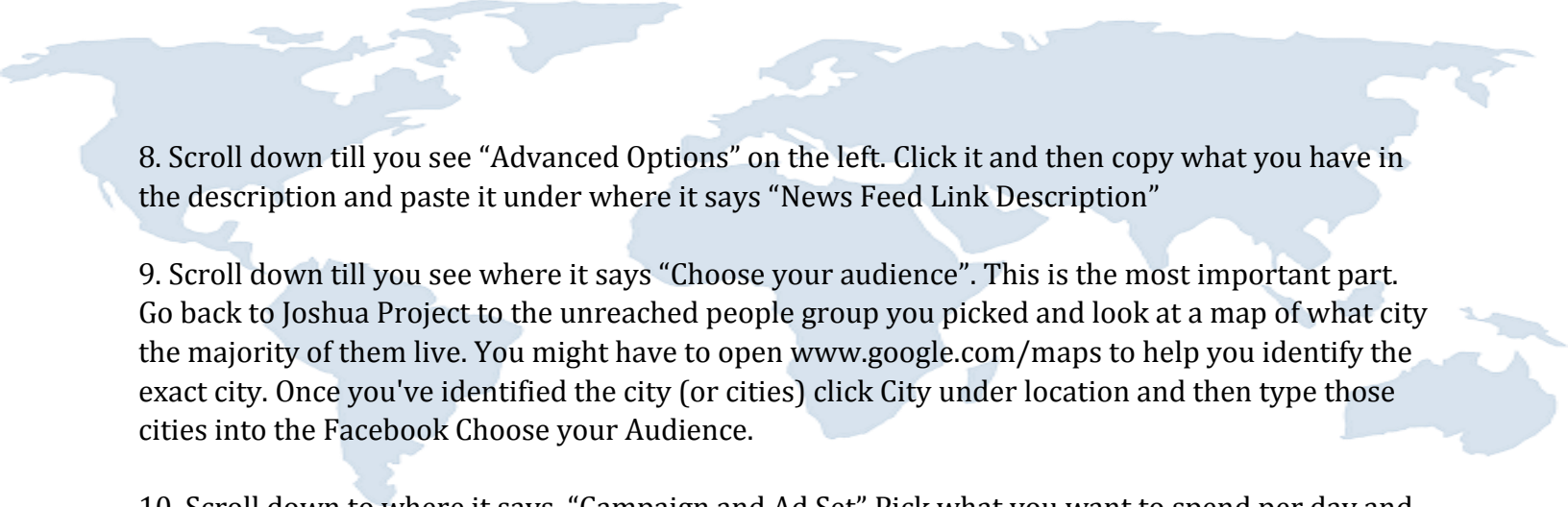




How to Reach Unreached People through Facebook

1. Pray and ask God to lead you through this whole process.
2. Pick an unreached people group you want to reach by searching the Joshua Project website (www.JoshuaProject.net). The rotating people group cloud to the right of this page may help.
3. Find an evangelistic website or tool in their language. You can do this a few different ways:
 - a. On a people group profile at Joshua Project click on the name of the official (primary) language. Click on the "Resources" tab to see which tools are available in that language.
 - b. If you want to make an ad of the Jesus film go to <http://tinyurl.com/jesusfilmlanguages> and click the drop down arrow in the middle of the screen and pick your language.
 - c. You can search online for evangelistic websites in that language (google Jesus film in Ansari or something like that. Be sure to choose a site with enough information to allow them to continue to discover about Jesus if they are interested. Choose a site that clearly shares the Gospel and offers discipleship material if they do surrender their life to Jesus.
4. Find a evangelistic website or tool in their language. You can do this couple different ways:
 - a. Click on the language directly underneath the language tab from the unreached people group you picked on JoshuaProject.net and then click on the different tabs and explore available resources in that language.
 - b. Choose the Jesus film.
 - c. Google evangelistic websites in the language you are looking for. A good thing to keep in mind when picking a site is if there is enough information on the site to allow for them to keep discovering about Jesus if they are interested. And keep in mind you want a site that clearly shares the gospel and offers some sort of discipleship material if they do surrender their life to Jesus.
5. Once you found the specific article, video or website you want to make an ad out of copy the url and head over to www.facebook.com and click the arrow in the top right corner. When the drop down menu shows up click "Create Ads" Then click "Clicks to Website" and enter the url you want to promote.
6. Paste you url where it says *Enter the url you want to promote*
7. Scroll down and add a Headline and text. If you're using a different language copy and paste the title from the website if it didn't automatically put something there for you.



8. Scroll down till you see “Advanced Options” on the left. Click it and then copy what you have in the description and paste it under where it says “News Feed Link Description”

9. Scroll down till you see where it says “Choose your audience”. This is the most important part. Go back to Joshua Project to the unreached people group you picked and look at a map of what city the majority of them live. You might have to open www.google.com/maps to help you identify the exact city. Once you've identified the city (or cities) click City under location and then type those cities into the Facebook Choose your Audience.

10. Scroll down to where it says, “Campaign and Ad Set” Pick what you want to spend per day and then set an end date.

11. Scroll down to where it says, “Bidding and Pricing”. Click the drop down arrow by Bidding and click “Bid for impressions” (it will save you money). Then under “Pricing” look at the suggested bid and put the lowest or close to the lowest amount in the box.

14. Click Place order.

15. Follow your campaign's progress. Once you create the ad, a progress report will show up on your general Facebook page.

It might be helpful to let people know on Facebook what you did and ask them to be praying for the people the ad is going to get in front of. Feel free to share this so more people are reached with the gospel.