Facebook for Business

Facebook for Business is a whistlestop tour of using Facebook to promote your company. Looking at how individuals use it and how businesses can capitalise on this, this short online course covers all bases.

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

Aims and Objectives

The purpose of this course is to fill any knowledge gaps on what Facebook can do for you as a business. It's an opportunity to bring everything you already know to the table, then expand on this and look at this hugely popular social media platform with a slightly different head on. Seeing yourself as a customer as well as a business is very powerful and understanding how both parties use Facebook brings a lot of insight.

Whether looking to promote yourself or your business, we're sure you'll learn something new.

Course Content

Facebook for Business looks at how to use Facebook as a promotional tool. A very practical course it helps you explore this platform and the opportunities that come with really understanding how it works.

With Facebook for Business you'll see:

How it builds your influence * How it improves customer relations* How it keeps you connected

You'll learn:
- **How to use its features effectively**
- **How to optimise your profile**
- **How to attract new audiences**
- **How to market yourself creatively**

Covering details such as setting up your timeline, promoting a company page, promoting events, attracting fans, running competitions, planning your posts and using Insights, this course shares best practice across the board.

Many employers now expect a good understanding of Facebook from a corporate perspective and this practical course unravels it all for you. We also think you'll have a lot of fun!

Designed for

This course is ideal for anyone looking at how to use social media to promote their business or personal profile.

Particularly suitable for PAs, EAs, Office Managers, Marketing Assistants, Business Development Managers, Entrepreneurs as well as those involved in PR, Event Management and Promotion.

Prerequisites

A basic knowledge of computers and the internet.

Duration

The Facebook for Business course runs over 5 hours. An online course, with the content split into sections, you can take it a step at a time, or blitz it in one foul swoop. Once you start we think you'll be excited by new discoveries, then there'll be no stopping you!
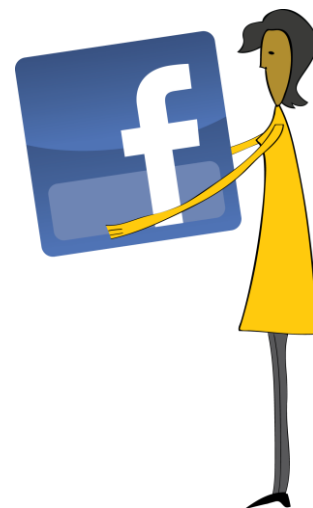
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