

# EUROPE IN MY REGION


Promoting co-funded projects through paid social media –  
learn the ins and outs!



GOVERNMENT &  
PUBLIC SECTOR  
PRACTICE



# Agenda

- Introduction: What's on offer?
- Part 1: Getting set up – a refresher
- Part 2: Important reminders when setting up your campaigns
- Part 3: Paid social best practices
- Part 4: Creative support – What's in it for you?
- Q&A 



# Introduction: What's on offer?





# Request social media budget...

- To send via [JotForm](#)
- By national coordinators and/or MAs
- No lump sum but activity-based:
  - Depending on promotion foreseen (*objective, platform (FB/IG) target audience, duration, number of posts, type of assets...*)
  - While maintaining equity between users
- Including media recommendation and hands-on tips (*before, during, after*)



This form is your access to the financial envelope made available by DG REGIO to Managing Authorities as part of the services offered under the "Europe in my region" campaign. The aim is to facilitate the promotion of your social media activities in relation to co-funded projects, and #EUinmyregion initiatives.

The revamped support scheme gives access to paid ads on Facebook and/or Instagram via Facebook Business Manager. When introducing your request, please make sure it relates to social media boost in the form of mini campaigns, promotion of events, or other targeted initiatives (rather than for the promotion of a single post or a one-off publication). For more guidance, you have the possibility to (re)watch the first part of our #EUinmyregion social media webinar, dedicated to the budget allocation system.

On top of this financial allocation, we also offer the possibility to benefit from creative support to brand and edit your visuals, and to provide you with best-suited social media assets. Based on existing pictures or video material, you can request static visuals, animated GIFs or video adaptations in various formats (square/feed format, vertical/story/reel format) tailored to your needs.

Your request will be processed by DG REGIO. Once approved, it will be followed up by a paid social media specialist from the WPP consortium in charge of the campaign, who will indicate a budget and provide ad hoc guidance.

Please provide your professional information:

Date of the request \*

MM-DD-YYYY 

Date

What institution do you represent? \*

Local, regional or national authority that is making the request.





### ... and creative support

- In complement to budget
- Production of visual assets branded with the *#EUinmyregion* look and feel
- Based on your pre-existing pictures / video material
- Format tailored to your needs (*static, animated/GIF, video adaptation...*)
- To request via [JotForm](#)



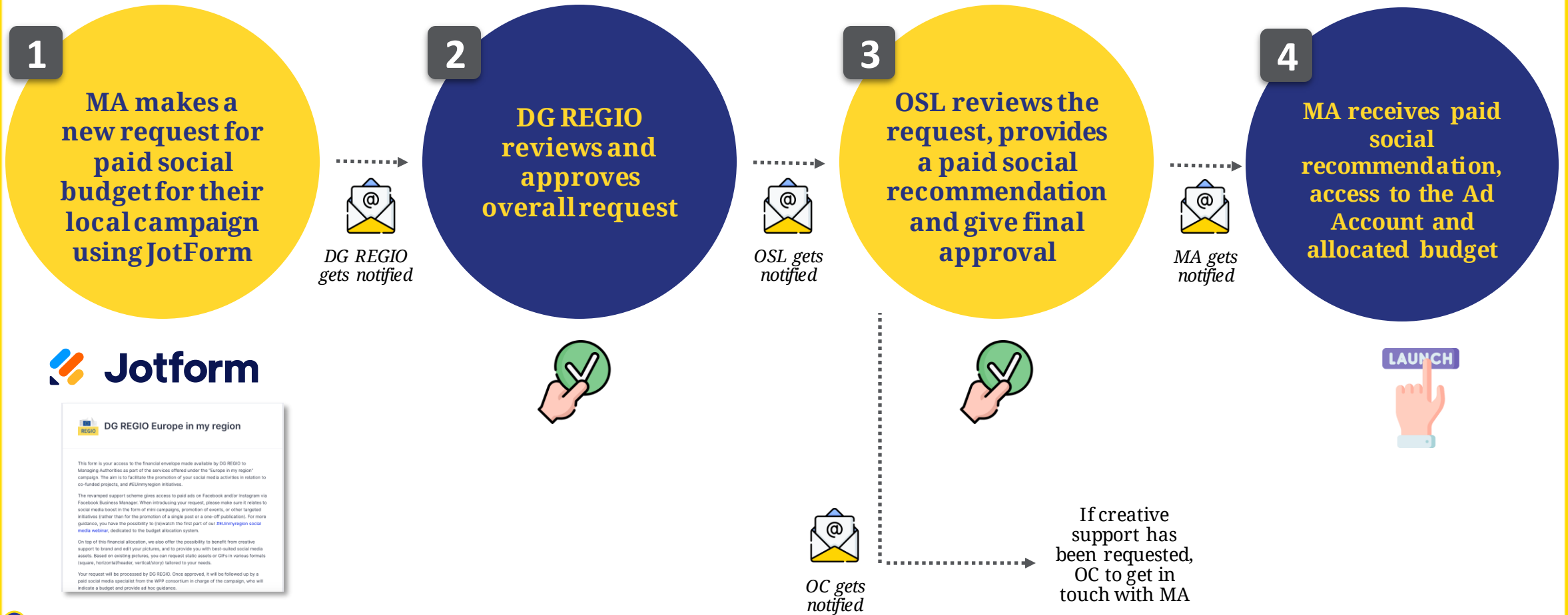
# Part 1: Getting set up

## A refresher



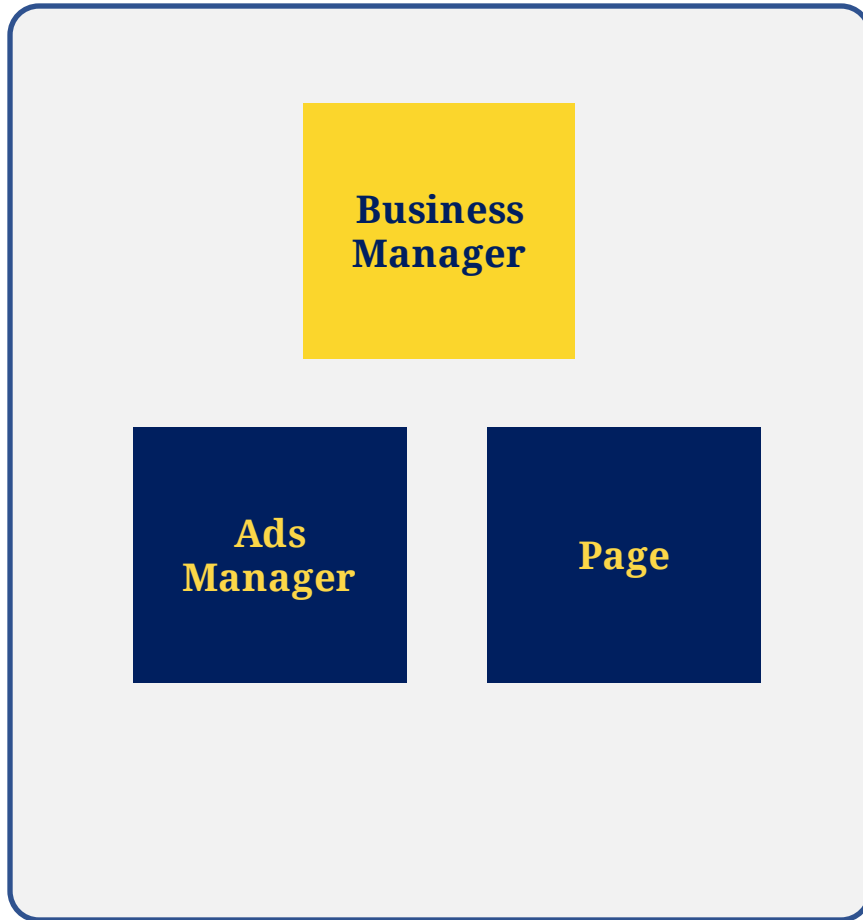


## A reminder of the overall request process

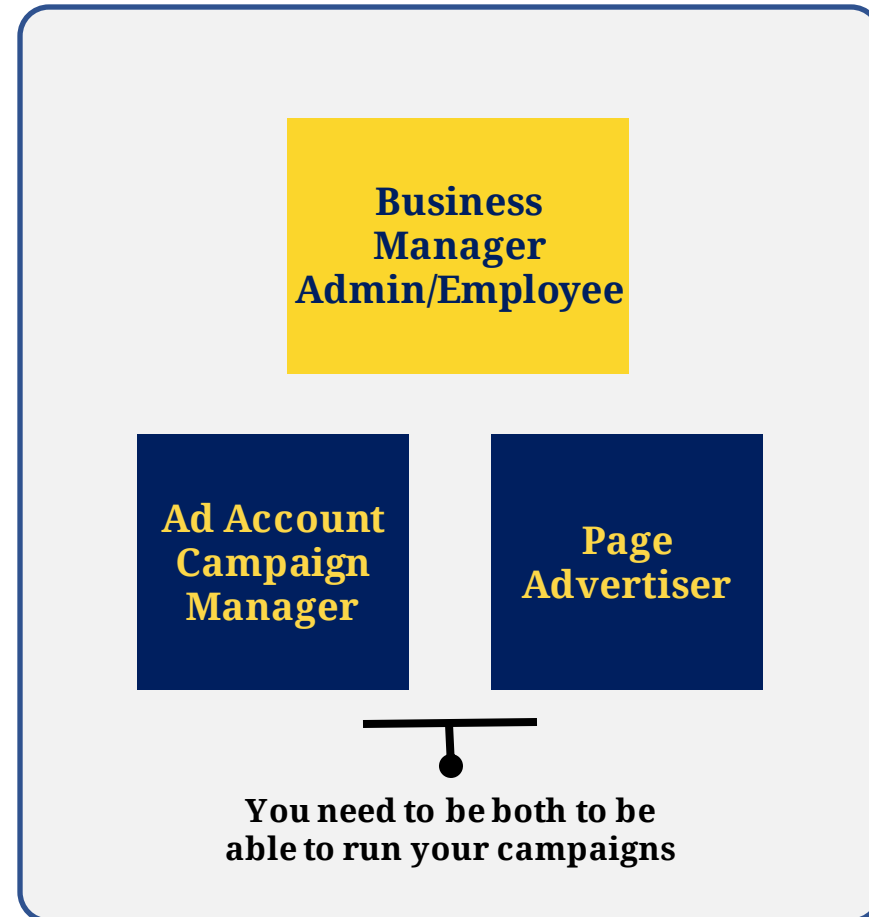




# Ad Account Access - A reminder of the elements you need to get started



**TOOLS**



You need to be both to be able to run your campaigns

**ROLES**







## Ad Account Access – Business Manager vs. No Business Manager

### Business Manager

If you already have your own Business Manager or Business Suite, please provide us with your Business Manager ID and we can assign the corresponding Ad Account to your Business Manager

### No Business Manager

If you don't have a Business Manager or Business Suite that you use to manage your Meta assets (pages, etc.), we are then inviting you to our Business Manager and assigning you the corresponding Ad Account there



*We need your professional email to invite you*



No Business Manager

# Ad Account Access – No Business Manager





## A reminder of the overall Ad Account structure

27

EUROPEANCOMMISSION\_DGREGIO\_SelfService\_MA **Austria**\_EUR\_OSBXL\_OSBXL\_POL\_A  
EUROPEANCOMMISSION\_DGREGIO\_SelfService\_MA **Belgium**\_EUR\_OSBXL\_OSBXL\_POL\_A  
EUROPEANCOMMISSION\_DGREGIO\_SelfService\_MA **Bulgaria**\_EUR\_OSBXL\_OSBXL\_POL\_A  
EUROPEANCOMMISSION\_DGREGIO\_SelfService\_MA **Croatia**\_EUR\_OSBXL\_OSBXL\_POL\_A  
EUROPEANCOMMISSION\_DGREGIO\_SelfService\_MA **Cyprus**\_EUR\_OSBXL\_OSBXL\_POL\_A  
EUROPEANCOMMISSION\_DGREGIO\_SelfService\_MA **CzechRepublic**\_EUR\_OSBXL\_OSBXL\_POL\_A

...



*There is one Ad  
Account per Country,  
not one Ad Account  
per Managing  
Authority*





# Part 2: Important reminders when setting up your campaigns



**Use Lifetime budget**



**Don't overspend**



**Exclude neighbouring countries when targeting border cities**



**Be mindful of political ads content**



**Follow the shared naming convention**





# Part 3: Paid social best practices

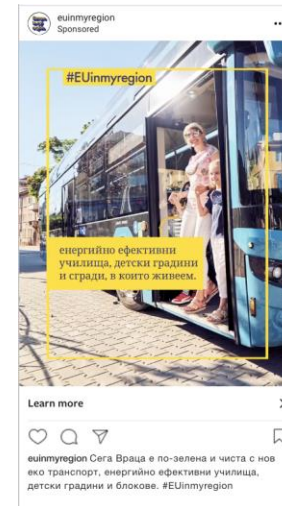




# Europe in my region

## 1 Use Facebook and Instagram combined

- Give more room for optimisation
- Leverage each platform strength
- Decrease overall cost per result

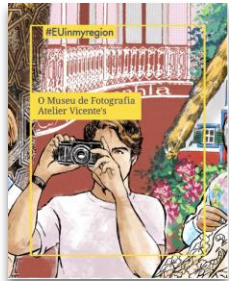




# Europe in my region

2

## Using all placements is good practice but only if you have all the right assets for it



One creative ratio (4:5)

### Placements

[Learn more](#)

- Advantage+ placements (recommended) ✦  
Use Advantage+ placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.
- Manual placements  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.



Advantage+ placements selected

Ad preview    Share    Advanced preview

Facebook Feeds    Edit    ...

Europe in my region with Katerina Geronikolou. Sponsored · ·

Η δική μας Αττική, βήμα βήμα αλλάζει. #EUinmyregion

euinmyregion.eu    Learn more

Like    Comment    Share

See variations

Feeds

Stories and Reels

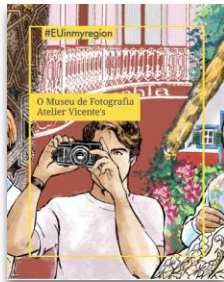
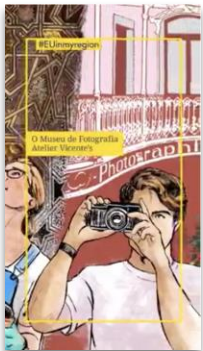
In-stream ads for videos and







## 3 Use placement customisation



two creative ratio (9:16 and 4:5)

### Placements

[Learn more](#)

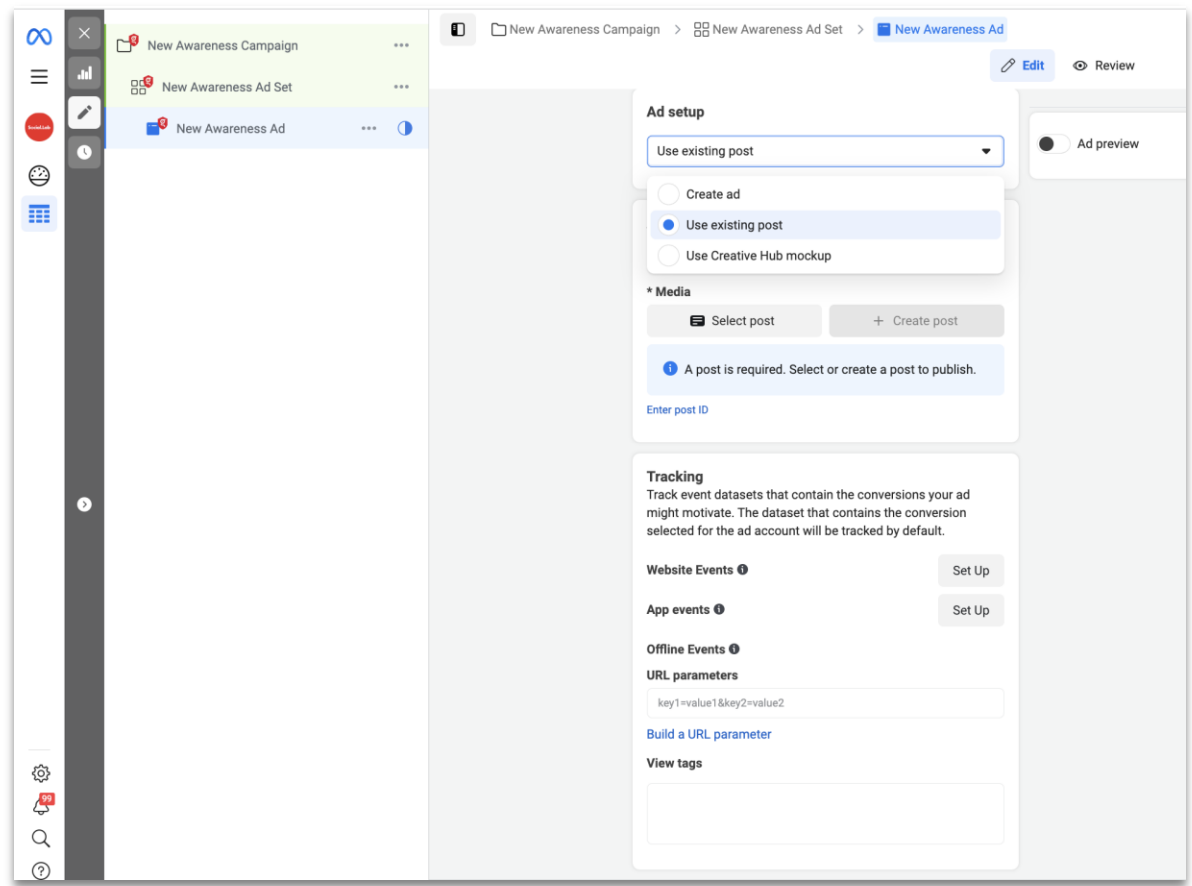
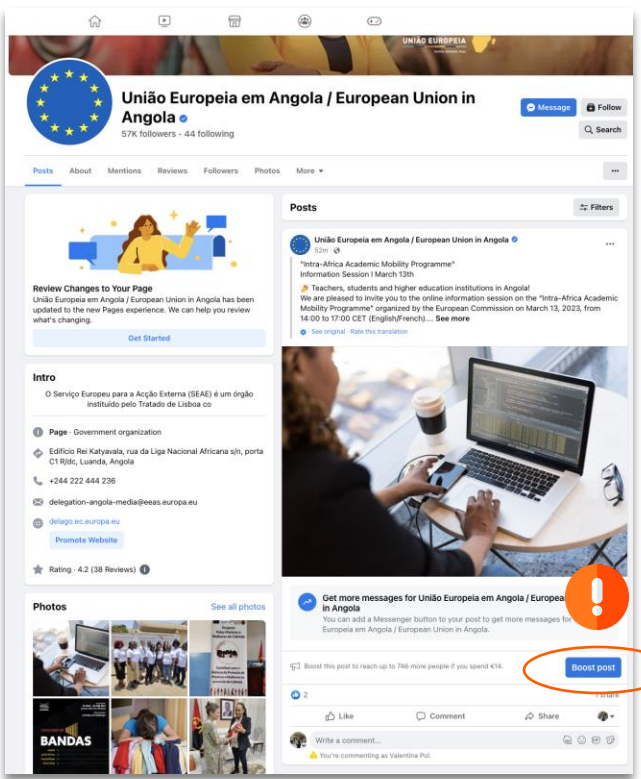
- Advantage+ placements (recommended) ✦  
Use Advantage+ placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.
- Manual placements  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Select manual placements to use those that fit with your available assets

The screenshot shows the Facebook Ads Manager interface. On the left, the 'Format' section is set to 'Single image or video'. The 'Ad creative' section lists 15 placements: Feeds, In-stream ads for videos and reels (8), Stories and Reels, Apps and sites (5), and Search results, Instant articles (2). The 'Primary text' is '#EUinmyregion'. On the right, a 'Verifying your changes' error message states: 'This ad can't be published because Europe in my region isn't in compliance with Meta's Partner Monetization Policies. You can learn more about the Partner Monetization Policies in the Help Center. (#3867089) Learn more'. Below the error, there are 'Share' and 'Advanced preview' buttons. The 'Advanced preview' shows a mobile feed view with the ad and a 'Stories and Reels' section.



# 4 Create your ads from Ads Manager, don't use "Boost" button





# Europe in my region

 *Select the post from the existing ones*

**Ad setup**

Use existing post

**Ad creative**  
Select the media, text and destination for your ad. You can also customize your media and text for each placement. [Learn more](#)

**\* Media**

Select post + Create post

A post is required. Select or create a post to publish.

Enter post ID



Use existing post

Ad preview

Ad creative  
Select the media, text and destination for your ad. You can also customize your media and text for each placement. [Learn more](#)

Your Instagram ad will render Facebook mentions as regular text.

Facebook Post  
"Programa de Mobilidade Aca..."  
587122570106310 - Mar 9, 2023

Change post + Create post

Enter post ID

Call to action  
[https://www.eesa.europa.eu/delegations/angola\\_en](https://www.eesa.europa.eu/delegations/angola_en)

Learn more

Change Remove

Edit placement  
Select a placement to edit

Tracking  
Track event datasets that contain the conversions your ad might motivate. The dataset that contains the conversion selected for the ad account will be tracked by default.

Website Events Set Up

App events Set Up

Offline Events

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved

Back Publish



Use existing post

Ad creative  
Select the media, text and destination for your ad. You can also customize your media and text for each placement. [Learn more](#)

Your Instagram ad will render Facebook mentions as regular text.

Facebook Post  
"Programa de Mobilidade Aca..."  
587122570106310 - Mar 9, 2023

Change post + Create post

Enter post ID

Call to action

Send message

Change Remove

**Edit placement**  
Select a placement to edit

Message template  
Encourage people to start a conversation with your business in Messenger after they click on your ad. We'll show your ads to the right people to help you achieve your optimization goal. [Learn more](#)

Ad preview Destination preview

Preview on

9 placements

Facebook Feeds

Facebook Post  
"Programa de Mobilidade Académica Intra-África"  
Sessão de informação | 13 de ...  
See more

Stories and Reels

Ad rendering and interaction may vary based on device, format and other factors.





# Europe in my region



## Add Call to Action and placement customisation

1

This screenshot shows the 'Ad setup' screen in Facebook Ads Manager. The 'Ad preview' toggle is turned off. The 'Ad creative' section has a message: 'A post is required. Select or create a post to publish.' The 'Tracking' section includes options for 'Website Events', 'App events', and 'Offline Events', each with a 'Set Up' button. There is also a field for 'URL parameters' with a 'Build a URL parameter' link and a 'View tags' section.

2

This screenshot shows the 'Ad preview' screen in Facebook Ads Manager. The 'Ad preview' toggle is turned on. The 'Ad creative' section shows a preview of a Facebook post with the text: 'Your Instagram ad will render Facebook mentions as regular text.' The 'Call to action' section shows a link: 'https://www.eea.europa.eu/delegations/angola\_en'. The 'Edit placement' section has a dropdown menu for 'Select a placement to edit'. The 'Tracking' section is visible at the bottom. The right side of the screen shows a preview of the ad in various placements: Instagram Stories, Feeds, and Stories and Reels. At the bottom right, there is a 'Publish' button with a notification icon.





## 5 Choose the right objective and goal

### AWARENESS



*To raise awareness around your message: reach the maximum number of people and get more people to watch your video.*



- REACH
- BRAND AWARENESS
- VIDEO VIEWS

### TRAFFIC



*Drive Link Clicks to your Website*



- TRAFFIC

### ENGAGEMENT



*Get more people to interact with your post or drive attendees to your or Facebook Event*



- POST ENGAGEMENT
- EVENT RESPONSE



## 5 Choose the right objective on Ad Manager

### Choose a campaign objective

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



#### Awareness

Show your ads to people who are most likely to remember them.

#### Good for:

- Reach ⓘ
- Brand awareness ⓘ
- Video views ⓘ
- Store location awareness ⓘ

### Choose a campaign objective

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



#### Traffic

Send people to a destination, like your website, app or Facebook event. [Learn more](#)

#### Good for:

- Link clicks ⓘ
- Landing page views ⓘ
- Messenger and WhatsApp ⓘ
- Calls ⓘ

### Choose a campaign objective

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



#### Engagement

Get more messages, video views, post engagement, Page likes or event responses.

#### Good for:

- Messenger, Instagram and WhatsApp ⓘ
- Video views ⓘ
- Post engagement ⓘ
- Conversions ⓘ



## 5 Choose the right goal at the Ad Set Level

New Awareness Campaign > New Awareness Ad Set > 1 Ad

[Edit](#) [Review](#)

[Magic Builder](#)

**Page**  
Choose the Facebook Page you want to promote.

**Facebook Page** ⓘ  
Europe in my region

**Dynamic creative** Off   
Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats, templates or audio based on one or more elements. [Learn more](#)

**Optimization & delivery**

**Optimization for ad delivery** ⓘ [Edit](#)

Reach



### Optimization & delivery

#### Optimization for ad delivery ⓘ

Reach ▼

#### Reach

We'll serve your ads to the maximum number of people.

#### Impressions

We'll deliver your ads to people as many times as possible.

#### Ad Recall Lift

We'll serve your ads to maximize the total number of people who will remember seeing your ads.

#### ThruPlay

We'll deliver your ads to help you get the most completed video plays if the video is 15 seconds or shorter. For longer



# Europe in my region

## 6 Leverage retargeting

Campaigns 1 selected Ad sets for 1 Campaign Ads for 1 Campaign

+ Create ▼ Edit ▼ A/B Test ▼ ▼ ▼ ▼ ▼ Rules ▼ View Setup ● ▼ ▼ Reports ▼

<input type="checkbox"/>	Off / On	Ad Set ↓	Amount spent	3-second video plays	Cost per 3-second video plays	VTR	VTR100	Engagement	ER
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Video Viewers	€1,239.47	202,543	€0.01	↑ 22.85%	9.03%	2,152	0.24%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Lookalike audience of video viewers	€519.80	40,330	€0.01	↑ 15.29%	9.31%	780	↑ 0.30%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Broad Audience with detailed targeting	€1,487.67	172,374	€0.01	16.68%	8.78%	2,347	0.23%
<b>Results from 3 ad sets ⓘ</b>			<b>€3,246.94</b> Total Spent	<b>415,247</b> Total	<b>€0.01</b> Per Action	<b>19.02%</b>	<b>8.95%</b>	<b>5,279</b>	<b>0.24%</b>







# Europe in my region



## Create Lookalike audiences and Video Viewers

Search

- 10115596\$AU\$DGREGIO\_\_Spec...
- PRT\$RE\$-PT\$BR\$1865\$Br...
- CL\$VI\$SQ\$IE\$6\$NNS\$Co...
- CL\$VI\$SQ\$IE\$6\$NNS\$Co...
- Lookalike of Video Viewers**
- CL\$VI\$SQ\$IE\$6\$NNS\$Co...
- CL\$VI\$SQ\$IE\$6\$NNS\$Co...
- Video Viewers from awaren...**
- CL\$VI\$SQ\$IE\$6\$NNS\$Co...
- CL\$VI\$SQ\$IE\$6\$NNS\$Co...

10115596\$AU\$DGREGIO\_\_SpecialFocus\_Norte\_Cons > **Video Viewers from awareness** > 2 Ads In draft

[Edit](#) [Review](#)

### Ad set name

Video Viewers from awareness [Create template](#)

The name must follow the template below:

Country × Geography × Language ×

Targeting × Age × Ad Set Details ✓

[Magic Builder](#)

### Conversion

#### Conversion location

Choose where you want to drive traffic. You'll enter more details about the destination later.

- Website  
Send traffic to your website.
- App  
Send traffic to your app.
- Messenger  
Send traffic to Messenger.
- WhatsApp  
Send traffic to WhatsApp.
- Calls  
Get people to call your business.

### Performance may be impacted

Evolving changes within the ads ecosystem may affect your performance or reporting.

Ad sets that include the European Region

### Audience definition

Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 2,200,000 - 2,600,000

Estimates may vary significantly over time based on your targeting selections and available data.

### Estimated daily results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

By clicking "Publish," you agree to Facebook's [Terms and Advertising Guidelines](#).

[Close](#) ✓ All edits saved [Discard draft](#) [Publish](#)





# Europe in my region



*Make sure to avoid audience overlapping*

**Edit Audience** ×

Norte\_"EU Neutrals" citizens - exclude Lookalike

1,500,000 - 1,800,000

**Custom audiences** Create new

INCLUDE **people** who are in at least ONE of the following

Search existing audiences

EXCLUDE people who are in at least ONE of the following

**Engagement**

- IE\_Norte\_engagers
- Norte\_3s\_VV\_aW\_W1
- Norte\_3s\_VV\_AW\_w2

**Lookalike**

- Lookalike (PT, 6%) - IE\_Norte\_engagers

Search existing audiences

**Audience details:**

- Excluding custom audience:
  - Norte\_3s\_VV\_aW\_W1, Norte\_3s\_VV\_AW\_w2, IE\_Norte\_engagers and Lookalike (PT, 6%) - IE\_Norte\_engagers
- Location:
  - Portugal: Braga District; Braganca; Porto District; Viana do Castelo District; Vila Real District
- Age:
  - 18 - 65+
- Exclude:
  - Interests: Institutions of the European Union, European Space Agency, Council of the European Union or Council of Europe

- 10115596\$AU\$DGREGIO\_Spec... ...
- PRT\$RES-PT\$BR\$1865\$Br... ...
- CL\$VI\$SQ\$IE\$6\$NN\$Co... ...
- CL\$VI\$SQ\$IE\$6\$NN\$Co... ...
- Lookalike of Video Viewers** ...
- CL\$VI\$SQ\$IE\$6\$NN\$Co... ...
- CL\$VI\$SQ\$IE\$6\$NN\$Co... ...
- Video Viewers from awaren... ...
- CL\$VI\$SQ\$IE\$6\$NN\$Co... ...
- CL\$VI\$SQ\$IE\$6\$NN\$Co... ...

Edit Review Create new

**Custom audiences**

INCLUDE **people** who are in at least ONE of the following

**Lookalike**

- Lookalike (PT, 3%) - Norte\_3s\_VideoViewers

Search existing audiences

EXCLUDE people who are in at least ONE of the following

**Engagement**

- Norte\_3s\_VideoViewers

Search existing audiences

**Advantage lookalike**

Reach people beyond your lookalike audiences when it is likely to improve performance.



7 Maintain brand consistency across all creative executions



GET INSPIRED  
BY

Learn more

#EUinmyregion

Cooperation is central

Learn more

#EUinmyregion

We help CENTRAL EUROPE to welcome refugees  
We make CENTRAL EUROPE more innovative and competitive

Learn more

migrants welcome

We help CENTRAL EUROPE to welcome refugees  
We make CENTRAL EUROPE more innovative and competitive

Learn more

KDE fondy EU pomáhají

Den otevřených dveří  
NA BIOSTATKU BEMAGRO

SAT, SEP 25, 2021

Den otevřených dveří na biostatku Bemagro

Interested

KDE fondy EU pomáhají

Den otevřených dveří  
V ARCHEOPARKU PAVLOV

SAT, SEP 18, 2021

Den otevřených dveří v Archeoparku Pavlov

Interested

KDE fondy EU pomáhají

Den otevřených dveří  
V MUZEU OLOMOUCKÝCH TVARUŽEK

SAT, SEP 4, 2021

Den otevřených dveří v Muzeu Olomouckých tvaružek

Interested

KDE fondy EU pomáhají

Den otevřených dveří  
NA ZÁMECKÉM NÁVRŠÍ V LITOMYŠLI

SUN, AUG 29, 2021

Den otevřených dveří na Zámeckém návrší v... Litomyšl


Interested



## Europe in my region

### 8 Use multiple creative and/or copy variations

- Give more room for optimisation
- Improve campaign performance
- Reduce ad fatigue

 *Best practice from Meta recommends 4-5 ads per Ad Set*

1



**Europe in my region** Sponsored ·  

Градски транспорт с нулеви емисии, енергийно ефективни училища и домове. Така изглежда любимата ни Враца днес. #EUinmyregion

euinmyregion.eu  
Европа в моя регион [Learn more](#)

2



**Europe in my region** Sponsored ·  

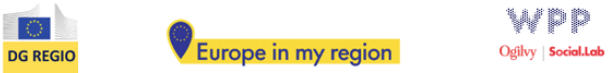
Сега Враца е по-зелена и чиста с нов еко транспорт, енергийно ефективни училища, детски градини и блокове. #EUinmyregion

euinmyregion.eu  
Европа в моя регион [Learn more](#)





## 9 Make the most out of your qualitative feedback report



Layer	Start	Stop	Continue
Channels/placement		<ul style="list-style-type: none"> <li>When you don't have assets (both in terms of format and content) that fits all available placements and there is no need – from a strategic point of view – to use all available placements, it's strongly recommended not to use them all. Alternatively, you should select only the key placements (Feed, Story, etc.) for which you have produced relevant assets for (more on creative recommendations section).</li> </ul>	<ul style="list-style-type: none"> <li>Delivering the campaign on both Facebook and Instagram, leveraging the strength of each platform.</li> </ul>
Targeting	<ul style="list-style-type: none"> <li>For traffic campaigns (Link Clicks) start diversifying your delivery, targeting Video Viewers/Engagers from previous layers along with a more "Broad" audience, to ensure a stronger impact of your message as well as more room for campaign's optimizations.</li> </ul>		<ul style="list-style-type: none"> <li>When there is no customisation of content by age group, continue to target all relevant age groups within the same Ad Set. This will help the platform to better optimise which leads to stronger results.</li> <li>Continue to use interest based audiences but - unless there are major differences between countries - it is best to try to be consistent on target attributes across all countries, so that performance can be also better compared between them.</li> </ul>
Creative	<ul style="list-style-type: none"> <li>Start using Placement customisation, using the right ratio for each placement (9:16 for Story, 1:1 or 4:5 for Feed)</li> <li>Need for consistent branding/visual identity and use of the same logos/layouts across all creative executions.</li> <li>Have multiple copy and creative variations across all layers of the campaign, to help the platform better optimize and generate stronger results.</li> </ul>	<ul style="list-style-type: none"> <li>Try to limit the use of stock imagery style (i.e. Static A and Video B here below) as much as possible so that your audience can better relate to your content.</li> </ul>	<ul style="list-style-type: none"> <li>Continue testing multiple formats (Static vs Carousel) for each campaign objective and start optimise your campaign toward best performing one against your main KPIs.</li> </ul>



# Part 4: Creative support

## What's in it for you?



# CREATIVE SUPPORT

## What is it?

Additional service offering the possibility to:

- Brand and edit your pictures
- Create best-suited social media assets

## Assets

Based on existing pictures:

- Static visuals
- Animated visuals (GIFs)
- Video adaptation (NEW!)

## Formats

- Square
- Horizontal/header
- Vertical/story

- Upload the **source files** (it will smooth the process and diminish time span between request and delivery)
- Take into account **2-5 working days** for production (depending on requested asset)



Europe in my region

# STATIC VISUALS



#EUinmyregion

Staň sa reportérom prihraničia!  
Súťaž pre žiakov základných  
a stredných škôl







Europe in my region

# STATIC VISUALS



Apply for the Danube Youth Council.  
Your chance to make an impact!  
#EUSDR

#EUinmyregion





# Europe in my region

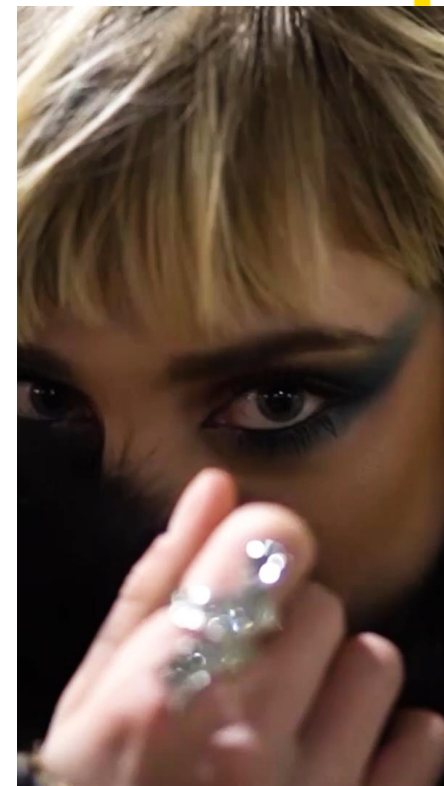
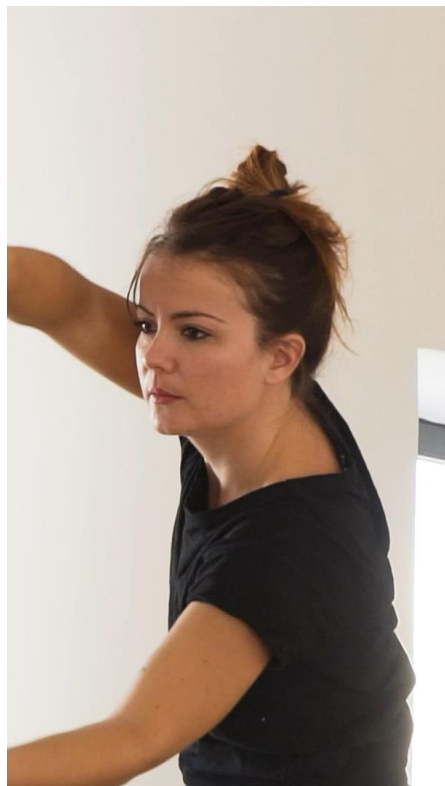
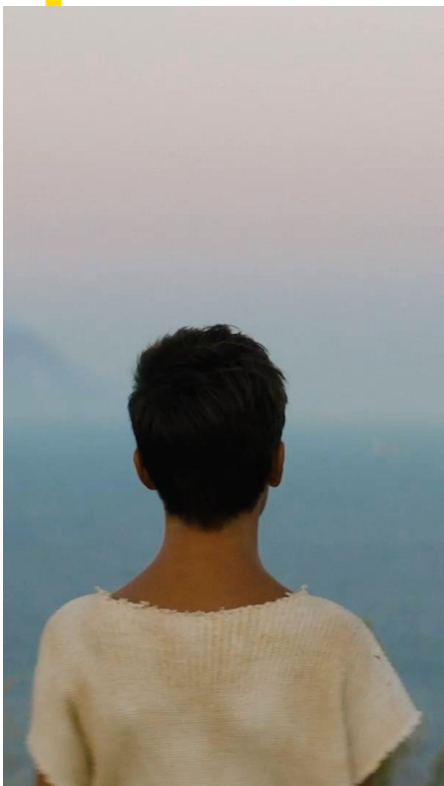
## ANIMATED VISUALS (GIFS)





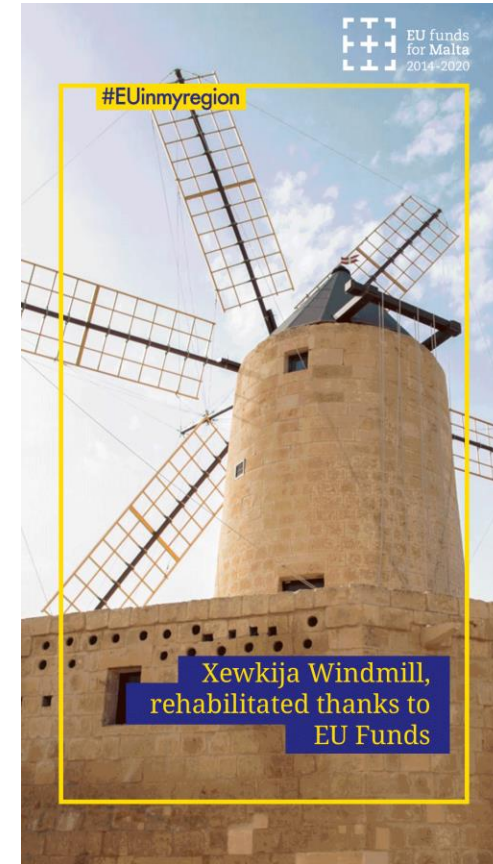
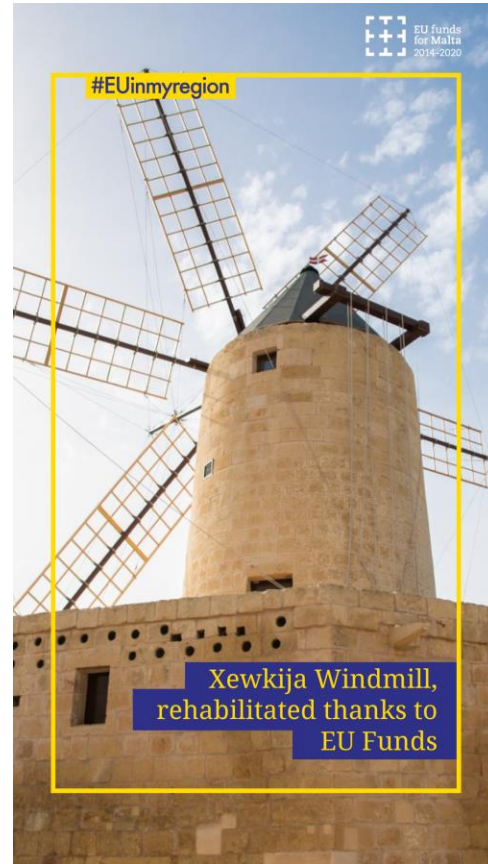
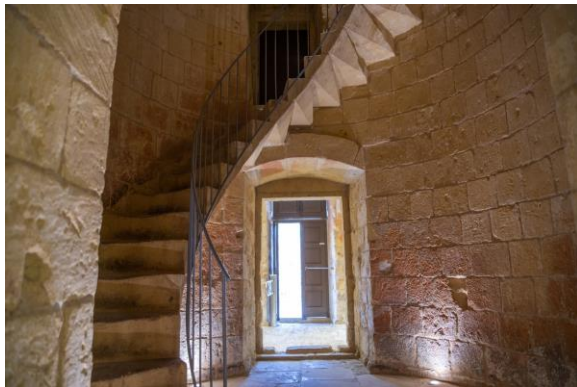
# Europe in my region

## VIDEO ADAPTATIONS





# MULTIFORMAT – REAL PICTURES





# Europe in my region

## MULTIFORMAT - CREATIVE

#EUinmyregion

I'd like to know more about life and culture in the Danube Region.

You should check this out!

**Living along the Danube**

Life was always beautiful by the Danube, but sometimes challenging for people living in the area. They came and settled next to the river for its resources, but had to prove their resilience in front of the whimsical water.

Forced to face nature hardships, people had to adapt to continue living on a beautiful, yet whimsical nature. And life goes on...

Places to visit and landscape to see are also an important resource of the Danube region - history and nature provided us with old fortress and castles on the Danube shores, with wonderful bridges across the river, with the wonderful Danube Delta. Cultural routes or river cruise are available for tourist from outside the Danube region or for its inhabitants to know their history and places.

The nations in the Danube Region provided beautiful minds offering their success to the world. Inventors, doctors, physicists, architects, writers, mathematicians and personalities in so many fields were born, raised and lived in the region, and even if they left their homeland, they took forward the spirit and experiences they lived in the Danube Region.

The gastronomy created in the country along the Danube has been using all resources available, which did not include only fish. Cereals, vegetables, dairy products, all make up a various gastronomy accompanied by exquisite wines produced from vineyards on the rich soil bathed by a generous sun.

#EUSDR

**DANUBE REGION**  
Prosperity through Diversity

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THANK YOU

