Facebook - Introduction

Course outline

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Course Content:

Are you new to Facebook? 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?

This half-day session will provide you with a starter pack of knowledge and tools, in easily accessible, jargon-free language, with lots of chances for questions and support.

Programme

Setting up a personal page – If you are new to Facebook, how do you get started? How do you add friends and create different friend groups? What's on your homepage and what's it for?

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?

Creating community – If you want to set up a group or a page on Facebook, what's the best way to do this?

What are the opportunities and what are the risks? Find out the options so you can decide what works best for you.

Scheduling – If you can't always be around, how do you schedule content to go out when you're not there?

What are the advantages and disadvantages of using a dashboard to plan content?

Facebook targeting – How do you maximise the people who see your content, both organically and with paid advertising?

Privacy and moderation – How do you keep your own data safe on Facebook and the data of others? And how do you handle provocative or offensive comments on your account or page?

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