national collaborative for infants & toddlers

GEOTARGETING FOR SOCIAL MEDIA 101

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Session Objectives

By the end of this session, you'll be able to:

- UNDERSTAND WHAT GEOTARGETING IS AND HOW IT WORKS
- LEARN WHY IT MATTERS FOR ADVOCACY AND ENGAGEMENT
- EXPLORE HOW TO USE IT EFFECTIVELY ACROSS KEY PLATFORMS



What Is Geotargeting?

Definition: Targeting content to users based on geographic location.

How It Works: Uses IP addresses, GPS, or user profile data. Geotargeting boosts engagement, conversion rates, and cost-efficiency in digital marketing.

Where It's Used: Facebook, Instagram, X (Twitter), LinkedIn, TikTok, Snapchat.

Why It's Used: Embracing geotargeting empowers organizations to deliver relevant, location-specific content and stay competitive.



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Check The Stats



Approximately 84% of consumers take action based on location-based marketing messages.

Location-based audiences can achieve a 7.5% average click-through rate (CTR) versus ~0.9% for average Facebook ads.



Geotargeting campaigns in one industry study drove up to 30% higher conversion rates compared to non-targeted campaigns.

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Why Use Geotargeting?

- Relevance: Tailor messages to local audiences.
- Efficiency: Reach the right people, reduce wasted ad spend.
- Engagement: Localized content feels personal and relatable.
- Advocacy Impact: Mobilize communities with regional calls-to-action.



How Geotargeting Helps You

Examples:

- Promote a local rally or event
- Drive petition signatures in key states
- Share region-specific policy updates

Key Metrics:

- Engagement rate by location
- Conversion rate on location-based Call to Action’s



Best Practices



01

Use clear, local language and references: “Atlanta leaders are expanding child care access so every family can thrive.”

02

Include visual/location cues (landmarks, state icons): Post a photo of the city skyline or use a state-shaped icon in your graphic.

03

Test and optimize performance by region: Run two versions of your ad, *family leave post* — one using a family photo and another using a national stat — to see which performs better.



04

Track what works—and adjust over time: If videos showing kids voices perform best, make them a regular part of your strategy.

05

Align content with local priorities or events: “Join us this weekend at the Baton Rouge Health Fair to learn how walkable communities keep kids active!”

06

Keep privacy and sensitivity in mind: Instead of targeting “low-income neighborhoods,” target “families interested in healthy community events.”

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Common Mistakes to Avoid

- Over-targeting (too narrow audiences)
  (Targeting only one city or zip code when the message is relevant to a broader region.)
- Ignoring cultural or regional nuances
  Posting about early childhood programs in a primarily Spanish-speaking community without translating content.
- Forgetting to update campaign location settings
  Leaving previous location targeting in place when launching a new campaign.

When Not to Use Geotargeting

- Broad awareness campaigns

  -When the goal is to reach a national audience with general information.
  -Example: Sharing a new early childhood policy brief or report that applies to all states.

- Limited team capacity for segmentation

  -Geotargeting requires extra time and resources for creating localized content.
  -Example: If your team can’t manage multiple versions of a post, stick to a single, clear message.

- Universal messaging

  -Messages that are relevant to everyone, regardless of location.
  -Example: Tips on infant nutrition or general early childhood development advice.

- Early message testing

  -Before you know which messages resonate, test broadly rather than by region.
  -Example: Trialing 2 new social campaign concepts nationwide before segmenting by state.



Hands-On Practice

Exercise: Draft a short post for a local event.

1. Write a general caption
2. Localize it for a specific state
3. Decide on your creative
4. Add a call to action
5. Discuss what makes it feel “local”



Resources

This session is just to provide general information on geotargeting. For backend setup or campaign implementation, please refer to the following resources:



- Facebook Ads Manager
- X (Twitter) Ad Targeting Guide
- LinkedIn Campaign Manager
- Google Trends & Meta Audience Insights

Q&A



(OFFICE HOURS ALSO AVAILABLE)

MONDAY & WEDNESDAY

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