

## FACEBOOK ADS – HOW AND WHEN TO USE THEM

### Resources

#### **Accessing GPA Support**

- Visit the [GPA Help Portal](#), and submit your help request directly through the form on the site. If you don't see the form, join our [GPA Facebook Group](#) first, and then you will see the form after you refresh the form page.

#### **Ads Authorizations**

- [How to Request Blue-Badge Verification for your Facebook Page](#)
- [Ads Authorization Resource Hub](#)
- [Getting Started with Facebook Ads](#)
- [Boosting Posts](#)
- [The Essential Guide to Facebook Ads](#)
- [How to Create an Ad on Facebook](#)
- [How to Advertise on Instagram](#)
- [Facebook Instant Experience](#)
- [Create a Custom Instant Experience](#)
- [Facebook Instant Experience: Recommended Specs](#)

#### **Government, Politics, and Advocacy Specific Resources**

- [GPA Best Practices](#)
- [Instagram Best Practices](#)
- [GPA Help Portal](#)
- [GPA Facebook Page](#)
- [GPA Facebook Group](#)

Have more questions? Email Carlin at [cdaharsh@fb.com](mailto:cdaharsh@fb.com).