

# Facebook for Business

## Course Description

This Facebook for Business course will show you how to use Facebook effectively for your business.

It starts by examining Facebook's history and its phenomenal growth to almost 3 billion active users.

You'll learn how to set up and optimise your Facebook Business page.

We'll show you how to create an effective Call to Action, organise your page tabs and create and build your follower count by sharing engaging content.

There's information on how to use Instant Experience ads, set up Events, create Live video moments and use Facebook as a recruitment tool.

In a major section on Facebook advertising, we'll examine effective ways to boost engagement – including how to define your target audience, choose the right ads for your audience and effective ways to design and build your ad content.

Finally, we'll show you how to test, track and evaluate your ad campaigns using key metrics.

## Learning Objectives

By the end of this course, you will:

- Understand why Facebook is important for business and how to create and use a business profile.
- How to create a brand identity and content strategy.
- Have a basic understanding of the Facebook algorithm.
- Know how to plan and set up effective advertising campaigns.

## Target Audience

This course is aimed at anyone who is involved in promoting and marketing their business online.

## Advantages

Online training is flexible, efficient and cost effective meaning the candidate can progress through the modules at their own pace and in their own time, so they can fit the training around their work and personal life.

## Further Progression

if you want to find out about using other platforms to enhance your business offering check out our LinkedIn for Business or Instagram for Business courses.

## Modules

Course	Module Number	Module Name	Pass % Required
Facebook for Business	1	The History of Facebook	70
Facebook for Business	2	Facebook Business Pages	70
Facebook for Business	3	The Facebook Algorithm	70
Facebook for Business	4	Facebook Advertising	70

### Recommended System Requirements

- Browser: Up to date web browser
- Video: Up to date video drivers
- Memory: 1Gb+ RAM
- Download Speed: Broadband (3Mb+)

**Duration:** 30 minutes (*Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions).*