

Marketplace Sponsored Stories Guide

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What are Sponsored Stories?

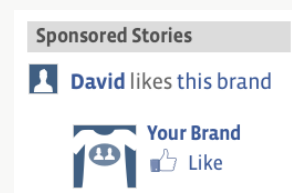
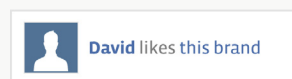
People are naturally interested in things their friends care about. That's why the News Feed is such a central part of Facebook: News Feed stories give friends an easy way to show each other what they like.

Now with Sponsored Stories, you can increase the visibility of these powerful News Feed stories when they relate to your organization or business. The types of organic stories that can be surfaced in Sponsored Stories include: Page Likes, App interactions, Place check-ins and Page posts. Like Facebook Ads, Sponsored Stories are non-disruptive and respect people's privacy settings.



How Sponsored Stories work:

- 1** A person likes your Page, interacts with your application or checks-in to one of your locations 
- 2** Normally, a story about this activity can be generated on their friends' News Feeds, which their friends may or may not see due to the dynamic nature of News Feed
- 3** By including Sponsored Stories with your Marketplace Ads campaign, this person's friends can also see the story appear in the right-hand.

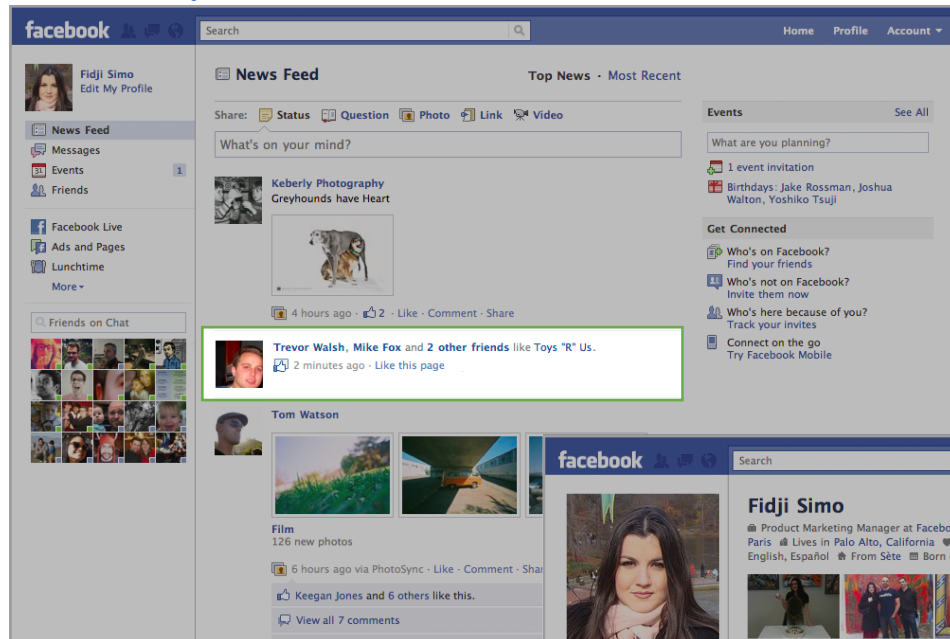


Sponsored Stories also support the content that your Facebook Page publishes to the people who like your Page. The dynamic nature and unique algorithm behind each person's News Feed means that each person's experience is different on Facebook. For Page owners, this means that some of the people who like your Page do not see your valuable Page posts (status updates, videos, photos) in their News Feed. Sponsored Stories for Page Posts allows Page owners to ensure your fans see the content that your Page publishes.

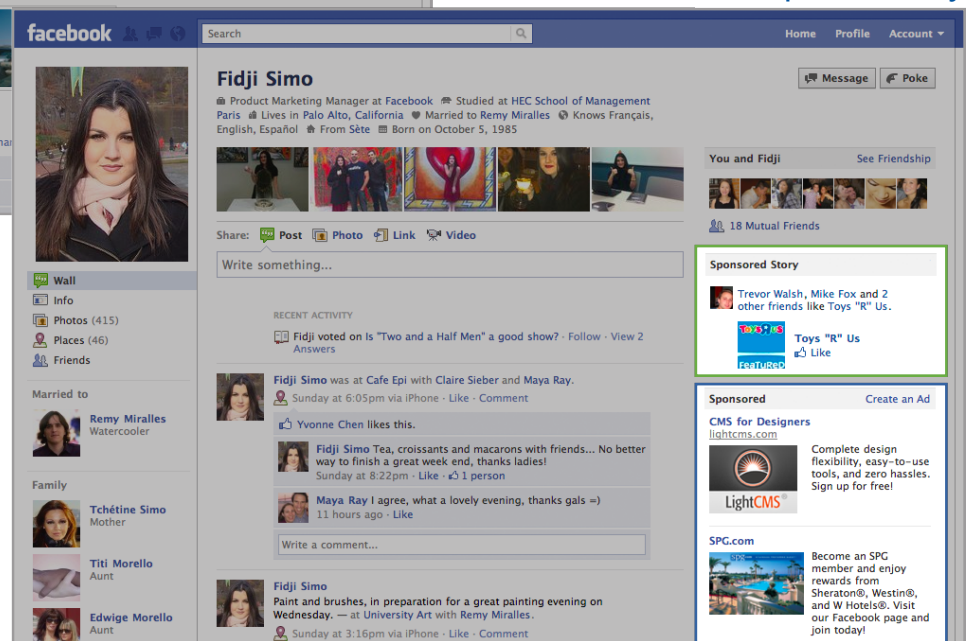
Sponsored Stories Product Specifications

1. Sponsored Stories - Page Likes

News Feed Story



Sponsored Story



Total size of Sponsored Story
240px wide, variable height

Page Name
Full name of Page is preserved
(up to 70 characters)

Page Image Thumbnail
50px wide, 50px high (same as
thumbnail managed by Page; aspect
ratio is preserved)

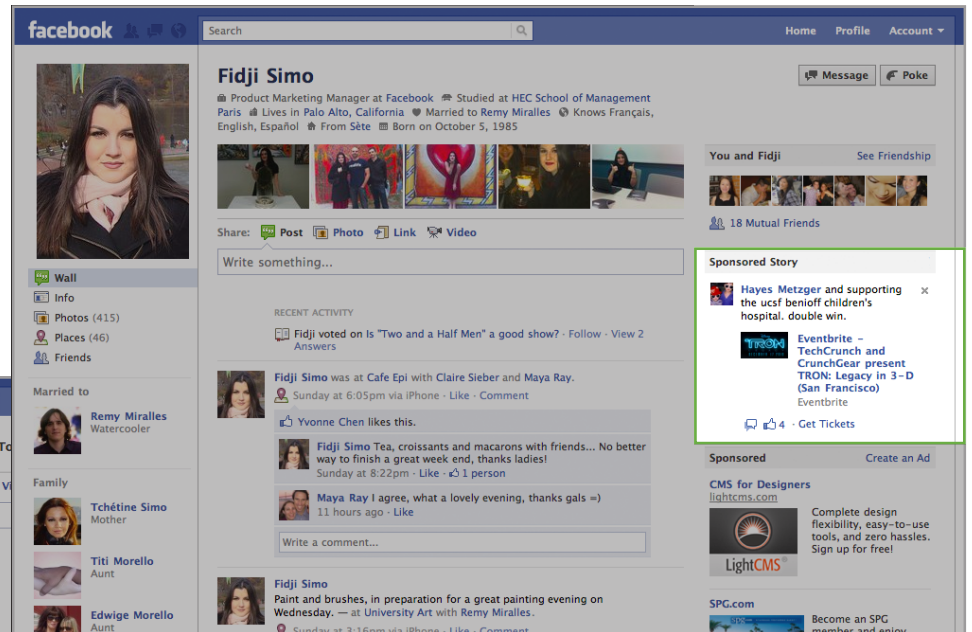
Creative requirements
None

Audience
Only friends of the person(s) in
the Sponsored Story

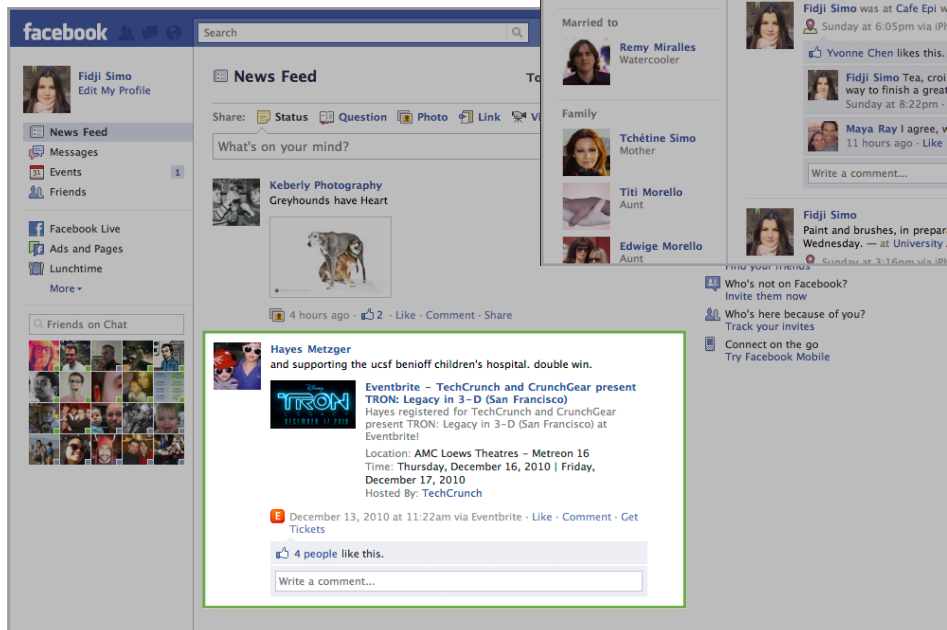
Please note that Sponsored Stories and Marketplace Ads can appear on the same page at the same time.

2. Sponsored Stories - App Interactions

Sponsored Story



News Feed Story



Total size of Sponsored Story
240px wide, variable height

Application Name
Full title of application story is preserved (up to 70 characters)

Application Image Thumbnail
50px wide, 50px high (same as thumbnail managed by Application; aspect ratio is preserved)

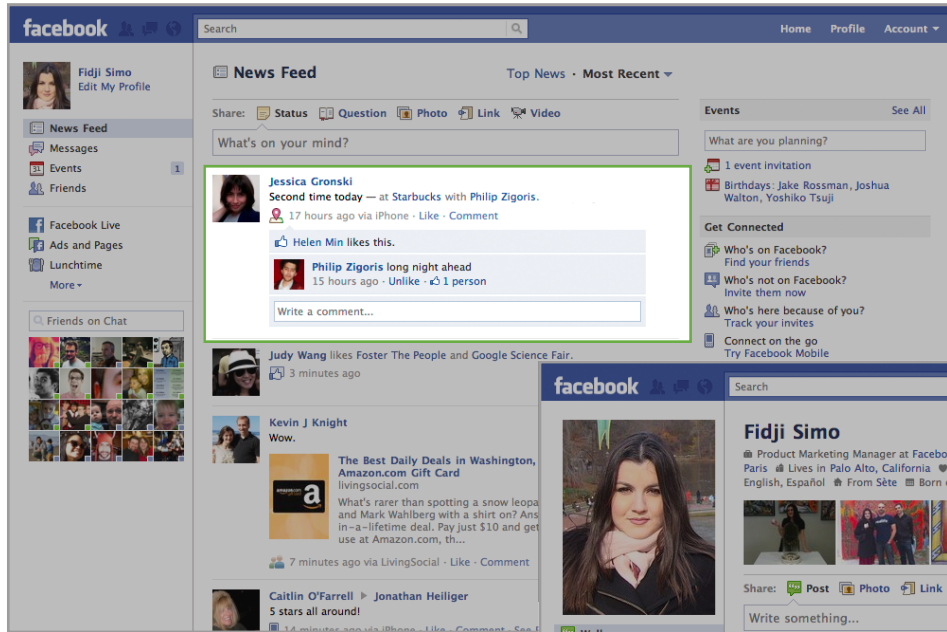
Comment by Friend (if applicable)
100 character maximum (followed by ellipses)

Creative requirements
None

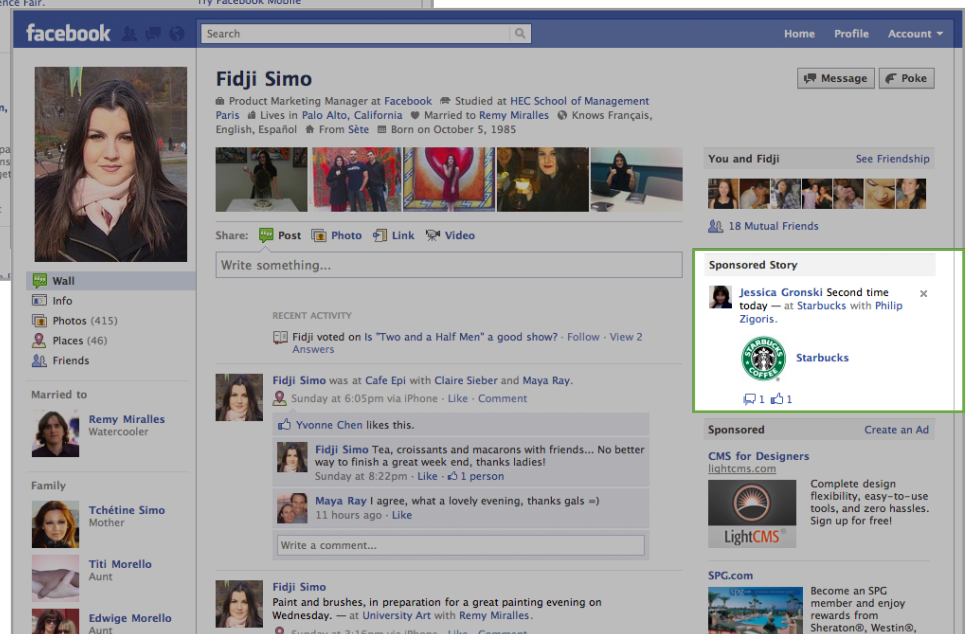
Audience
Only friends of the person(s) in the Sponsored Story

3. Sponsored Stories - Place Check-ins

News Feed Story



Sponsored Story



Total size of Sponsored Story
240px wide, variable height

Place Name

Full name of Place is preserved (up to 70 characters)

Place Image Thumbnail

50px wide, 50px high (same as thumbnail managed by Place Page; aspect ratio is preserved)

Comment by Friend (if applicable)

100 character maximum (followed by ellipses)

Creative requirements

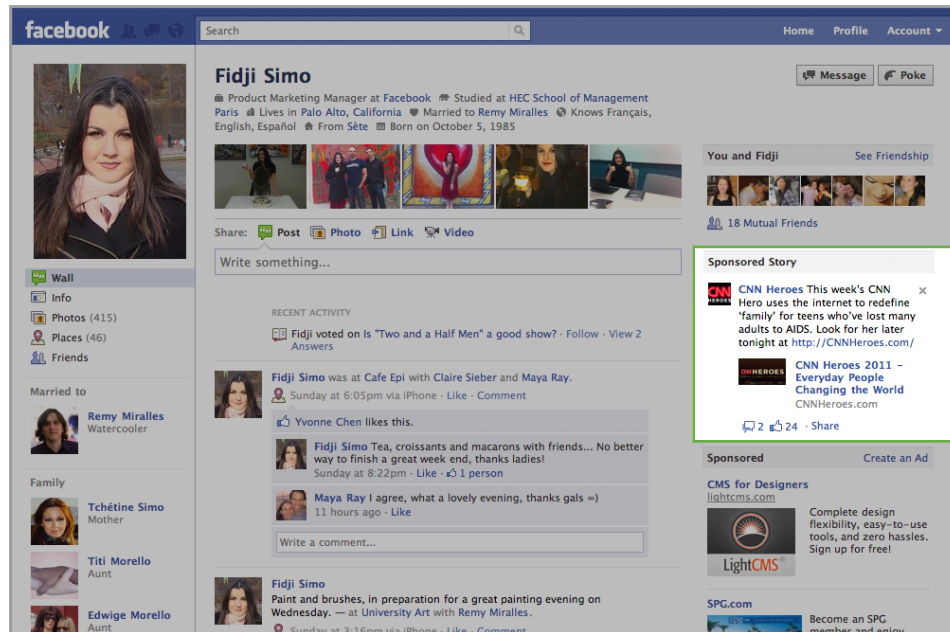
None

Audience

Only friends of the person(s) in the Sponsored Story

4. Sponsored Stories - Page Posts

Sponsored Story



News Feed Story

Total size of Sponsored Story
240px wide, variable height

Page Name

Full name of Page is preserved (up to 70 characters)

If Page post is an image alone

max dimensions are 90px wide, 90px high (aspect ratio is preserved); 70 character maximum for photo title

If Page post is an image with comment

50 px wide, 50px high (aspect ratio is preserved); 70 character maximum for photo title; 100 character maximum (followed by ellipses) for comment

If Page post is a video alone

90px wide, 90px high (aspect ratio is preserved); 70 character maximum for video title

If Page post is a video with comment

50px wide, 50px high (aspect ratio is preserved); 70 character maximum for video title; 100 character maximum (followed by ellipses) for comment

If Page post is a status update

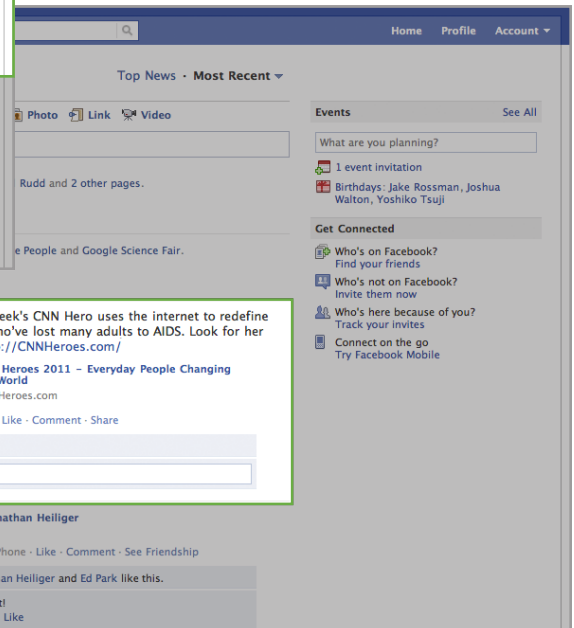
100 character maximum (followed by ellipses)

Creative requirements

None. Just the Page post.

Audience

All of the people who have liked your Page. *Note: Sponsored Stories do not support location/language targeting publishing at this time.



Creating Sponsored Stories in 5 easy steps

Step 1 Go to <http://www.facebook.com/ads/create>

Step 2 Select the Destination you want to promote

In the 'Destination' drop-down menu, please select the Page, Place or App that you want to promote using Sponsored Stories. Please note that you cannot create a Sponsored Stories campaign if you are promoting an external URL.

Step 3 Select the type of stories you want to promote

Under 'Type', please select 'Sponsored Stories'. The type of Sponsored Stories that you will be able to select under 'Story Type' will vary:

- For a Page, you will be able to choose a Like Story or a Page Post Story
- For a Place, you will be able to choose a Like Story, a Page Post Story or a Check-in Story
- For an App, you will only be able to select an App Story

In order to create several types of Sponsored Stories, you have to go through the create flow each time you want to create a new type.

Please refer to pages 2 to 5 of this guide to determine which type of Sponsored Stories will help you achieve your marketing objectives.

Step 4 Select your targeting criteria

By default, Sponsored Stories are targeted to people who are eligible to see the story in their News Feed. For Like, Check-in and App Stories, your Sponsored Story campaign will only target people whose friends are a fan of your Page, have checked in at your Place in the past seven days or have published a story from your App in the past seven days. For Page Post Stories, your Sponsored Story campaign will only target fans of your Page.



You can narrow down your target audience further using the same targeting options that are available for Marketplace Ads. However, please be aware that it will reduce your reach. For more information about those targeting criteria, please visit the Guide to Facebook Ads at <http://www.facebook.com/adsmarketing>.

2. Targeting Ad Targeting FAQ

Location

Country:

☒ Everywhere
☐ By State/Province ^[?]
☐ By City ^[?]

Demographics

Ages: -
☐ Require exact age match ^[?]

Sex: ☒ All ☐ Men ☐ Women

Likes & Interests

^[?]

Connections on Facebook

Connections targeting is automatically selected for Sponsored Stories based on the Story Type selected. See the [help center](#) for more information.

Advanced Demographics

Birthday: ☐ Target people on their birthdays

Interested In: ☒ All ☐ Men ☐ Women

Relationship: ☒ All ☐ Single ☐ Engaged
☐ In a relationship ☐ Married

Languages: ^[?]

Education & Work

Education: ☒ All ☐ College Grad
☐ In College
☐ In High School

Workplaces: ^[?]

☐ Hide Advanced Targeting Options

Estimated Reach
23,923,980 people

- who live in the **United States**
- age **18** and older
- whose friends are already connected to **Facebook Marketing Solutions**

Step 5 Set up your campaign budget, pricing and scheduling

You can set up your campaign budget, pricing and scheduling for Sponsored Stories the same way you would for Marketplace Ads. You can learn more about it by visiting the Guide to Facebook Ads at <http://www.facebook.com/adsmarketing>.

Recommendation:

Sponsored Stories depend on the amount of organic actions people take with your Page, Place or App. Therefore, we recommend that you use both Sponsored Stories and Marketplace Ads. Your ad campaign will increase the number of actions people take with your content, while Sponsored Stories will broaden the reach of those actions by allowing your fans to help their friends discover your business.