



Social Media
Marketing
from **facebook**



We are excited to welcome you to the Social Media Marketing workshop!

In this workshop, you will get introduced to the world of digital marketing with Facebook and Instagram.

You'll get hands-on experience creating and managing a real Facebook Page for a local small business, organization, or nonprofit. You'll also work with that organization to create a simple ad campaign and measure its performance. Through a series of mini-challenges, you will build practical skills and knowledge while helping your community, and build a foundation for a future in social media marketing. At the end of the workshop you'll have work you can use as a professional portfolio. You'll also have the opportunity to earn four micro-credentials that will certify your skills in social media marketing on Facebook and Instagram.

In this workshop, you'll learn:

- The value of social media marketing.
- How to help companies and organizations with social media marketing.
- How to use Facebook and Instagram for social media marketing.
- How to create and effectively maintain Pages.
- How to attract and engage users.
- How to use Facebook and Instagram ads and analyze their effectiveness.
- How to create and maintain security.



Your Challenge
Help an organization in your local community (business, school, church, or other community group) solve a business challenge with social media.

That challenge might include recruiting new members, building awareness in the community, advertising an event, or increasing sales.

As you go through this workshop, you will work with the organization to determine their needs, set goals to meet these needs, create a Page, and create different types of posts and ads on both Facebook and Instagram.

You will also document your work and use analytics to determine the success of your efforts against those overall goals.

The Workshop

This workshop is broken down into four modules:

- Social Marketing Basics
- Marketing with Facebook Pages
- Marketing with Facebook Ads
- Marketing with Instagram

In each module, you will tackle one aspect of social media marketing.

You'll ask and answer some guiding questions as you learn about the topic.

You'll then work through some guiding activities designed to help you think critically and analyze examples.

Then you'll take action through mini-challenges—creating posts, creating ads, analyzing reports—as you build and manage your Facebook Page and Instagram account.

Finally, when you've completed the module and feel confident about the skills you've built, you'll submit your work for a micro-credential (a digital badge) that will certify your social media marketing skills.

Module 1:
Social Media
Marketing Basics

Learning Objectives

Students will be able to gather information about an organization and distill it into the essential elements needed for social media marketing platforms such as Facebook and Instagram.

- Understand basic social media marketing, especially with Facebook
- Understand the social media marketing needs of an organization
- Understand the elements of a Facebook business Page
- Understand how to create a Page and create posts of different types
- Understand security settings and how they apply to a business

Skills Aquired

- Identifying and analyzing the social media marketing needs of an organization
- Creating a Facebook Page, including privacy/security settings
- Completing Page information—about, profile, and cover photos
- Creating posts of different types—text, photo, and video

Challenge

- You will work with an organization in the community to identify their social marketing needs and develop an initial Facebook Page for the organization.



2-3
hour
class duration



1 session
plus out-of-class
homework

We are thrilled you have chosen to learn about Social Media Marketing Basics. This Digital Promise course has only one thing you need to do to join:

Please choose the lucky organization that is about to benefit from your new social media marketing skills.

You can choose a nonprofit organization or a for-profit business, as long as it is in your local community. There are many types of community organizations and businesses that you could choose—perhaps a group you are already a part of or a small organization in your community such as a theater, church, school, medical clinic, women’s shelter, donut shop, bookstore, etc. Avoid larger organizations or businesses that focus on a broader

area than the community they are in, such as a bank, public university, or chain of stores—they likely already have their marketing needs covered!

Once you have chosen the organization, make sure they are willing and happy to have your help. When you are going through this course, you will be asked to interview members of the organization, so make sure someone is able to talk to you.

If you’re not sure what organization to pick, you might try making a list of all the community-based organizations you have been part of or that your family and friends belong to. Maybe your neighbor works at an auto-shop that specializes in old cars or your grandmother has just joined a chorus for people over 50. Has an amazing new restaurant opened in your neighborhood?

This is your chance to learn a new skill while providing help to an organization or business you believe in.



Module 1: Lesson 1

Introduction to Social Media Marketing

What is social media marketing and why is it important today?

All organizations need good marketing. Social media is the fastest way today to spread information. Put those two together and you have social media marketing, one of the most valuable skills employers are looking for.

On a personal level, some people like to tweet and post on social media, and some don't.

But for an organization—whether for-profit, nonprofit, or community-building—using social media is essential.

Why is it important? Because social media marketing can help with four key things that all businesses need:

- 1 **Brand Awareness**
You can use social media to help people learn about your business and what services and products you offer.
- 2 **Website Traffic**
You can use social media to bring people to your website.
- 3 **Connect with your customers and audience**
You can use social media to build relationships with your audience and potential customers.
- 4 **Drive more sales**
You can use social media to sell your products and services.

Trying to promote an organization without social media is like opening a store without putting a sign out front. People need to know you're there!

How do I understand the social media marketing needs of an organization?

A public health clinic has different marketing needs than a new beauty salon or a small Girl Scout troop.

Understanding what those needs are is key to being successful in social media marketing.

3 key marketing needs

Create Awareness

- ✓ Let people know about about you
- ✓ Help them discover you
- ✓ Let them begin to engage with your organization

Who needs this?

Usually a new organization, a small organization, or one new to Facebook needs to create awareness of themselves—that is, they need to let people know they exist and what their organization is about. But even established businesses have to spread awareness about themselves.

Pique Interest

- ✓ Help people understand more about you
- ✓ What do you offer?
- ✓ What is unique?
- ✓ Help people engage with you

Who needs this?

Most organizations that are creating awareness usually also need to pique an audience's interest in order to get them to want to buy a product or try their services. It is safe to say that most organizations have this need.

Get Customers/Grow Sales

- ✓ Attract new customers to buy or use your services
- ✓ Attract new members to join your group
- ✓ Attract donors to your cause

Who needs this?

Most organizations need customers. While they may not directly "sell" something, many want new members, donors, attendees at their events, or volunteers. These all count as customers!

How do I understand an organization's audience?

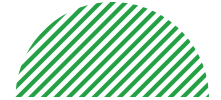
An organization or business usually has a target audience—a set of people that they believe will most likely benefit from the product or service being provided. The more you know about that target audience, the more you can target your social media marketing to that set of people.

One of the best things about using Facebook for social media marketing is the suite of tools it has to help you really target a specific set of people. This is not a flier on a telephone pole that gets seen—or ignored—by anyone who walks by. Posts to a Facebook Page or Instagram reach the followers the organization has in its network, as well as some of the people they are connected to if it gets shared.

When you purchase ads, you can reach people outside your network—but again, it won't be just passers-by. Ads can be targeted to particular types of people who are likelier to want whatever your organization is offering. You'll learn more about how to do this later.

The best way to learn about your organization's audience is to ask! If you are a member of the organization, it's likely that you probably know something about who you want to target. But if you're not, it might be helpful to interview some of the leaders of the group to find out what they think. You can find some suggestions for doing this in one of the guiding activities that follow.

Activity: Your Organization's Social Marketing Needs



Example 1: Car Wash



A local car wash just changed owners and the new owners are hoping it will be more successful than it has been in the past. To help, they've decided to not only improve existing services but also add new ones. They decided that they'll be offering a short-term buy-one-get-one-free promotion to boost sales.

Discussion Question:

What are this organization's social marketing needs? Check all that apply.

- Create Awareness
- Pique Interest
- Get Customers

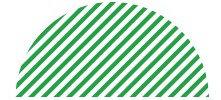
Answer:

All of the above. Because it's under new management, the car wash will need to let people know that they are under new management (Create Awareness), are new and improved and offer new services (Pique Interest), and are inviting people to come check them out with a two-for-one offer (Get Customers).

Additional Questions:

- What is the difference between "awareness" and "interest"?
- How can the idea of "under new ownership" be used to get more customers?
- What type of promotions can a car wash offer to attract more customers?

Activity: Your Organization's Social Marketing Needs



Example 2: Church Choir Group



The choir is starting to do more performances in the community, and they would like to make sure they have a good audience at their performances.

Discussion Question:

What are this organization's social marketing needs? Check all that apply.

- Create Awareness
- Pique Interest
- Get Customers

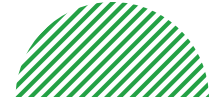
Answer:

This group needs all three. While the community may already know about them, it may be that people don't know that they are doing more performances in different places. They need to let people know about that (Create Awareness), let them know that these performances will be entertaining and fun (Pique Interest), and invite them to come (Get Customers).

Additional Questions:

- What type of people generally enjoy choir concerts?
- How might you convince someone to come to a choir concert for the first time?
- Should they limit their audience to members of the church, or is there a way to get even more people to come to the concerts?

Activity: Examples of Social Media Marketing Using Facebook



Resources

<https://nonprofits.fb.com/story/my-hero/>

<https://nonprofits.fb.com/story/mercy-corps/>

Many organizations have had great success using social media marketing. A closer look at some of those stories will be a great inspiration in finding out how to help

market the organization you have chosen. Here are examples of social media marketing campaigns from three nonprofit organizations and two

for-profit businesses. As you learn about each, you will draw comparisons to the organization you are working with.

Example 1: MY HERO

Non profit



Goal:

Create awareness and pique interest by sharing stories for people to engage with

Audience:

Targeted specific audiences

Key Campaign Lessons:

Create and share interesting content for your audience to connect with and share with their friends

Discussion Questions:

- What is the overall mission of MY HERO?
- What can you learn from their campaign lessons?
- What similarities do you see between MY HERO and the organization you have chosen to help with social media marketing?

Example 2: Mercy Corps

Non profit



Goal:

Create awareness but with urgency (earthquake response) and get "customers," who in this case are donors

Audience:

Broad reach, including lookalike audiences and custom audiences

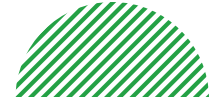
Key Campaign Lessons:

Create urgency, promote the posts that perform best

Discussion Questions:

- What is the overall mission of Mercy Corps?
- What role does "urgency" play in their campaign?
- What similarities do you see between Mercy Corps and the organization you have chosen to help with social media marketing?

Activity: Examples of Social Media Marketing Using Facebook



Resources

<https://nonprofits.fb.com/story/keep-a-child-alive/>

<https://www.facebook.com/business/success/cupcakin-bake-shop>

Example 3: Keep a Child Alive

Non profit



Goal:

Use gala event to create awareness and get donors

Audience:

Existing followers, reached through Facebook Live video, as well as Instagram posts

Key Campaign Lessons:

Use a good hashtag, respond to questions, ask questions, share content from other allies

Discussion Questions:

- What is the overall mission of Keep a Child Alive?
- What did they do to build relationships with their users?
- What similarities do you see between Keep a Child Alive and the organization you have chosen to help with social media marketing?

Example 4. Cupcakin' Bake Shop

For profit



Goal:

Grow business with local customers

Audience:

Locals who live near the physical shop, people already interested in flowers and weddings

Key Campaign Lessons:

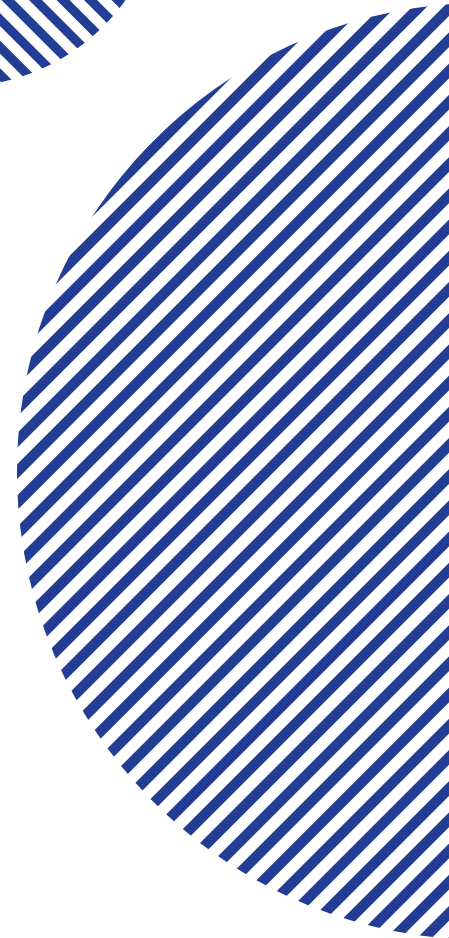
Ads run in late afternoon performed best (good time for cupcakes). Use of ads, core, targeting, and lookalike audiences were most effective

Discussion Questions:

- What is the overall business goal of Cupcakin' Bake Shop?
- How did they use their location to help their campaign?
- What similarities do you see between Cupcakin' Bake Shop and the organization you have chosen to help with social media marketing?

Module 1: Lesson 2

Create Your Page



What information do I need to create a Facebook Page for my organization?

There are two main things you'll need to get started in creating a Facebook Page:

Create an Account

If you don't already have a personal profile on Facebook, you'll need to create one to get started. But don't worry, it's easy to set up, and all your personal information will be

kept separate from the business Page. Check with the business or organization you're working with to see if there is anyone else they would like to have access to the business Page and make sure those people also have personal accounts. Everyone who will serve as an admin (who will monitor the account) on the business Page will also need an

account. You can add those people when you create the Page or at any later time.

Basic Information

You will also need the basic information about the organization you are working with, such as their address, their mission, and the correct spellings of the names of the people who work there that they wanted listed on the Page. If you are missing some of this information, you can still go forward, then go back and add the rest later. However, make sure that any information you do include is ACCURATE.

Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you. It's free to set up. Just choose a Page type to get started.

The screenshot shows the Facebook 'Create a Page' setup screen. On the left is a form for 'Local Business or Place' with fields for Page Name (example: Pat's Cafe), Page Category (example: Coffee Shop), Street Address, City (example: Culver City, California), Zip Code (example: 90232), and Phone. There is a 'Get Started' button at the bottom of the form. To the right of the form are six category options, each with an icon and a label: 'Company, Organization or Institution' (building icon), 'Brand or Product' (high-heeled shoe and bottle icon), 'Artist, Band or Public Figure' (silhouette with stars icon), 'Entertainment' (television and film reels icon), and 'Cause or Community' (heart and document icon).

What are the elements of a Page?

Resources

<https://nonprofits.fb.com/topic/create-a-page/?ref=nav-dropdown>

- Page name
- Cover image or video
- Profile image
- Call-to-action button
- Short Description: This is a description of what your organization does and/or sells. Make this as clear as possible because it will also appear in search results when people look for you online.

The screenshot shows the Facebook page for 'Purify H2O'. The page layout includes a navigation bar at the top with 'Page', 'Messages', 'Notifications', 'Insights', and 'Publishing Tools'. Below this is a profile picture (a blue water drop in a green circle) and a cover image (hands being washed under a water tap). The page name 'Purify H2O' and handle '@purifyh2o' are visible. A 'Send Message' button is located at the top right. The page description reads 'Nonprofit Organization in Seattle, Washington'. The 'About' section shows the address '115 Burton St, Seattle, Washington, WA 98119' and the website 'purifyh2o.org'. A 'People Also Like' section shows 'Investment Community'. Callout boxes provide additional context: one points to the profile picture, another to the cover image, and a third to the 'Send Message' button.

This is a smaller image that you can also use to tell more about your organization. Often people use a logo as their profile image.

Most of the time, the name of the Page is the name of the organization or group.

This is the large image that people see when they come to your Page. If your organization is a church, the image might be of the physical building, but it could also be an exciting photo of a gospel choir that has sung there. If your organization is a food bank, a photo of people receiving the food could be very moving. Whatever you use, it should help people understand what your organization provides.

You can add a button to the top of your Page to make it easy for people to take specific actions, like to call you, send you a message, or go to your website.

What do I need to know to manage the Page?

Resources

<https://nonprofits.fb.com/topic/create-a-page/?ref=nav-dropdown>

Once you've created a Page, you'll need to publish relevant content and see if people are interested in your posts.

You'll learn more about each of these

tabs later in this workshop.

- Messages
- Notifications
- Insights
- Settings

The screenshot shows the Facebook Page interface for 'Purify H2O'. The top navigation bar includes tabs for Page, Messages, Notifications, Insights, Publishing Tools, Settings, and Help. The left sidebar lists options like Events, Photos, Videos, Community, Groups, Reviews, and Posts, with a 'Create a Page' button. The main content area features a video post and an 'About' section with a map and address. The right sidebar shows community statistics and 'People Also Like' suggestions.

Messages: Using Messenger for your Page means that you can read messages, reply, archive messages, and more. You can manage all of that from one place on your page.

Notifications: Notifications let you know when and how people are interacting with your Page, from liking to commenting to sending you a message. This helps you know when customers interact with your Page so that you can respond in a timely way.

Insights: With the Insights tab, you can monitor and track your posts—including likes and shares—so that you can make future posts more effective.

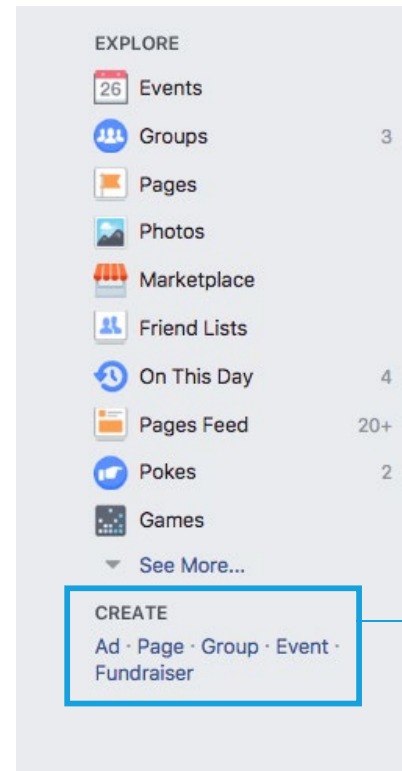
Settings: Settings gives you controls for your Page and allows you to set post visibility, who sees your Page, and who can make changes to your Page. You can also control the apps that you use on your Page, set up your Page to create posts through email, and even get suggested edits from the customers who like your Page.

About: Use the About section to display information about your business, such as your business address, phone number, website, and more. You can even display your services, products, menus, price ranges, and milestones for your business, such as events or promotions.

Mini Challenge: Create Your Page



This is the fun part! It's time to dive in and get started. As we've suggested, gather your information and your images from your group or organization and use them to create your Page. Feel free to experiment and explore all that you can do with your page. Get as familiar with it as you can because the more you know about it, the better you'll do!



Go to your personal Facebook Page, look for the Create Page Link on the left side menu, and get started!



Module 1: Lesson 3

What About Security?

What security concerns are there?

Most organizations, whether business, nonprofit, or groups, are usually looking to get a lot of people to visit their Pages. But it is important to consider a few security issues for your organization:

- Who can see your Page?
- What can visitors do on your Page?
- What can visitors say on your Page?

Let's look at this more in detail. These are the ways you can control who can see your Page.

The screenshot shows the Facebook Page Settings interface. The 'Settings' tab is selected, and the 'Preferred Page Audience' section is highlighted. A callout box explains that when creating a post, you can choose the audience's interest, gender, age, and more, and can also limit the audience by location and language. Another callout box highlights the 'Country Restrictions' and 'Age Restrictions' settings, explaining that you can limit your Page to certain ages (over 21 for alcohol) or countries. A third callout box highlights the 'Page Moderation' and 'Profanity Filter' settings, explaining that you can block certain words, including profanity, from posts on your Page.

Page	Notifications	Insights	Publishing Tools	Settings	Help	
General				Page Visibility	Page published	Edit
Edit Page				Page Verification	Page is not verified	Edit
Post Attribution				Visitor Posts	Anyone can publish to the Page Anyone can add photos and videos to the Page Post moderation is turned on	Edit
Notifications				Messages	People cannot contact my Page privately.	Edit
Messenger Platform				Tagging Ability	Only people who help manage my Page can tag photos posted on it.	Edit
Page Roles				Others Tagging this Page	People and other Pages can tag my Page.	Edit
People and Other Pages				Page Location for Frames	Other people can use your Page's location for photo and video frames.	Edit
Preferred Page Audience				Country Restrictions	Page is visible to everyone.	
Partner Apps and Services				Age Restrictions	Page is shown to everyone.	
Branded Content				Page Moderation	No words are being blocked from the Page	
Instagram				Profanity Filter	Turned off	
				Similar Page Suggestions	Choose whether your Page is recommended to others	
				Page Updates	Page posts are automatically published when you update Page info, reach milestones, receive reviews and more.	Edit
				Post in Multiple Languages	Ability to write posts in multiple languages is turned on	Edit
				Translate Automatically	Your posts may show translations automatically for people who read other languages	Edit
				Comment Ranking	Most relevant comments are shown for my Page by default.	Edit
				Content Distribution	Downloading to Facebook is allowed.	Edit
				Download Page	Download Page	Edit

What security concerns are there?

Let's look at ways you can control what visitors can do on your Page.

While a little more advanced, you CAN also block certain words from posts and comments—including profanity and curse words.

The screenshot shows the Facebook Page Settings interface. The left sidebar contains a menu with options like General, Edit Page, Post Attribution, Notifications, Messenger Platform, Page Roles, People and Other Pages, Preferred Page Audience, Partner Apps and Services, Branded Content, Instagram, Featured, Music, Crossposting, Page Support Inbox, and Activity Log. The main content area displays various settings, with three callout boxes providing additional context:

- Visitor Posts:** You can allow visitors to directly post photos and videos on your page, or you can choose to review those posts before they get published. Reviewing posts can keep your page safe from random posts, but it can also keep people from engaging with you freely.
- Messages:** You can allow visitors to send you messages directly via Messenger.
- Tagging Ability:** You can allow visitors and other Pages to tag photos on your Page.

Setting	Current Value	Action
Page Visibility	Page published	Edit
Page Verification	Page is not verified	
Visitor Posts	Anyone can publish to the Page. Anyone can add photos and videos to the Page. Post moderation is turned on.	
Messages	People cannot contact my Page privately.	
Tagging Ability	Only people who help manage my Page can tag my Page.	
Others Tagging this Page	People and other Pages can tag my Page.	Edit
Page Location for Frames	Other people can use your Page's location in frames.	
Country Restrictions	Page is visible to everyone.	
Age Restrictions	Page is shown to everyone.	
Page Moderation	No words are being blocked from the Page.	Edit
Profanity Filter	Turned off	Edit
Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
Page Updates	Page posts are automatically published when you update Page Info, reach milestones, receive reviews and more.	Edit
Post in Multiple Languages	Ability to write posts in multiple languages is turned on	Edit
Translate Automatically	Your posts may show translations automatically for people who read other languages	Edit
Comment Ranking	Most relevant comments are shown for my Page by default.	Edit
Content Distribution	Downloading to Facebook is allowed.	Edit
Download Page	Download Page	Edit
Merge Pages	Merge duplicate Pages	Edit

Mini Challenge: Set Your Security Settings



Your challenge for this lesson is to make sure your security settings are appropriately set for your Facebook Page.

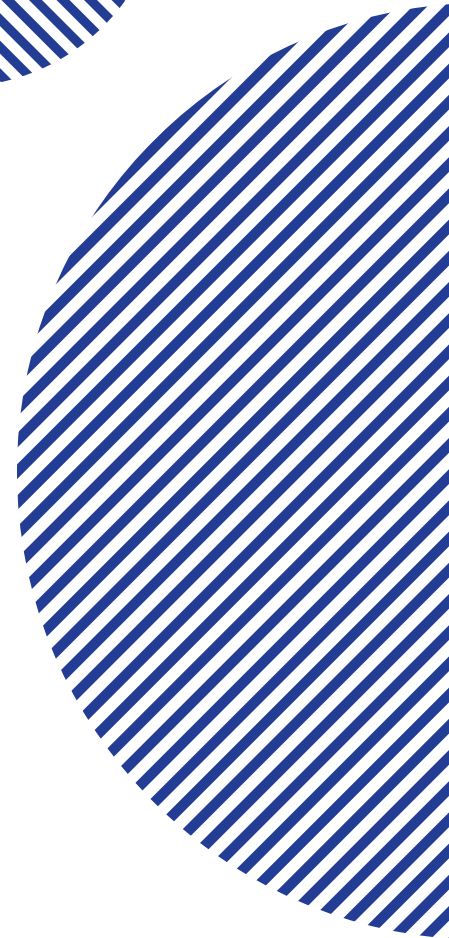
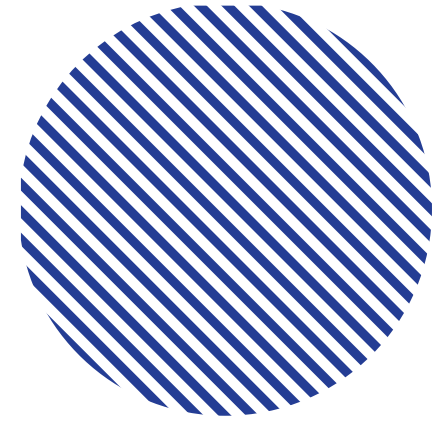
While, in general, most of the default settings will work just fine for your page, it is also a good idea to check with the organization that you're

working with to make sure they don't have any restrictions you should know about.

So, go to your Facebook Page, click on "Settings," and make any changes to the settings based on your company's needs.

Module 1: Lesson 4

Engage Your Audience

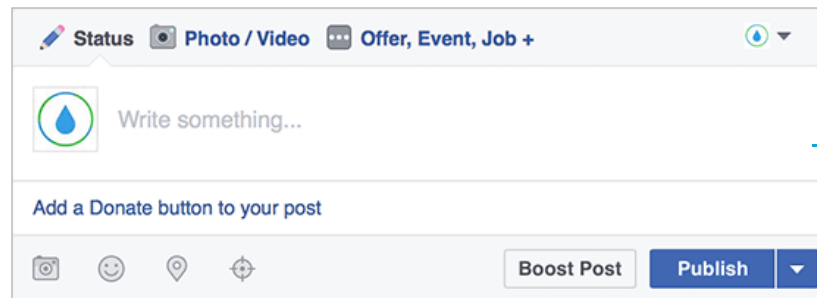


How do I promote the Page and attract people?

So, you have a Facebook Page. What do you need to do to start getting people to come to your Page? There are several things you can do to get started:

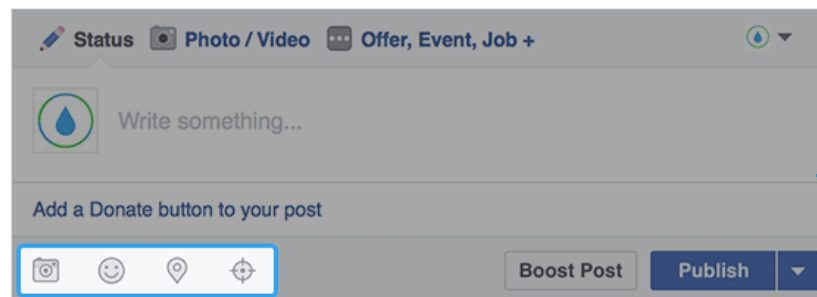
- **Post relevant content**
The single most important thing you can do is to create relevant posts.

The more relevant the content, the more likely people will interact with it. For example, if you're a bakery, it may be relevant to post videos of how to bake a moist cake or decorate cupcakes.



1 Write Something...

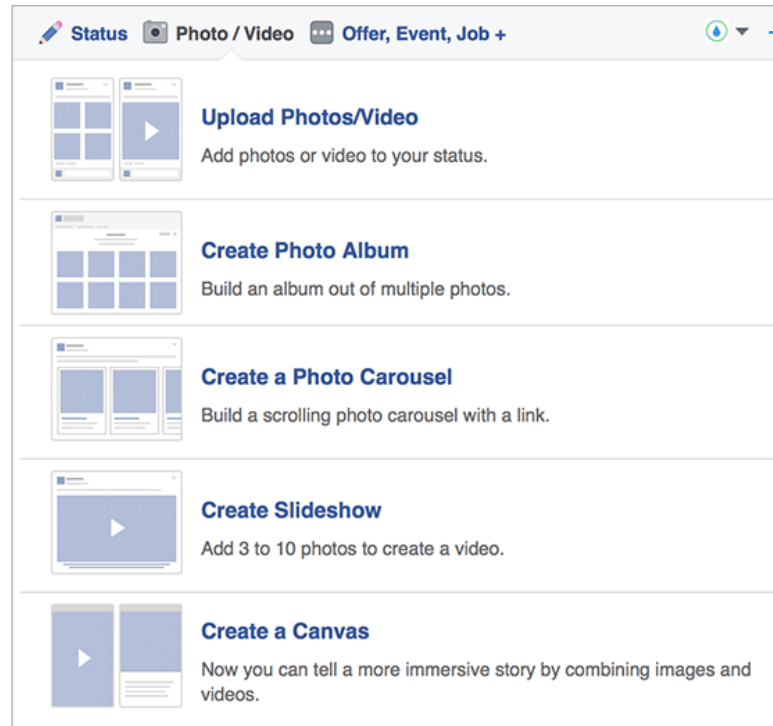
Posting is easy. Just start typing where it says "Write something..." Your update can be about anything you think supporters will be interested in, like announcing an event or showing photos of a project. All your posts are visible on your organization's Page and may show up in News Feed for people who've liked it.



2 User Post Features

Click the camera icon to add a photo or video to your post. Click the face icon to indicate what you're doing or how you're feeling. Click the location icon to add where you are, which is helpful if you're posting from different locations or an event. Click the down arrow next to Publish and select Schedule to schedule your post for later.

How do I promote the Page and attract people?



3 Insert Photos or Video

If you want to add photos or video to your post, click Photo/Video. When posting photos you have multiple options, including uploading a single photo or a series of photos across a carousel.

How do I promote the Page and attract people?



4 Publish Your Post

When you're ready, just click publish. Your post will be published to your page timeline and distributed to Page followers' personal News Feeds.

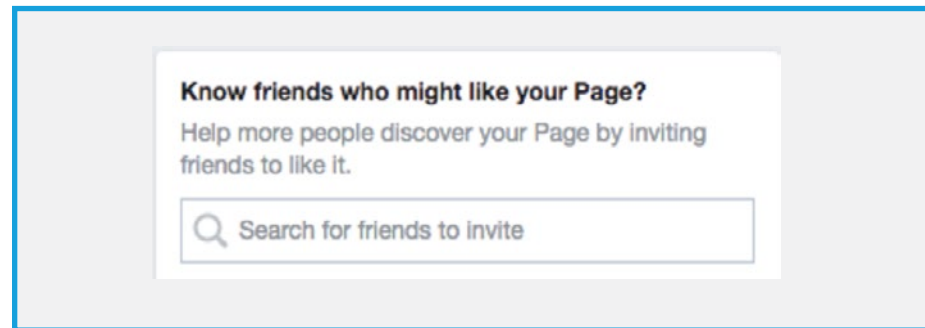
How do I promote the Page and attract people?

- Invite people you know to like your page

Building an audience on Facebook starts with inviting the people you already know to like your Page.

You want to invite people who are inclined to like and interact with what you're posting. As those people engage with your posts, their Facebook friends will see their

interactions with your posts, creating exposure to new audiences. Invite your friends, email contacts, and other community members and organizations that can help spread the word.



Invite your friends, email contacts, and other community members and organizations that can help spread the word.

- Promote your Page in other places
Give the people who visit your website the opportunity to join you on Facebook. You can start by adding a "Follow us on Facebook" button to your site.

If you have an email list, a blog, or accounts on other social media platforms, be sure to link them to your Facebook Page and remind people that they can get updates about your organization there.

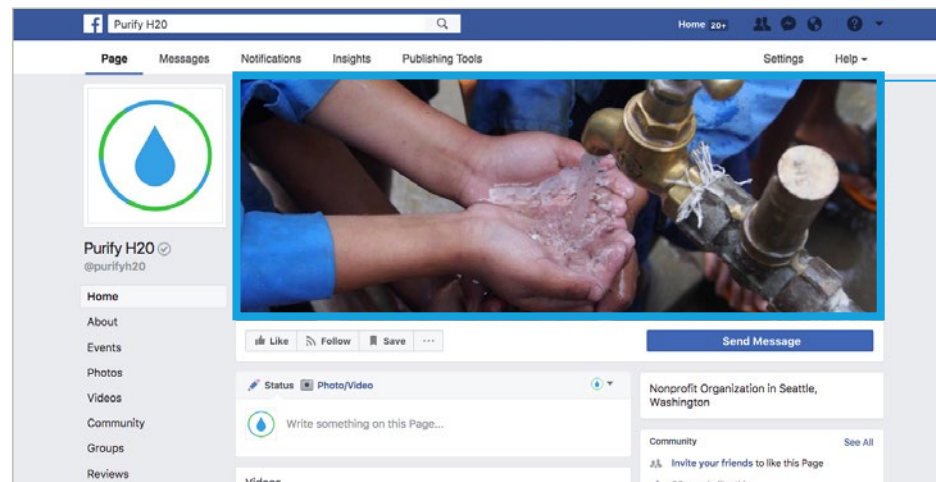
And, of course, you can use ads to help promote your Page and business, but more on that in later modules.

What are the key elements of successful Pages?

There are many, many elements that make a Page successful. Here are a few to think about:

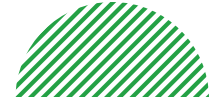
- **Terrific cover image or video**
A great photo makes so much difference. Spend some time thinking about and capturing a good photo that you'll use for your cover. You'll want this photo to communicate something about your business, and you want it to be visually inviting.

- **An interesting "About" section**
Do as much as you can to give visitors information about what your organization does. Make sure your descriptions are clear, interesting, and even inspiring! For example, if you're doing something to help your community, say so—"The Hub of Detroit is a retail bike shop that raises funds for the community projects of Back Alley Bikes." And don't be shy about including an inspiring mission statement as well: "Back Alley Bikes' mission is to provide cycling education and services with a focus on youth development, sustainable practices, and community access."



Great photo! Conveys the idea of Purity H2O in this single image.

Activity: Pizza place rewrite



Pretend you are re-creating a Page for local pizza place. It's known as a high-energy, relaxed place—always a bit of a party.

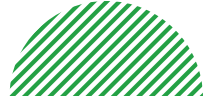
The person who tried to build the Page first just didn't like that type of restaurant and made it sound like a very classy, quiet place instead.

Can you fix it?

Let's rewrite it on the next page.

The screenshot shows a Facebook page for 'Donna's Pizza'. The page header includes the name 'Donna's Pizza' and navigation options like 'Home 20+', 'Messages', 'Notifications', 'Insights', 'Publishing Tools', 'Settings', and 'Help'. The main content area features a large cover photo of a brick building with 'DONNA'S PIZZA' in large red letters. Below the cover photo are buttons for 'Like', 'Follow', 'Save', and 'Get Directions'. A status update from December 19, 2016, announces a karaoke contest. The right sidebar shows a 5.0 star rating, 'Closed Now' status, and a map of the location.

Activity: Pizza place rewrite



Original Version:

current status:

“On Tuesday, there will be a karaoke contest from 7:00 to 9:00 p.m. The winner will receive a coupon for an extra large pizza.”

about section:

Donna’s Pizza has been in business since 1985. The original owner, Donna Tetrazini, has since retired, and the restaurant is managed by her twin daughters, Faith and Hope. Our pizza is always excellent, and our loyal customers are always pleased. Of course you probably prefer the quiet of your own home, but if you don’t have time to cook, you should come to Donna’s Pizza.

consider this:

Karaoke is fun, but the post is boring. Make this status update snappier and more interesting.



consider this:

It’s got some information, but does it make you want to eat there? Rewrite the “about” section in a more engaging way.

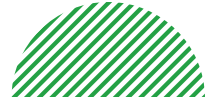


Your Version:

status rewrite:

about section rewrite:

Activity: Pizza place rewrite



Original Version:

Your Version:

profile picture:

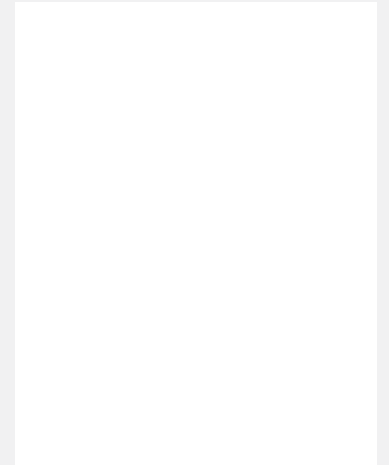


consider this:

Is that really the most interesting profile picture? Describe what you think the picture should show.



profile rewrite:



Mini Challenge: Learn more about your organization and its audience



In this module, we talked about how understanding the goals of the organization in terms of what they want to do with their social media marketing can help you decide on the ways you can connect with your audience. Knowing more about your audience can help you target your messages and posts to the people you want to see them. This will be even more important when you are buying and targeting ads. In this mini-challenge, you'll work with your group, organization, or business

to better understand their mission, audience, and goals.

Arrange a meeting with someone who works at the organization you chose. It may be the owner of the business or a person in charge, but you're looking for someone who can tell you about the organization and its mission.

The goal of the meeting is to understand as much as you can about the organization, including

fun stories, ways they do things, who their customers are, and who the members are. The more you understand, the more you'll have ideas for the kinds of posts and updates you can do.

We've put together some sample interview questions for you to ask and feel free to add to them. And don't forget to take notes or, better yet, record the interview in some way so you can come back to it later.

Interview Questions

- What is the mission of this organization?
- Who works for this organization?
- Who uses this organization? (For example, customers, members, congregates, audience, students, patients, parents, children, neighbors, refugees, homeless, dog owners, etc.)
- Who would you like to attract to the organization? (For example, more volunteers, more members, more donors, etc.)
- Is your organization trying to attract a specific type of person? (For example, knitters, marine biologists, etc.)
- When was this organization started?
- How has it grown and has the mission changed since the early days? What is going on right now with this organization?
- Is there an event on the calendar that the public should know about? (For example, a fundraiser, a film screening, a performance, a speech, a rally, a sale, a deadline for something important)
- Are there regular events that happen every year, every month, or every week?
- Who attends, and are you trying to attract more people? A new type of people? (For example, younger, older, Muslim, mothers, athletes, people with diabetes, twins, reformed felons.)
- Are you looking for feedback from the people who use your organization, and what decisions will you base on that feedback?

Mini Challenge: Engage your audience!



You'll need to use this week to get your page off the ground! You'll work on three things that you'll need to begin to bring people to your page:

- 1 Create posts of different types**
You'll want to create different types of posts, like photos and videos. Have fun with these and try different things to see what people respond to!
- 2 Invite friends of the organization to like your Page**
Use Facebook to invite your friends, email contacts, and other community members and organizations that can help spread the word.
- 3 Promote your Page in other places**
Where you can, ask the organization to promote the page in other places. The simplest way is to ask them to start to add "follow us on Facebook" on their other promotional materials.

Get the Micro-credential

Congratulations! You have completed this module by:



- ✓ Creating your Page
 - ✓ Setting your security appropriately
 - ✓ Creating different types of posts (video, photo, etc.)
 - ✓ Inviting others to like your company's Page
-

Once you think you're ready, you can submit your work for review to earn the Social Media Marketing Basics Micro-credential. Your instructor will have instructions as to how to do the submission.

With this micro-credential, you can show employers and others that you have demonstrated the basic skills needed for a foundation in social media marketing with Facebook!

We invite you to continue developing your skills with the next module, Marketing with Facebook Pages.