Facebook for Business

Online Training

Duration: 80 minutes
Course Code: ONBS03

Course Description:

Facebook is the world's largest social network. With over a billion users it's very likely that a proportion of your target customer audience will have a Facebook account. In the 'Social Media for Business' course you'll have been encouraged to research and investigate the preferred social media platforms used by your target audience, so you should have a good idea at this point if Facebook is one of the right platforms for you.

This course will show you the tools and the techniques to create an effective Facebook page.

Who Should Attend Facebook for Business Training?

- This course would be suitable for current or new users of Facebook who use advertisements and brand pages and want to expand their knowledge of implementing social media strategies.

Course Contents:

- An introduction to Facebook
- Setting up a Facebook Brand Page
- Administrating your Facebook Brand Page
- Adding Content to your Brand Page
- Custom Applications
- Getting people on your Brand Page
- Facebook Advertising
- Getting Website Traffic from Facebook

Related Courses:

- LinkedIn for Business | Code: ONBS04
- Twitter for Business | Code: ONBS05

Give us a call if you wish to purchase this course: 0114 281 3350