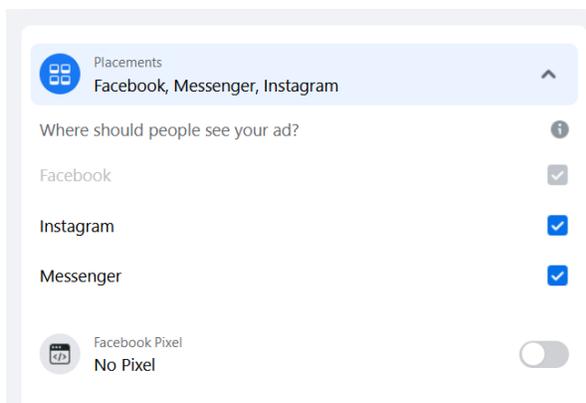
After a few days of running advertisements, it was unclear how the Facebook algorithm chose to promote the ad on the Facebook platform versus Instagram platform. Some ads were shown on Facebook thousands of times but only on Instagram dozens of times. Other ads were placed on both Facebook and Instagram hundreds of times. PRE decided to separate ad placements on Instagram and instead created an Instagram business profile and uploaded the advertisements as posts which were promoted through Instagram only. Promotions on Instagram only work if connected to a Facebook page; however, the performance metrics for each ad were separately displayed on the hosting platform (Instagram or Facebook) and billing information was likewise separately available.

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[5] Attention check items are designed to identify respondents who are not reading survey items but rather just randomly selecting responses. The attention check item tells the respondent to select a specific response.

As previously mentioned, the smoke ad was consistently rejected on Facebook even after multiple appeals. Facebook provides a brief description of why an ad is rejected and the reason for rejecting the ad was cited to be due to promoting tobacco. Instagram is owned by Facebook, and it was assumed by PRE that both platforms would have the same process to identify ads that violate their policies and adhere to the same standards for why an ad was rejected; however, this was not the case. It remains unclear how each platform determines what is acceptable.

Facebook and Instagram allow for a user to appeal a rejected ad; however, it is not possible to reach a live person to explain why an ad should not be rejected. After a user appeals a rejected ad, the ad is reviewed a second time and can be rejected again or approved. If too many ads are rejected, Facebook will temporarily disable the ad account and the user must submit a review to reactivate their account. If an account is disabled, all currently running ads are paused. It is important to note that the user running the Facebook page must do so from their actual personal Facebook account. This becomes important if and when an ad account is disabled – part of the review process may involve verifying the identity of the Facebook account that created the Facebook page. If a fake Facebook profile was created and tied to the Facebook page, this identity verification process cannot occur, and the account gets permanently disabled and all ads cease to run.

TikTok will assign a customer representative that can be reached through email if there are issues with ads being disabled. It requires diligence to see if an ad is running or disabled because unlike Facebook and Instagram, TikTok will approve an ad and run it for a period of time but then unexpectedly disable it even after it's already begun to generate impressions and clicks. The reasons for TikTok disabling ads are various including concerns about promoting tobacco use, putting a dollar amount or the word 'gift card' as an incentive, and not having contact information and a privacy policy on the landing page. The customer representative is available to email after each time an ad is disabled; however, ads would run and then be disabled for an entirely different and new reason at a moment's notice. It was very difficult to maintain a continuously running ad on TikTok due to these constantly changing requirements. The customer representative was emailed on a daily basis and had to submit a ticket each time PRE wanted an ad to be re-reviewed after addressing the newest concern.

Many blogs and articles on advertising on social media will include information about the cost per impression (how many times an ad is seen) or cost per click (how many times an ad is clicked). However, for the purposes of recruiting survey responses, it became more beneficial to track the cost per response rather than the cost per click. A helpful example to illustrate this point can be made when comparing the ad performance of the "Honest" ad on Facebook/Instagram with the very similar "Honest" ad on TikTok.

	"Honest Ad" FB/Insta Wave 4 Caption A	"Honest Ad" TikTok Wave 2
Ad Costs	$1,430.09	$1,206.15
# of Clicks	955	1,715
Cost per click	$1.50	$0.70
Complete responses	385	115
Cost per response	$3.71	$10.49

As illustrated in the table above, TikTok generated a much higher number of total clicks and, therefore, had a lower cost per click compared to Facebook/Instagram. However, when looking at how many clicks generated a complete response, it is clear that Facebook/Instagram generated more responses at a lower cost per response. This may indicate that each platform may be useful for different purposes. Facebook/Instagram seems to outperform TikTok in generate survey responses, but TikTok may be the preferred platform if OHA wishes to generate an announcement, communication, or marketing material that does not require more than clicking on the ad.

Lessons Learned and Future Recommendations

Ideas for the future:

♦ For this project, PRE created an Instagram profile from which to create and promote posts (i.e., "ads"). This profile was named "oha_young_adult_survey" and had the OHA logo with "Young Adult Survey" below it as the profile picture. When Instagram users would see one of the promoted posts, they could click and navigate to the "oha_young_adult_survey" profile and see all its past posts, followers, and accounts that this profile follows. Because this profile was created strictly for the purpose of administering the Tobacco survey, it didn't have many previous posts, only had a handful of followers, and only followed a few accounts. It is possible that this makes users suspicious that it is a fake account not truly associated with OHA. There were several comments from users who said things like "Are you a cop?" or "Don't take this survey, it's a scam." To prevent this from happening in the future, OHA, or just HPCDP, should consider creating a dedicated Instagram page from which it regularly creates posts, follows other relevant accounts, has followers of its own, and from which it can create and promote ads to complete surveys. Doing so would increase the legitimacy of future posts that ask people to complete surveys thereby increasing response rates.

♦ Social media advertising about tobacco surveys or other tobacco related public health campaigns should keep in mind that advertisements with smoke or any tobacco imagery, regardless of the intent, have a higher likelihood of being rejected.

♦ As discussed throughout this report, ads can get rejected by social media platforms for a variety of reasons and appealing rejected ads can take several days to be resolved. Timelines for administering surveys should keep these delays in mind and build in extra time to accommodate them.

♦ Users respond to animated ads at significantly higher rates than static ads. Efforts should be made to create eye-catching animated ads that will increase response rates. Additionally, some animated ads outperform other animated ads. A/B testing should be conducted early on to determine which ads are eliciting the highest response rates and funds should be diverted to the higher performing ads.

♦ Messaging is important. If response rates are less than expected, messaging should be reviewed and A/B testing should be conducted to determine the best performing language to use in the ad captions.

APPENDIX A. Facebook Ad Procedure

How to set up an ad on Facebook

1. Create a Facebook Page using your own personal Facebook Profile
   a. You may be tempted to create a fake profile to separate your personal life from your work life. While this is a very reasonable desire, unfortunately due to updated security concerns of spam accounts, Facebook is very powerful at detecting a fake account. If your ad is rejected for any reason (which is a common occurrence), Facebook will ask you to verify your identity in order to appeal the rejection. If you created a fake Facebook profile, you will be unable to prove your identity. Facebook will then deactivate both your business Facebook Page but also your fake Facebook Profile. Facebook collects your IP address and may also try to deactivate your real profile even though it had never been connected to the business Facebook Page. Facebook will also blacklist the credit card you used to purchase the rejected ad and you will be unable to use that credit card in any subsequent new attempts to relaunch the ads.
2. Set up the Facebook page, keep in mind the Banner Image is restricted to a lower resolution photo so it is best to keep it simple. Look at the Facebook Page from both your browser and your phone to make sure it is scaled appropriately.
3. Click "Create Ad"
4. You will have several options for recruiting for a survey, it was best to select "Get More Website Visitors"
5. You will insert the caption under the title "Description"
6. You will click "Select Media" to upload either an image or video
   a. If you are uploading a Video, make sure it is saved as an MP4 file
   b. You can upload up to 5 images or videos, sometimes Facebook will auto-select your profile or banner picture as part of the carousel, make sure to delete that out
   c. If you upload a Photo, make sure that part of the photo does not get cut off, you can also hit "Preview" on the side to see how it will show up. If the photo is cropped, hover over the "Edit Photo" button that appears on top of the photo and select "Crop Photo". Here you will be able to change the aspect ratio from "Original" to "Square". Move the plus/minus slider to as far left as possible to get the full photo in.
7. There are several options for the Button Label, the most applicable option was "Learn More" for a survey
8. Insert the website URL, keep in mind you can select a shortened URL in Alchemer to get a condensed version
   a. Make sure you have no spaces after your url, that will invalidate the link
   b. Make sure you have chosen a secure URL in Alchemer
9. Under Audience select "Create New"
   a. For age, select the desired age on the sliding scale
   b. For location, type in "Oregon" to select the state or type in specific zip codes in Oregon that you are targeting
      i. Title your audience accurately so you know which demographics it refers to; this will be helpful in managing ads on Instagram later
      ii. Annoyingly, Facebook does not allow you to copy and paste multiple zip codes, you cannot even copy and paste and then insert commas, you have to enter one zip code at a time

iii.   If you enter individual zip codes, make sure to pay attention to which location that zip code is referring to - several times the Oregon zip codes I typed in returned a location in Brazil or Indonesia as the first result and the Oregon location was the second or third option. You can zoom out the map at the end to make sure you did not accidentally select any other countries.

10. Select "Run this ad continuously" if you are planning to let the ad run until you hit the target number of responses
11. Adjust your daily budget, note this is DAILY, not for the entire campaign
12. For Placements, deselect Facebook Messenger and Instagram if you only plan to post on Facebook. On the right panel you will see a section titled "Ad Preview", this will allow you to see what your ad will appear as on both Facebook and Instagram platforms
13. Enter in your payment
14. You will receive a message that your ad is under review, the blurb promises to review your ad in a 24-hour time period
15. You can see all your ads under "Ad Center", unfortunately you cannot title your ads in a way that you can easily see which ads are which, you need to click "View Insights"
     a. Get to Ads Manager by going to Ad Center, under Tools there is an ellipsis, click on that and select Ads Manager
16. Ad Manager is a more complex dashboard on Facebook's Ads Manager, this is where you can submit rejected ads to be reviewed again

APPENDIX B. Instagram Ad Procedure

How to set up an ad on Instagram
1. Due to the black box algorithms of Facebook, if you set up ads on Facebook and select "Instagram", you will have very little control over how many placements you receive on Instagram - we found that increased placements occurred if the ads were set up separately on Instagram
2. Set up a new Instagram profile, make sure to upload a picture and follow a few neutral accounts (e.g., OR Dept of Transportation) to round out your profile
3. Go into your profile page, go to Settings, click Account, and hit "Switch to Professional Account" and follow the directions
4. Once your account is a Professional and not Personal one, go to Settings again, scroll to the bottom and click on the link under "Facebook Accounts Center" and link your Instagram page to your personal Facebook profile - *You cannot run ads on Instagram without linking it to a Facebook profile* You can create a separate Facebook page though so you can keep track of the different mediums of ads
5. Create posts on your Instagram profile and then when you view the post, you should be able to select "Promote" - keep in mind you cannot create posts on the Instagram desktop view, you must be accessing Instagram from a mobile device to create posts
6. Follow the steps to create your ad, if you have already created a targeted audience in your linked Facebook Page, it will show up for you again which is handy and lets you avoid re-typing in all those zip codes
7. For Instagram there is not the option of running your ad continuously. If you want to spend $20 daily, do so and select the duration (i.e., number of days) - this is oddly different than how it's set up on Facebook so pay attention here
8. Your ads will similarly go under review and you will get a notification when they start running

If your ad is rejected on Facebook and/or Instagram
1. Go to Facebook's Ads Manager, this is not the Ad Center that is connected to your Facebook Page, but this is a separate website that will have a dashboard
2. Navigate to Accounts Quality and you should see which ads have currently been rejected, you can select on that ad and request a second review
   a. https://www.facebook.com/business/help/1210227555661027
3. If your ad is approved, you will get a notification
4. Keep in mind that even if ads are approved, Facebook may start looking into your Facebook Profile page and may disable your Account (including ads that say they are currently running) without you realizing - the best indication of this is if your Ad Center summary of the total dollars spent stalls out at the same amount even after hours have passed

APPENDIX C. TikTok Ad Procedure

How to setup an Ads Manager profile on TikTok

- Make sure you have converted to a Business Profile
- Help Center
- Type in "Advertising"
- Select 'How can I contact TikTok for advertising related inquiries?'
- TikTok for Business
- Side Bar
- Contact Us
- Sign up
- Log in
- Go through the steps

Creating an Ad on TikTok

- Log into TikTok Ads Manager
- On main page click the "Create Ad" button
- TikTok only allowed me to select an "Auction" style ad, so that is already selected
- Type in an Ad Campaign name
- Under Promotion Type select Website
- Under Placement select "Select Placement" and unclick all other options besides TikTok
- De-select "Video Download"
- Select "Automated Creative Optimization"
- Under Demographics
- Select Oregon only
- Select "13-17" and "18-24"
- Under Daily Budget type in daily amount
- Select Run Continuously
- Hit Submit
- Leave Ad Name as is
- Upload Video - if you have not already included music, you can do so as well as adding effects and editing by selecting "Create" and it will provide a few different options for you to edit the video. Selecting TikTok Video Editor will allow you to essentially layer on music and effects similar to any video editing software.
- Fill out the Display Name, Text (Text must be between 1 and 100 characters), URL, and circle profile image
- Hit "Submit"
- It will go under Review; you can view the status under the Campaign dashboard