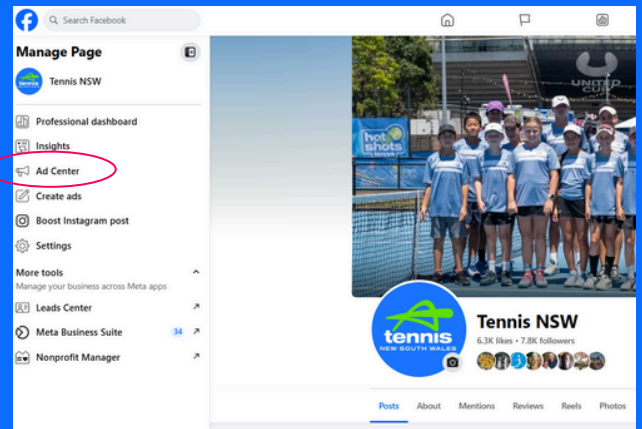


HOW TO VIEW & RECORD YOUR FACEBOOK ADS

1 FINDING YOUR AD CENTRE

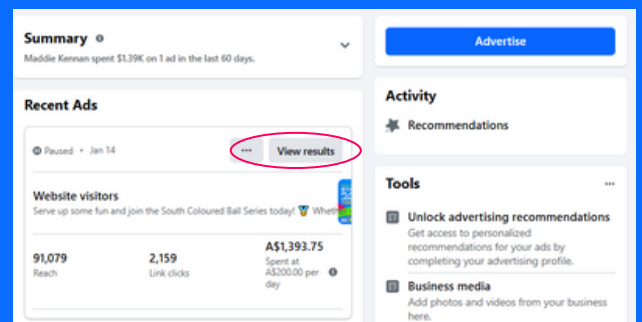
The Facebook Ad Centre is a tab on your Facebook page where you can manage and view results for your ads. Follow the below steps to find your Ad Centre:

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

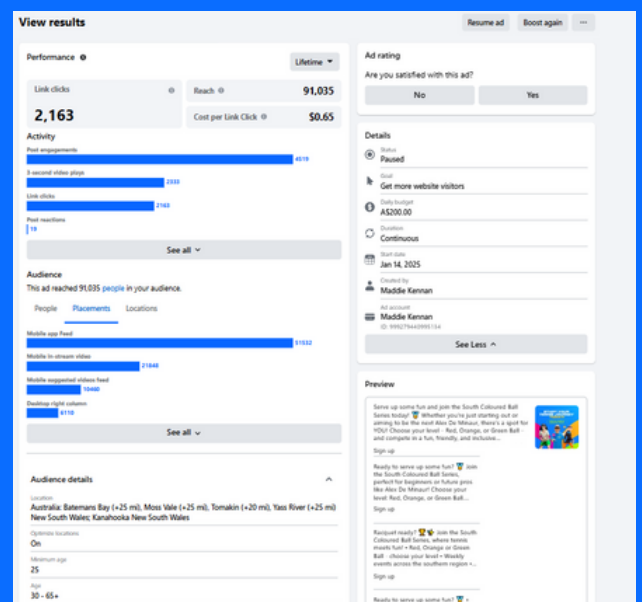
Make sure to record each result and take a screenshot, like the one on the right. If you're uncertain about the meaning of a result, please refer to the information below.

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!

Summer of Tennis Review & Case Study

Thank you for agreeing to feature in a case study for Tennis NSW. We want to demonstrate the positive impact your tennis centre is having on your community, tell everyone about the great work you are doing locally, and provide inspiration and practical advice to other centres in our state.

To assist with the preparation of this case study we would like to ask you to complete the below form. The information you provide will assist with background information and in some instances may be attributed to an authorised spokesperson, details of which can be provided in this form.

About You

Membership CRM link
+ Add member

Venue Name
+ Add record

Name