

# Facebook for Business



Learn how to use facebook to help promote and market your company. This course looks at how businesses can maximise their social media presence we look at the whole spectrum of opportunities that this social media platform offers a business.

## IS THIS FOR YOU?

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

## ABOUT THIS COURSE

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.

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, newsfeed algorithm 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!

## COURSE CONTENT

- What is Facebook – features, audience, benefits, types of profile, setting business objectives
- Facebook for personal use - creating a personal account – timelines, finding friends, lists, status updates, Facebook for mobile devices
- Facebook for business – creating, improving and promoting a page, using the Facebook page to promote a business or event; Facebook apps

- Promoting 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 activity; Edgerank
- Measuring engagement – using Insights; Likes and Reach tabs; measuring advertising success; best practice

## 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.

## PRE-REQUISITES

There are no specific pre-requisites required to study this course.

## CAREER PATH

After the study of this facebook for business course you could ask your company if you can assist with its social media activities - for example if you're a PA you'd be in the perfect position as you know the ins and outs of the business to be able to help effectively promote the organisation across social media. Other careers where social media skills are required can be Events Manager, Marketing Assistant, Marketing Manager or Web Design.

## COURSE DURATION: 12 HOURS

(Actual course duration will vary from individual to individual, based on prior skills and application).



**CPD POINTS: 12**

(Awarded CPD points upon successful completion).

To find out more about this or any of our courses, speak to one of our course advisors.

The best way to predict the future **is to create it.**

To discuss your current skills and aspirations call:

**020 7256 6668**

or visit: [www.pitmanlondon.co.uk](http://www.pitmanlondon.co.uk)

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