

How to Use Facebook Ads and Boosts to Reach Farmworkers

Facebook ads and boosts allow you to promote your content while using filters to control who sees your posts. There are a couple of ways that this can be extra helpful in online outreach. For instance, maybe you want to get the word out about a natural disaster that is likely to hit a certain part of your state. With as little as \$5 or \$10, you can target ads and messages to that part of the state and choose filters that make it likely that farmworkers will see them.

The way we will set up ads like this is by first creating an “audience,” and then running a boost. A boost is a paid sort of upgrade you can add to a regular Facebook post that makes it into an ad. You can run a boost with as little as \$5.

Part One: Creating an “Audience”

1. Go to <https://www.facebook.com/adsmanager/audiences>
Select “Create Audience” and then “Saved Audience”
2. Name your audience. Try to make it as clear as possible in case you need to use it again later. “Farmworkers” is probably not a good name. “Likely H-2A workers in Eastern Washington near Yakima who speak Spanish” is a great name.
3. Depending on what you want to do, you may wish to select “people living in or recently in this location” or “people traveling in this location.” People traveling in this location will likely reach H-2A workers because their homes (as listed on their profiles) are far away.
4. Facebook may automatically populate “United States” as the location for the ad. Delete that. We want to get MUCH more specific.
5. In the location search bar, type the location you want to target.

Notes:

- a. Some very small towns will not show up on the Facebook list, although most do. If they do not show up, you can use the zip code instead. Beware, though, that the zip code will only cover the area within that zip code, not an extended radius around it, so you may wish to input multiple zip codes to cover a wider area. Alternatively, you can drop a pin onto the map and select a radius around that pin.
 - b. If you create an area and then try to input a zip code within that area—for example, if you select Seattle and then later input 98001—it will replace the broad category with the narrow one. Watch out—you may prefer to keep the search broad!
6. After you enter each location (other than a zip code), you can choose how broad you want the search radius to be.
 7. You can add many locations! If it’s easier, add them in bulk by selecting “Add locations in bulk.” If Facebook can’t find some of the places you enter, it will notify you so that you can try again.

8. Once you've entered the locations, scroll down to select the age ranges and genders you want to target. If you select "men," Facebook won't show your ad to women, so be careful if you want to search broadly.
9. Under languages, search for the languages your clients speak. Note that Facebook unfortunately does not recognize Indigenous languages like Nahuatl, Mixteco, or Tsotsil.
10. Under detailed targeting, you may wish to target by demographic or interests. Some useful filters for our work, depending on the situation, include:
 - Lived in United States (formerly Expats – United States) → this will help reach people in other countries who have lived in the United States
 - Lived in Guatemala (formerly Expats – Guatemala)
 - Lived in Mexico (formerly Expats – Mexico)
 - Lives abroad
 - Away from hometown
 - Away from family
 - Returned from travel 1 week ago
 - Returned from travel 2 weeks ago
 - Recently moved
 - New job
 - Demographics > Work > Industries > Farming, Fishing and Forestry (keep in mind, though, that many clients do not list this as their industry on their Facebook profile)
1. Under "Connections," you can also target people who already like your page, people similar to those who like your page, friends of those who like your page, etc.
2. When you've finished, click "Create Saved Audience."

Part Two: Adding the Boost to a Post to Reach your Audience

1. Return to your regular Facebook page.
2. Go to the post you want to boost.
3. Click "Boost post" underneath that post.
4. Under "Audience," select "See all" and then select the audience that you just made. Toggle with the settings, add your budget, and hit "Boost post now." Your ad is ready to go!

Some tips to reach H-2A workers in your state:

When you input locations, select "People traveling in this location." This will show the ad to people included are in the areas we cover but whose homes are far away. H-2A workers are likely to be grouped in this population.

You can also target based on location. You may wish to base your location choices on the locations of job orders that have upcoming arrival dates. Or, if there's a central area in your state where a lot of H-2A workers pass through before going to their final destinations (for example, a worker reception center), you might target there.