

The destination URL will go in the Destination URL line and the See More URL

The screenshot shows the Facebook Ads Manager interface. On the left, the 'Ad' section is expanded to 'Links'. The main configuration area is titled 'Advanced Options'. The 'Destination URL' field is populated with the URL <https://smokefreehomes.iowa.gov/>. Below it, the 'See More URL' field is also populated with the same URL. A preview of the ad is shown on the right, featuring a 'SMOKE FREE' headline and a 'Learn More' button. The system clock at the bottom right indicates 1:25 PM on 10/4/2018.

The UTM URL will go in the URL Parameters line

This screenshot shows the 'Advanced Options' section of Facebook Ads Manager. The 'URL Parameters (optional)' field is filled with a UTM-tagged URL: https://smokefreehomes.iowa.gov/?utm_medium=social&utm_source=twitter&utm_campaign=smokefreehomes2019&utm_content=1m3. Below this, there are sections for 'Conversion Tracking' and 'Facebook Pixel' with 'Set Up' buttons. The ad preview on the right is identical to the previous screenshot. The system clock at the bottom right indicates 1:27 PM on 10/4/2018.