

100 - Essentials

01 - Facebook Introduction	2:24
02 - What Is Facebook?	2:21
05 - Facebook Overview of Features and Functions	8:00
03 - Why Do People Use Facebook?	1:43
04 - Why Do Businesses Use Facebook?	2:23
07 - Facebook Business Page Overview	13:56
09 - How Businesses Are Using Facebook	4:09
06 - Business Page Visibility Within Your Newsfeed	5:46
08 - How Customers Engage With Your Business Page	2:14

Total Topics = 9

Total Time = 42:56

10 QUESTION QUIZ

200 - Strategy

10 - The Social Media Strategic Planning Process	2:58
12 - The Importance Of Defining Your Facebook Strategy - The Purchase Path	12:29
13 - The Importance Of Defining Your Facebook Strategy - Knowing The Facebook Audience	5:02
11 - Your Facebook Strategy - Listening	6:17
14 - Determining Your Content Strategy	9:38
15 - Best Practices For Posting Content	8:31
16 - How Frequently Should I Post?	7:29
17 - Optimizing Your Content	3:09
18 - Overview of Facebook Insights	12:15
19 - Evaluating The Success Of Your Facebook Pages	2:37
20 - Optimizing Your Strategy	3:49
21 - Using Groups To Connect With Your Audience	1:54
22 - Using Messenger In Your Strategy	2:12
23 - Using Facebook Live Video	2:44
24 - Creating Events on Facebook	2:28
25 - Facebook Business Manager	3:45
26 - Introduction to Facebook Ads	2:14
27 - Overview of Facebook Ads	19:30
28 - Understanding Facebook's Ad Structure	2:50
29 - Facebook Strategy - Using OCTO	1:57

Total Topics = 20

Total Time = 1:53:48

10 QUESTION QUIZ

300 - Management

30 - Setting Up Your Facebook Page - Introduction	3:16
31 - Setting Up Your Facebook Page - Do I Need A Personal Account?	1:18
32 - Setting Up Your Facebook Page - Creating Your Page	10:09
33 - Setting Up Your Facebook Page - Page Settings	11:45
34 - Setting Up Your Facebook Page - Edit Your Layout	3:48
35 - Setting Up Your Facebook Page - Adding Tabs	1:42
36 - Setting Up Your Facebook Page - Assigning Page Roles	2:59
37 - Setting Up Your Facebook Page - Best Practices For Profile and Cover Images	3:52
38 - Setting Up Your Facebook Page - Best Practices For Name and Username	2:42
39 - Getting The Most From Messenger	6:03
40 - The Power of Events	4:54

41 - Facebook Groups Versus Pages	5:07
42 - Promoting Your Facebook Page - Introduction	3:39
43 - Promoting Your Facebook Page - Growing Likes	11:09
44 - Posting Content - Texts Posts	5:05
45 - Posting Content - Photo And Video Posts	3:23
46 - Posting Content - Advertising Your Business	2:25
47 - Posting Content - Create An Offer	1:24
48 - Posting Content - Live Video	4:31
49 - Posting Content - Get Messages	1:26
50 - Posting Content - Get Phone Calls	1:35
51 - Posting Content - Publish A Job	2:28
52 - Posting Content - Help People Find Your Business	1:31
53 - Posting Content - Create An Event	1:22
54 - Posting Content - Write A Note	2:13
55 - Posting Content - How Often Should I Be Posting	5:19

Total Topics = 26

Total Time = 1:45:05

10 QUESTION QUIZ

400 - Mastery

56 - Communication Mgmt & Moderation Strategy	4:47
57 - Defining Your Workflow - How and When to Post and Respond	8:10
58 - Using Automation Tools	4:43
59 - Optimizing Content For Facebook	3:34
60 - Best Practices For Facebook Posts	8:36
61 - Best Practices For Using Images	7:49
62 - Best Practices For Using Video	7:50
63 - Case Study: Optimizing Your Reach - Miller Ferry	7:28
64 - Case Study: Optimizing Your Reach - Great Parks of Hamilton County	5:52
65 - Case Study: Video Cover - US Figure Skating	1:26
66 - Optimizing Content - The 5-Minute Rule	3:11
67 - Facebook Live Demo	5:44
68 - Advanced Facebook Insights	15:14
69 - Advanced Facebook Insights - People Section	4:03
70 - Advanced Facebook Insights - Using AdBuilder to Learn About Your Audience	9:00
71 - Facebook Page Management - Publishing Tools	3:47
72 - Facebook Page Management - Messages	1:59
73 - Facebook Page Management - Notifications	1:10
74 - Facebook Page Management - Event Features and Functions	5:09
75 - Incorporating Holidays and Pop Culture References Into Posts	3:11
76 - Facebook Audience Insights	11:46

Total Topics = 20

Total Time = 2:04:29

10 QUESTION QUIZ

Frequently Asked Questions

76 - Can I Merge Facebook Pages?	2:23
77 - Can I Turn Off Reveiws for My Page?	2:17
78 - Can I Manage More Than One Page?	0:38
79 - Do I Need A Personal Account to Manage a Business Page?	2:36
80 - What is the Difference Between a Profile and a Page?	2:31
81 - How Can I Add Captioning to a Video?	2:14
82 - What is the Best Time of Day to Post?	2:50
83 - What is the Reach and How is it Different Than Impressions?	2:04
84 - Should I Use Hashtags?	7:50
85 - Short vs. Long Posts	2:48
86 - What is the Best Image Size For My Post?	3:09
87 - Should I Incorporate My Logo Into My Posts?	3:05
88 - Should I Tag Pages In My Posts?	3:57

Total Topics = 13

Total Time = 38:22

BONUS! Facebook Marketing Tool Reviews

Match Your Business Needs to the Right Software with **G2Crowd**

Social Media Scheduling with **BufferApp**

Social Media Automation with **IFTTT**

Creating Videos with **Animoto**

Creating Beautiful Images with **Canva**

Creating Infographics with **Piktochart**

Creating Images with **Adobe Spark**

Creating Videos with **Adobe Spark**

Focus Your Keyword Research with **Answer The Public**

Get Headline Inspiration (Maybe?) with **Linkbait Generator**

Portent Content Idea Generator

Understand Trending Content with **BuzzSumo**

Add Custom Social Media Feeds to Your Website with **curator.io**

Landscape by **SproutSocial**

Resources:

Facebook Business Manager Quick Start Guide

Facebook Company Page Checklist

Facebook Pages Quick Start Guide

Facebook Pages Tips & Tricks

Social Media Priorities Quick-Start Guide

Course Total Topics = 88

Course Total Time = 7:04:40