



# COMMISSIONERS COURT COMMUNICATION

REFERENCE NUMBER

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DATE: 04/27/2021

SUBJECT: **ACCEPTANCE OF DONATION OF DIGITAL ADVERTISING CREDITS  
FROM FACEBOOK FOR COVID-19 RELATED MESSAGING**

**\*\*\* CONSENT AGENDA \*\*\***

**COMMISSIONERS COURT ACTION REQUESTED**

It is requested that the Commissioners Court accept a donation of digital advertising credits in the amount of \$90,000.00 from Facebook to be used for COVID-19 related messaging.

**BACKGROUND**

Facebook is providing ad credits to support COVID-19 public service campaigns on their platforms that are run by government entities.

Tarrant County attended a virtual session with the Politics and Government Facebook team in order review credit usage parameters and be awarded this donation. The \$90,000.00 will be credited in a separate ad account in the Tarrant County Facebook Ads Manager portal.

Creative work used for credits cannot be politically tied and must be COVID-19 related.

**FISCAL IMPACT**

There is no negative fiscal impact to Tarrant County associated with this action.

SUBMITTED BY: Administrator's Office

PREPARED BY: Regina Calderon  
APPROVED BY: