

Facebook for Business

CPD Approved

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.

Using Facebook in your business is about providing an effective means for your customers to interact with you and connect their friends to your business. Recommendation is the most powerful way a potential customer can be connected to a business, particularly when it’s being recommended by a friend. So if you know that a trusted friend likes a particular brand, you’re much more likely to engage with that brand.

Facebook is essentially a platform designed to facilitate social interaction between people with whom you’ve already established some mutual recognition.

Course	Module Number	Module Name	Pass % Required
Facebook for Business	1	An Introduction to Facebook	75
Facebook for Business	2	Setting up a Facebook Brand Page	75
Facebook for Business	3	Administrating your Facebook Brand Page	75
Facebook for Business	4	Adding Content to your Brand Page	75
Facebook for Business	5	Custom Applications	75
Facebook for Business	6	Getting People to your Brand Page	75
Facebook for Business	7	Facebook Advertising	75
Facebook for Business	8	Getting Website Traffic from Facebook	75

Recommended System Requirements

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

Duration: 80 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.*)