

Class Title: Facebook For Business

Duration: 1 Day

1. Building Your Page

- 1.1. Developing an Asset Package
- 1.2. Creating a New Business Page
- 1.3. Adding Content
- 1.4. Using Tabs
- 1.5. Adding Your Logo and Cover Image
- 1.6. Publishing Your Page

2. Administering Your Business Page

- 2.1. Managing Page Permissions
- 2.2. Adding Page Administrators
- 2.3. Enabling Post Privacy
- 2.4. Banning Users from Your Page
- 2.5. Adjusting Page Notifications

3. Engaging Your Community

- 3.1. Sharing Your Page to a Facebook Profile
- 3.2. Posting Effective Status Updates
- 3.3. Sharing Photos and Video
- 3.4. Highlighting and Pinning Posts
- 3.5. Scheduling Posts on Your Page
- 3.6. Creating Facebook Events

4. Using Ads and Promoted Posts

- 4.1. Creating a Facebook Ad
- 4.2. Using Promoted Posts

5. Using Insights

- 5.1. Understanding Page Performance
- 5.2. Exporting Insight Data

6. Facebook on Mobile Devices

- 6.1. Using the Facebook Pages Manager App
- 6.2. Sharing to Your Page Via Mobile Devices
- 6.3. Using Messages on Mobile Devices