

# Facebook & Instagram Advertising: Task Sheet

## Overview

In order to help you apply the learnings from the training module “Facebook & Instagram Advertising” in a more practical sense, please find below some suggested tasks you can do after having watched this module. These are designed to help you implement what you’ve learned.

## Pixel

**Task:** Choose an artist you’re working with and one of their recent releases. Install a Facebook Pixel on the release’s smart link so you can start tracking how users are interacting with the smart link.

### First steps:

- Visit your Facebook Business Manager ([business.facebook.com](https://business.facebook.com))
- From the drop-down menu (more tools) choose ‘Events Manager’ to create a new Pixel
- Go to the admin interface for your smart link provider and install the Pixel

## Content

**Task:** Do you have a gig coming up? Or merchandise for a new release? Think of some content you can create to promote it with advertising.

### First steps:

- Consider creative and copy best practices
- Consider type of placement and aspect ratio
- Consider Facebook’s advertising policies

## Remarketing

**Task:** Create two remarketing audiences. The first based on engagement with your smart link, and the second based on users who have interacted with your Instagram account in the past 365 days.

### First steps:

- Visit your Facebook Business Manager ([business.facebook.com](https://business.facebook.com))
- From the drop-down menu (more tools) choose 'Audiences' and create a 'Custom Audience'
- Is your Instagram linked to your Business Manager? If not, go to your Business Settings and make sure it is!