

Skills Boost: Get the most from digital ads

On 12 June 2024, we invited digital consultant Jean O'Brien who specialises in nonprofits and activism for a Skills Boost session for LGBTI activists.

[Video, Strategic Communications](#)

Digital consultant Jean O'Brien who specialises in nonprofits and activism covered:

- Various channels for paid digital ads – what are their strengths and weaknesses and how to decide where to go.
- Focus on Meta ads (Facebook & Instagram): how they work, and how to get the best out of them.
- The best low-budget campaigns. What to do and where to start. What are the zero budget options?
- What to do if your ads are constantly rejected (for example for being 'political').

You might want to check other comms resources by ILGA Europe:

- Digital advertising for LGBTI activists: What we learned at the latest ILGA-Europe Skills Boost (ILGA-Europe blog post):
<https://www.ilga-europe.org/blog/digital-advertising-for-lgbti-activists-what-we-learned-at-the-latest-ilga-europe-skills-boost/>
- From numbers to stories: How LGBTI activists can use data visualization (Ilga-europe blog post):
<https://www.ilga-europe.org/blog/lgbti-activists-data-visualisation/>
- ILGA-Europe Guide to Meta Ads (written and designed by Jean O'Brien of Digital Charity Lab): <https://www.ilga-europe.org/files/uploads/2024/11/2024-ILGA-Europe-Meta-Ads-Guide.pdf>

Do you struggle with some specific communications challenge, and do not know where to start? Reach out to us, we might be able to help! Contact svetlana@ilga-europe.org