Graphical user interface, application

Description automatically generated

**Bonus Materials**

**AMEC:** [Integrated Evaluation Framework](https://amecorg.com/amecframework/)

**AMEC:** [Say No to AVEs Pledge](https://amecorg.com/say-no-to-aves/)

**AMEC:** [Glossary of Measurement Terms](https://amecorg.com/glossary/)

**Facebook:** [Ads Guide for Facebook, Instagram and Messenger](https://www.facebook.com/business/ads-guide)

**Buffer:** [Getting Started with Facebook Ads Complete Guide](https://buffer.com/library/facebook-ads/)

**Hootsuite:** [How to Advertise on Facebook in 2020 Guide](https://blog.hootsuite.com/how-to-advertise-on-facebook/)

**LinkedIn:** [How to Advertise on LinkedIn](https://business.linkedin.com/marketing-solutions/how-to-advertise-on-linkedin)

**LinkedIn:** [Ad Tips and Best Practices Guide](https://business.linkedin.com/marketing-solutions/success/best-practices)

**HubSpot:** [How to Run LinkedIn Ad Campaigns Beginner’s Guide](https://blog.hubspot.com/marketing/linkedin-advertising-campaigns)

**Snapchat:** [Grow Your Business with Snapchat Ads Guide](https://forbusiness.snapchat.com/)

**WordStream:** [The Ridiculously Useful Guide to Snapchat Ads](https://www.wordstream.com/blog/ws/2019/01/09/snapchat-ads)

**TikTok:** [Business Help Center and Advertising Guides](https://ads.tiktok.com/help/)

**AdEspresso:** [TikTok Advertising for Marketers Ultimate Guide](https://adespresso.com/blog/tiktok-advertising/)

**Influencer Marketing Hub:** [TikTok Advertising in 2021 Ultimate Guide](https://influencermarketinghub.com/tiktok-advertising-guide/)

**Twitter:** [Twitter Ads Campaigns 101](https://business.twitter.com/en/help/account-setup/campaigns-101.html)

**Twitter:** [Creative Ad Specs Guide](https://business.twitter.com/en/help/campaign-setup/advertiser-card-specifications.html)

**BigCommerce:** [Twitter Advertising for Ecommerce Business Complete Guide](https://www.bigcommerce.com/blog/ecommerce-guide-to-twitter-advertising/)

**HubSpot:** [How to Set Up Twitter Ad Campaigns Guide](https://blog.hubspot.com/marketing/how-to-set-up-twitter-ads-campaigns)

**MeetCortex:** [Guide to Digital Storytelling](https://www.meetcortex.com/blog/digital-storytelling)

**PMG:** [Which Paid Social Channel is Right for Your Objectives Tip Sheet](https://www.meetcortex.com/blog/digital-storytelling)

**SAMHSA:** [Engaging on Social Media Tip Sheet](https://theinstitute.umaryland.edu/media/ssw/institute/hub-resources/social-marketing/Engaging-on-Social-Media-Ideas-and-Tips.pdf)

**SocialBee:** [How to Design for Social Media Guide](https://socialbee.io/how-to-design-for-social-media/)

**TIME:** [Reinventing Your Social Media Strategy Tip Sheet](https://www.ragan.com/wp-content/uploads/2021/01/Reinventing_Your_Social_Media_Strategy_TIME_Tip_Sheet.pdf)

**Visme:** [Social Media Image Sizes in 2021 Guide](https://visme.co/blog/social-media-image-sizes/)