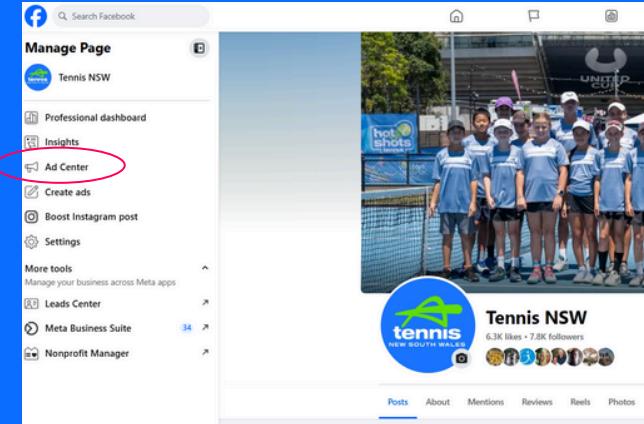


HOW TO VIEW & RECORD YOUR FACEBOOK ADS

1 FINDING YOUR AD CENTRE

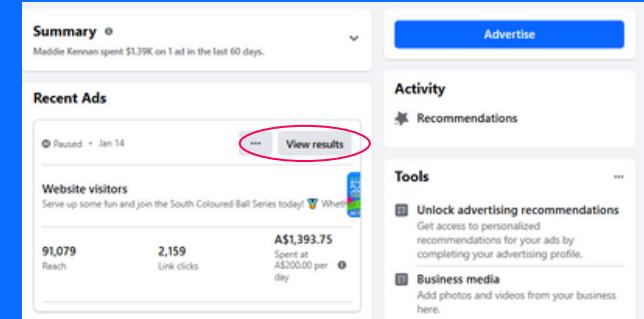
The Facebook Ad Centre is a tab on your Facebook page where you can manage and view results for your ads. Follow the below steps to find your Ad Centre:

1. Open your Facebook Page
2. Click **Ad Center** in the left-hand menu



2 VIEWING YOUR AD RESULTS

Find the ad you want to review and click **View Results**. Here you will be able to view the overall performance of the ad, including reach, post engagement, audience, links clicked and more!



3 ANALYSING YOUR RESULTS

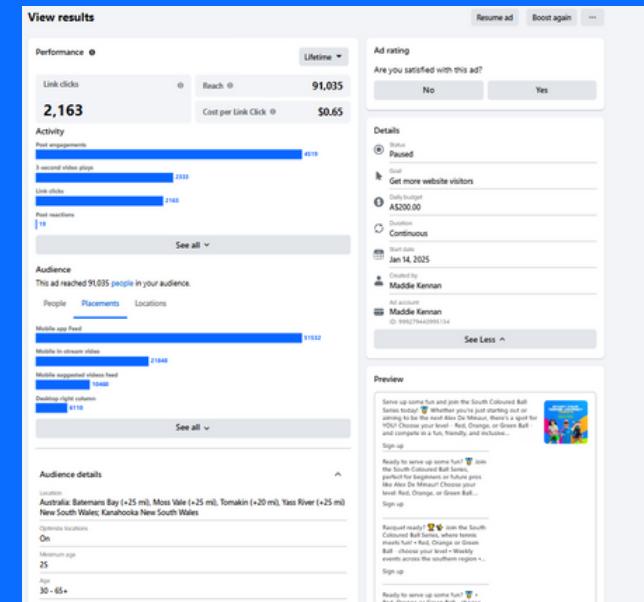
Make sure to record each result and take a screenshot, like the one on the right. If you're uncertain about the meaning of a result, please refer to the information below.

Reach = This measures how many people have seen your ad at least once.

Link Clicks = The number of clicks on links within the ad.

Post engagement = Post engagements are the total number of actions that people take involving your ads.

Audience = This provides a breakdown of the people you reached, including gender, age, location and where they saw your ad.



4 SAVE YOUR RESULTS

Don't forget to add your screenshots to the Airtable base!

