



## [Course Syllabus] May-26-2011

**11 am to 12 pm**

### **How to create a Facebook page**

- How to post messages on Facebook page (review)
  - Post status update
  - Upload photos
  - Post links
  - Upload videos
  - **Tagging**
    - Tagging in a status update
      - How to tag, who to tag, what it does
      - Tagging pre-requisites
    - Tagging in a photo upload
    - Tagging in status updates on other's pages
- Use Facebook as a page – more advanced
  - How to use Facebook as a page (review)

- Why this is awesome (advantages)
- What you should be doing on a daily basis
  - Look at other's pages (use bookmark library)
    - Get creative on what pages to interact with
  - Post status updates on others pages
  - Answer questions to comments
  - Tag in other's pages when posting
  - Messaging best practices

-----Break -----

### **12:15 pm to 1 pm**

- How do you get people to Like you
  - Be of value in comments, posts, answering questions
  - Provide value, offer incentives for Likes
    - Build a landing page that shows content to only those that Like the page
  - Tell everyone about your page
  - Post exclusive content, specials to Facebook fans
  - Be helpful
  - Have Facebook url on all printed materials
- Scheduling and connecting
  - Hootsuite
    - Difference between free and paid account
    - How to create an account
    - How to add social profiles
    - What types of messages to schedule

