Facebook for Business
Essentials & Beyond

CLASS TRAINING

General Outline

The focus of this <u>hands-on course</u> is to help you use Facebook to promote and develop your business. There are over 12 million Australians using Facebook∗, with most of them in the 25 to 35 year age bracket∗, and some of them (or a lot of them) could be your customers/clients.

You will definitely get some great ideas for using and managing Facebook pages, and you'll have lots of fun as well

Course Content Summary

♦ Devise a plan/strategy for using Facebook for your business or place of work.

♦ Set up / edit a Facebook 'page', 'hide' it until you're ready, change security, etc.

♦ Post information to the 'timeline/wall', upload/share photos, videos, conduct simple polls (surveys).

♦ Look at ways to use your page for promoting your business or place of work.

Client Reviews

"I liked the aspects about planning FB for your business, strategies, etc, plus the hands-on exercises and actually HOW to do it were great."
Nick, Wine and food business

"I knew nothing about Facebook previously but became competent in one day."
Jane, Accountant

"The course gave me some great ideas about how to use it for my business and how to promote the page and get more likes."
Ray, Concreting business

"The course consolidated my ideas and current understanding about Facebook but gave me some new FB skills and tricks to try."
Wendy, Librarian

"I previously didn't know about Facebook ads and how you can track how much traffic goes to your page. A real bonus."
Steve, Financial services

"The skills I learnt will greatly assist in the launch of our new Facebook page"
Julie, Community Safety Officer

∗ As of February 2014

Duration & Rate:

♦ 1 day public course ($330) OR

♦ 3 x 1-hour online ($132) OR

♦ Closed / Onsite (inquire)

Prerequisites:

Previous experience in browsing the Internet and emailing is recommended.

Course Includes∗

♦ Use of a computer for hands-on exercises.

♦ Extensive training manual.

♦ Refreshments.

♦ Certificate of attendance.

♦ After-course support.

♦ Free refresher course.

∗ Inquire re details.

How to Book:

♦ Phone us on (02) 6041 2711.

♦ Email us at **office@classtraining.com.au**.

♦ Book online at **www.classtraining.com.au**.

CLASS Training
602 Olive Street
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Work Smarter!

Detailed Course Outcomes

Understand Facebook:

♦ State the meanings of and differences between Facebook terms – profile, page, timeline/wall, event, group, Like, etc.

♦ State the differences between and uses of Facebook, LinkedIn, Twitter, Youtube and others, and how they can work together.

♦ Devise a strategy and define goals for using Facebook for business.

Use Facebook:

♦ Set up / edit a Facebook 'profile' and 'page', and state when to use each one.

♦ State how to obtain a Facebook address, e.g., www.facebook.com/mybusiness.

♦ Navigate around the Facebook screen.

♦ Post information to the timeline, upload/share photos and videos.

♦ Create 'albums' of photos and slide shows.

♦ Create simple polls to survey people.

♦ Set up and manage 'events' and state some uses for them.

♦ Edit to posts to delete, hide and keep them at the top of the timeline.

♦ Research pages of other businesses similar to yours for ideas.

Promote your Facebook page:

♦ Use methods to encourage more 'likes'; for example, offer coupons or downloaded content if a visitor likes your page.

♦ Use Facebook ('ads') to target specific market segments.

♦ Integrate your page with your main web site.

♦ Use Search Engine Optimisation (SEO).

♦ State and implement marketing strategies to attract more customers/clients.

Extend Facebook:

♦ Use Facebook applications ('apps') to extend the functionality of your page.

♦ Use Facebook on mobile platforms.

♦ State and use 3rd-party apps to extend functionality (e.g., 'Coupons for Like', etc).

♦ State strategies for integrating other social media tools (e.g., Twitter, LinkedIn).

Course Delivery Options:

This course can be delivered:

♦ as a public course with maximum ten (10) participants.

♦ onsite in your training rooms, and with optional laptops/notebooks.

♦ as one-on-one executive or small group courses.

Content of course can be customised to meet specific requirements that best suit you and your personnel.

The course has simple-to-follow, hands-on exercises. An extensive training manual of step-by-step instructions is yours to keep.

Course Includes:

All participants receive the following:

♦ Use of a fast PC – one person per PC.

♦ An extensive training manual of step-by-step exercises.

♦ Refreshments.

♦ Certificate of attendance listing the outcomes covered.

♦ Support via phone, fax or e-mail for content covered.

♦ Support from our online Help Desk and Knowledgebase.

♦ Answers to your specific queries.

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→ Book online at **www.classtraining.com.au/facebook**