SOCi Ads PLUS and Boost Guide

OVERVIEW

SOCi Ads PLUS and Boost streamline your social media marketing by allowing you to manage both organic and paid efforts from a single platform. Rather than using SOCi to schedule organic posts and switching to Meta or Facebook to manage paid campaigns or boosts, you can now oversee everything directly within SOCi.

With Ads and Boost PLUS, you can easily create, schedule, launch, and analyze paid social campaigns across multiple locations and channels—all from one centralized dashboard. This simplifies your workflow and helps drive more reservations through targeted, efficient advertising.

Using SOCi for all paid social efforts also enables KOA to track performance more consistently across the system. This unified approach allows for deeper insights into what strategies drive the most impressions, engagement, and conversions. As more campgrounds adopt SOCi Ads PLUS, KOA can offer stronger, data-backed recommendations to improve paid social performance system-wide.

About Meta

Meta is the parent company of both Facebook and Instagram. Through the Meta platform, users can manage ad campaigns and content for both social networks in one place. SOCi integrates with Meta to support advertising on these channels.

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How to Set Up Your Account

In order to run paid social media ads through SOCi, you must have an ads account set up in Meta. This guide covers how to ensure your Meta Business Account is connected to SOCi.

KOA does not own franchisee Meta accounts and there are many ways to structure Meta accounts. To make things more challenging, Meta has changed the names of different features many times and will likely continue to do so. Initial account setup and SOCi connection can be the most complicated step, and you may need to troubleshoot your setup with Meta (and/or your Meta account owner).

Notes:
- Each individual SOCi user must go through the connection steps in order to manage ads or boost.
- The Ad Accounts seen in SOCi are dependent on the Facebook account you are logged into
- In order to boost a post or run an ad, the user/users must have access to the Ad Account and Facebook page outside of SOCi. See SOCi resources.
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- Consider adding multiple admins to your account to ensure the account is protected.
- All advertisers are limited to one ad account ID until they make a confirmed payment. After Meta successfully processes your first payment, your ad account limit will increase. Ad account limits help prevent potential abuse and fraud. Learn more about how to troubleshoot ad account creation issues.
- You do not need an Instagram account to run Ads across Instagram. If you want to boost on Instagram, you will need a Business Instagram account that is linked to your Business Facebook page. See SOCi support article.

ACCOUNT SETUP TABLE OF CONTENTS

Meta Setup Configurations: Ad Account vs Business Portfolio

Definitions:

- **Ad Account** - used to create and manage your advertising campaigns. Good for individuals or small businesses that have a single business page. Ex) An ad account allows you to set up a Facebook ad campaign to reach a specific audience and promote your business.
- **Business Portfolio (formerly Business Manager)** - a platform to manage your business assets like pages, ad accounts, and Instagram accounts. Portfolio is best if you are managing multiple pages or ad accounts. Think of it as a dashboard where you can oversee all of your business activities on Meta platforms. About Business Portfolios

You can create an ad account within a business portfolio or as a standalone account. At a minimum, an ad account is required to use Ads Plus in SOCi Platform.

Key Differences:

Feature	Business Portfolio	Ad Account
Purpose	Centralized management of all business assets	Running and managing advertising campaigns
Focus	Organization, access, and collaboration	Advertising performance and optimization
Assets	Facebook Pages, Instagram Accounts, catalogs, datasets, etc.	Advertising campaigns, ad groups, and ads
Access	Manage user permissions and access to business assets	Manage access to ad accounts within the business portfolio
Use Case	Manage all your business assets in one place	Create and run a Facebook ad campaign

Summary:

- Choose an ads account if you primarily want to focus on creating and managing ads
- Choose a Business Portfolio if you need a centralized hub for managing all of your business assets, including ad accounts, pages, and Instagram accounts.

Links for more information from Meta

- Create an Ad Account
- Create a Business Portfolio

Ad Account Setup in Meta/Facebook

When you sign up for Facebook, you're given an ad account ID by default. Go to Meta Ads Manager ad accounts page to see your personal ad account ID. If you have set up a Business Portfolio, you can

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either attach your personal ad account or create a new ad account for the Business Portfolio and the business assets within the portfolio. Learn more about [adding an ad account to your business portfolio.](#)

To advertise with Meta Ads Manager, you'll need to have a Facebook Page or have an admin, editor, or advertiser role on a campground Facebook page. You'll also need to set up a valid payment method.

Facebook Access and Permissions

Within Meta, there are several options to control who has access to your page, business portfolio, and ad account. It is important to have your ad account set up with the right access for the SOCi user who will be placing ads using that ad account.

Ad accounts have 3 types of admin permissions to help manage your account. When you give someone permissions in Meta Ads Manager to access your ad account, you choose what they're able to do or see by assigning them a role. Granting permission to your advertising account doesn't give them permission to log in as you or see things on your profile you haven't shared with them. The table below outlines the 3 ad account roles and what they're able to do.

	Admin	Advertiser	Analyst
View Ads	☑	☑	☑
Access reports	☑	☑	☑
Create and edit ads	☑	☑	
Edit payment method	☑		
Manage admin permissions	☑		

To add someone to your ad account in Meta Ads Manager:
1. Go to Ad account settings in Meta Ads Manager
2. Find the Ad account roles section
3. Click Add people. If you see Open Business Setting instead of Add people, you are set up as a [business portfolio and should follow those steps](#).
4. Search and select a user to add.
5. Use the dropdown to choose their role and then click confirm.

Learn more about [how to add people to your ad account](#) in Meta Business Help Center.

Once added, the person will have immediate access to your ad account based on their assigned role. You can change their permissions or remove them by selecting Remove user next to their name. Learn how to change or remove permissions for someone on your ad account.

To add someone to a Business Portfolio and assign a business asset:

Before you begin:

- First, you will need to have full control of the business portfolio.
- For more protection, you should enable two-factor authentication.
- If you wish to assign someone an Instagram account as a business asset, make sure you are logged into the account.
- Business portfolio permissions override all others.

You can invite people to your Business Portfolio in Meta Business Suite or Business Manager.

Invite people in Meta Business Suite

1. Go to Settings.
2. Select People in the left menu, then click + Invite people.
3. Enter the email address of the person you want to invite. If needed, turn on the additional settings for Temporary access. Click Next.
4. Select the type of access that you want to assign. Click Next.
5. Select the asset that you want to assign and choose the type of access. If assigning partial access, select the task-based permission they need to do their job. Click Next.
6. Review the invitation and click Send invitation. The person will receive an invitation to join your business portfolio via email.

Invite people in Business Manager

1. Go to Business settings.
2. Below Users, click People.
3. Click + Invite people.
4. Enter the email of the person you want to invite. Click Next.
5. Select the type of access you want to assign. Click Next.
6. Select the asset you want to assign and choose the type of access. If assigning partial access, select the task-based permission they need to do their job. Click Invite.
7. Review the invitation and click Send request. The person will receive an invitation to join your business portfolio via email.

When people join a portfolio, it can take a few days for all features to become available.

Learn more about [how to add people to a business manager and assign a business asset](#) in Meta Business Help Center. You can also [remove people from your business portfolio](#). Learn more in Meta Business Help Center.

Ad Account Payment Method

When you create ads with Meta Ads Manager, you'll be prompted to add a payment method before you can publish your first ad. You can add and change the payment method for your ad account from your payment settings.

Before you begin:

- You have to be an [admin of the ad account](#). Otherwise, you may encounter an error.
- Make sure that the payment method you're trying to add is an [accepted payment option for Meta ads](#).

How to add a payment method in Meta Ads Manager

To add a payment method to your ad account:

1. Click [Payment settings](#) in the Billing section of Ad account settings.
2. In the Payment methods section, click Add payment method.
3. Check location and currency. If some of this information needs to be updated, a new ad account must be created.
4. Select the payment method you want to add and click Next.
5. Check or update the Edit billing information form and click Next.
6. In the Confirm updates form, select the option that best fits your needs, pause ads or keep ads running and click Confirm.
7. Click Done.

The new payment method is added to your existing ad account.

If you have multiple payment methods saved to your ad account, you can [set a default payment method.](#) Meta will first use your available funds if you have any. If you don't have any available funds, Meta will charge your default payment method when you make a payment for your ads.

Billing and Payments – Meta

All billing and payments for ads will be handled by Meta.   Copies of invoices can be found in Ads Manager under Billing & Payments.
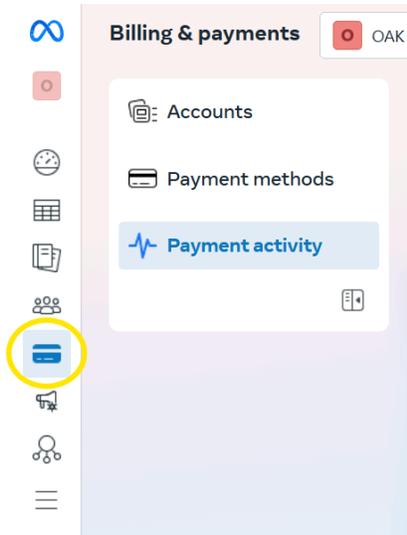
When you select Payment Activity from the Billing and Payment screen, you will see your current balance and be able to download any existing invoices.
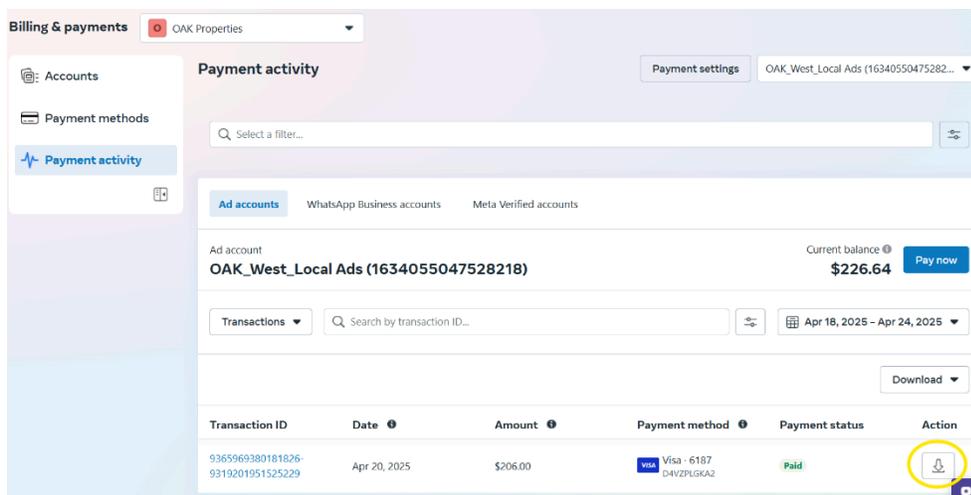
Setting Daily Spending Limits and Billing Thresholds in Meta

Your daily spending limit is the total amount you're able to spend on ads per day. Meta sets a daily spending limit for most advertisers based on your advertising and payment history. This limit also helps protect advertiser accounts from harm and keeps our platform safe. When you reach your limit, your ads are paused and then resume the next day when your daily spending limit resets.

How to Increase Your Daily Spending Limit

Your daily spending limit typically increases automatically as you build your advertising history, follow Meta advertising policies, and spend up to (or close to) your limits. Meta may allow some advertisers to increase their daily spending limit more quickly. If you are eligible for an increase, you'll find a

notification in Payment settings. If you have reached your daily spending limit and are not eligible for an increase, you'll have to wait for the limit to reset at 12 am in the time zone for your ad account. More information about Meta Daily Spend Limits

Payment Process

Your payment threshold charges your ad account each time you reach it. After successful payments at your current threshold, you may be eligible for an increase. Note: it may take a few successful payments at your current threshold before it can increase. In the beginning, you may get invoices for $2, but that will increase incrementally over time. Adjust your payment threshold

To increase or decrease your payment threshold:
1. From Meta Ads Manager, go to the billing section.
2. Click Payment settings.
3. Click the pencil icon in the Current balance section.
4. Enter the new payment threshold amount.
5. Click Save.

The following includes additional Meta resources to better understand Ad Charges, billing and payments:
- How budgets, spending limits and your payment threshold differ
- View and download receipts for your Meta ad charges
- Troubleshoot a disabled or restricted account

How to Connect Ad Account in SOCi

Before you can use SOCi's paid social media tools, you'll need to set up your Facebook Ad Account. Here's how:
1. Make sure you have a Facebook Ad account set up. You'll need a personal Facebook Account to create an Ad account if you don't have one already
2. Add a credit card to your Facebook Ad Account
3. Log in to SOCi
4. Navigate to the Management tab under Ads PLUS
5. Click Authorize
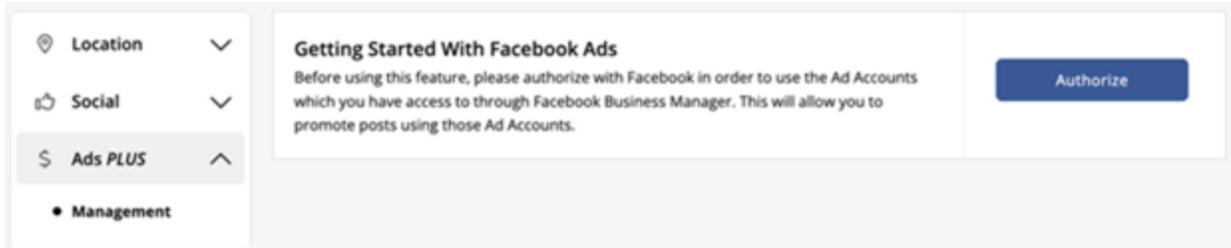
6. You will be prompted to log into your Facebook account. Make sure you log into the account with the correct Ad Account you want to use.
   a. If you have multiple ad accounts, you will need to select the ad account you wish to associate with your SOCi account.
7. Upon authorizing your Facebook account, the remainder of the Ads PLUS modules will populate, and you will be ready to get started on creating audiences, setting up ad creatives, promoting ads, and/or opting in to Community Calendar ads.
8. You will see confirmation of which Facebook Account is authorized at the top of the Management page.

Ad Audiences

Before you can create an ad, you have to create the audience for whom the ad is intended. An audience is a group of people you want your ad to reach, based on things like location, demographics, and interests.

There are several ways of building audiences for Social Media ads. The following guide covers the key audience-building components as well as the standard KOA audience that each ad account has access to within SOCi. Additionally, you'll learn how to create a lookalike audience so that you can deliver ads to Social Media accounts that are similar to those who have already booked with you.

AD AUDIENCE TABLE OF CONTENTS

How to Create An Audience in SOCi

Under Ads PLUS, you'll find Audiences in the navigation menu. Your Audiences will be pre-loaded with the KOA Standard audience template. From here, you can choose to create an audience from scratch.

Or you can choose to Duplicate and Edit the KOA Standard Audience template.

The KOA Standard audience comes pre-loaded with the most common general interest targeting. You can choose to duplicate this audience and then customize your location targeting and add additional interests in order to further define your general audience.

Create Audience ✕

Create your own audience.

Create highly targeted Facebook Ads with ease.

Audience Name

Tom's Campground General Audience

🟢 Make this my **Default Audience** ✔

◉ Core Audience   ○ Custom and Lookalike Audience

Basic Info

Age Range   Gender   Language(s)

Audience Definition

Specific   Broad

Add a location to see a more accurate audience size.

Potential Reach
0 - 230,000,000

Close   Save

You'll likely want to make multiple audiences over time, depending on the goals of your campaigns. First, you'll need to create your default audience, which is typically your most general audience. Toggle "Make this my Default Audience" to create the default.

As you build and customize your audience, you'll want to review the Audience Definition gauge. Your audience is in the targeting sweetspot when the arrow is in the middle black section of the gauge.

Audience Definition
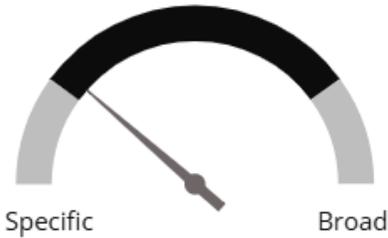
Defined
Your ad will be targeted towards
a well-defined audience.

Potential Reach
73,950 - 95,800

Location Targeting

By default, your location targeting is set to a 50-mile radius around your campground address.

Location Targeting

○ **Use my Location**

Enter Full Address

× GC6C+R4 Pine Creek, MT, USA   Within Radius 50 ▼ Mile(s)

○ **Use Custom Location(s)**

Enter a Neighborhood, City, Zip, State, Region, or Country

Example: San Diego

This radius is far too small for campgrounds. Instead, you'll want to use Custom Locations and identify where you want your ads to appear. You can specify by state, county, city, or zip code. You can add multiple locations to broaden your reach. For example, you may choose several of your top feeder cities and a 50-mile radius around those cities. Or you may wish to target an entire state.

How to Determine What Locations to Target

Your annual business review contains the top metro statistical areas driving revenue at your property. Consider these locations when developing your audiences for paid social.
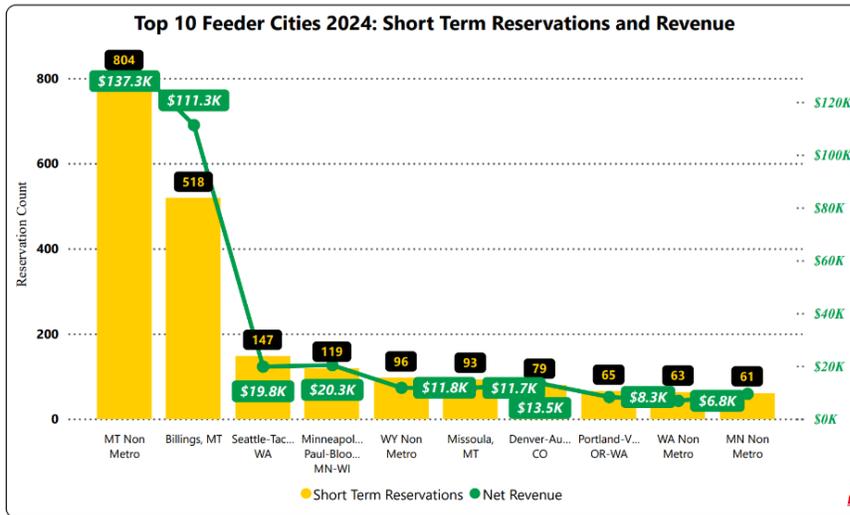
You can also review K2 reports like the State/Province Analysis in the Business Analysis Charts.

Demographic Targeting

Demographic targeting allows you to stipulate audience criteria like education level, income, and parenting status. Be cautious not to overly limit your audience through restrictive targeting. The KOA Standard audience includes the following demographic targeting:

Basic Info

Age Range

18 ▼ to 65 ▼

Gender

Both ▼

Language(s)

Note: the default age range is 18 to 65+, not just anyone between 18 and 65.

There are use cases for specific demographic targeting. For example, you may wish to create an audience of parents if you wish to build ads that showcase your family-friendly amenities. Likewise, you may wish to exclude parents if you want to develop ads that showcase couples' cabins.

Use the search bar to find additional demographic targeting options.

Parents (All)
Demographics > Parents > All parents > Parents (All)

Parents with adult children (18-26 years)
Demographics > Parents > All parents > Parents with adult children (18-26 years)

Parents with teenagers (13-17 years)
Demographics > Parents > All parents > Parents with teenagers (13-17 years)

Parents with preteens (09-12 years)
Demographics > Parents > All parents > Parents with preteens (09-12 years)

Parents with early school-age children (06-08 years)
Demographics > Parents > All parents > Parents with early school-age children (06-08 years)

Parents with preschoolers (03-05 years)
Demographics > Parents > All parents > Parents with preschoolers (03-05 years)

Parents (up to 12 months)
Demographics > Parents > All parents > Parents (up to 12 months)

Parents with toddlers (01-02 years)
Demographics > Parents > All parents > Parents with toddlers (01-02 years)

Parents
Demographics > Work > Employers > Parents

Parents (magazine)
Interests > Additional interests > Parents (magazine)

parents

Narrow Further

Remember, in most cases, 18-65+ audience is sufficient.

Interest Targeting

The standard audience includes the following interests:

Interests, Behaviors, and/or Demographics

INCLUDE people who match at least ONE of the following

> × Kampgrounds of America (camping)
> Interests > Additional interests > Kampgrounds of America (camping)

> × Camping (outdoors activities)
> Interests > Outdoor recreation > Camping (outdoors activities)

> × Rving (camping)
> Interests > Additional interests > Rving (camping)

Based on your unique location, your camper personas, and your campground amenities, you may have additional interests you wish to target within your audiences. You can create different audiences for different purposes. Review your audience and interest targeting at least once per season, as you may need to update your targeting over time.

The options for interest targeting are extensive. Use the search bar to uncover additional relevant interests. The search bar will pull in demographics and interests, so be sure you are selecting interests. The following are some popular interests within the outdoor hospitality industry:

- Travel (travel & tourism)
- Adventure travel (travel & tourism)
- RVs (vehicle)
- Boating (outdoor activities)
- Fishing (outdoor activities)
- Outdoor recreation (outdoor activities)
- Motorcycles (vehicles)
- National park (places)
- Birdwatching (hobbies)

Interest Targeting Logic

You can narrow your interest targeting by adding another interest or set of interests. The standard audience includes people who match at least one of the following:

- Kampgrounds of America (camping)
- Camping (outdoor activities)
- RVing (camping)

That means that the audience only needs to be interested in one of the items on that list.

Interest Narrowing Example

Let's say you are a campground with many on-site and area fishing opportunities. The best fishing season is approaching, and you want to target campers and RVers who fish so you can deliver an ad campaign advertising top fishing spots in the area. You'll want to create an audience that targets camping interests AND fishing.

Under Interests, click "narrow further."

Now you will be able to add "AND INCLUDE people who match at least ONE of the following." In the following example, the audience will include people who are interested in fishing AND at least one of the following: camping, KOA, RVing.

Interests, Behaviors, and/or Demographics

INCLUDE people who match at least ONE of the following

× Kampgrounds of America (camping)
Interests > Additional interests > Kampgrounds of America (camping)

× Camping (outdoors activities)
Interests > Outdoor recreation > Camping (outdoors activities)

× Rving (camping)
Interests > Additional interests > Rving (camping)

AND INCLUDE people who match at least ONE of the following

× Fishing (outdoors activities)
Interests > Outdoor recreation > Fishing (outdoors activities)

In the following example, the audience is being built to target motorcycle enthusiasts who also love camping, KOA, and/or adventure travel.

Interests, Behaviors, and/or Demographics

INCLUDE people who match at least ONE of the following

× Motorcycles (vehicles)
Interests > Vehicles > Motorcycles (vehicles)

AND INCLUDE people who match at least ONE of the following

× Kampgrounds of America (camping)
Interests > Additional interests > Kampgrounds of America (camping)

× Camping (outdoors activities)
Interests > Outdoor recreation > Camping (outdoors activities)

× Adventure travel (travel & tourism)
Interests > Travel > Adventure travel (travel & tourism)

There are millions of interests that can be targeted. The trick is to be general enough to ensure your audience size is large enough.

Custom Audiences

Custom audiences are based on guests' or potential guests' previous interactions with your business. Custom audiences allow you to reach people who have already shown an interest in your business, which improves ad relevance and effectiveness.

Lookalike Audiences

A lookalike audience is made up of people on Facebook who share similar characteristics, behaviors, and interests to your existing guests. Lookalike audience targeting is a top opportunity to reach and convert NEW guests. To create a lookalike audience, you'll need to upload K2 guest data to Meta through SOCi.

The source data for your lookalike audience comes from the Guest Activity Report in K2.

Step 1: **Go to K2 Reports and Export your Guest Activity Report.**

Meta recommends that the source data for a lookalike audience include between 1,000 - 5,000 contacts. Lists with more than 5,000 contacts may not be accepted. Consider your annual guest count and select a timeframe for your file export that will result in the recommended guest pool. Some campgrounds may only need to pull one year of data while others may require a larger data pull, depending on the size of your campground.
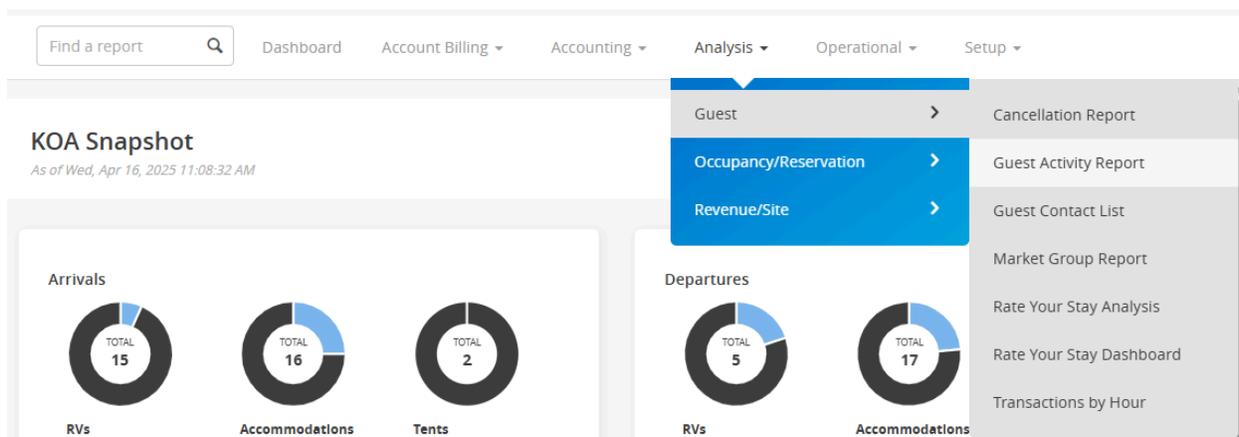
Guest Activity Report

Start Date *

01/01/20

Select End Date

12/31/24

Date To Use *

Check In

Reservation Status *

All

Output Options *

XLSX

Generate   Cancel

Note: The lookalike audience requires email addresses. Your Guest Activity report includes guests who made a reservation over the phone and may not have an attached email address. You'll need to remove rows without an email address from the file.

Step 2: Delete Unnecessary Columns

Your downloaded file will contain many columns that are not necessary for creating lookalike audiences. Retain only the information and columns that are needed for the lookalike audience.

The following is the Guest Activity Report information you'll need to keep:

- Email
- Phone
- First name (fn)
- Last name (ln)
- Zip code
- City (ct)
- State (st) or Province
- Country

Step 3: Format the Spreadsheet and Save as a CSV

In order to create a lookalike audience, Meta requires data to be submitted in a particular format with specific columns and labels. The following is the necessary structure for the CSV file:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	email	email	email	phone	phone	phone	madid	fn	ln	zip	ct	st	country	dob	doby	gen	age	uid
2																		
3																		
4																		
5																		
6																		
7																		
8																		
9																		
10																		

You can download a sample spreadsheet from within the custom and lookalike audience-builder section within SOCi.

Your final spreadsheet should look like the following:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	email	email	email	phone	phone	phone	madid	fn	ln	zip	ct	st	country	dob	doby	gen	age	uid
2	elizabetho@fb.com			1-(650)-561-5622				Elizabeth	Olsen	94046	Menlo Par	CA	US					
3	andrewj@fb.com			1-(212) 736-3100				Andrew	Jamison	10118	New York	NY	US					
4	margaretj@fb.com			1-(323) 857-6000				Margaret	Johnson	90001-465	Los Angel	CA	US					
5	johnd@fb.com			1-(312) 443-3600				John	Doe	60603	Chicago	IL	US					
6	marks@fb.com			+44 303 123 7300				Mark	Smith	SW1A 1AA	London		GB					
7	jamesm@fb.com			+44 20 7219 4272				James	McLaughli	SW1A 1AA	London		GB					
8	pauloa@fb.com			+55 21 3938-6900				Paulo	Alessandr	01310-200	Sao Paulo		BR					
9	mariel@fb.com			+33 892 70 12 39				Marie	Laurent	75007	Paris		FR					
10	thomasd@fb.com			+33 892 70 12 39				Thomas	Dubois	75007	Paris		FR					
11	elizabetho@fb.com			1-(650)-561-5622				Elizabeth	Olsen	94046	Menlo Par	CA	US					
12	andrewj@fb.com			1-(212) 736-3100				Andrew	Jamison	10118	New York	NY	US					
13	margaretj@fb.com			1-(323) 857-6000				Margaret	Johnson	90001-465	Los Angel	CA	US					
14	johnd@fb.com			1-(312) 443-3600				John	Doe	60603	Chicago	IL	US					
15	marks@fb.com			+44 303 123 7300				Mark	Smith	SW1A 1AA	London		GB					
16	jamesm@fb.com			+44 20 7219 4272				James	McLaughli	SW1A 1AA	London		GB					
17	pauloa@fb.com			+55 21 3938-6900				Paulo	Alessandr	01310-200	Sao Paulo		BR					

It is OK to leave columns blank. This format is simply what Facebook requires. An email address is required for each row. Be sure to delete duplicates.

Save your completed spreadsheet as a CSV file and name your file.

If you need assistance, please contact localmarketing@koa.net.

Step 4: Create Lookalike Audience in SOCi

Once your CSV file is ready, you can head to the audiences section in SOCi. Create a new audience and select the radio button for Custom and Lookalike Audience. Name your audience and then click the button for "New Custom Audience."

Create Audience

Create your own audience.

Create highly targeted Facebook Ads with ease.

Audience Name

Tom's Campground Lookalike 2025

⬤ Make this my **Default Audience** ✓

○ Core Audience ⬤ Custom and Lookalike Audience

Select either an existing Custom or Lookalike Audience or create a new Custom Audience

[   ]

New Custom Audience   Sync Now

Audience Definition

Specific   Broad

Add a location to see a more accurate audience size.

Potential Reach
0 - 230,000,000

Close   Save

Once you click on New Custom Audience you'll be given several more options. Select the radio button for "File does NOT include lifetime value" and under Data Source, select "user provided." If you need an example of a completed lookalike file, click on (sample).

Create Audience

New Custom Audience

Select File Type:

○ File includes lifetime value
Custom List with LTV (sample)
⬤ File does NOT include lifetime value
Custom List without LTV (sample)

Data Source:

Select the origin of this uploaded CSV ▼

[   ]

User provided
Partner provided
Both User and Partner provided

Upload CSV

Cancel   Save

Upload your lookalike CSV file to SOCi.

Step 5: Customize Lookalike Audience

After you load your CSV, you'll be able to further define the lookalike audience by location and interests. Doing so will help Meta target more effectively. Location targeting is required. Interest and demographic targeting is optional.

How to Place an Ad

Before you place an ad, you'll want to have a campaign purpose. What are you advertising? To whom? Do you have photos, graphics, and/or video prepared? An ad is made up of the following:

- Objective
- Call to action
- Creative
- Ad copy
- Audience

You'll need to understand all the above before you can place your ad. At this juncture, you should already have your default audience set. Now, consider the actual campaign objective and creative.

AD PLACEMENT TABLE OF CONTENTS

Set up Ad Creative

In SOCi, navigate to Ads PLUS and select Creatives from the navigation menu.
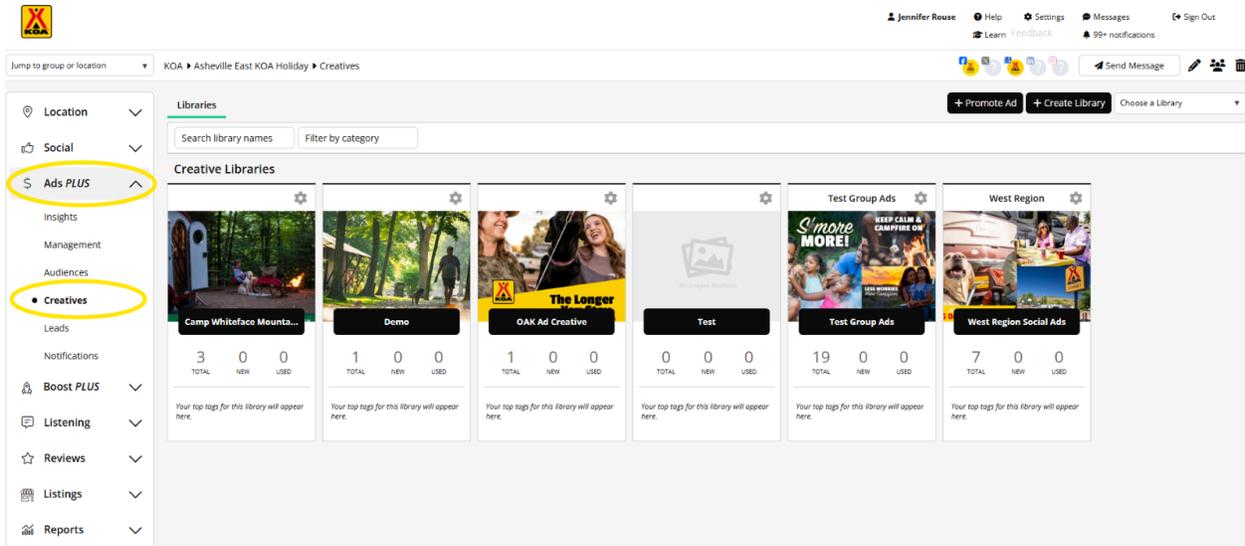
You can choose to create your own ad creatives or work from general KOA creatives.

KOA Ad Creatives

The general KOA creatives folder is called the Social Ad Graphic Library. These graphics are meant to be versatile so that you can customize the creative with your specific ad messaging. If you'd like to use a KOA creative, choose to duplicate the graphic..
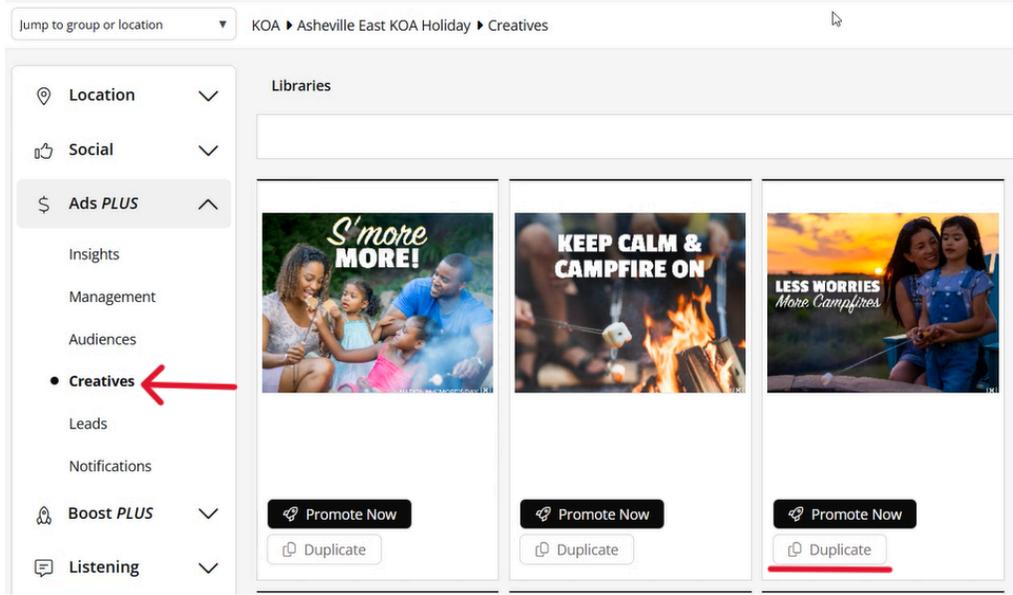
Once you choose duplicate, you'll be able to transfer a copy into your personal ad library folder.
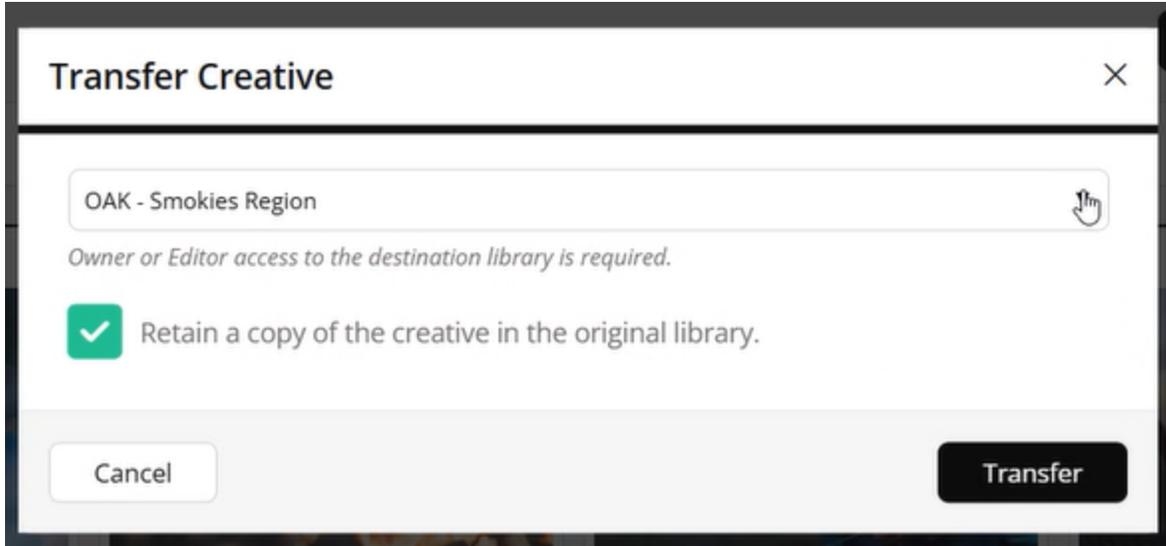
Create Your Own Creative

You can also create a new library to house your own ad creative. To create your own library, click the

+ Create Library button and name your new library.
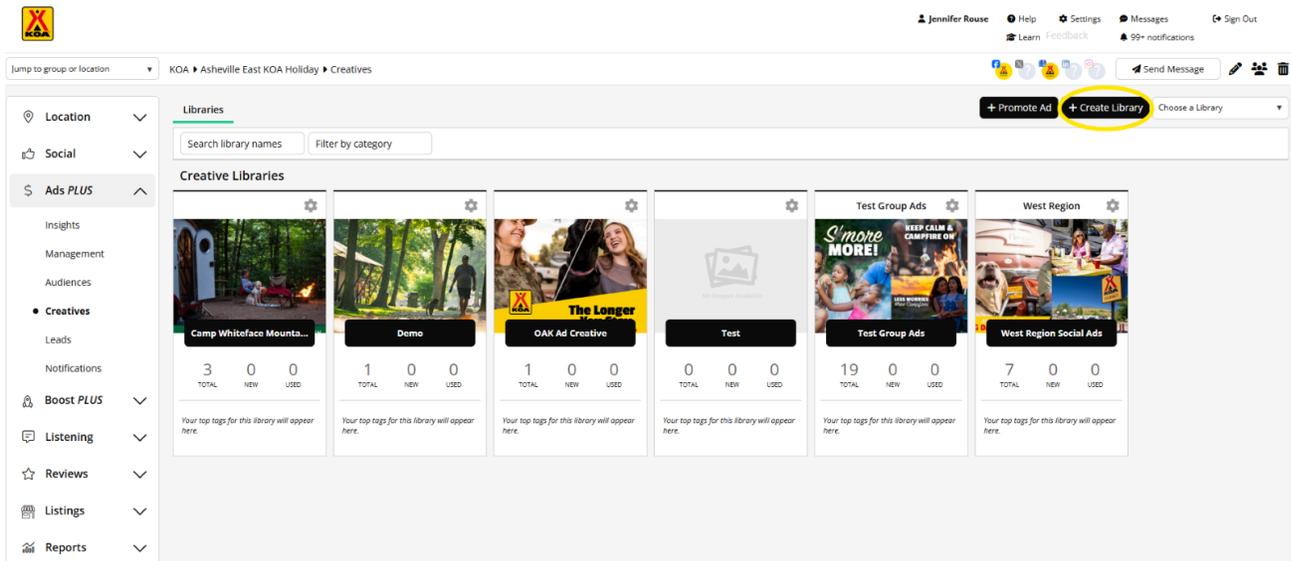
Once your new library is created, you'll be able to select it from the library dropdown.
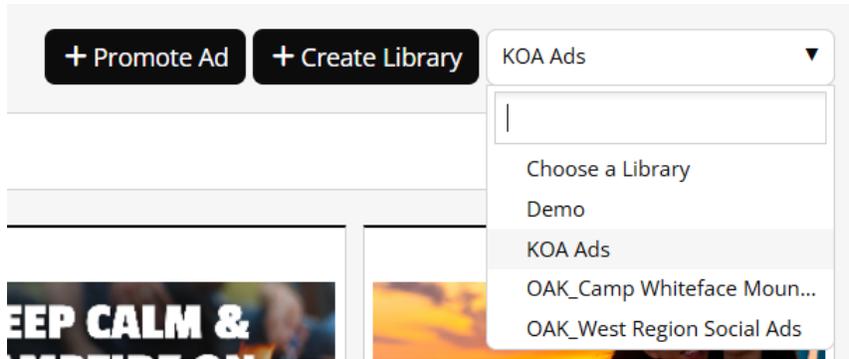
Select your new library and select "New Creative."
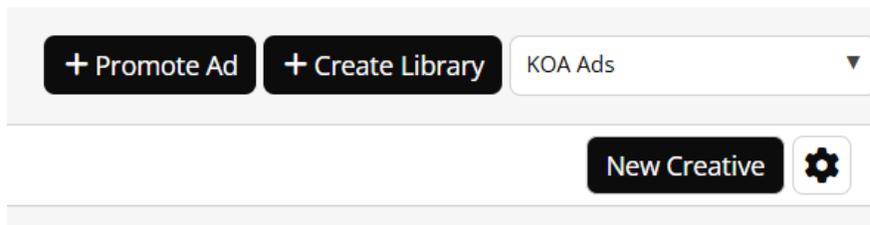
Choose Format

- Image – a single image. Single images are good for discounts or events.
- Carousel – two to ten images or a mix of images and video. Each image or video will need its own headline, description, link, and call-to-action button.
- Video - Upload a video or select from your content library

Image and video Requirements

Review [Meta's guidelines for Image and Video sizes](#).

Enter Text and Copy

Text may be truncated across various placements and devices, so it is best to keep text as short as possible.

- Primary text: 125 characters
- Headline: Capture the audience's attention quickly and concisely within 40 characters
- Link description: Concise and informative text up to 30 characters
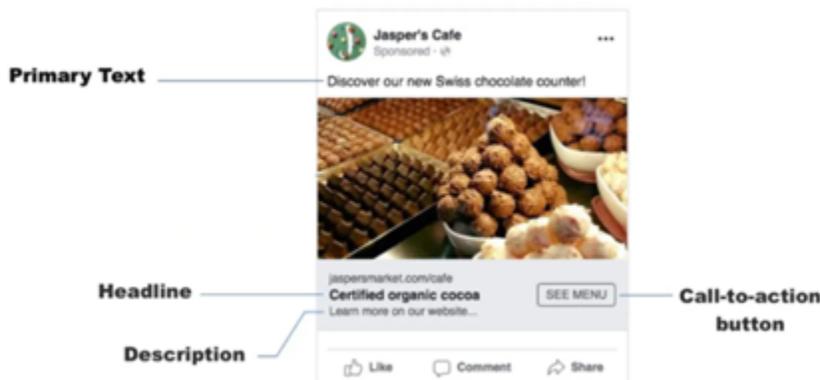
- Add the website URL where you want users to end up when they click on the ad. For enhanced tracking, create a URL with UTM parameters. See Guide: UTM Creation for Social Media Marketing
- Fill in the fields and upload your media – you will be able to see a preview of your ad as you complete the fields.
- Click **Save**

Promote the Ad

Once your ad creative is loaded, it's time to promote your ad.

From the Creatives Library, select the library where your creative is stored. Then select the creative you wish to promote by selecting the "Promote Now" button under the ad creative or the +Promote Ad button in the top right.
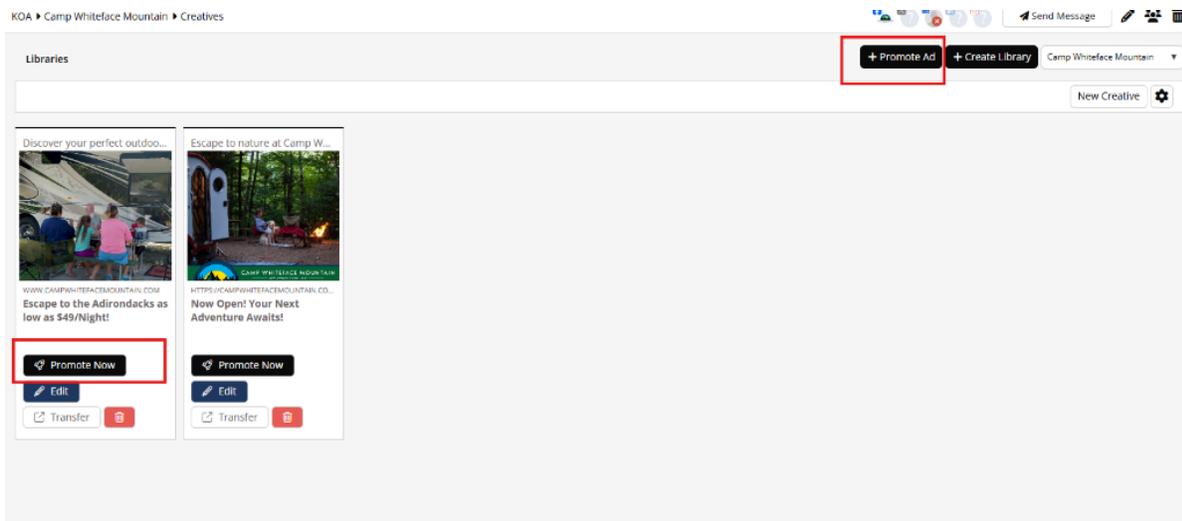
From here, you'll select your creative once again by checking the green box. Then follow the prompts on the left-hand menu.

Step 1: General

- ■ Name Your Campaign
    - ○ Name your campaign in a way that defines the purpose or focus for easy reference
- ■ Select Objectives

OBJECTIVES

Traffic ▼

Custom Objective Per Ad
Awareness
Traffic

For most campaigns, you'll want to select either Traffic or Awareness. For Traffic, you'll then select "To the website" and "maximize number of link clicks" or "maximize number of landing page views."

OBJECTIVES

Traffic ▼

To the Website ▼

Maximize number of link clicks ▼

Step 2: Ad Account & Target Audience

- ● Select the ad account for your ad (if you have multiple)
- ● Select your audience from the drop-down menu

Step 3: Budget & Spend Strategy

General recommendations:

- ● Select Evenly Distributed
- ● Enter your total budget for the duration of the campaign
- ● Set your budget to $5-$30 per day per ad

For more information on setting budgets, take a look at Best Practices for Minimum Budgets

Step 4: Duration

Select Start Time & Date and End Time & Date

General Recommendations:

- Run ads for a minimum of four weeks
  - First three-seven days: Initial testing phase that allows Facebook algorithm time to learn which audience segments are likely to engage with your ads. Avoid significant changes during this time.
  - Weeks two-four: data stabilization. Running campaigns for longer periods allows for more reliable insights and helps smooth out fluctuations in performance due to weekend or holiday traffic.

Step 5: Placement

Select either Auto or Manual placement.
- Auto - Facebook and Instagram determine best possible placement
- Manual - you select placements
  - Feeds - select which platform feeds to display ad
  - Stories and Reels - select which platform stories and reels to display ad
  - Other - select additional placements

Promote Ads　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　×

1. General
Name your campaign and select an objective.

LAK_RV Sites

OBJECTIVES

Traffic ▼

To the Website ▼

Maximize number of link clicks ▼

2. Ad Account & Target Audience
Select an ad account and choose your target audience.

OAK Global (Default) ▼

Manage Ad Accounts

Use Location Default Audience ▼

3. Budget & Spend Strategy
Choose a spend strategy and total budget.

Evenly Distributed ▼

USD 100.00

USD 31 minimum

Select Date Range | Last 7 Days ▼ | Camp Whiteface Mountain ▼ 　　　　1 selected ⊗

✓ 　 [image thumbnail]

Publishing to 11 Placements ⓘ

TOTAL BUDGET | DAILY SPEND
USD100 | USD3.22

FACEBOOK VIDEO PLACEMENTS
✓ In-stream　　✓ Stories
5-15 seconds　　1-120 seconds
✓ Feed　　　　✓
240 minutes max.　Marketplace
　　　　　　　240 minutes max.
✓
Search Results
240 minutes max.

✎ Edit

4. Duration
Select date and time you would like to start and end your campaign

Start Time & Date

03/31/2025

1 ▼ | 00 ▼ | AM | PM

End Time & Date

04/30/2025

10 ▼ | 27 ▼ | AM | PM

5. Placement
Determine where and how ads will be displayed.

○ Auto　● Manual
Manually choose the best Facebook and Instagram placements for your campaign.

Feeds (5 Placements) ▼

Stories and Reels (4 Placements) ▼

Others (3 Placements) ▼

f ⓘ

Cancel　　　　　　　　　　　　　　　　　　　　　　　　　　　　　**Submit**

Once you have completed the set up, click Submit. Your ad will now be shown under Management along with any other ads that have been scheduled, are active, or have been completed.

Edited, Pausing, and Duplicating an Ad

If at any time you wish to edit, pause, or duplicate an ad set up, it can easily be done from the management screen under Ads PLUS in SOCi.


Pausing the Ad

Click the ad campaign you wish to pause. A new window will appear with ad details. Select the Pause button at the bottom right. Once paused, you can return to this screen and unpause to restart the ad campaign.

Editing the Ad

If you have an ad running and wish to make changes, simply click into the ad from the management screen. You can make changes to the audience, budget, end date/time, and placement.

Edits to ad copy or creative cannot be made. If you would like to edit the copy or creative, you will need to pause the campaign and duplicate it or create a new campaign.
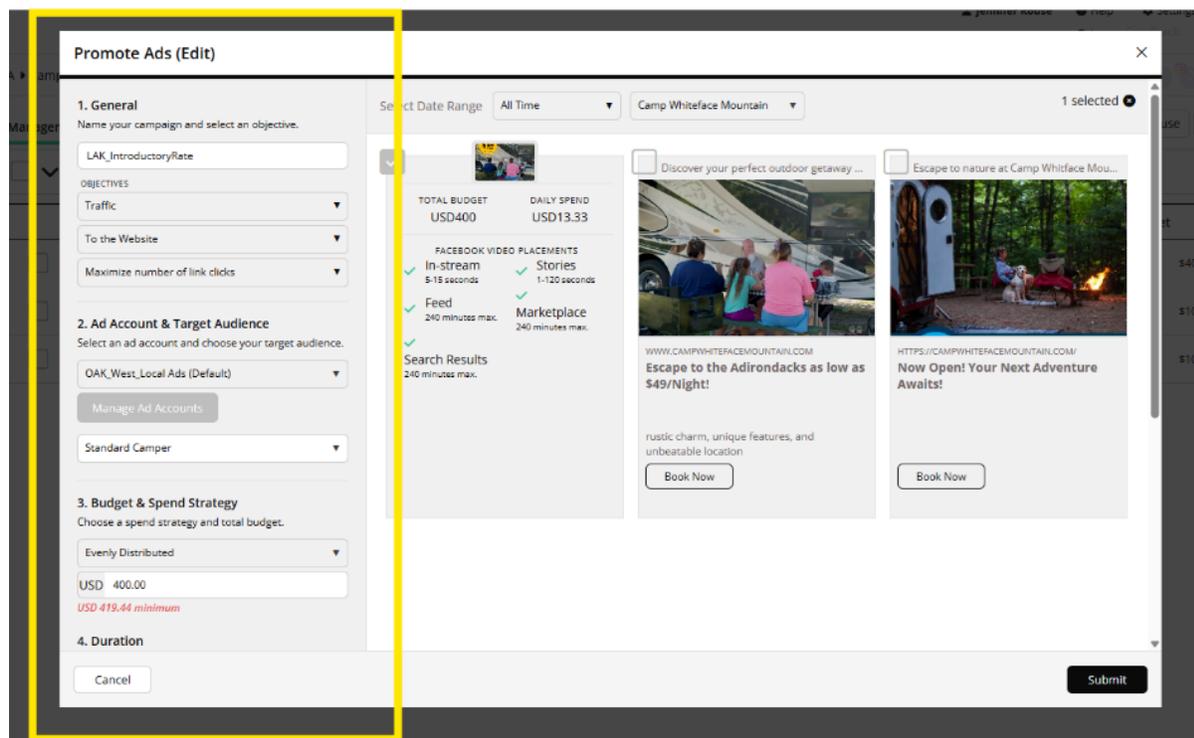
Duplicating the Ad

If you want to make edits that cannot be done in the edit screen or you'd like to duplicate an ad that performed well, use the duplicate option. Once you click duplicate, you can edit all pieces of the ad set up, including the ad creative and copy.

Click the box on the top left of the creative to select the creative to be used for the ad. Click Edit on the creative to change any copy or links. Once changes are made, click update – the creative will now show that it was edited for this campaign.
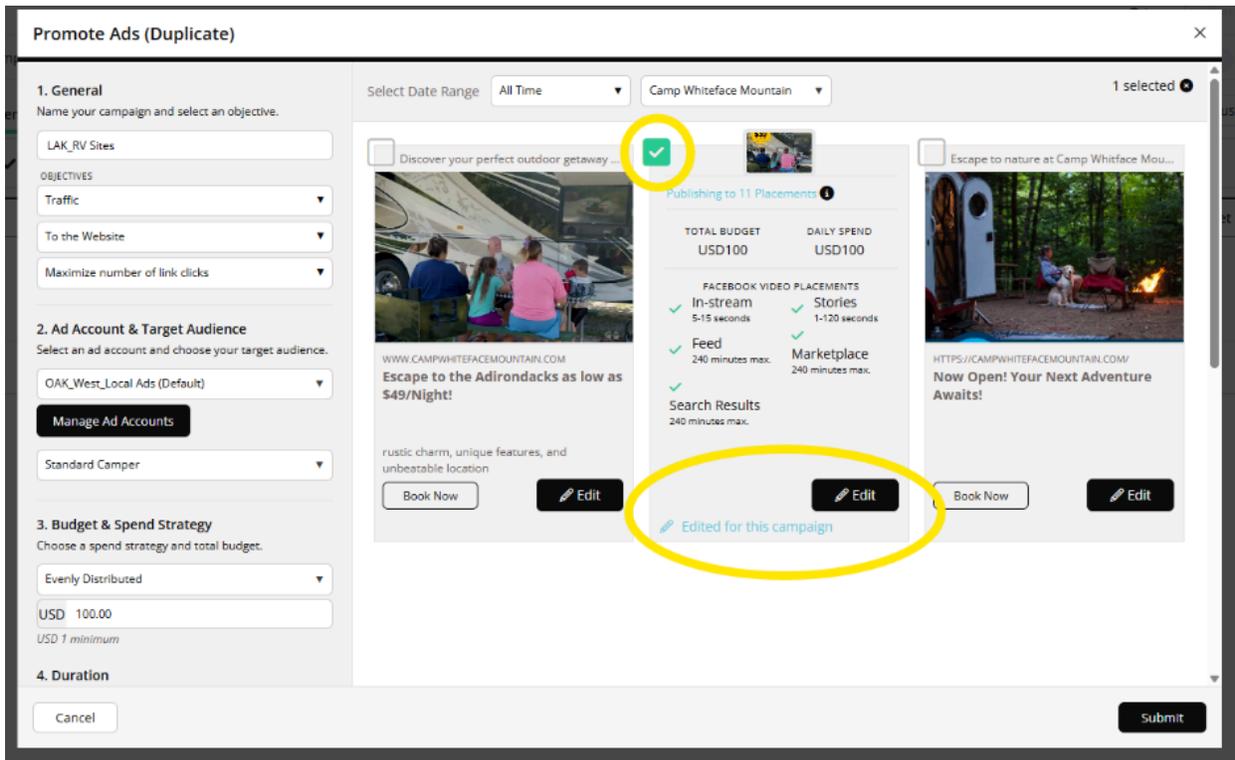
Once all of your ad details are set, click submit, and the ad will be scheduled.

Archive

Once an ad has run and is completed, you will have an opportunity to archive the ad. Keep in mind that archiving ads is not reversible, and you will no longer have the option of duplicating that ad in the future.

How to Boost a Post

A boosted post on Facebook or Instagram is a paid ad that promotes an existing or scheduled organic post to a wider audience. Boosting a post is a quick and easy way to increase reach and engagement. Boosting may work well for event promotion, announcements, and general brand impressions; however, boosting does not allow for the level of customization, targeting specificity, or advanced tracking available with paid ads.

Boosted posts allow for the following customization:
- Choose goals, such as more messages, engagement, or website visitors
- Select who sees your post based on demographics, location, and interests
- Set a budget and how long you want the post to run

BOOST TABLE OF CONTENTS

SOCi-Recommended Posts

SOCi will automatically deliver recommendations for posts that will perform better if boosted based on existing organic engagement and reach. Recommended posts display on the Boost PLUS dashboard under Management.


Recommended posts are displayed in order of engagement and reach. If there is no engagement, they are ordered by reach. Additionally, each recommended post includes a SOCi percentage metric for Post Engagement, which is calculated by the reach divided by the number of engaged users.

Note: SOCi will only recommend posts that have been published via SOCi. That means if you are posting on native Facebook and Instagram, SOCi will only recommend the syndicated Facebook posts. Syndicated posts are not good candidates for boosting.

Boost Scheduled Posts

While best practice is to wait a couple of days after a post goes live to evaluate its organic performance before boosting, there are times when boosting a scheduled post makes sense. To do this in SOCi, navigate to the SOCi scheduler, click the Boost button, and then update the date range for the future.
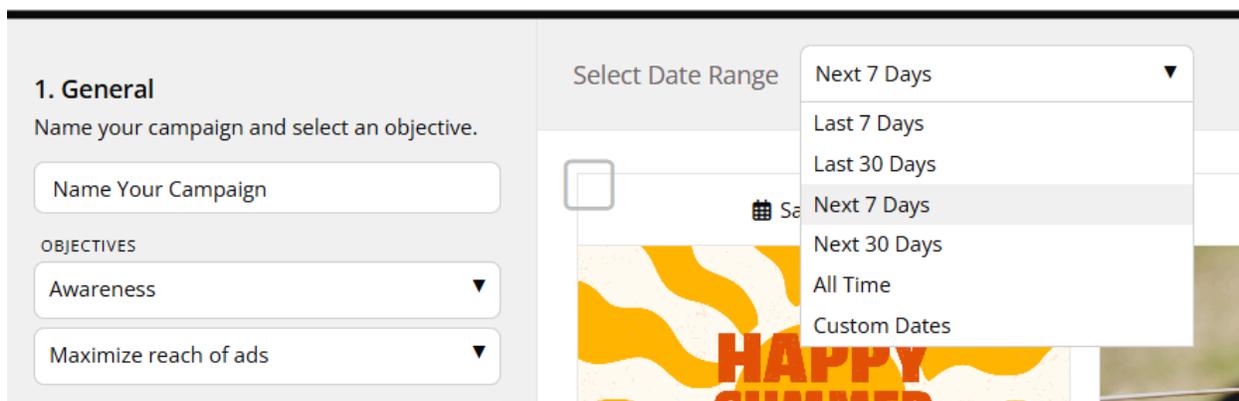
Once you update the date range for the future, you'll see your scheduled posts available as options for boosting.

Boost Steps

Once you choose which post you'd like to boost, click "Boost." Next, you'll name and define your campaign and parameters. Objectives underlined are the most used.

1. General

Choose from the following Objectives:

- Awareness – increase ad visibility
    - Boost recall life – show ads to people likely to remember them
    - Reach – maximize the unique users who see your ad
    - Impressions – maximize number of ad views
    - ThruPlay – maximize times a video is played to completion
    - 2-second continuous play – maximize time video is played for two continuous seconds or more.
- Traffic – to your website
    - Maximize daily unique reach – attempts to show your ad to the same people once per day
    - Maximize number of landing page views – attempts to show your ad to people most likely to view your website
    - Maximize number of link clicks – attempts to show your ad to people most likely to click on it
- Engagement
    - On post
    - On video
    - To the website

2. Ad Account & Target Audience

For Boosted posts, you'll most likely select your default audience, though it will depend on your goals. See: [Audience Set Up](#).

3. Budget & Spend Strategy

For your budget, choose evenly distributed unless you are boosting multiple posts simultaneously and you wish to set different budgets per post. Determine your total budget for the boost

4. Duration

Choose to schedule the ad for a later date or time or start immediately. Set how many days you'd like to run the ad.

Once you've completed these four steps, you can submit your campaign.

FAQs

FAQ TABLE OF CONTENTS

[Audience Questions](#)

[Ads Questions](#)

[Boost Questions](#)

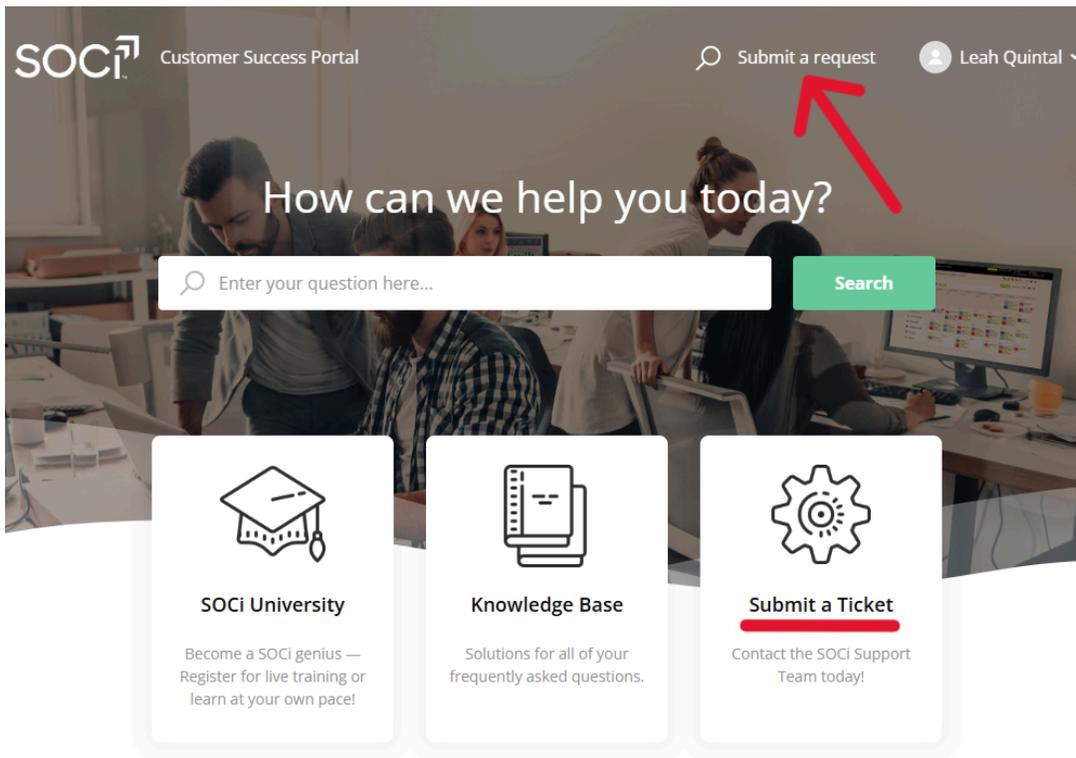**I'm having difficulties with the platform. Is there SOCi support?**

Yes! If you have questions or challenges with the SOCi platform, you can submit a ticket from the SOCi help portal. Access the help portal in the top right-hand corner of your main account window.

Once you enter the support portal, you can submit a ticket.

Audience Questions

What's a good range for estimated reach for a general Ad audience?

A strong starting point for Facebook ad audience size is typically between 1 million and 2 million people. However, the ideal size can vary based on factors like your ad budget, your campground's size and location, and your overall marketing goals. Meta often recommends audiences of 2 million or more—especially when using automated ad delivery—but smaller, well-targeted audiences can work just as well, particularly for local or niche efforts. Keep in mind that the audience size gauge is just a guideline—it's a helpful tool, but not a hard rule you always need to follow.

What age range do I choose?

It's best to keep the age range as broad unless you are creating very specific campaigns. For most ads, leave the default age range of 18-65+ and allow Meta to further optimize campaigns as needed.

Do I choose my location or custom location?

Choose a custom location. If you use your exact location, you'll be limited to a 50-mile radius around your campground. Instead, choose custom location and add multiple locations based on where your guests come from.

Can I create an audience for friends of my friends?

The ability to create a custom audience based on friends of people who like your page is not currently available within the SOCi platform.

Ad Questions

When should I create an ad?

Paid Ads may be a good fit for you when you have specific business goals that extend beyond engagement and awareness. For example, you may want to target a specific audience or you may have a Hot Deal you want to advertise. Paid ads offer advanced targeting, more goal-oriented options, and greater control over creative elements.

*What are good ad campaigns to run?

What makes a good ad campaign will differ from campground to campground based on your occupancy and needs, but the following are several common advertisements:

- Hot deals / limited-time offers
- Best available rate / RV sites starting at
- Off-season rates
- Site type showcase: cabins, paw pens, patios, glamping experiences
- New amenities announcement
- Top features overview / Why camp here
- Video campground tours
- Upcoming events or theme weekends
- Seasonal updates / timely nature experiences
- Long-term options
- Audience-specific highlights: pet-friendly, family-focused, motorcycles, fishing, etc.

At this time, SOCi does not support ad campaigns aimed at increasing page likes. It is an enhancement that has been requested. Retargeting ads are also not available within SOCi, though the national marketing team provides retargeting ads.

What budget do I set?

If you're new to Facebook ads, it's wise to begin with a smaller budget and gradually increase it as you learn what works best. Some sources advise that a budget of $100 per month (around $3.33 per day) can be sufficient for small, targeted campaigns. Be mindful of your budget and avoid overspending on campaigns that may not be profitable right away. Monitor your campaign performance and adjust your budget accordingly based on your key performance indicators (KPIs). Ultimately, the best budget for you will depend on your specific goals, audience, and resources.

Budget considerations are intertwined with potential reach and the length of time you'll be running your ad. Think of your social media ad like throwing a party. If you invite 1 million people but only buy snacks for 75, most guests will go hungry. The same is true for your ad. If you want to reach 1 million people but only spend $75, the majority of your audience will not see your ad.

What is the minimum spend for a paid ad?

The minimum daily budget for Facebook ads can be as low as $1 per day for campaigns billed by impressions. For more active campaigns focused on clicks, video views, or other actions, Facebook recommends a minimum of $5 per day.

How long should I run my ad?

An ad campaign's optimal duration varies, but a good starting point is at least seven days, which is the minimum length of time for Meta's learning period. For better performance, consider running your campaign for at least four to six weeks. You may also want to consider running ads for entire seasons, like spring, summer, fall, and winter. If your ads are performing well, you can always extend the campaign. You also have the option to edit campaigns or pause them. Ultimately, the ideal length depends on your campaign goals, budget, and target audience.

What is Meta's learning phase?

Meta's ad learning phase is one week, on average. During this phase, your campaign is not stable. Meta collects data from around 50 optimization events to understand how best to deliver the ads to your target audience. After the learning period, your ads will perform better.

Where can I find ad performance data?

Your campaign performance data is located under Ads PLUS -> Insights.
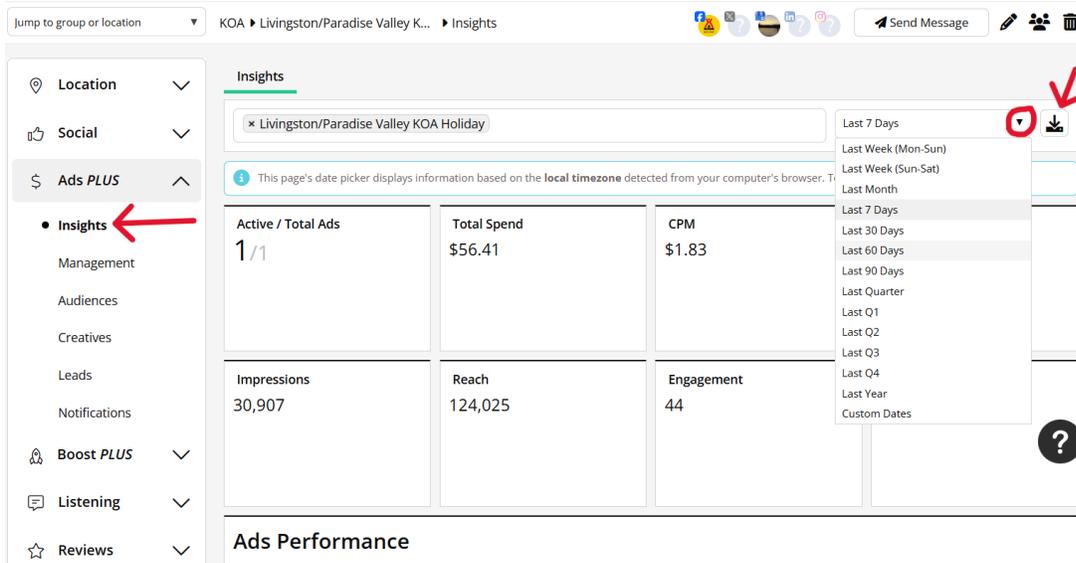
How do I know if a campaign is performing well? What are the average key performance indicators (KPIs) in our industry?

Once we have enough campgrounds using SOCi to manage paid ads, we'll be able to deliver KOA-specific benchmarks that you can compare your campaign performance against. Until then, consider the following travel industry benchmarks.

- Cost Per Click (CPC): 0.42%
- Click-through Rate (CTR): 2.20%
- Cost Per Mille or Cost Per Thousand Impressions (CPM): $4 - $12

Note: These benchmarks are broad averages. Each campaign type will ultimately have its own metrics.

Data Source: https://www.wordstream.com/blog/facebook-ads-benchmarks-2024

What types of Facebook ads can I create and manage in SOCi? Video? Carousel, Events?

You can create single image, video, or carousel ads. Event ads are not available at this time. Carousel ads allow you to combine video and still images. A carousel can include two to ten images/videos, though three to five is recommended. Additionally, when creating video ads, consider the video length. Videos between 15 and 120 seconds perform best to drive quick conversions.

What types of Instagram Ads can I create and manage in SOCi?

When placing your ad using SOCi Ads platform you can select the placement of your campaign on both Facebook and Instagram.:

Feeds	Stories & Reels	Other
All Feeds	All Stories & Reels	All Others
Facebook Feed	Facebook Stories	Facebook Right Column
Instagram Feed	Facebook Reels	Facebook Search Results
Facebook Marketplace Feed	Instagram Stories	Facebook In-Stream Videos
Facebook Video Feed	Instagram Reels	
Instagram Explore	Messenger Stories	
Instagram Explore Home		

About Facebook Ad Formats: https://www.facebook.com/business/ads/ad-formats

About Instagram Ad Formats:

https://www.facebook.com/business/help/877053729032543?id=1997185213680277

Can I run YouTube, TikTok, or Google Ads through SOCi?

No. At this time, SOCi only supports ad placements on Meta (Facebook and Instagram).

Boost Questions

What's the difference between boosted posts and ads?

A boosted or promoted post easily gets your content in front of a broader audience that extends beyond the people who follow your page. You take an already posted, organic social post, and place money behind it to reach a wider audience. Boosted posts are the simplest and fastest way to advertise with minimal cost.

Paid Ads are targeted pieces of content that can appear in the desktop or mobile News Feed on Meta platforms. Compared to Boosted Posts, Paid Ads provide more sophisticated features and customizable options to reach a targeted audience on social media. While the time and effort invested into Paid Ads is more than Boosted Posts, Paid Ads allow for more goal precision and ad versatility.

When should I boost a post?

Boost a post when an organic social post is receiving high engagement in likes, comments, and shares. Your content is resonating with your followers, so now it's time to bring it to a wider audience! The objective of a boosted post is to increase reach and engagement or overall brand awareness.

How often should I boost a post?

Most of a social media advertising budget should be reserved for paid ads rather than boosted posts. However, be mindful of organic posts that are performing well and would perform better with minimal spend. Because you can get good traction with a boosted post for as little as $20, you have more flexibility with testing. Of campgrounds that choose to boost posts, many do so once or twice per month at the most.

Which goal should I choose for a boosted post?

The goal you choose is dependent upon the type of post you wish to boost. Most boost goals are increased awareness or website clicks.

How much should I spend on boosts?

Larger budgets should be reserved for paid ads rather than boosted posts. A typical budget for a single boosted post runs anywhere from $5 - $10 daily spend (minimum is $1 per day).

How long should I boost a post for?

The default duration is seven days. We recommend anywhere between four and ten days, depending on budget. If you have a smaller budget, run your campaign for fewer days.

How long do I need to wait after posting before I boost?

Wait at least 24 hours after you've posted before boosting. Ideally, you'll want to wait 2-3 days to give the post time to perform unaided.

Can I boost a post that is scheduled in the future?

Yes. From your scheduler, click the Boost button, and then update the date range for the future.

Where can I find boost performance data?

Your campaign performance data is located under Boost PLUS -> Insights.