

Facebook – Advanced tips and tools



Course outline

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Course Content:

If you feel confident using Facebook at a basic level but want to branch out and learn more about how to get the most out of the platform effectively then this is the course for you.

Or have you used Facebook as a private individual but you're not sure how best to use it for work? Would you like to use Facebook better to create interest and awareness of the work that you do, either as a freelancer or as part of a wider team? Would you like a better idea of how to access useful and inspiring information, resources and communities? Or to get a sense of the best investigative tools to use to strengthen and support your stories?

Whether you run your own hyperlocal, or work for a big newsroom, this half-day session will give an overview of advanced tips, tricks and tools to maximise the value and the impact that you get from Facebook.

Programme

FACEBOOK AS A PUBLISHER

- Staying ahead of algorithms – Facebook's rules are always changing – how can you stay on top of them so you don't get sidelined?
- Using Facebook Live – Find out how to use Facebook Live to share engaging, attention-grabbing content that will set you apart from the crowd.
- Building engagement – What are the options you can use to build up engagement on Facebook and what are the strengths and weaknesses of each? How are publishers making the most of Facebook Groups for community building and how do these stack up against the competition?
- Learning from others – How can you use Facebook to connect and stay informed with developments and innovation in journalism and publishing to stay ahead of the curve? Using Facebook Blueprint.
- Targeting and metrics – How do you maximise the people who see your content, both organically and with paid advertising? Find out how to use Facebook Analytics to measure your success and impact.

FACEBOOK AS A RESEARCHER/JOURNALIST

What's out there? Facebook as a resource – How do you identify people, groups and communities that are interesting and informative for you and the work you do?

Facebook Search – How to use Facebook to find out buried information on people, companies and more.

Ethics and regulations – Looking at how you can and should use information you uncover on Facebook.

Course costs **£50 for NUJ members** and places can be booked by contacting joanm@nuj.org.uk.