



**Laura A
Stevens /DLNR/StateHiUS**

10/30/2012 12:17 PM

To Alyson K Yim/DLNR/StateHiUS@StateHiUS,

cc

bcc

Subject Facebook Ad for Constitutional Amendment

Hi Alyson,

I've set up the facebook ad to run from 10/30 at 11am - 11/6 at 6 pm. (I can edit it to end earlier even as we progress). The budget will not exceed \$500 for that ad.

I also tried promoting the post with the fact sheet posted as an image and that was \$75. I'll keep you all updated on its effects. So far I'm not sure that this \$75 will be the best method because it's very broadly promoting the post.... even outside of Hawaii and outside U.S. ... on the other hand it gets people talking about the issue maybe more people will see the fact sheet We'll try it for a few days... so far only \$0.67 has been spent.

Total possible is \$575.

Here is a print out of the Ad placement



Campaign_ Con Amend No.pdf



View_ad_onFacebookPage_conamend1.pdf



Promote_page_Post_adSetup.pdf

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