



Facebook for Business Essentials & Beyond

Course Content

General Outline

The focus of this **hands-on course** is to help you use Facebook to promote and develop your business.

There are over 15 million Australians using Facebook*, with most of them in the 25 to 34 year age bracket*, and some of them (or a lot of them) could be your customers/clients.

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

Detailed Course Outcomes

- ◆ Set your **goals** for using Facebook and plan a strategy.
- ◆ **Create** a Facebook page.
- ◆ View and change **page settings** (security and more).
- ◆ **Post content** – comments, photos, links, videos, etc.
- ◆ Create, edit and use **events** to promote business activities.
- ◆ **Promote** your Facebook page and get more 'Likes'.
- ◆ **Boost** your posts for targeted Facebook users.
- ◆ Investigate **Facebook apps** to extend your page further.
- ◆ View Facebook pages from **similar businesses** to get ideas.
- ◆ Use **strategies** and 'tricks' for a better Facebook page.
- ◆ Track the success of your Facebook page with **Insights**.
- ◆ Consider other tools: **Twitter, LinkedIn, Hootsuite**, etc.

Client Reviews

"I liked how to plan your FB page, 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 consolidated my ideas and 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 January 2018—
<https://www.socialmedianews.com.au/social-media-statistics-australia-january-2018/>



Delivery & Duration

- ◆ 1 day public course, **OR** 2 x 1½-hour online sessions **OR** Closed / Onsite (inquire)
- ◆ For rates and dates, visit: classtraining.com.au/coursedates/11-facebook-for-business/

Prerequisites

No experience with Facebook is assumed nor required.

Public Course Includes*

- ◆ Computer for hands-on skills.
- ◆ Extensive training manual.
- ◆ Refreshments.
- ◆ Certificate of attendance.
- ◆ After-course support.
- ◆ Free refresher course.

* Inquire re details.

Online Sessions Include

- ◆ PDF workbook of instructions.
- ◆ Interactivity: ask your questions.
- ◆ Access to recording of session.
- ◆ After-course support.

How to Book

- ◆ Phone: **(02) 6041 2711**
- ◆ Email: office@classtraining.com.au
- ◆ Book online: classtraining.com.au/coursedates/11-facebook-for-business/

CLASS Training
602 Olive Street
Albury NSW 2640
☎ (02) 6041 2711

classtraining.com.au
office@classtraining.com.au



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