

# Check List: Social Media Advertising

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## Boosted Facebook Post

### *Before Ad Placement*

- Included the PPM blog and link to PPM website
- Included CTA in the post copy.

### *Before submitting for reimbursement*

- Insights Performance Report showing amount paid
- Link to ad preview

### *Submit Reimbursements*

[PikePlaceMarket.wufoo.com/forms/coop-advertising-submission/](https://PikePlaceMarket.wufoo.com/forms/coop-advertising-submission/)

## Carousel Ads on Facebook or Instagram

### *Before Ad Placement*

- Included the PPM graphic and link to PPM website
- Included CTA in the post copy.

### *Before submitting for reimbursement*

- Insights Performance Report showing amount paid
- Link to ad preview

### *Submit Reimbursements*

[PikePlaceMarket.wufoo.com/forms/coop-advertising-submission/](https://PikePlaceMarket.wufoo.com/forms/coop-advertising-submission/)