

## Activating your Facebook advertising credits

Every artist that's accepted to MusicTogether is not only given a \$1000 stipend but will also be provided \$100 in Facebook credits for Instagram or Facebook Ads. This means you'll have access to millions of active users on the platform to spread awareness for your music, merchandise, and your live performance.

- **If you're already an advertiser**, please follow the step-by-step instructions below:
  - Go to your Payment settings
  - Click Payment Method
  - Select Facebook ad coupon
  - Enter the coupon code and then click Apply to activate it.
  - It will now show up in your account as a payment method under your Payment settings
- **If you're new to advertising on Facebook**, please follow the step-by-step instructions below:
  - Set up a [Facebook business account](#)
  - Your Ad Manager page will be automatically created with your business page, so scroll down your sidebar to access this page
  - Under Ad Account Setup, confirm the Time Zone and Currency is correct, if not, change it to the correct settings
  - Once you've completed the update, click Create New Account and return to the settings page
  - Enter all your business information on this page and click Save Changes
  - All the Ad accounts require a payment method so on the left sidebar, click on Payment Settings and on the page click Add Payment Method
  - Once you've added your default payment method click save
  - To add your allotted coupon codes, please refer to the above *if you're already an advertiser* section

**Please note:** Once your coupon has been activated, your coupon will only be charged by advertising costs that you accrue after it has been added to your account, and not to advertising costs you incurred prior to activating it. Those costs, as well as costs that you accrue once your coupon has been used up, will be charged to the primary payment method of your ad account or your prepaid balance (if you use a manual payment method). Learn more about [how you'll be charged for ads when using an advertising coupon](#).