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?
- Hot-seat exercise
- 6. Wrap-up and next steps



#keywordgate

WELCOME



ABOUT ME

Known as the Donor Whisperer

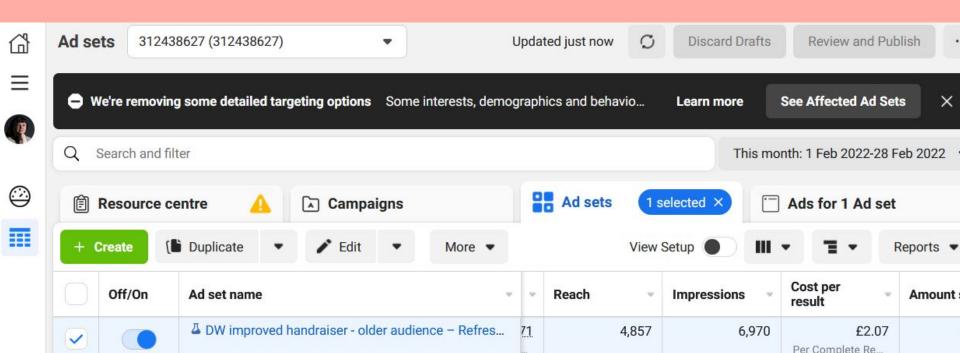
I've worked with non-profits all over the globe for 20 years, including Greenpeace, Oxfam and Save the Children, but lots of smaller ones too.

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



Rachel Collinson
@donor_whisperer

WHAT'S HAPPENING AND WHY?



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

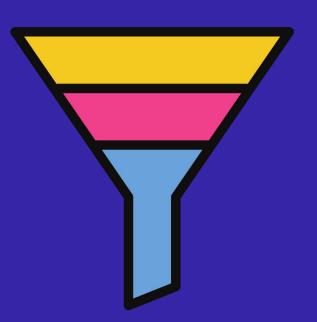




Values - Driven Campaigns

 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!

@donor_whisperer rachelcollinson@gmail.com

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