

Introduction to Facebook (Meta)

What's Covered?

Navigating social media can sometimes be overwhelming, especially if it's all new to you. This session will walk you through Facebook (Meta) and show you how to create a Facebook page which is optimised, as well as how to plan and perfect your posts.

Key Takeaways

- ✦ How to optimise your Facebook page's admin and settings.
- ✦ How to plan your posts so it never feels overwhelming.
- ✦ How to write compelling Facebook posts.
- ✦ How to use Facebook Insights to measure the performance of your posts.

Who Is This Training For?

For any business who wants to start using Facebook as part of their marketing activity, or for businesses that have created a company page and don't know where to start.

Skill Level Requirements

No previous social media experience required.

Other Information

- ✦ Duration: 2 hours
- ✦ Suitable for both groups and individuals
- ✦ Deliverable in-person or virtually

