

Send more traffic to Sound Collection with Facebook notifications

Context

Meta's [Sound Collection](#) contains an exclusive collection of rights-cleared music and sound effects that can be used freely on Meta apps without worrying about copyright infringement. But many people are unaware that Sound Collection exists or how it can be used.

Opportunity

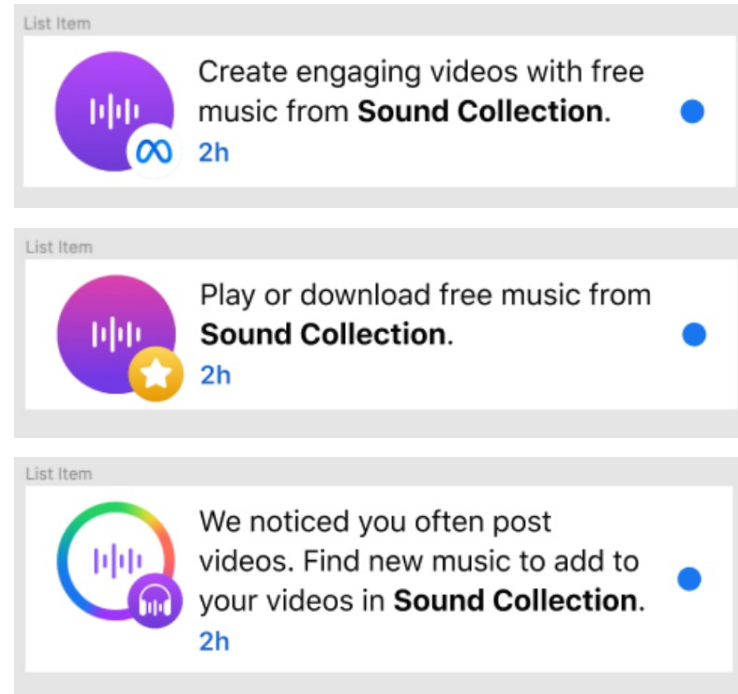
One target audience consists of users who frequently post Facebook videos with music but don't use Sound Collection audio in their content.

We decided to educate these users through Facebook notifications to provide quick entry points to the collection.

We identified a few different types of notifications available to these users, then created three content variations to test in each format.

Format 1

General notifications, three variations




Format 2

Recommendations in creator flow,
three variations

CS Recommendations

Recommendations




Find new music to add to your video posts for free.

×

Go to Sound Collection

CS Recommendations

Recommendations




Adding music to your videos can improve engagement.

×

Get free music

CS Recommendations

Recommendations



Use free music from Sound Collection to add to your videos.

×


Go to Sound Collection

Format 3

Facebook page tips in creator flow,
three variations

fb page tip

Page tips [See all \(1\)](#)




Free music for your videos ×

Explore new music to add to your video posts on Facebook.

Go to Sound Collection

fb page tip

Page tips [See all \(1\)](#)




Make your videos even better ×

Add music from our free audio collection to create more engaging videos.

Go to Sound Collection

fb page tip

Page tips [See all \(1\)](#)



Discover new music ×

Add music from our free audio collection to create more engaging videos.

Go to Sound Collection

Format #2 results

The new entry point for recommended actions reached 169k users in its first five days with a CTR of 24%.

The screenshot displays the Facebook Creator Studio interface. On the left is a navigation sidebar with options like Home, Notifications, Insights, Pre-published, Published, File management, Tools, Content library, Inbox+, Monetization, Rights Manager, Creative tools, Settings, and Resources. The main content area is titled 'Home' and includes a 'Post something...' input field, 'Add story', 'Upload video', and 'Go live' buttons. A red arrow points to a 'Recommendations (1)' card that says 'Use free music from Sound Collection to add to your videos.' Other cards include 'Check Our Release Notes to See What's New', 'Monetization' (with a 'Start setup' button), and 'Insights' (showing 30 people reached and a 20% increase). On the right, there is an 'Inspiration' section with 'Popular posts' featuring video thumbnails and engagement metrics.