

# Facebook Marketing

**This is a sample syllabus. Actual course topics and assignments may vary by instructor and class.**

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## **Week 1**

The anatomy of a professional Facebook page, and what elements you need to have. Companies with the largest Facebook following. How to set up and enhance your business page. What to look for in a successful Facebook page and how that translates to your company or personal page.

Assignment: Create your Facebook page, completing the "Info" section (tab), adding additional pages, photos, and information as appropriate, and inviting the class to "Like" your page.

## **Week 2**

What to do after setting up the page. Best practices for marketing with Facebook: naming your page, what to embrace and what to beware of, content strategies, how often you should update the page. How to analyze data using Facebook Insights: what can be tracked and when. Installing Google Analytics to compare data.

Assignment: Start updating your page with relevant content 3 times per weekday. Install Google Analytics, if possible. Consider creating an editorial calendar and provide 1-3 paragraphs about your goals for Facebook marketing and how Facebook Insights and/or Google Analytics can help you achieve these goals.

## **Week 3**

Facebook marketing fundamentals. How to combine outside marketing efforts with your Facebook page. Should you post links that take users off Facebook or create/feed in content from outside sources? Examples of how Facebook has been used by companies and organizations, both effectively and not so effectively. How to separate the personal from the professional on Facebook. Key Facebook Terms of Service.

Assignment: Provide three examples of how and why you would want to include Facebook in your overall marketing activities. How might you measure online/Facebook effectiveness against national TV advertising or in-house activities, such as email marketing? Take 1-3 paragraphs to explain how this might help determine your ROI (return on investment).

## **Week 4**

How to scale on an outside platform. How to measure the success of your Facebook marketing efforts. Using your ROI analysis from your homework, we'll look at some of the models being used in the business world. Ways to combine marketing efforts using free tools such as Hootsuite and Seesmic to measure effectiveness, drive efficiency, and incorporate employee engagement and advocacy programs. How to incorporate Facebook Places and other applications into your marketing strategy.

Assignment: Take 2-4 paragraphs to explain the ROI of a Facebook page to an executive at your company, including how you would scale the program with or without additional staff/resources and what tools and applications you would incorporate.