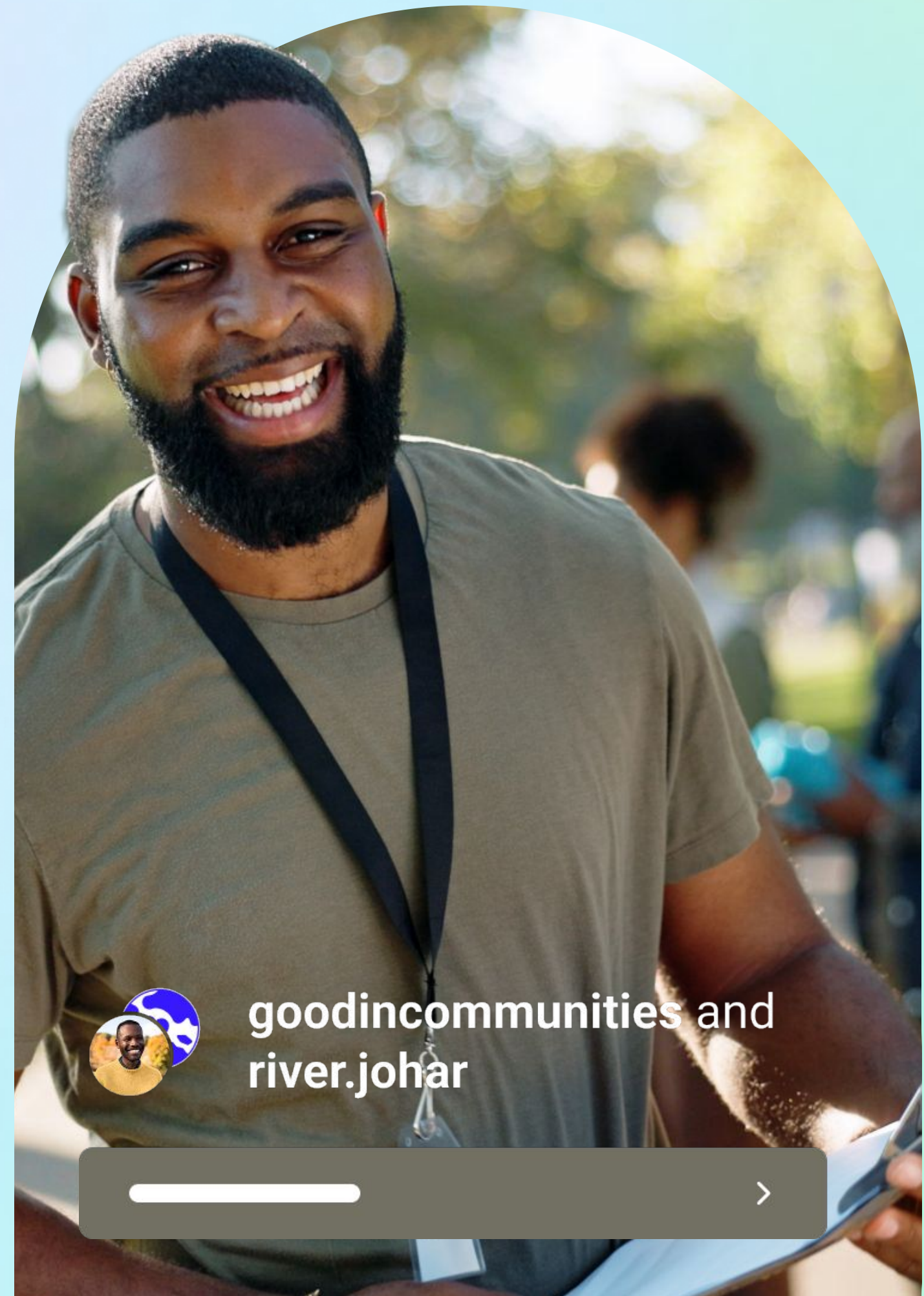


Drive meaningful impact together with creators

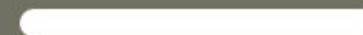
Best practices for government and social impact organizations

Name

Title (i.e Partner Manager)



**goodincommunities and
river.johar**





“Power continues to shift from institutions to individuals. And for creators, their strengths lie not in their fame or follower count, but in the creativity and innovation that sets them apart. They're actively shaping how people experience culture and view the world, and that's a powerful thing.”

Adam Mosseri, Head of Instagram, Meta

Who are



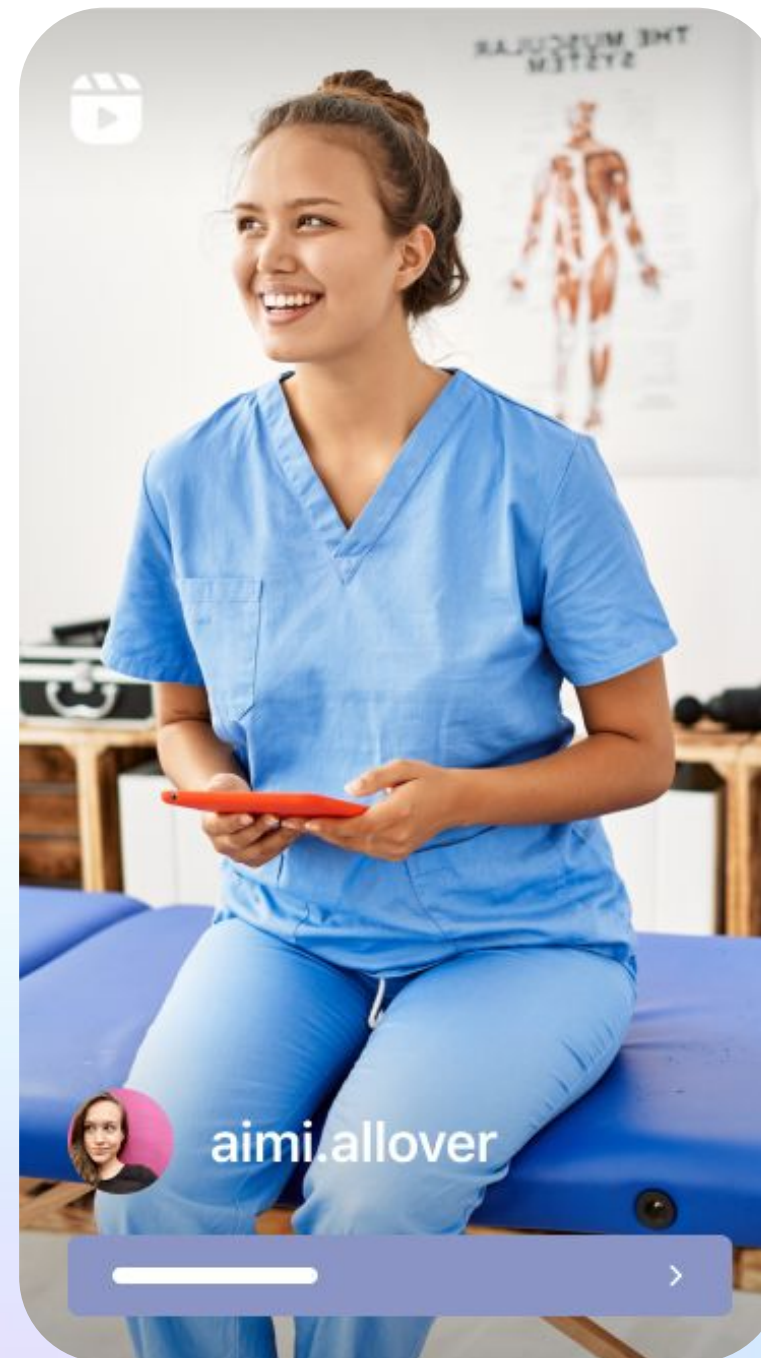
creators?

Creators are a pivotal connection point between organizations and people

People spend their time with creators across Meta technologies

2T

minutes were spent with creator content globally across Meta technologies in 2023.¹



We're drawn to creators because of their authenticity and their originality, not their fame

78%

of Gen Z agree that having a **unique** POV is a reason for following a creator.

Creators are diverse, but they have three qualities in common



Authenticity

Creators earn our trust because of their unique voice and perceived independence



Relatability

Creators are people like us - they speak to us on a peer to peer level



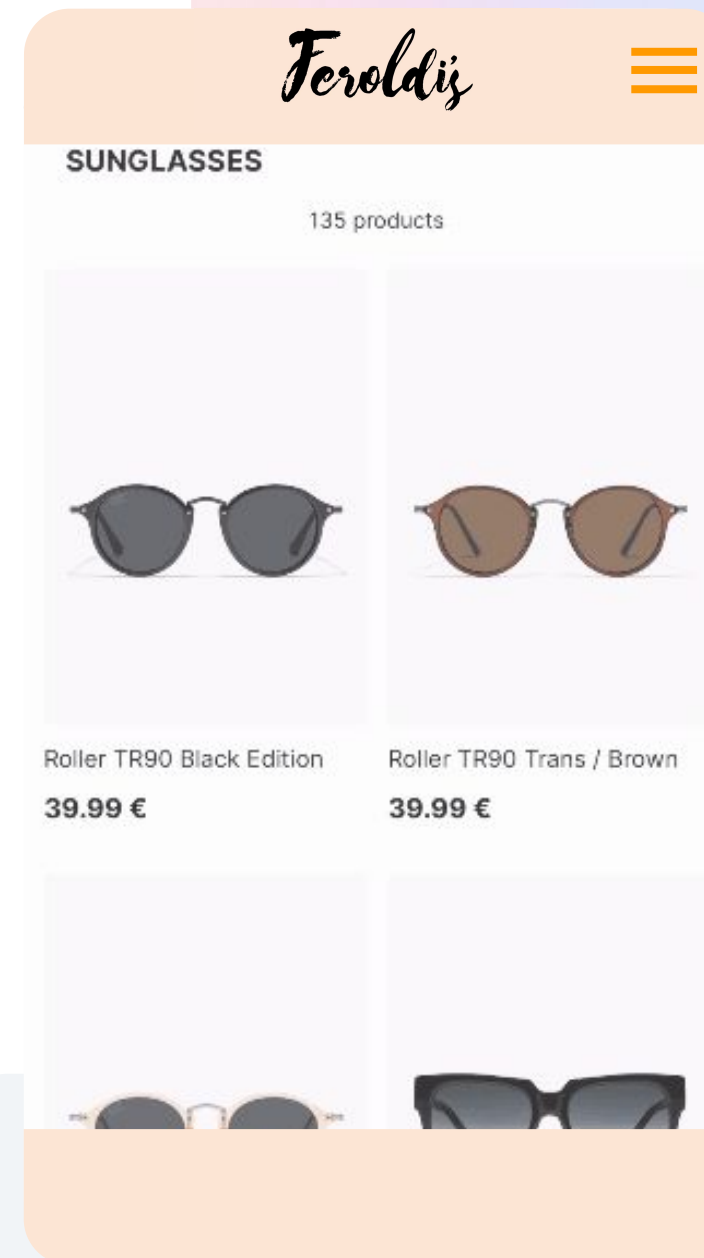
Creativity

Creators have an original perspective or craft that entertains or inspires us

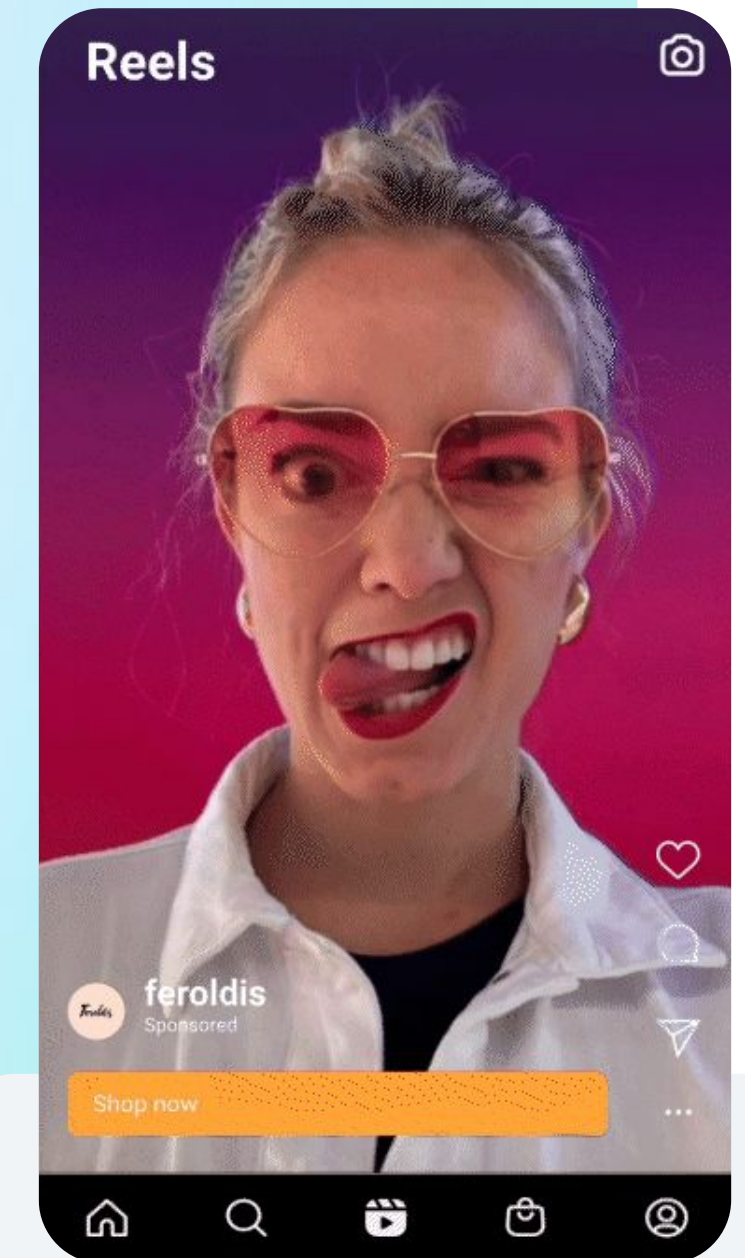
Because of this, creators can help organizations tell their stories in fresh ways

Creators can be a connection point between organizations and people - translating programs or ideas into a language that will resonate with your audience.

Creator translation

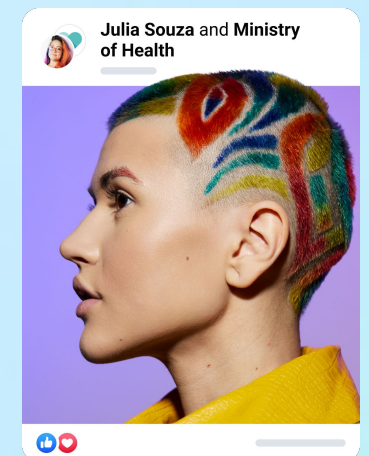
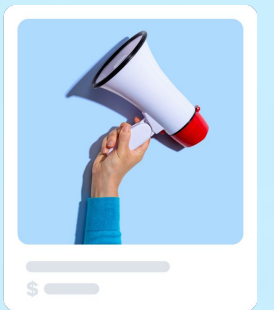
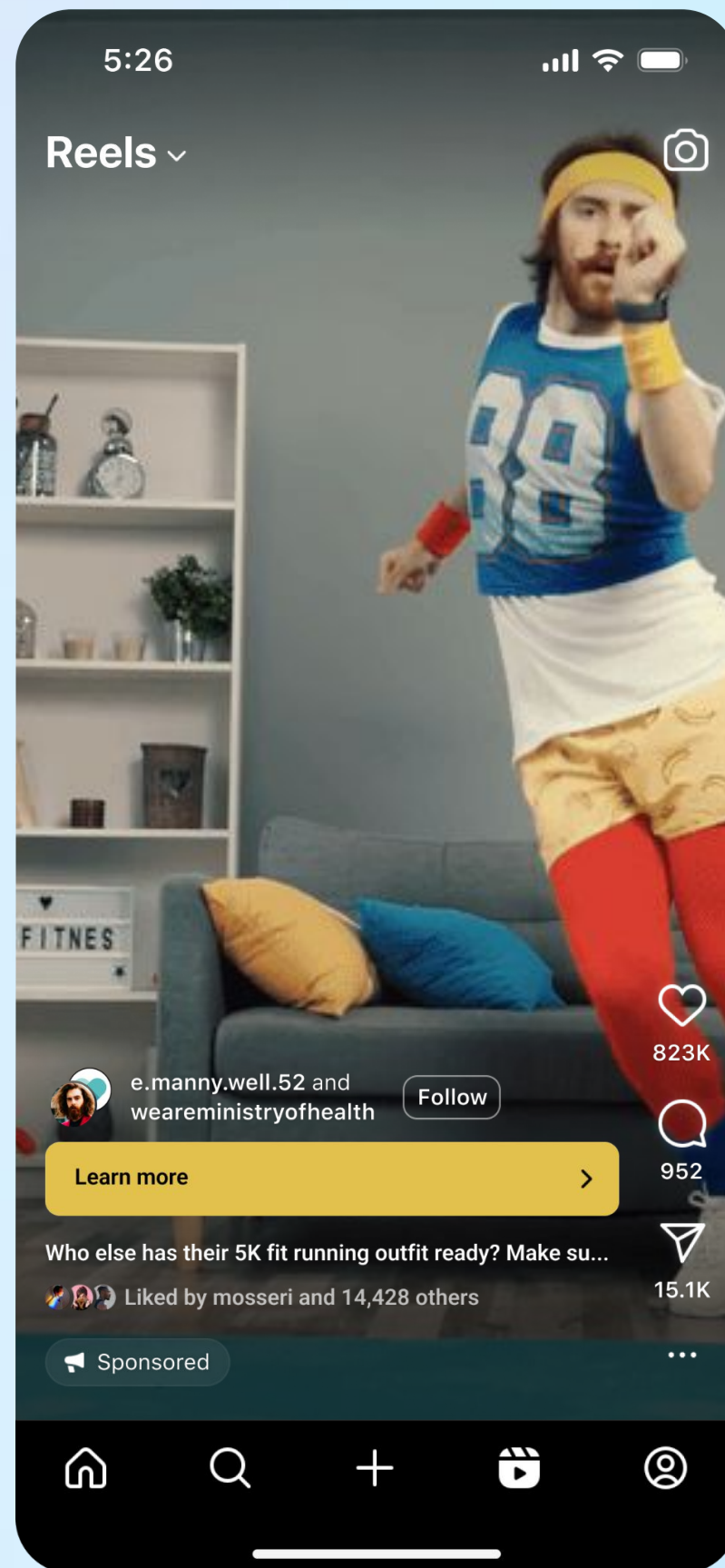
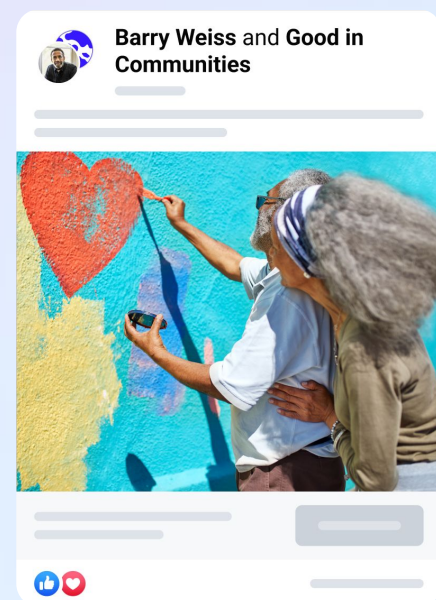
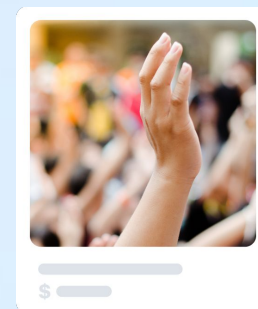


Product video



Creator video

Creators shape the language of Meta technologies,



spark new trends, and entertain

Creators today are leading a revolution in expression and connection

Embracing the content
people want now and
driving the growth of
short-form video



>50%

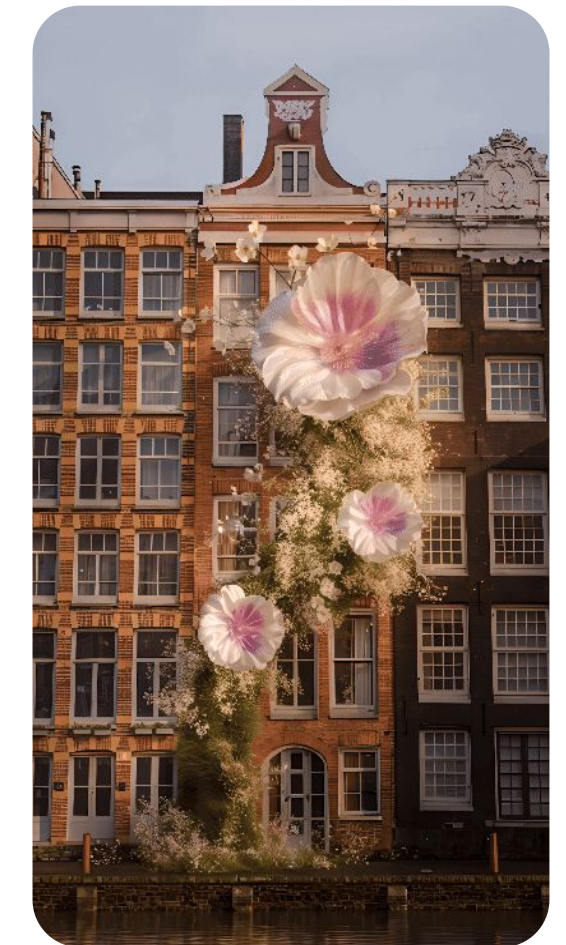
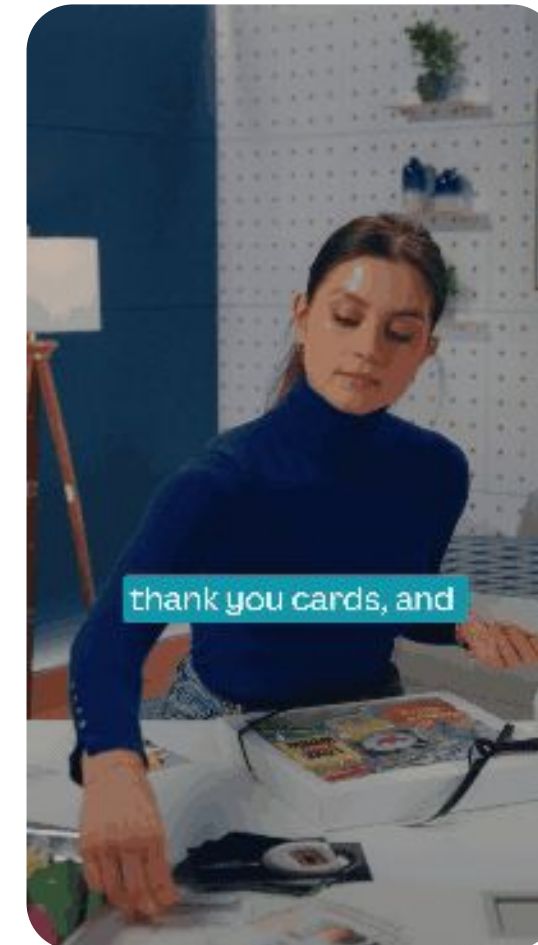
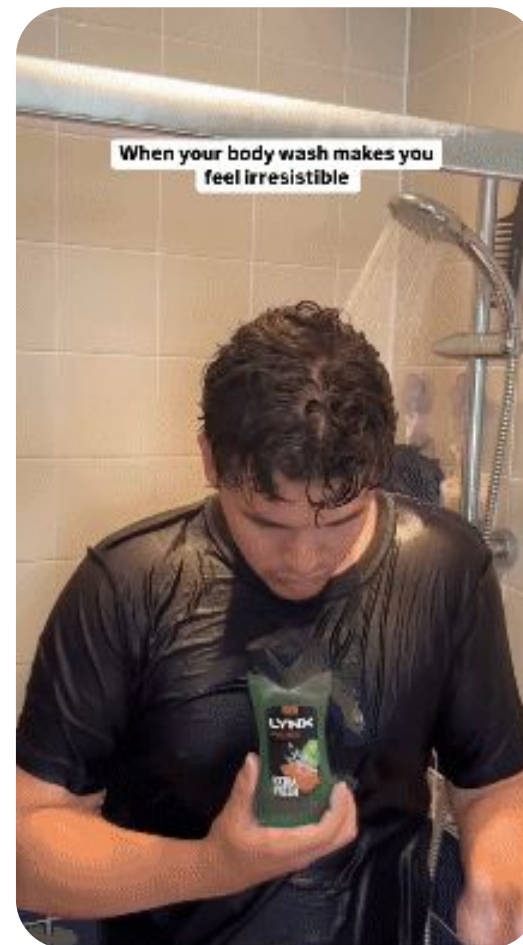
of time on Instagram Reels¹

More than

4.5B

reels are shared daily²

Creators are enabling the creativity and culture that happens on our apps



Creators who excel in..

Lifestyle
influence

Peer to peer
perspective

Humour and
comedy

Subject matter
expertise

Native video editing
techniques

CGI or
generative AI craft

Across Meta technologies, creators are experimenting with our variety of formats to build communities



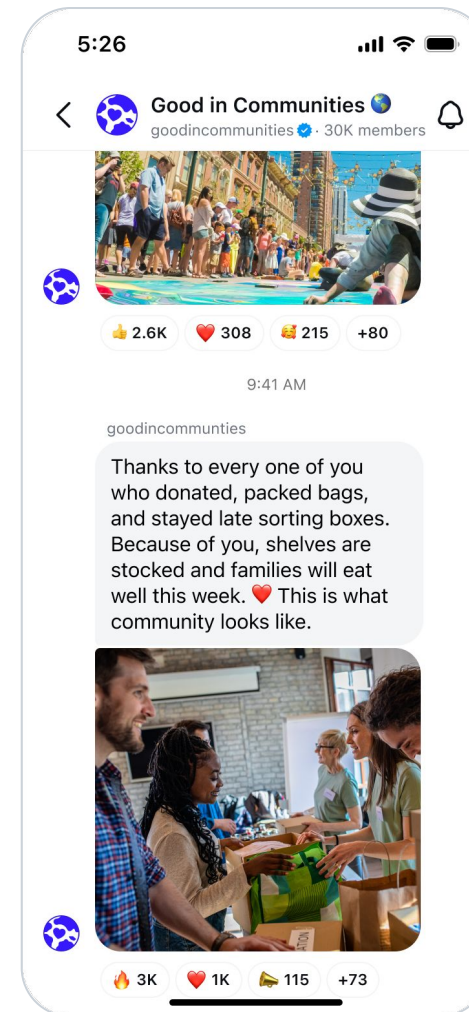
Feed

Highlights,
carousels



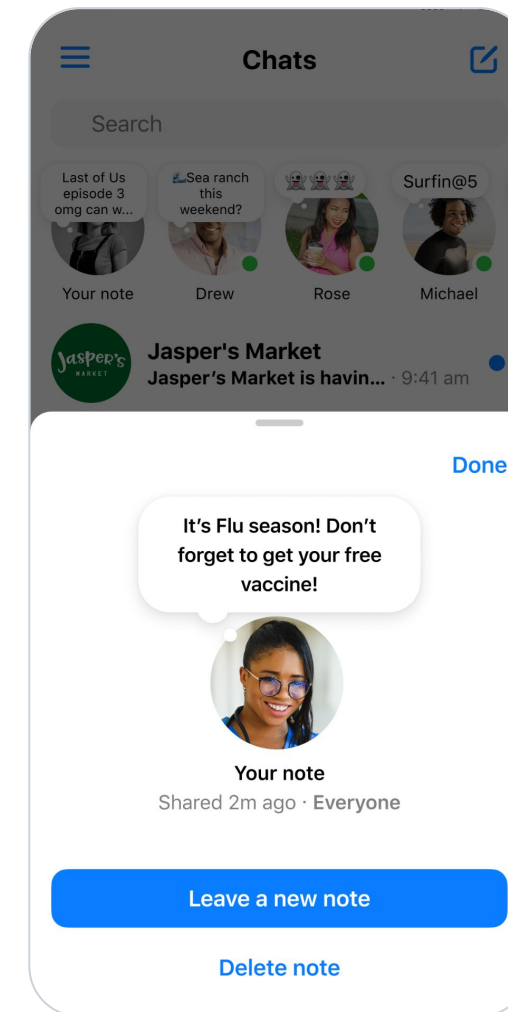
Reels

Trends,
commentary,
entertainment



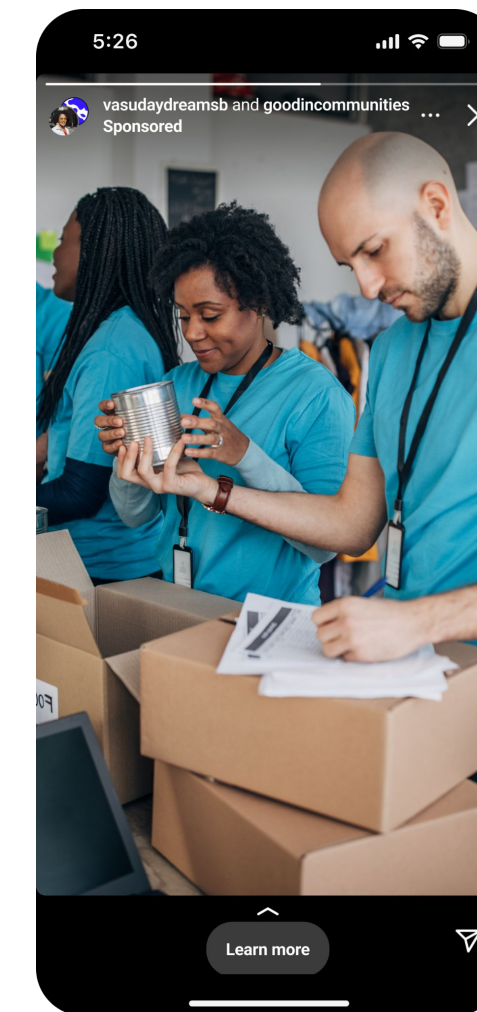
Broadcast channels

Dive
deeper



Notes

Share your
status



Stories

Ephemeral
moments



Threads

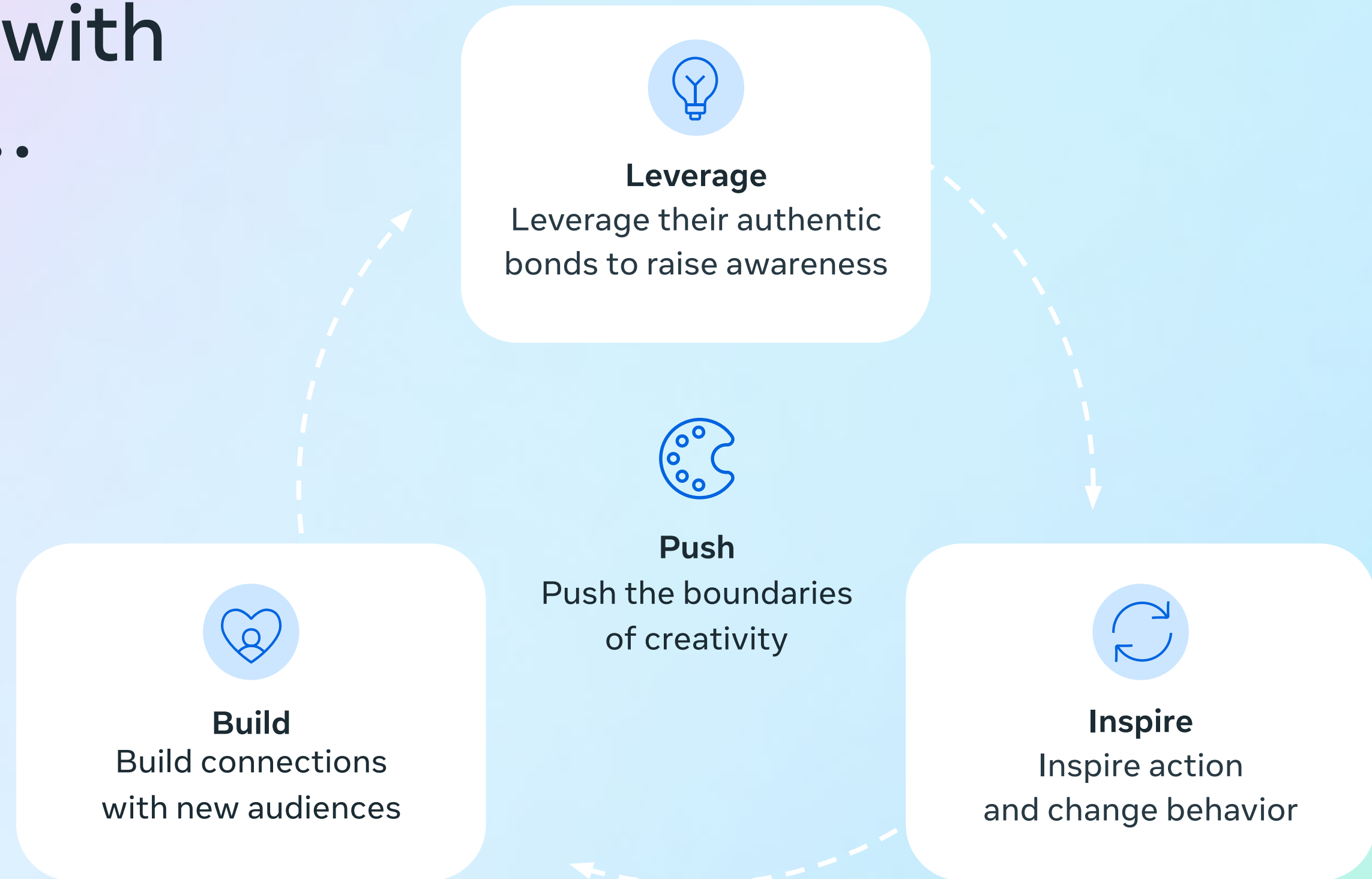
Spark
conversations

How partnering with creators



can help
you achieve
your goals

Collaborate with creators to...





Leverage their authentic bonds to raise awareness

Creators have the ability to raise awareness, educate, and inform about sensitive topics in a way that resonates with their audience.

By using their unique voice and approachable language, they can:

- ➔ Increase awareness of important issues, making it easier for people to engage and understand
- ➔ Simplify complex topics, breaking down barriers to knowledge and making the learning process more enjoyable
- ➔ Use their authentic bonds to connect with their audience on a deeper level, fostering a sense of trust and credibility



78%

of Gen Z are receptive to hearing about / from brands via content creators



73%

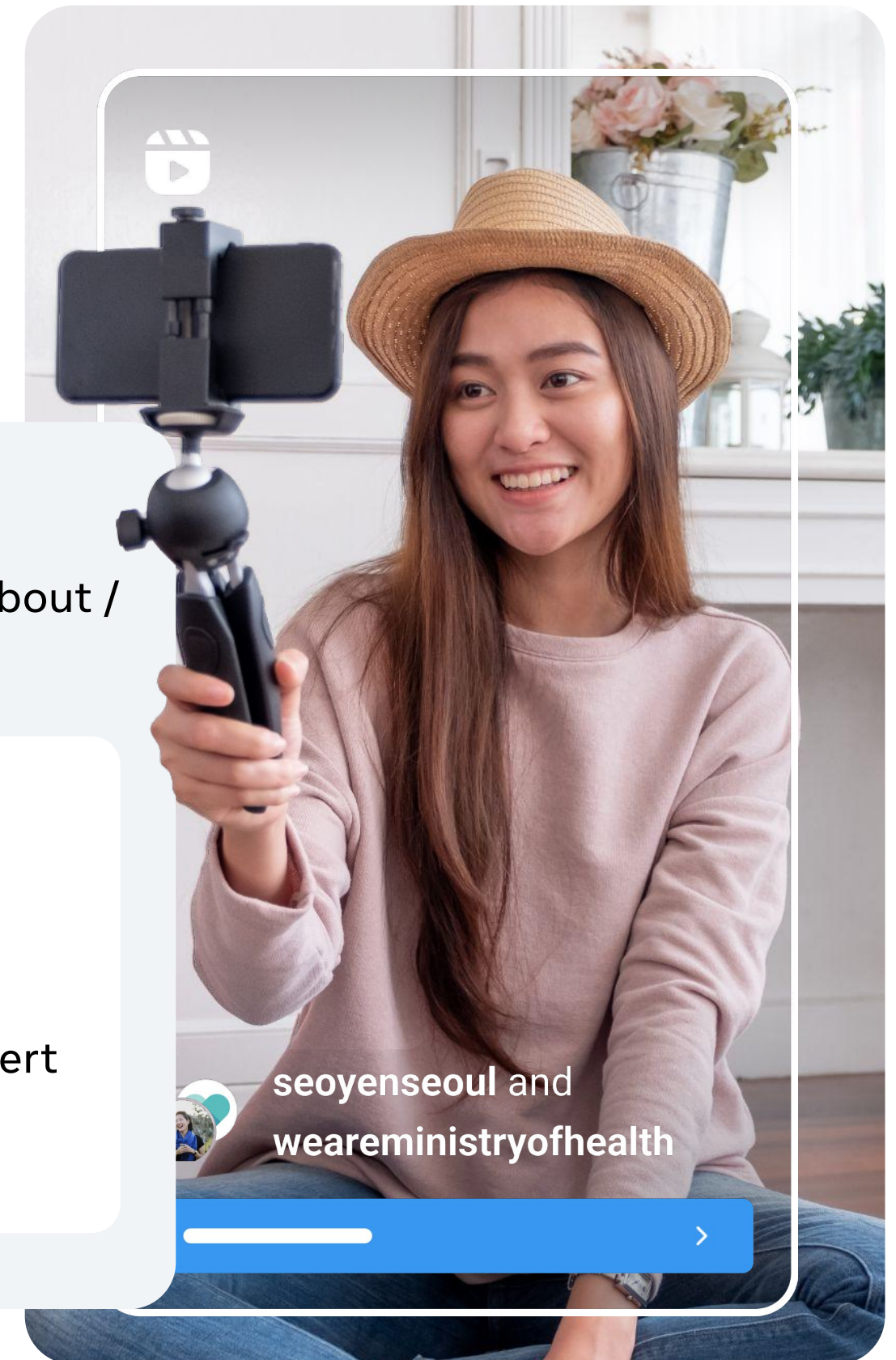
having a niche level of knowledge



75%

being an expert in an area

Key reasons for Gen Z to follow a creator:





Inspire action and change behavior

Creators authentic voice allows them to connect with their audience on a personal level.

They tend to be more relatable and trustworthy within their communities. This unique position enables them to:

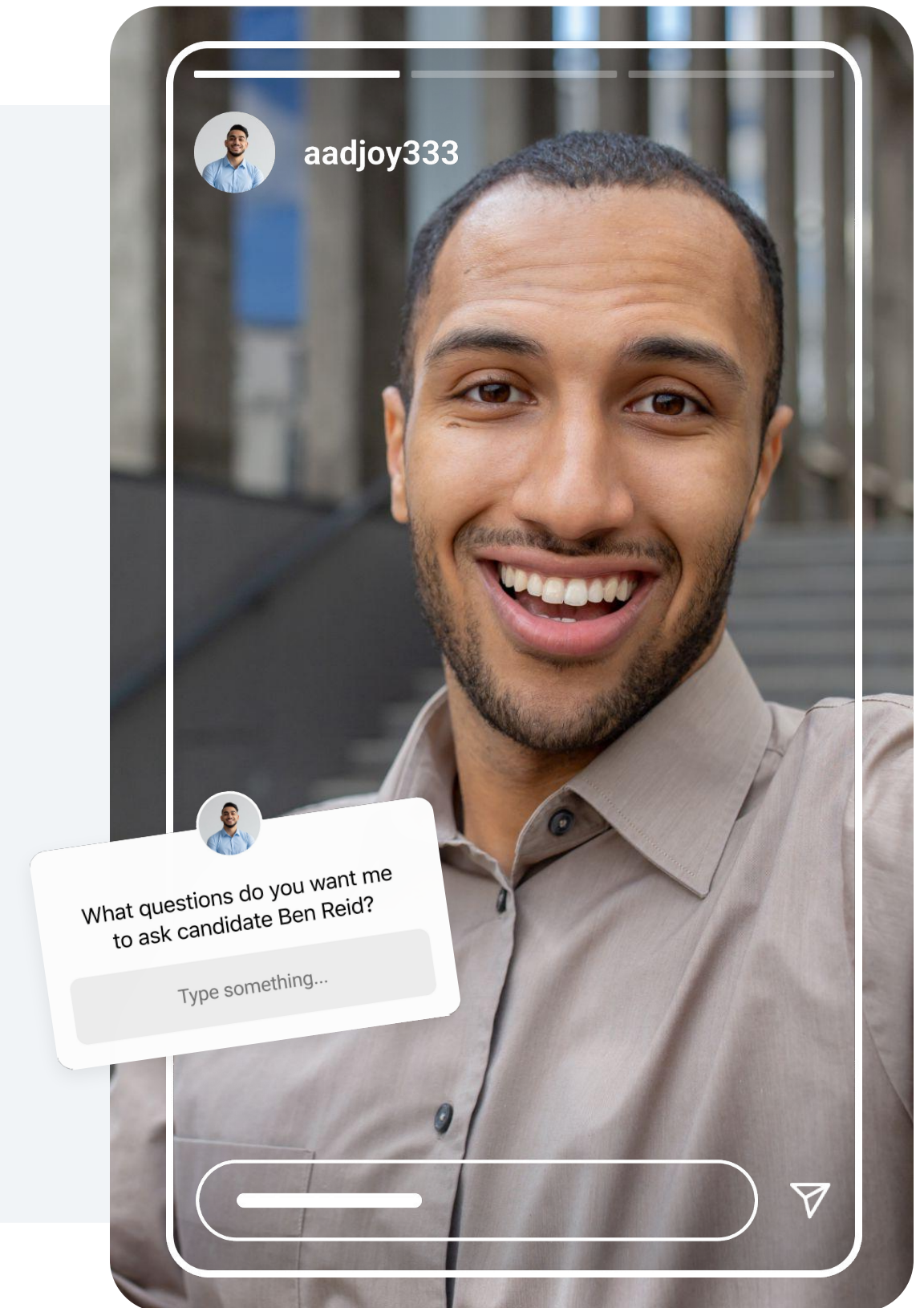
- ➔ Mobilize their community to act by inspiring people to take action
- ➔ Drive meaningful actions through partnerships
- ➔ Change behavior by challenging their audience to think differently and sharing valuable resources for positive change

63%

of young adults trust what a creator says about a brand more than what the brand says about itself.¹

+53%

higher click-through rate when mix in creators to your always-on to maximize performance²



Source 1: Role of creator Marketing by Crowd DNA (Meta-commissioned online survey of general population respondents ages 18-65 yrs in USA, N=1,750). Qualified respondents shop online at least two times per month, have been influenced by creators when shopping in specific retail & CPG categories, and have recently purchased in that category, 2. Global Media Study by Ipsos. (Meta-Commissioned online study of 34,015 people ages 13-64; internet population; monthly mobile internet users, monthly video viewers, and monthly messaging app users in the US, CA, UK, DE, FR, BR, JP, KR, IN, TH), February 2023 - May 2023).



Build meaningful connections with new audiences

Creators let you diversify concepts to speak to multiple motivations

Creators are agile and empathetic community leaders. They constantly evolve their approach to strengthen their connection with their audience.

Forming strategic partnerships with creators can help **reach new and engaged audiences** who are in the mindset to discover and connect.

55%

of people surveyed agree that creators on Reels help them discover new organizations.¹

71%

are open to hearing from niche content creators they **don't follow**²





Push the boundaries of creativity

Creators are the architects of culture.

- ➔ **Innovative storytelling:** Creators experiment with new formats, styles, and narratives to captivate audiences.
- ➔ **Fresh perspectives:** Unique viewpoints and experiences bring novel ideas and insights to organizational storytelling.
- ➔ **Experimentation and risk-taking:** Creators continuously push the limits of what's possible, driving innovation and creativity.

Creators are expert producers of Reels ads

 **4.5B**

times a day reels are shared.¹

94%

of Gen Z like/ find content creators worthy of following if they use advanced, clever or creative technical skills²



How to partner

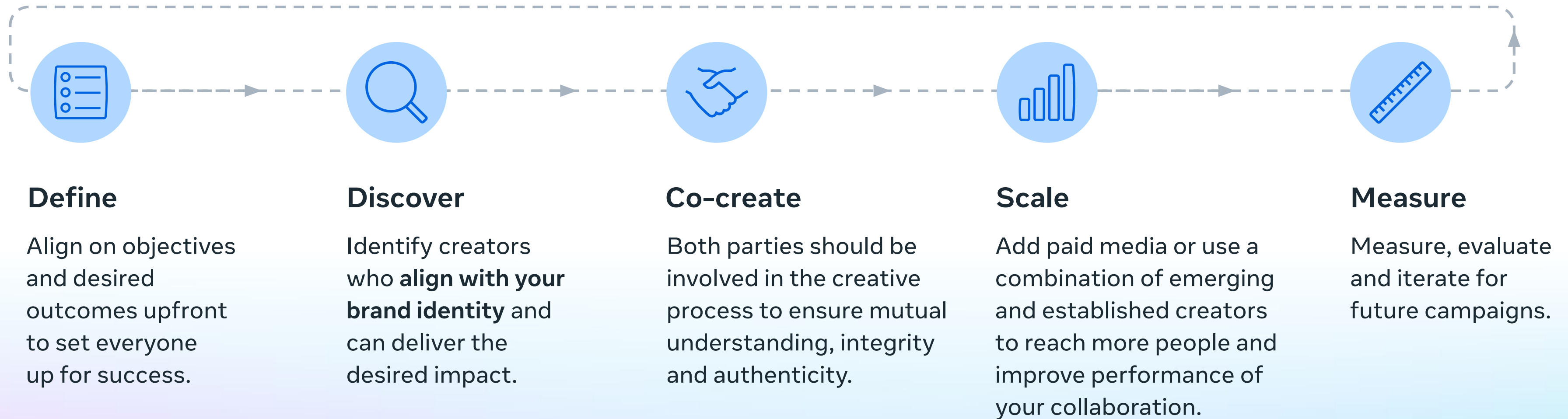


kiran_0706x Let's stand together, speak louder, and demand the future we all deserve. Join our March for change this Saturday!



with
creators

Steps to a successful partnership with creators





Define goals and roles

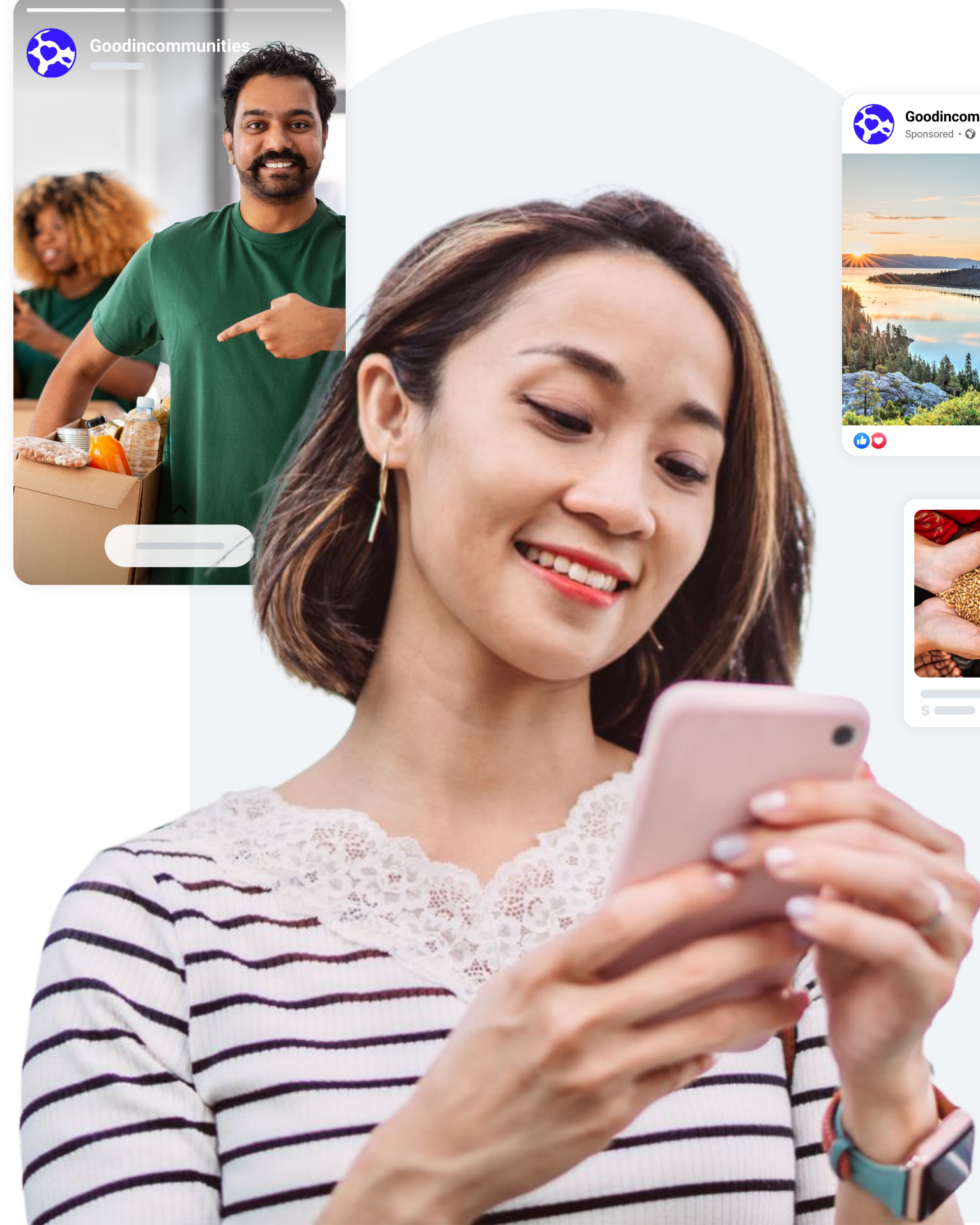
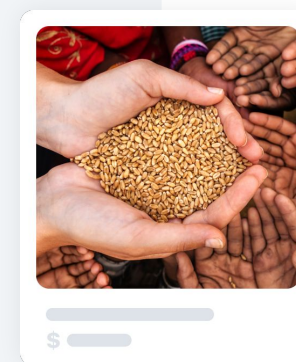
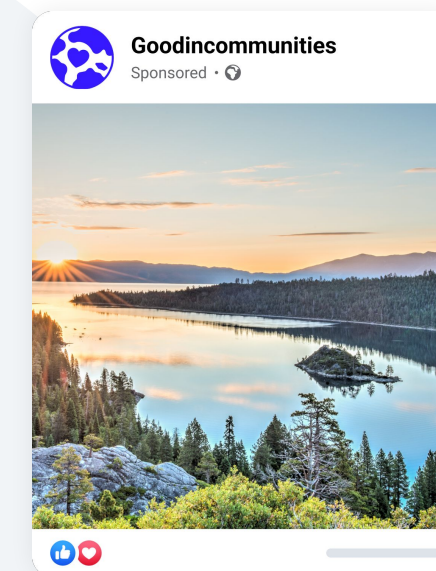
Aligning on objectives and desired outcomes upfront will set your organization and creators up for success.

01

Write a strategy for your organic content and / or advertising campaign with clear goals and what hypothesis you want to test.

02

Think about how creators can elevate your content / campaign, what role they can play, how they fit into your overall strategy.



Define your strategy

		Example strategy
Objective	What do you want people to do?	We want people to register for an event.
Campaign and beyond	How will your partnership with creators achieve these objectives?	We will invite creators to the event and ask them to record videos about the upcoming event and publish on Instagram ahead of the event to inform their communities.
Measurement	How will you know it worked?	We will use tracking to understand where registrations are coming from, registration vs. participation rates, and compare results with previous traditional campaigns.
Testing	What do you want to learn?	Did creators enable us to drive additional sign ups? Is there a better engagement when collaborating with creators to promote upcoming events?



Creators let you diversify concepts to speak to multiple motivations



Key message
Informative



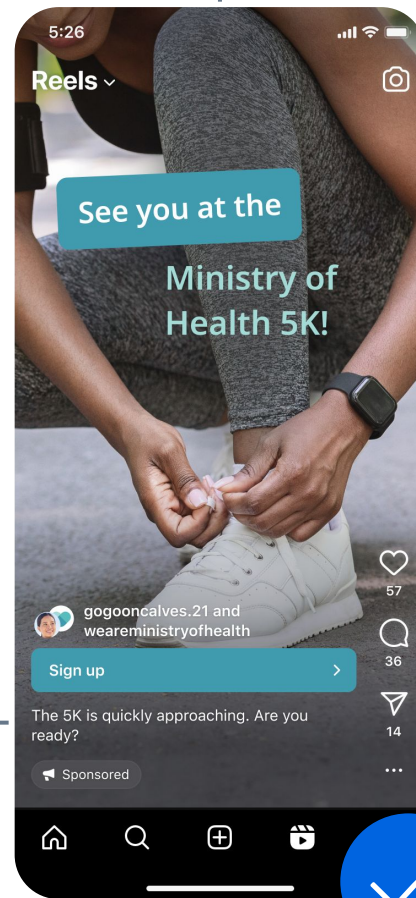
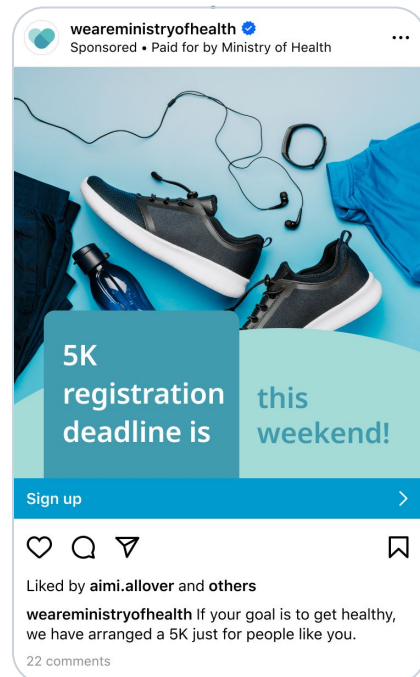
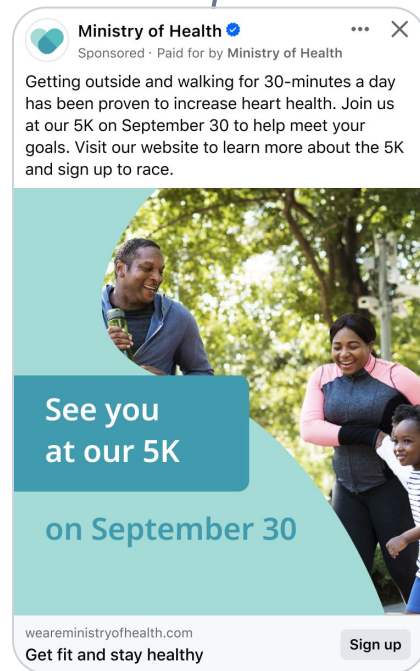
Key message
Emotional



Key message
Create a
movement



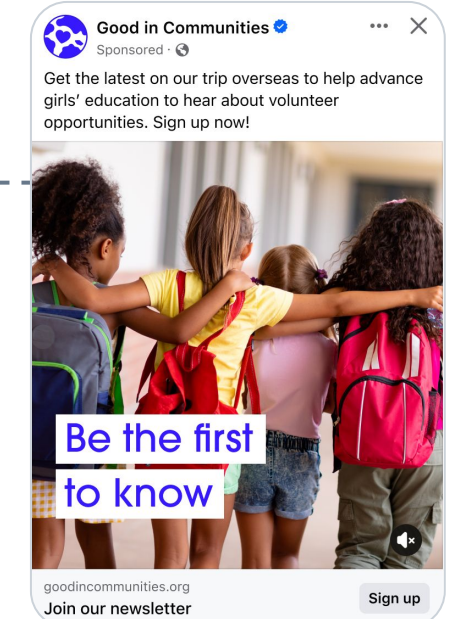
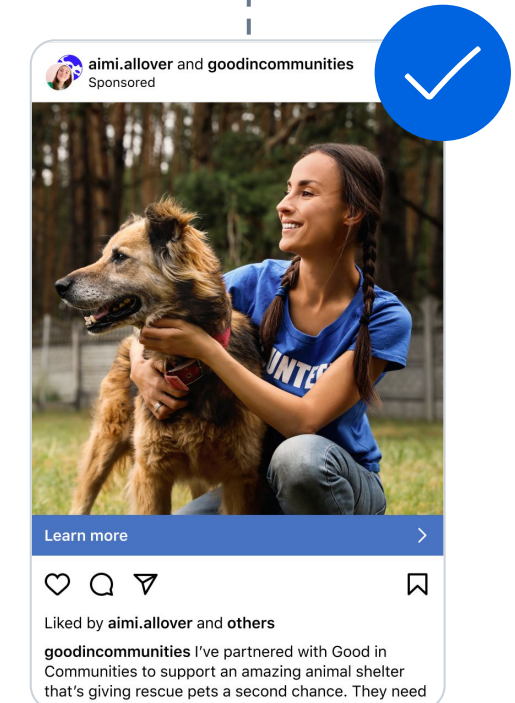
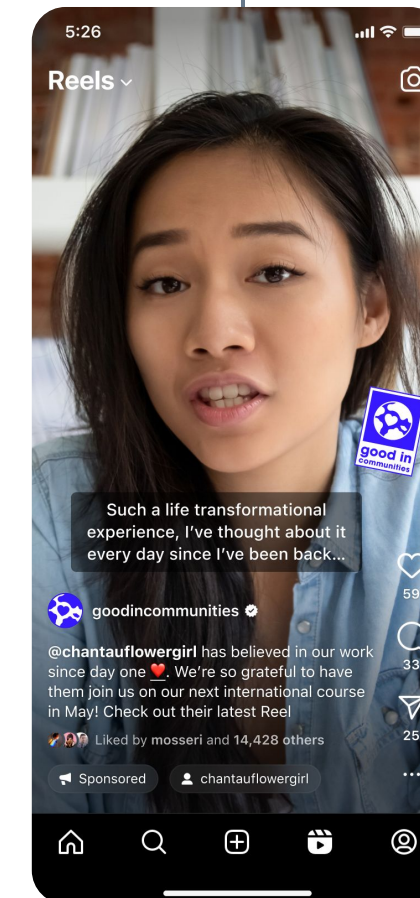
Define



Why does mixing creators into always-on advertising strategies work?

Meta technologies use an ad auction to determine the **best ad to show to a person at a given point in time**, from creator content to regular ads.

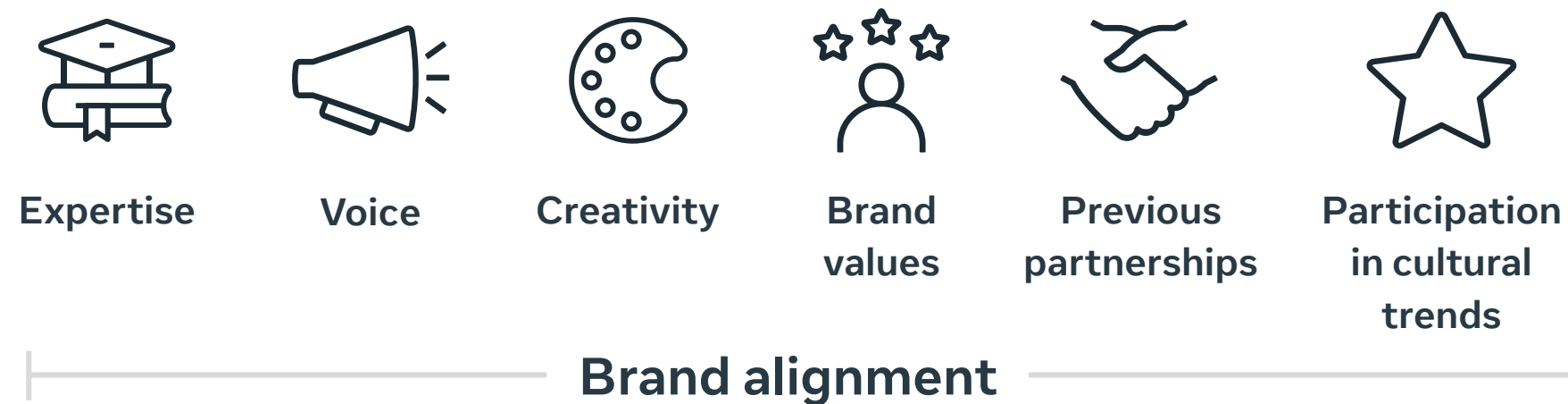
By including creators in your mixed campaign, you give the ads ecosystem more creative options to choose from.



Discover the right creators

Identify creators who share your values and resonate with the target audience

Finding a good brand fit across key dimensions:



01

Consider a combination strategy featuring a mix of micro to macro creators.

02

Push the boundaries: think outside the box. Creators are early tech adopters and can unlock new creative formats to raise awareness or fundraise.



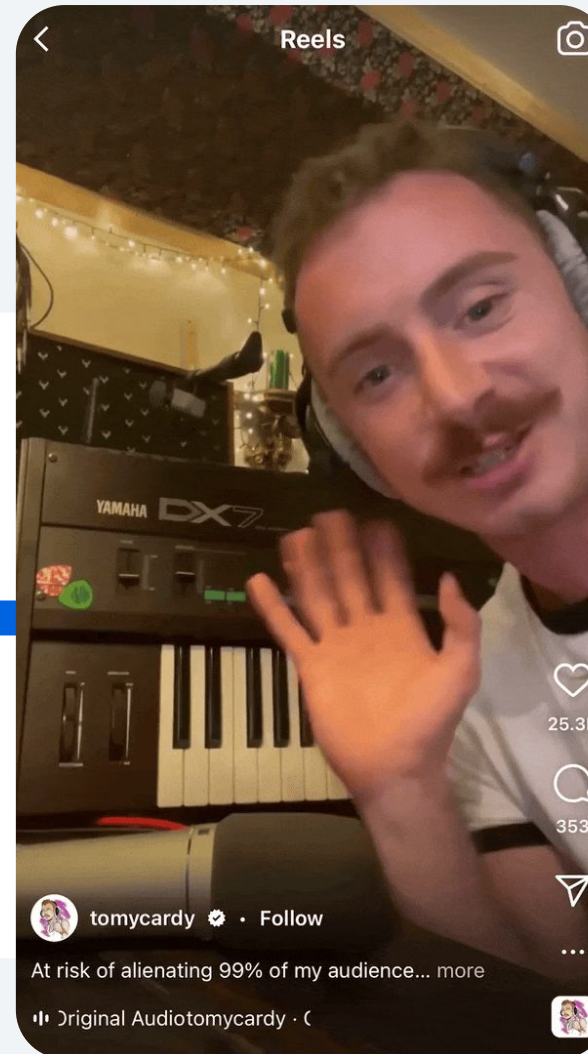


Discover

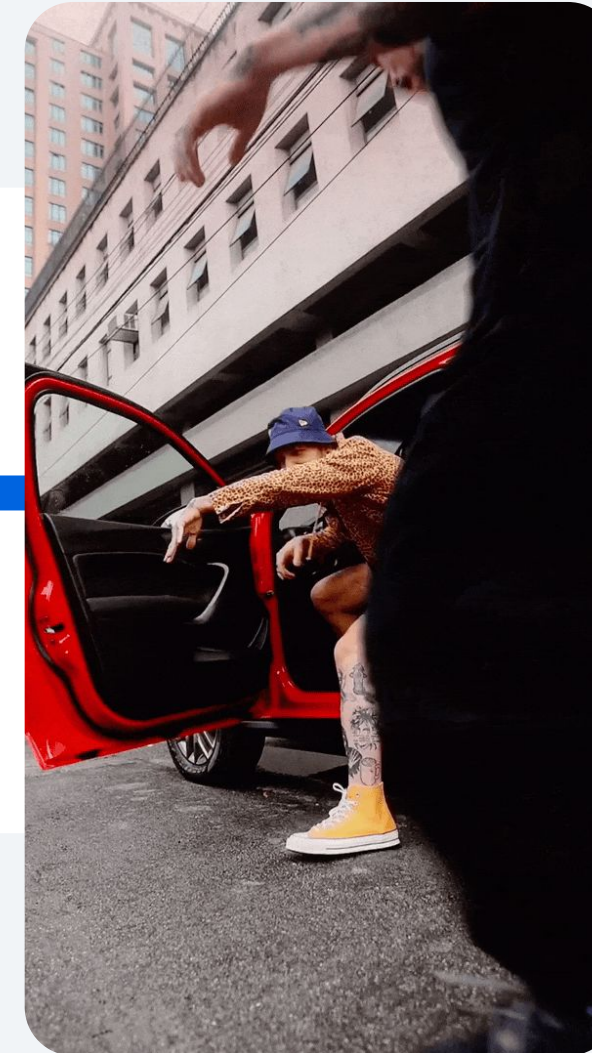
Forging authentic
connections with
the communities

Unfiltered

Personality
first creators



Hybrid
creators



Craft
creators

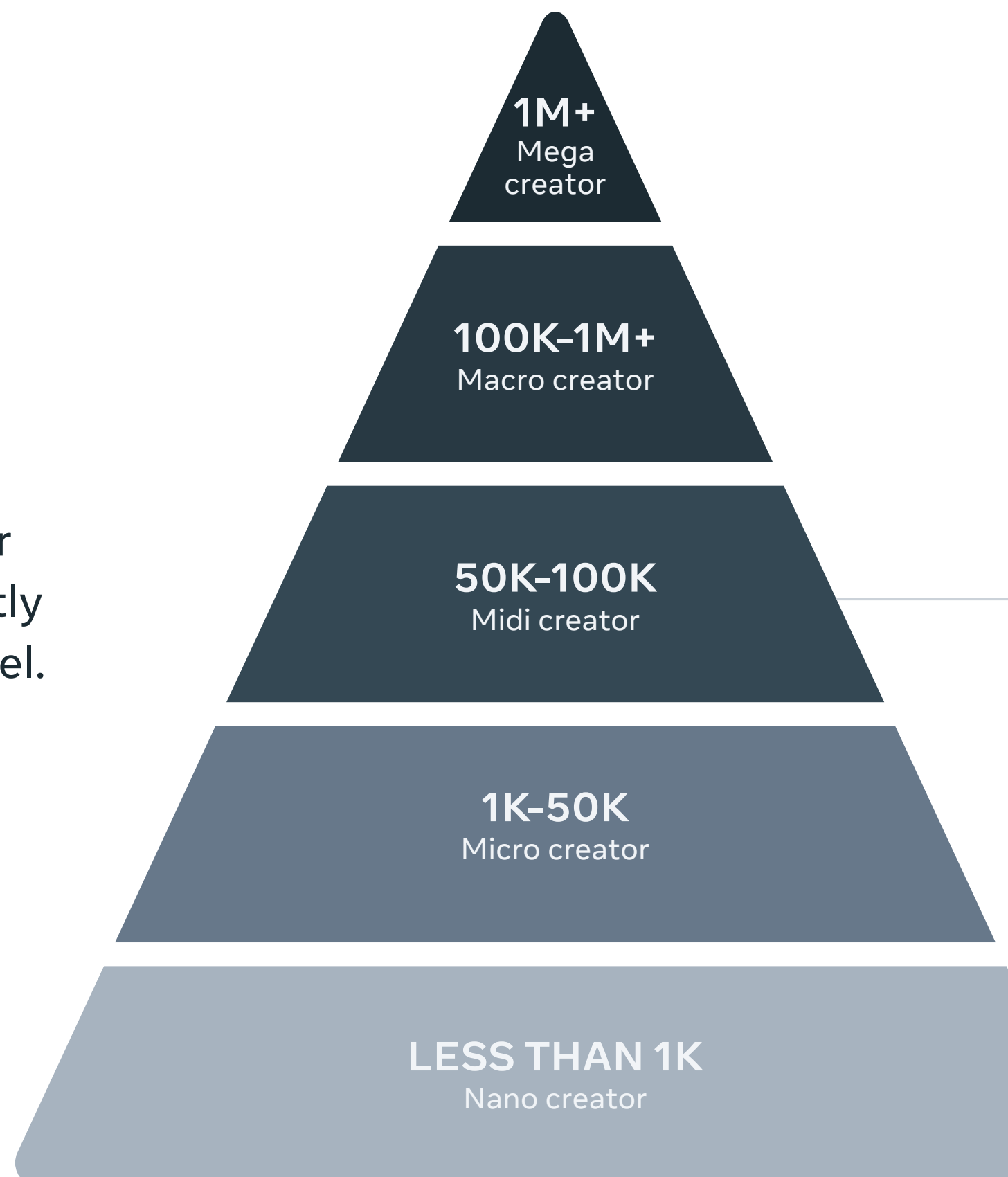
Mastering the art
of craft ensuring
exceptional content

We transitioned from using the term "influencer" to "creator"
as we recognize the significance of craftsmanship and content

Bigger is not always better

Test with creators of all sizes

Combination strategies, with a mix of macro and micro creator content, worked most efficiently for advertisers across the funnel.



Higher reach
Lower specificity



Higher accessibility
Higher audience specificity



How to find the right creators

Identify creators who can elevate your campaign, genuinely share your organization's values and who resonates with the audience you want to reach.

Engage via DM with creators who **mention your organization** in their content.

Explore creator marketplace, our Instagram-exclusive feature lives within Meta Business Suite.

Optimize search to find local creators interested in your organization or your cause area.

Explore **hashtags** about the topics that matters for your organization or about your cause.



When your organization is tagged, look at the **hashtags your supporters are using**.

Ask your Groups or core supporters, corporate ambassadors and others if they can connect you to a creator.

Speak up. Use Stories, Reels or a Feed post to call out any creators who might be interested in collaborating.

Work with **marketing agencies** or partner with one of our **approved Meta Business Partners** to establish these partnerships.



Find and evaluate new creators for your campaigns with creator marketplace on Instagram

The newly improved creator marketplace offers personalized creator recommendations using **authenticated first-party data** to help you discover and evaluate the right creators for your partnership ad campaigns.

The screenshot displays the Instagram Creator Marketplace interface. At the top, the title "Creator marketplace" is followed by the subtitle "Find creators to partner with and promote your business." A left sidebar contains navigation options: "Creators" (with sub-items: Search, Recommendations, Lists, Interested creators, Previous partnerships, Follows, Tags) and "Campaigns". The main area features a search bar with the placeholder "Use keywords and filters to find creators". Below the search bar, there are filter tabs: "Suggestions", "skin care experts", "makeup artists", "natural beauty bloggers", "cruelty free lifestyle advocates", and "beauty expert". Further down, there are dropdown menus for "Country", "Followers", "Interests", "Age", and "Gender", along with "More filters" and "Reset filters" buttons. A status bar indicates "Approximately 675.9K creators with filters applied". The results are sorted by "Relevance". The interface shows a grid of creator profiles, each with a profile picture, name, and a list of metrics: "Total followers", "Hook rate", and "Interaction rate". Each profile also includes a small video thumbnail and a play button icon. The creators shown are all named "kai_blue" and have various attributes like "Partnership ads", "Responsive", "Engaging content", "Strong hooks", and "Branded content".

Creator	Total followers	Hook rate	Interaction rate
kai_blue (Partnership ads)	150K	2.3%	3.5%
kai_blue (Responsive)	70K	4.7%	6.5%
kai_blue (Engaging content)	59K	44.5%	7.5%
kai_blue (Responsive)	1M	3.6%	2.5%
kai_blue (Strong hooks)	93K	6.5%	3.7%
kai_blue (Branded content)	760K	44.5%	5.5%



How to use creator marketplace

1

Discover new creators to work with.

- See a personalized set of creators relevant to your organization.
- Apply filters to narrow down creators by interactions rate, country, interests, follower count, and demographics.
- Easily find creators similar to a performant past partner.

2

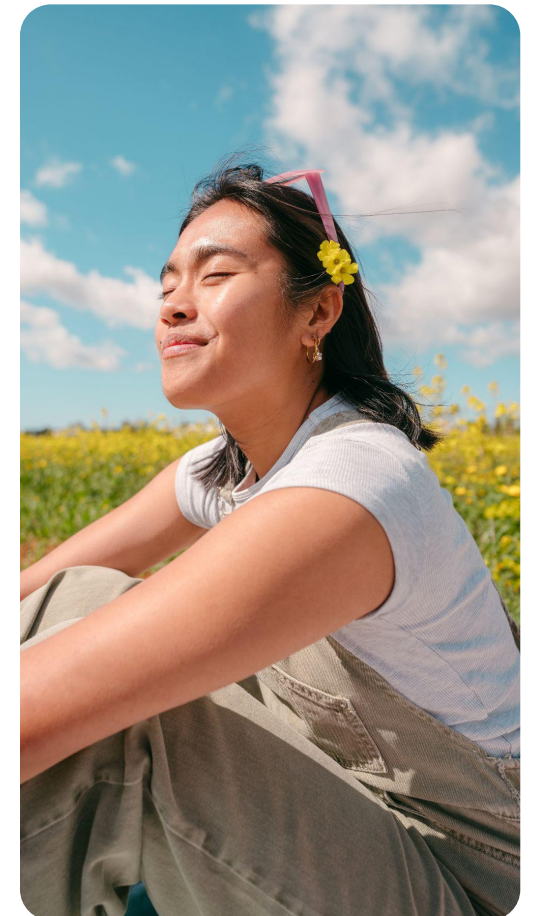
Evaluate creators using first-party metrics.

- View a creator's real-time data to inform the best partnership decision.
- This includes interaction rate, partnership ads, organic content, engagement over time, and audience demographics.

3

Contact creators regarding partnership.

- Quickly reach out to potential partners via an email or prioritized partnership message within Instagram





Discover



Tools available when using creator marketplace on Instagram

Search features and improved ranking systems can help organizations find creators who will drive the best results for your campaigns

**Kai Blue** 
United States

70K
Total followers

25K
Accounts engaged

50K
Accounts reached







 Message

**Patricia Ramirez** 
United States

70K
Total followers

25K
Accounts engaged

50K
Accounts reached







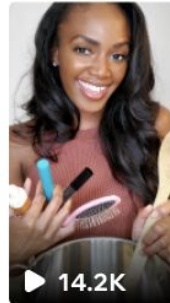
 Message

**Samnang Sarin** 
United States

70K
Total followers

25K
Accounts engaged

50K
Accounts reached







 Message

Improved personalization

See creators personalized to your organization on your homepage, and get more relevant results in searches

Keyword search

Narrow the pool based on type of creators, interests, style and find a great match

Creator cards: playable reels

See the content and ads each creator is making to get a feel for their tone and style



Brief and co-create

Alignment and co-creation are essential when crafting campaigns with creators.

01

Brief creators about your objective, your mission, your brand guidelines, where donations are invested, etc.

02

Think about how creators could play **evolved roles** in your strategy.

03

Listen to their ideas and logic regarding creative formats, **be open to creative experimentation**.



Brief your selected creators based on your goals

The role of creators has expanded beyond one-off content plays.

As a...	Medium	Creative	Ambassador
Content	Content is made and hosted on creator’s channels only.	Creator makes content with their unique aesthetic. Content is shared on organization and creator's handles.	As long-term partnerships, creator and organization feature collaborative content across channels frequently and consistently.
Brief	Briefing includes overview of the cause and key messaging. Creators are free to highlight the messaging in a way that resonates with them and their audience.	Briefing includes creative best practices and amplification tactics.	Briefing considers short-term and long-term strategies, events, key programs, advocacy, audiences engagement, etc.
Interaction	Interaction between organization and community is only with the creator’s audience. Organic only.	Interaction between organization and community is with creator’s and organization’s audience and new audiences through paid media.	Interaction between organization and community is with creator’s and organization audience and potentially new audiences through paid media, events, and other various activations.



Elements of a good creator brief

Budget and process

The basics of who, what and when

Set clear and realistic timelines

Clarify important information about budget, approval processes and usage rights, terms and conditions.

Don't forget the contract.

Mission, brand and campaign

Campaign objectives to set clear goals

Details about your mission, programs, values, impact to empower creators

Brand background to inspire creators

Creators specific

Why you?

What are the deliverables?

Keywords

Story

Words to avoid

Production parameters



Do's and don'ts of writing a brief

→ Do keep it brief

It may take longer to write a shorter brief, but you will increase your chances of success if creators understand what you need from the outset.

→ Do collaborate

Give creators room to create—that is what drew you to them in the first place. Use your brief as a starting point for co-creation and update it to reflect any mutually agreed upon changes.

→ Do inspire

This is your opportunity to inspire your creators, so take the time to bring your brand to life and excite creators with the potential for their creativity to make a difference.

→ Don't forget the contract

You will need to work on a contract covering all legally binding specifics including but not limited to payment terms, usage rights, territories, disclosures, exclusivity, and non-compete terms.



Collaborate with creators on Reels

Reels are an expression on a whole new level of **creativity** and invite participation and **collaboration**: Unleash your creator's superpower by putting them center-stage.

Creator-added value:

Mastery of the medium

Creative experimentation

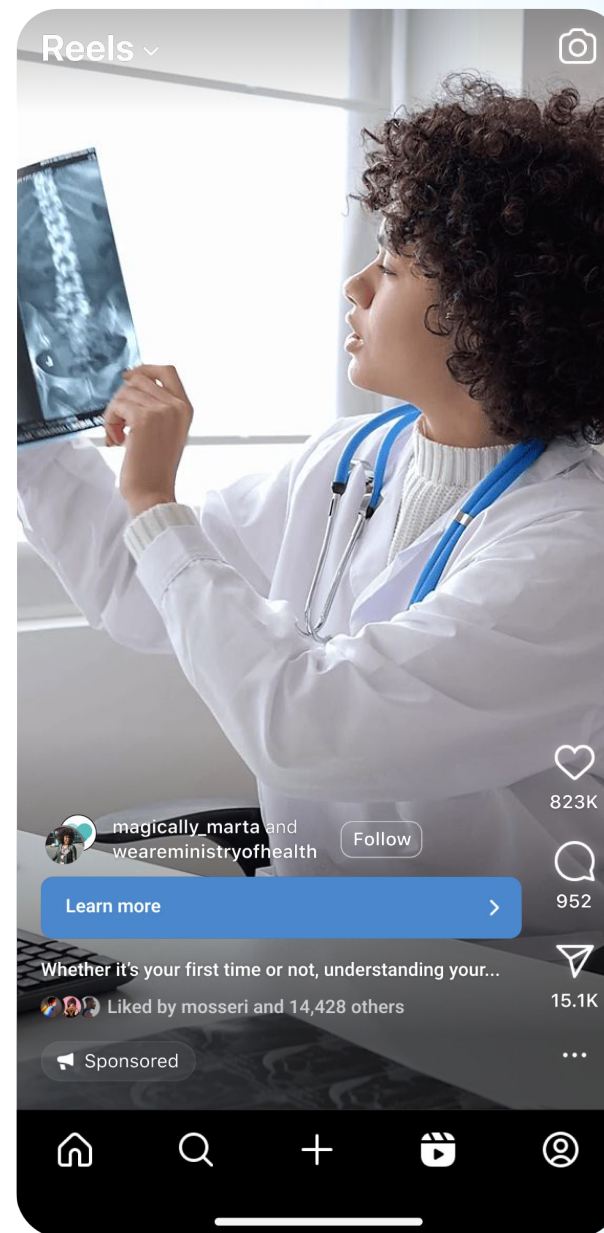
Meaningful audience relationships

Authenticity and relatability

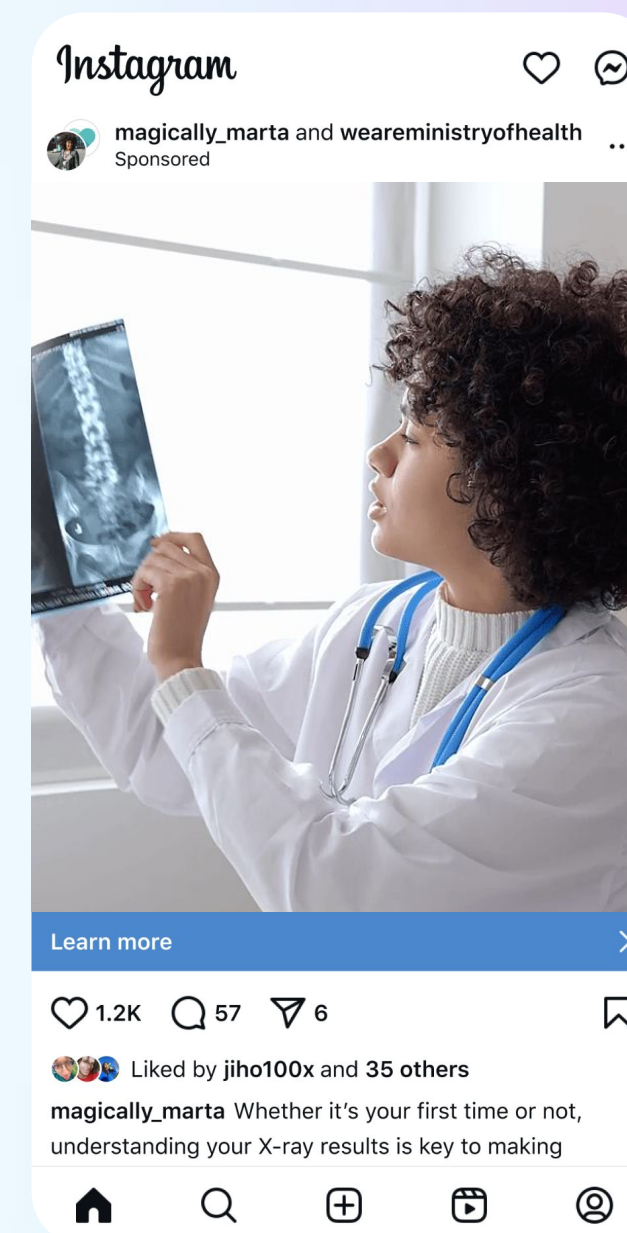
Connection to culture

Permission to push your brand guidelines to fit the culture codes of the format

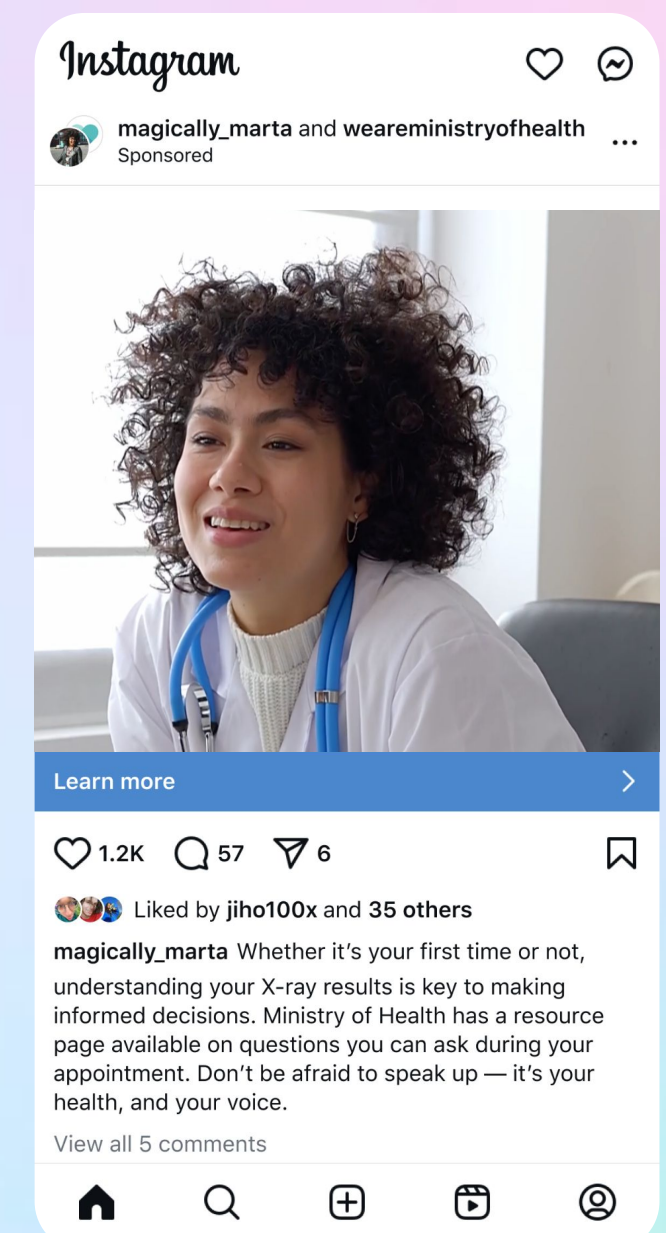
Ask your creator
to build for Reels,
then adapt their
content for other
placements



9:16 video



4:5 video



4:5 and 1:1 static



Share creator content

Create for their audience...

Let the creator build an idea that understands and connects with the their community and advocates on behalf of your organization.



...and scale it for impact.

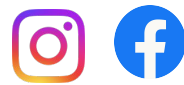
Through collaborative posts and partnership ads, the idea becomes a campaign brought to life across formats from your organization's and creator's handles.



Today's successful creator marketing strategies leverage paid ads to drive full-funnel results



Explore our full suite of organic and paid formats



Organic formats



Live



Reels



Stories



Feed



Partnership ad formats



Reels ads



Stories ads



Feed ads

With collaborative posts (organic)

Using partnership ads



Leverage collaborative posts to amplify content

Collaborative posts are an opportunity to work on content creation with creators, celebrities, businesses, ambassadors and passionate supporters to increase awareness and expand their reach.



How does it work?

Sharing and growing together is easier on Instagram and Facebook:

- ➔ When you use collaborative posts, your content will be posted across two different accounts; yours and your collaborator's.

How to use collaborative posts?

Sharing and growing together is now easier on Instagram and Facebook:

- 01 The original author tags another private or public account as a collaborator.
- 02 Once the other account accepts, the post will appear on both profiles and be distributed to both accounts' followers
- 03 The post's header will attribute the content to both accounts.



Reach new audiences with partnership ads

Partnership ads allow you to run ads with a creator's handle to scale your partnerships. Mixing partnership ads into business as usual strategies drives better results.

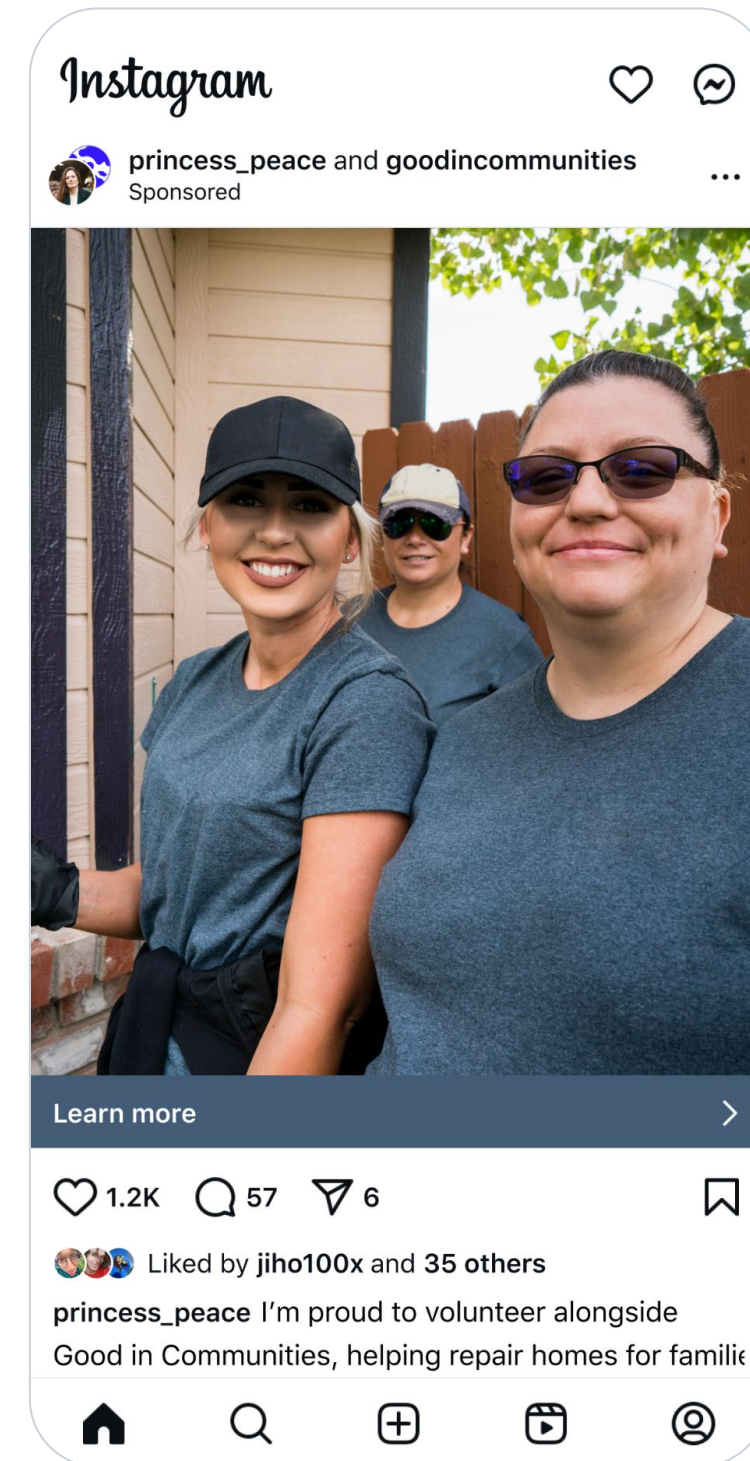


Use signals from both creator and organization handles for stronger ranking and performance

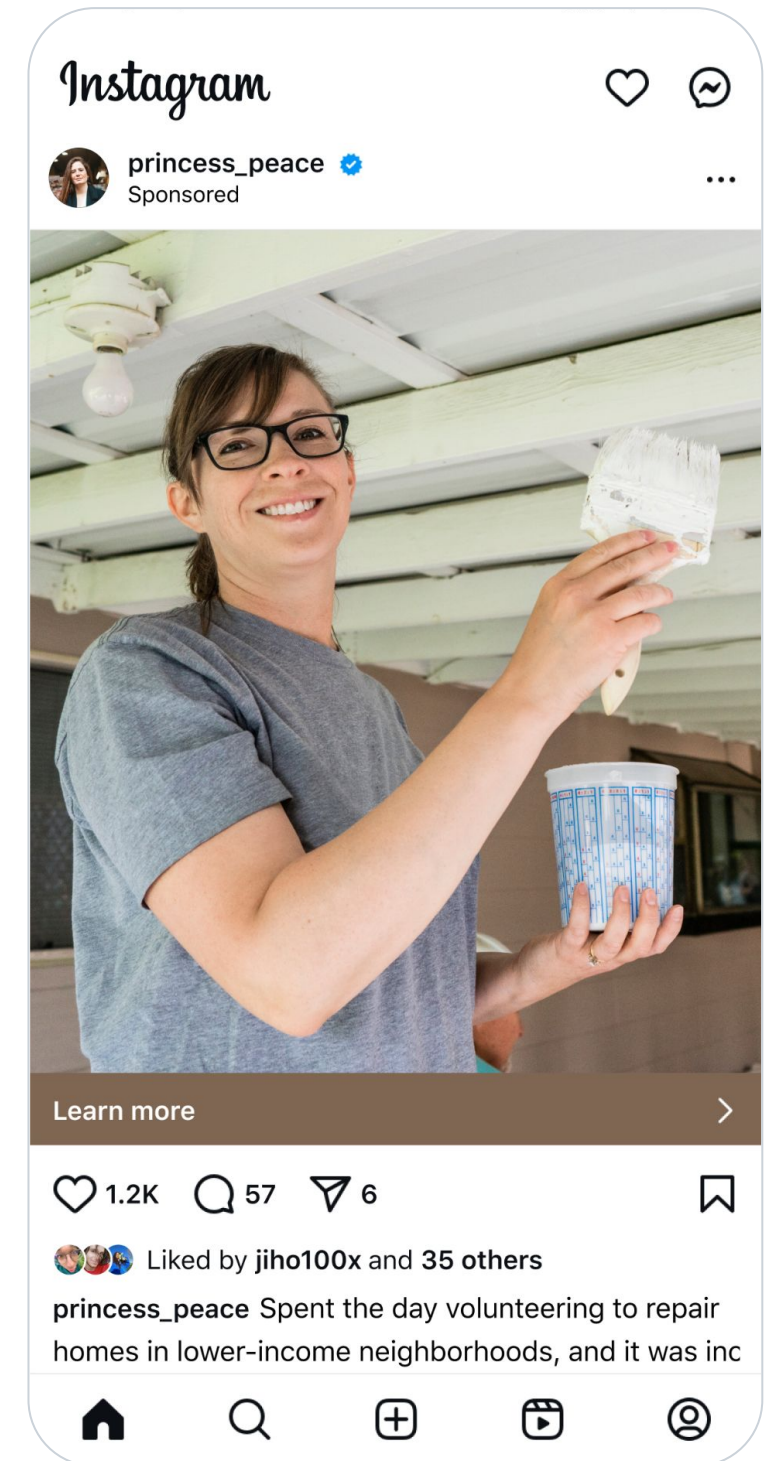


Increased creative diversification gives our ads ecosystem more options to choose from

Brand and partner



Partner only

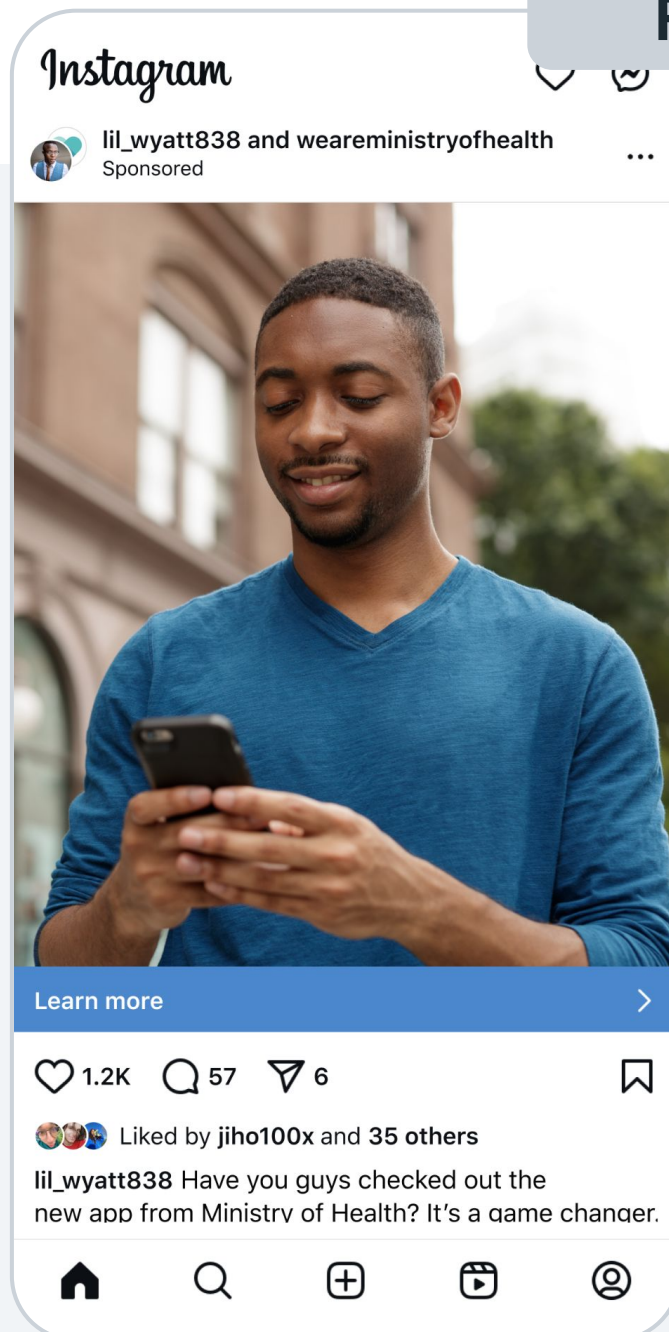


Partnership ads with one partner in the ad's header



Partnership ads run across multiple placements and objectives

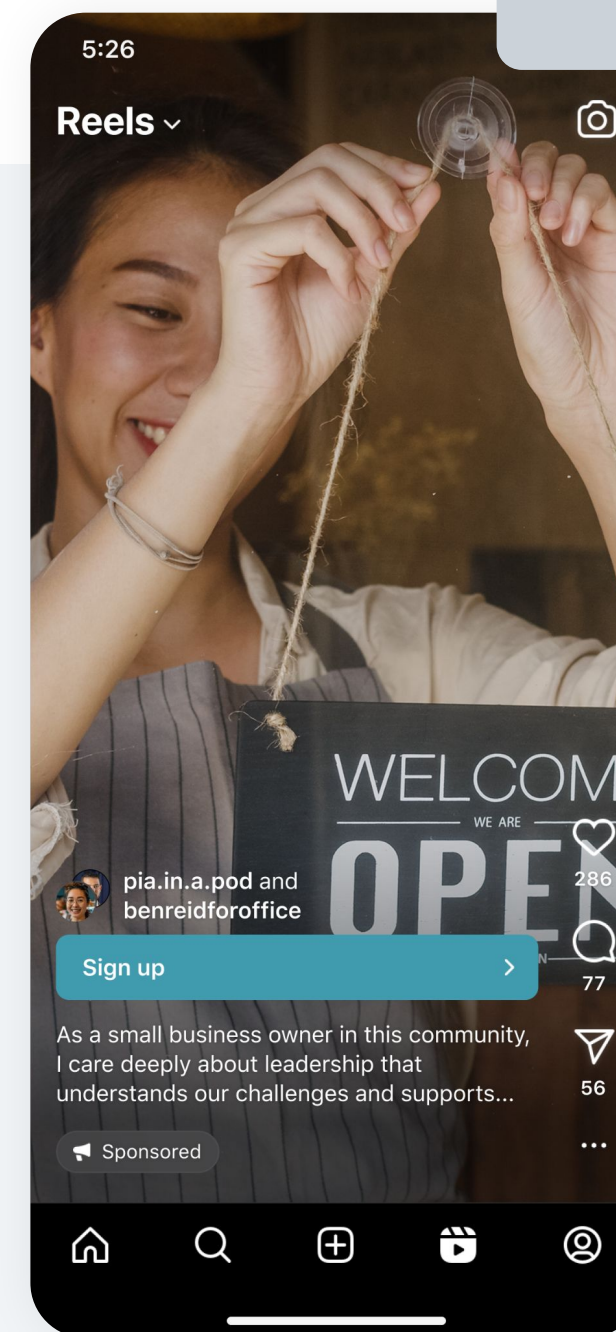
Feed



Stories



Reels



Objectives

- ✓ Awareness
- ✓ Traffic
- ✓ Engagement
- ✓ Leads
- ✓ App promotion
- ✓ Sales



Streamline and optimize your campaign management with Partnership Ads Hub

Manage all your partnership ads permissions in one place

Receive partnership ads notifications in a central hub

Welcome to Partnership Ads Hub

Everything you need to setup and manage your partnership ad campaigns is now in one place. [About partnership ads](#)



Setup partnerships

Add, manage and keep track of partnership requests so you can create ads on a partner's behalf.



Manage content

View content for partnership ads, check permissions and bookmark to use for your upcoming campaigns.



Resolve eligibility issues

Review content and partner eligibility issues and resolve them straight away.

Get started



See errors and troubleshoot your ad partnerships

View content recommendations to boost



Navigating to Partnership Ads Hub

01

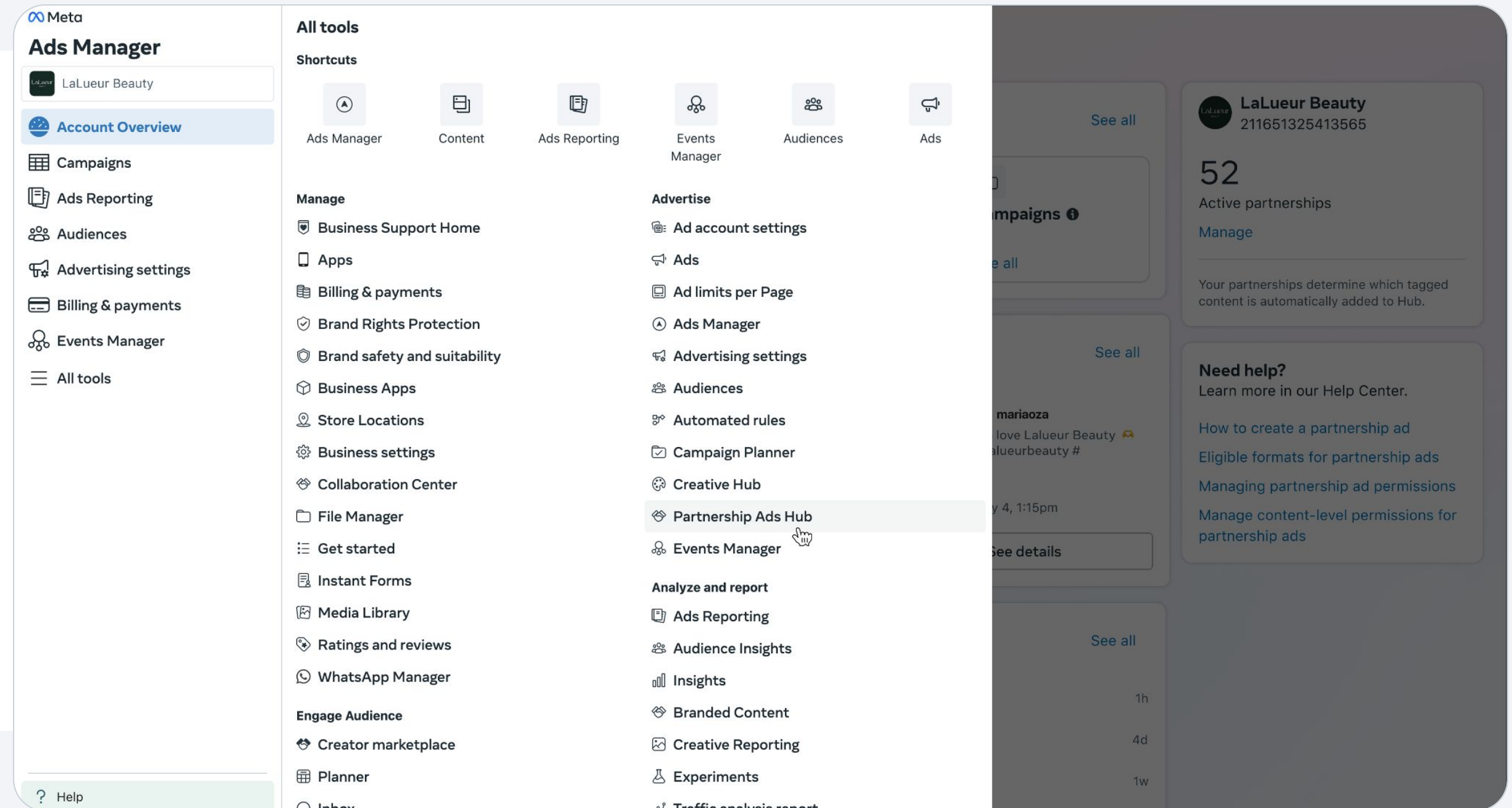
Hover over the navigation panel on the left.

02

Click on the **All Tools** menu.

03

Locate and select **Partnership Ads Hub** in the Advertiser section.

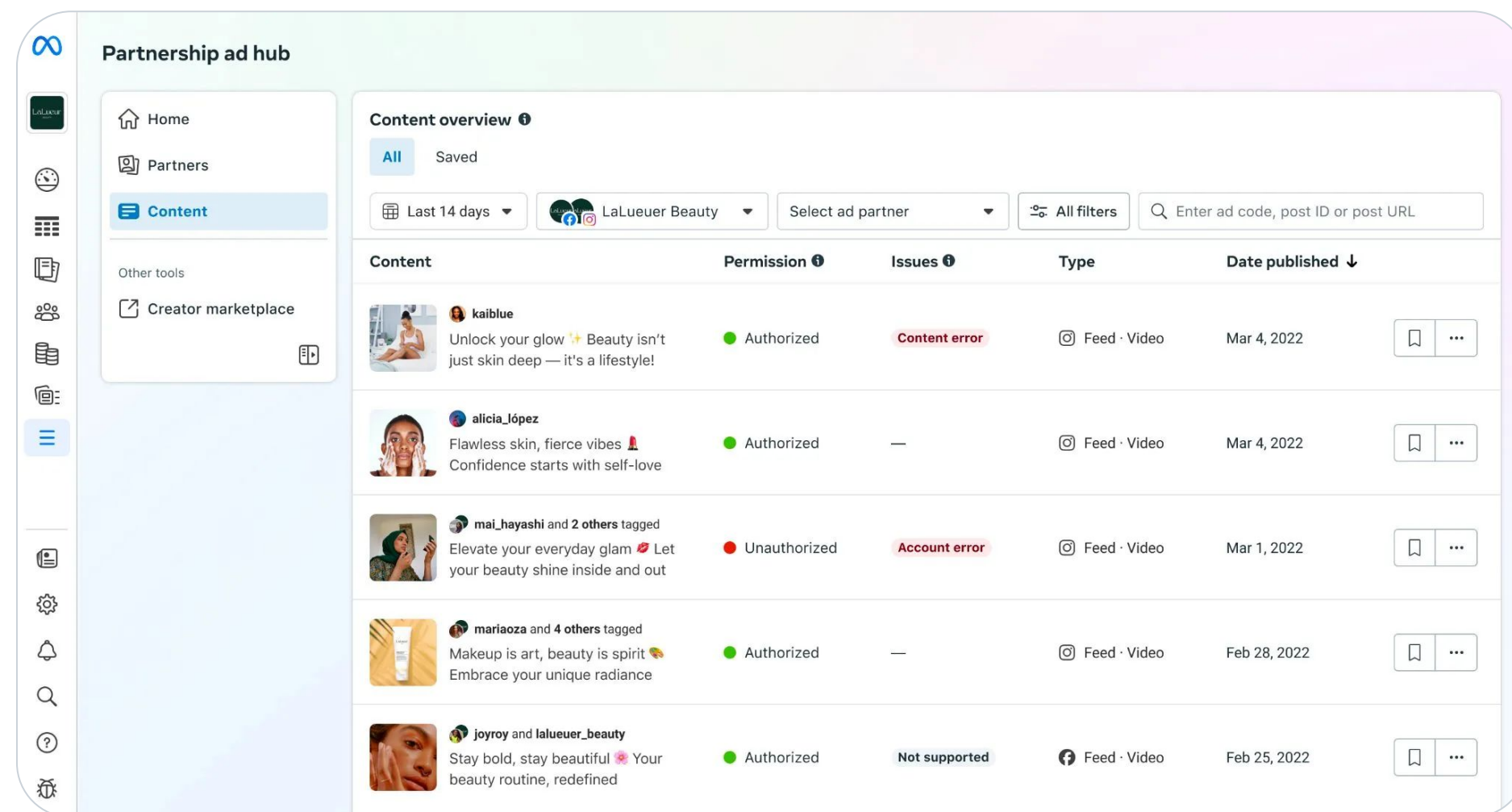


Permissions now managed in Partnership Ads Hub on Ads Manager

Creator partnerships management is moving from Meta Business Suite to the Partnership Ads Hub in Ads Manager. Partnership ads permissions and content eligibility can be managed in the Partnership Ads Hub across both Instagram and Facebook.

Note:

- Advertisers can still access permissions management via Meta Business Suite.
- To access the Partnership Ads Hub, visit: business.facebook.com/latest/partnership_ads_hub





Two ways to share partnership ad permissions

01

Advertiser-initiated

Account-level permissions

Advertisers can request account-level partnership ad permissions from their partners in Meta Business Suite. Account-level permissions provide advertisers with the most control over what content they can run as partnership ads from their partner's handle.

Advertisers can:

- Create ads from a partner's handle without pre-existing content.
- Create ads from any of the partner's existing content that tags the advertiser. Note: the advertiser must be tagged using the paid partnership label on Facebook, or in the paid partnership label, an @mention, a people tag, a product tag, or a collab on Instagram.
- Include or exclude their partner's custom audience in their partnership ad campaign.

Partners can:

Tag the advertiser using the paid partnership label when making branded content.

02

Partner-initiated

Content-level permissions

With content-level permissions, partners can give advertisers permission to promote an individual post, story or reel as a partnership ad. Partners grant content-level permission to an advertiser by (1) toggling on permission in post, story or reel settings or (2) by sharing the partnership ad code.

Advertisers can:

- Create ads from a partner's existing branded content on Facebook or Instagram when the "Allow brand partner to boost" toggle is turned on and they are tagged in the paid partnership label.
- Create ads from any Instagram post, story or reel (regardless of whether it's branded content or if the advertiser is tagged) when a partner shares the Instagram partnership ad code.

Partners can:

Choose which posts an advertiser is allowed to promote as a partnership ad with their handle.

Note: Advertisers can run partnership ads without explicit partnership ad permissions when a Business Account owns or is assigned partner access to two assets, and the employee running the ads has been granted "Ads" access to both assets in Meta Business Suite. Learn how to assign Ads access through task-based permissions in Meta Business Suite [here](#).



Which permissions are right for you?

01

Advertiser-initiated

Account-level permissions (Meta Business Suite)

Recommended for:

- Advertisers who want to initiate a permission request through Meta Business Suite.
- Advertisers and partners with an ongoing relationship.
- Advertisers who want to run partnership ads with or without an existing organic post.

02

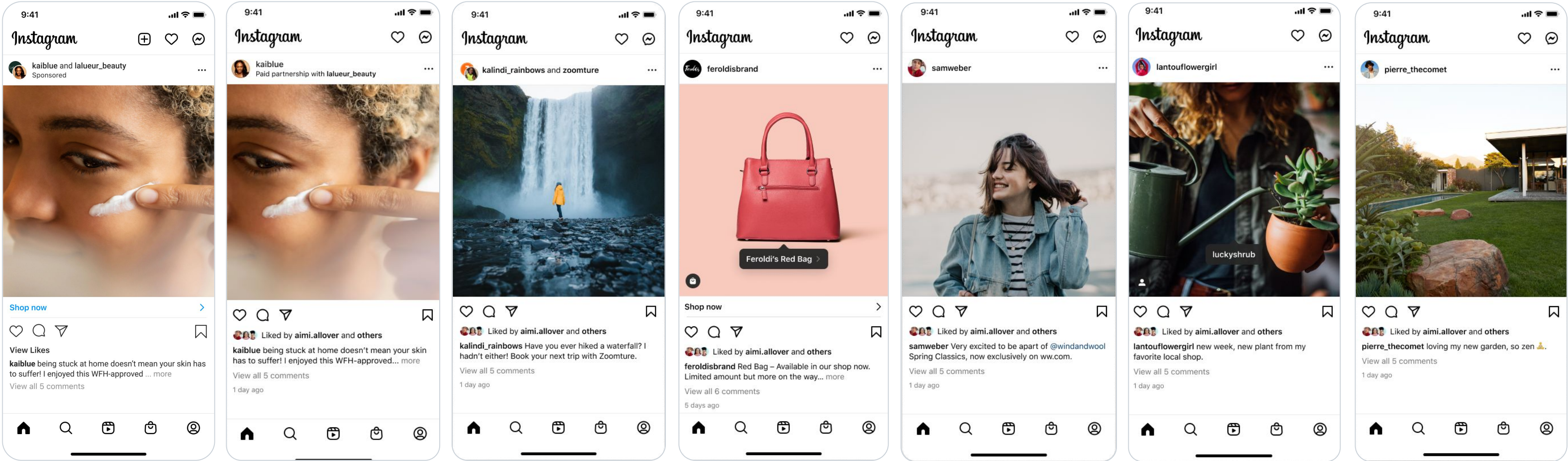
Partner-initiated

Content-level permissions (Instagram and Facebook Apps)

Recommended for:

- Advertisers who want their partners to initiate ad permissions in the Instagram or Facebook app.
- Advertisers and partners who want to manage permissions at the individual post, story or reel level.
- Advertisers who want to promote any type of existing organic Instagram post, story or reel as a partnership ad, regardless of whether the advertiser is tagged or mentioned.

Permissions determine what type of partner content advertisers can promote



New ad without organic post

Branded content

Collaborative posts

Product tags

@mentions
(caption or Stories sticker)

People tags

Organic content (no tags)

Promotable with account-level permissions

Meta Business Suite							
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Promotable with post-level permissions

Post settings toggle							
Partnership ad code							



Partnership ads for social issues elections and politics

01

To run partnership ads about social issues, elections and politics, the primary advertiser setting up the ad needs to meet the following criteria:

Have [confirmed your identity](#) to run ads about social issues, elections or politics

Have an approved [Facebook Page disclaimer](#) linked to their ad account

02

Ensure that the creator(s) they run partnership ads with also meet the following criteria:

Have [confirmed their identity](#) to run ads about social issues, elections or politics and have an approved [Facebook Page disclaimer](#).

Partners do not need to link the disclaimer to their ad account

03

The primary advertiser will need to [select social issues, elections or politics](#) in the Special ad category section during campaign creation. If they don't select Special ad category and we determine that the campaign is about social issues, elections or politics, the campaign will be disapproved.



Measure success

Measure, test, learn and iterate

Foundation



Compare your campaign results to the goals you set out in the define step.

Level up



Set advanced learning agendas to build an iterative and strategic approach to your creator marketing.

Where to start with measurement



Goal

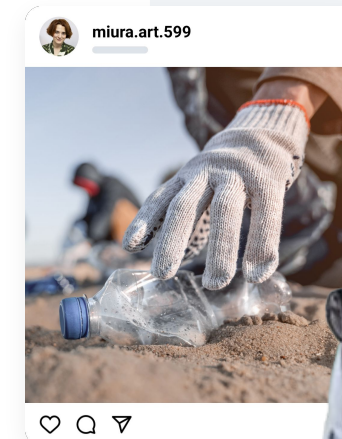
Run a campaign with a creator, leveraging best practices for creative and campaign setup.

Why does it matter?

Understand the initial impact/value of creator's marketing on KPIs.

Measurement

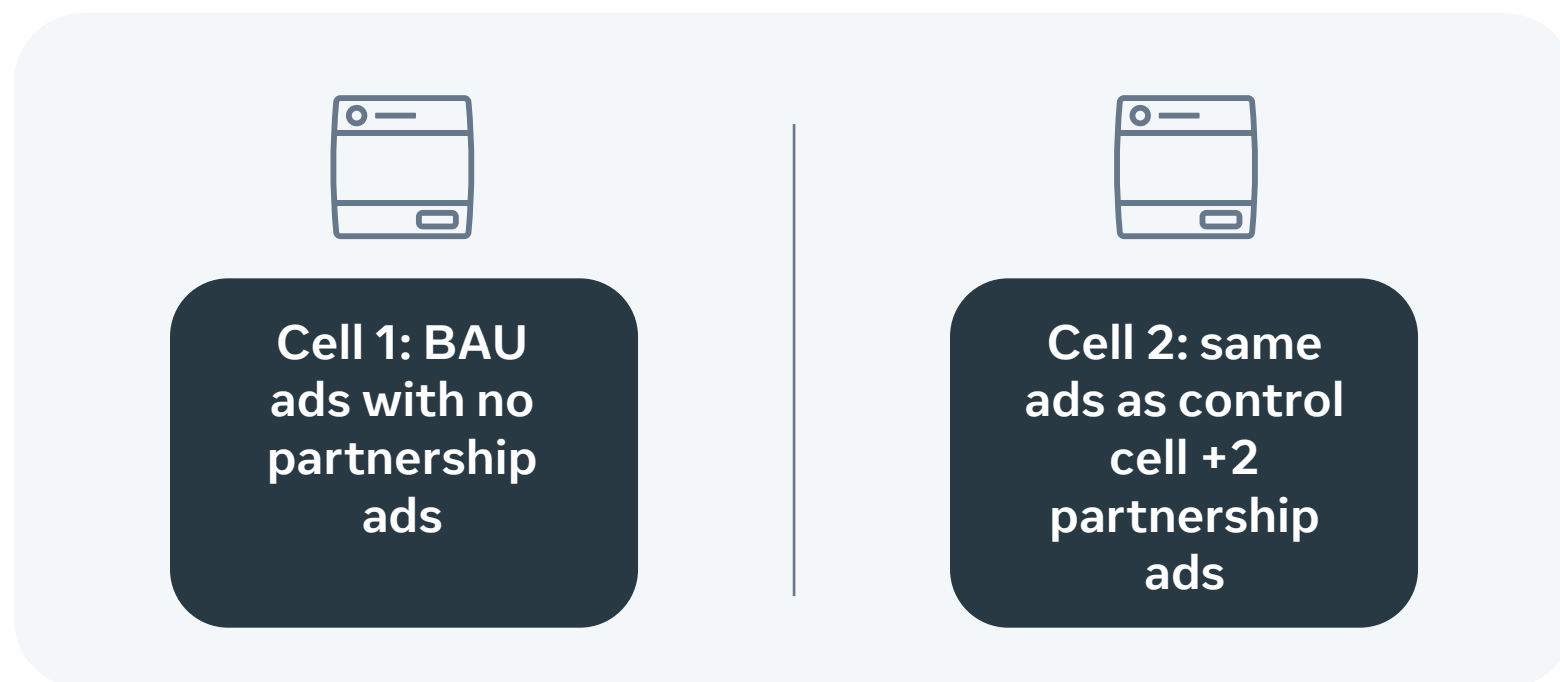
Use a multi-cell study or A/B test to understand campaign impact of the creator's campaign on branding and/or conversion metrics.





Measure the impact of adding partnership ads to your campaigns

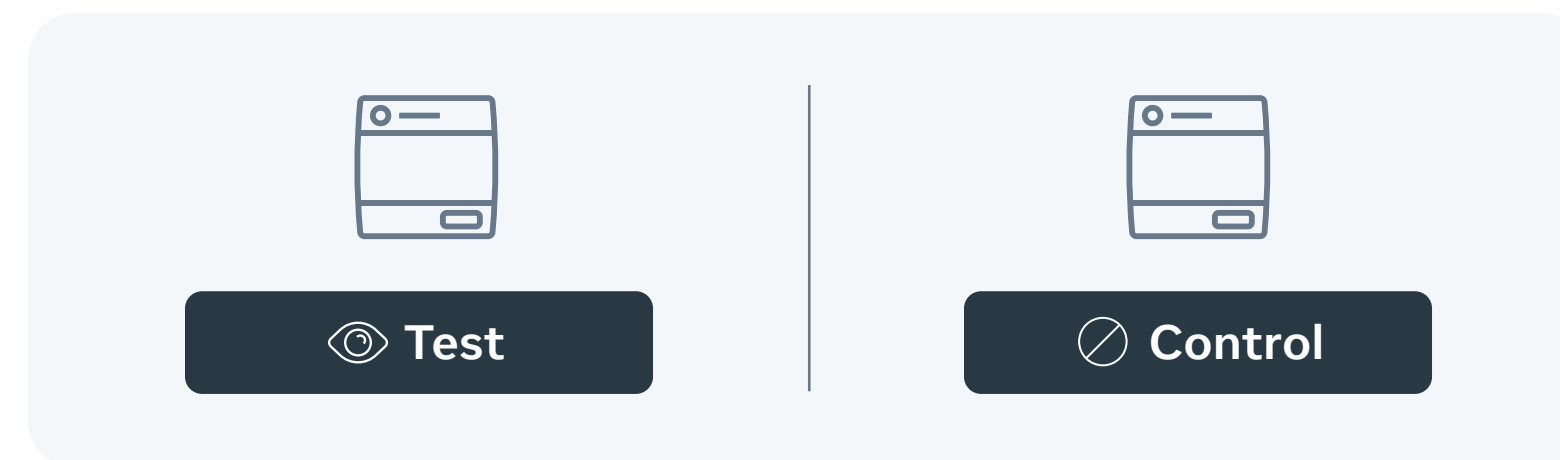
Split cell: value of partnership ads



Goal:

Understand the value driven by adding partnership ads into mixed campaigns

Conversion lift

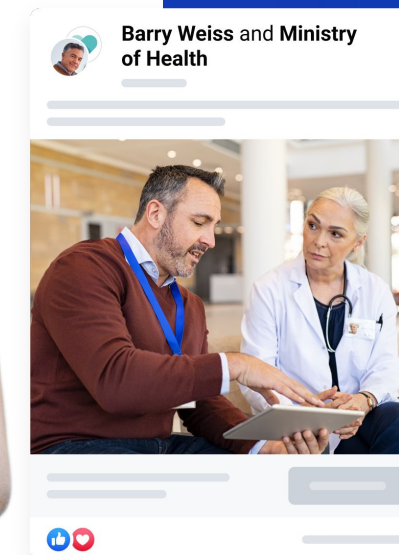


Goal:

Understand incremental impact of partnership ads on sales outcomes

Lift studies use randomized test and control groups, with some people who will not see ads for your campaign.

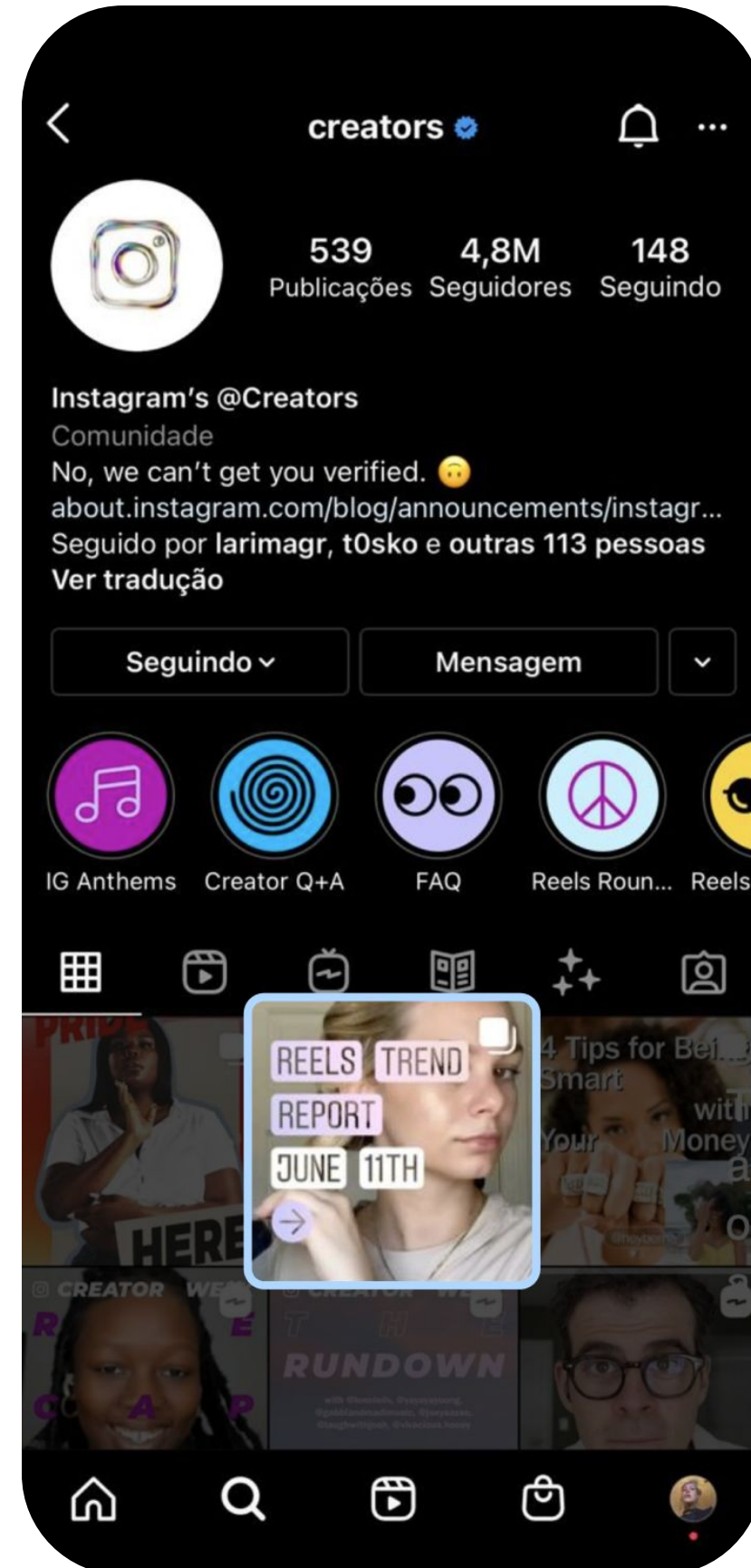
Find



inspiration

Inspiration @creators

Find inspiration at the weekly report of trends for reels on Instagram's original profile: **@creators**.



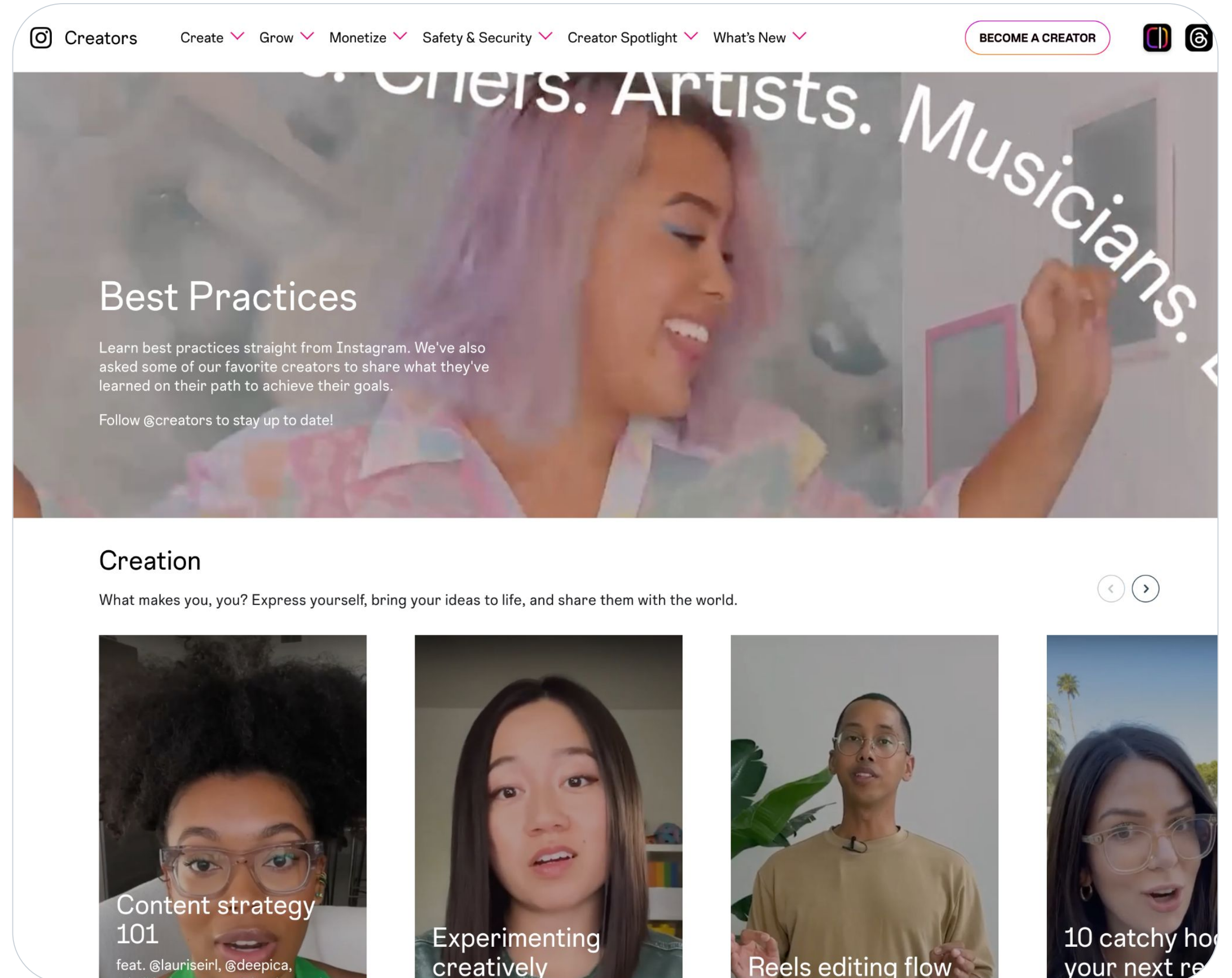
The weekly report can be found at the feed and gathers insights on trending challenges, audio and effects.

Inspiration best practices

Don't miss a beat from the
experts, follow **@creatorslab**.

<https://creators.instagram.com/lab>

Product in Development, actual user interface may vary.



Any questions?



Every connection is an opportunity.
It's Your World.



Partnership Ads Setup Guide

All details available [here](#)