

# Facebook #KEYWORDGATE!

What it is, how it affects us and what you can do

# AGENDA

1. Introduction
2. What's happening and why?
3. Who will this affect and how?
4. What can we do?
5. Hot-seat exercise
6. Wrap-up and next steps

**#keywordgate**

**WELCOME**

# ABOUT ME

**Known as the Donor Whisperer**

**I've worked with non-profits all over the globe for 20 years, including Greenpeace, Oxfam and Save the Children, but lots of smaller ones too.**

**I specialise in helping campaigns and causes grow using digital media.**



**Rachel Collinson**

**@donor\_whisperer**

# WHAT'S HAPPENING AND WHY?

Home icon, Menu icon, Profile icon

Ad sets 312438627 (312438627) Updated just now Discard Drafts Review and Publish

We're removing some detailed targeting options Some interests, demographics and behavior... Learn more See Affected Ad Sets

Search and filter This month: 1 Feb 2022-28 Feb 2022

Resource centre Campaigns Ad sets 1 selected Ads for 1 Ad set

+ Create Duplicate Edit More View Setup Reports

<input type="checkbox"/>	Off/On	Ad set name	Reach	Impressions	Cost per result	Amount
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	DW improved handraiser - older audience - Refres...	71	4,857	6,970	£2.07 Per Complete Re...

# WHAT'S HAPPENING?

- **Meta (Facebook, Instagram) have removed hundreds of keywords from their interests section in their audience builder**
- **These are related to campaigns and causes such as human rights**
- **We think that an interest keyword is determined by:**
  - **A person making posts and comments with that keyword either in text or links**
  - **A person liking or interacting with Pages or Groups which use that keyword**

# TIMELINE

- **November 2021:** announcement
- **December 2021:** notifications began for advertisers using the keywords in question
- **January 2022:** keywords switched off for new campaigns
- **March 2022:** keywords switched off for existing campaigns

# WHY?

- **Cambridge Analytica scandal**
- **Russian political interference**
- **Frances Haugen whistleblowing**
- **Attack on non-profit sector by many governments**
- **Fear of blame for polarisation issues**
- **Facebook doesn't understand our sector**
- **Right problem, wrong solution**



# WHO WILL THIS AFFECT AND HOW?

# WHO DOES THIS AFFECT?

- **Any non-profit who want to reach new audiences**
- **Companies taking an ethical or political stance**
- **Particularly:**
  - **Start-ups**
  - **Existing non-profits without Facebook ad history**

# HOW?

- **No longer able to create cold audiences by hand**
- **Rely on Meta's algorithm for finding new people**
- **Algorithm has been trained mostly on purchase behaviour**
- **More difficult to prevent trolling (people with differing values more likely to see your ads)**

# WHAT CAN WE DO?

Both short-term and long-term

# SHORT TERM

- **Use lookalike audiences of:**
  - **Pixel traffic and conversions**
  - **Existing email list**
  - **Engaged follower / ads**
- **Use “proxies”**



# MEDIUM TO LONG-TERM

- Explore using values-driven campaigning, fundraising and advertising

## What's That?

- Deeply understand the values and motivations of your audience



# Values - Driven Campaigns

- **Attract your audience by using 'top of funnel' ads imbued with their values**
- **Use 'middle of funnel' to get clearer on your message**



I have so many questions





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# THANK YOU!

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