

Facebook Marketing

Session 1: Introduction to Facebook Marketing

Lesson 1: Exploring Facebook for Business

Lesson 2-1: Understanding Facebook Pages, Part 1

Lesson 2-2: Understanding Facebook Pages, Part 2

Lesson 3: Facebook Page Management

Assignment: Analyze a Facebook Page for an organization you admire and identify improvements based on the elements of successful Facebook Page marketing covered in Session 1 of this course.

Complete your evaluation by including the following:

- Describe the organization. Does its Facebook Page accurately represent the brand? Why/Why not?
- Identify the best elements or features on the Page. What did you love?
- Suggestions for improvements to be made to the Facebook Page. What would you do differently?

Session 2: Facebook Marketing & Content

Lesson 1: Content, Content, Content

Lesson 2: Facebook and the Content Calendar

Lesson 3: Measuring Your Facebook Results

Assignment:

Part 1 – Create a content calendar for your Facebook page. Include at least 1 week's worth of content for your audience.

Part 2 – Make a list of the following:

- Primary goal for Facebook Page
- Target audience for content
- Ideas for where to find or how to create images, video

Session 3: Facebook Advertising

Lesson 1: Getting to Know Facebook Ads

Lesson 2: How to Create Winning Ads

Lesson 3: Advertising Pro Tips

Assignment: Draft an ad for your Facebook Page. Choose the goal for the ad, the audience, ad placement, etc.

- You do not need to actually purchase the ad. Going through the design process will help you.
- Make a note of your choices as you go through the process and explain why you are making the choices you are. Make a note of any questions you have along the way.
- Finally, take a screenshot of your final design and go through one final time thinking through the ad creation best practices checklist to see if you missed anything.

Session 4: Advanced Techniques

Lesson 1: Video Pro Tips

Lesson 2: Building Community

Lesson 3: Case Studies

Assignment: Create a video element for your Facebook Page:

- Choose the video format of the content for your Page: live video, video post, or video ad.
- Write a short description of the video content you are creating, its purpose, and why you believe it is a good addition to your Page.
- Go through the steps to create the video content, keeping in mind the purpose and audience.
- Post it for one day. Measure the results and assess what you would do differently to improve upon the results.