Facebook for Business

Learn how to use Facebook to promote and market your organisation. This course looks at how businesses can maximise their social media presence on this social media platform.

IS THIS COURSE FOR YOU?

Facebook for Business is ideal for anyone who wants to learn how to use Facebook to promote their business. Suitable for PAs, EAs, Office Managers, Marketing Assistants, Business Development Managers, entrepreneurs, as well as those involved in PR, event management, and promotion.

While the course will help people in these job roles specifically, anyone in business who doesn't yet use Facebook in their day-to-day lives will benefit from this course.

ABOUT THE COURSE

This course is a whistle-stop tour of using Facebook to promote your company. Looking at how individuals use it and how businesses can capitalise on it, the course covers all the essentials.

From setting up your timeline, to attracting fans to your page, to sponsoring stories, to measuring engagement, we look at the entire spectrum of opportunities that this social media platform offers.

AIMS AND OBJECTIVES

The purpose of the course is to fill any knowledge gaps on what Facebook can do for your business. It's an opportunity to bring everything you already know to the table, then expand on it and look at this hugely popular social media platform through a new lens. Seeing yourself as a customer, as well as a business, is powerful, and understanding how both constituencies use Facebook will provide fresh insights.

CAREER PATH

If you're looking to build a digital marketing career, learning the ins and outs of the various social media platforms is essential. This course is ideal for anyone looking to become a Marketing Assistant, Marketing Coordinator, Social Media Manager, and more.

PRE-REQUISITES

None

COURSE CONTENT

Module 1 - Facebook Basics - What & Why? - Features, audience, benefits, types of profile, setting business objectives

Module 2 - Personal Facebook - Creating a personal account - timelines, finding friends, lists, status updates, Facebook for mobile devices

Module 3 - Facebook for Business - Creating, improving, and promoting a page, using the Facebook page to promote a business or event, Facebook apps

Module 4 - Developing Engagement on a Business Page - Attracting fans using content, links and promotion from a personal profile, knowing when to post, competitions, advertising, including sponsored stories, promoted posts and offers, integration with other marketing activities

Module 5 - Measuring Engagement on a Business Page - using Insights, Likes and Reach tabs, measuring advertising success, best practices

COURSE DURATION

15 hours. This will vary from individual to individual based on prior knowledge and ability.

CPD POINTS: 15
CPD points awarded upon successful completion.

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