

## Facebook for Business («FCB»)

In this course, you will learn how to use Facebook as a marketing channel for your company. In addition, you will experience to build your FB business page and the skills needed to manage the page professionally and efficiently.

**Duration:** 1 day

**Price:** 750.–

**Course documents:** Digital handouts

## Content

Since the parent company changed its name to «Metaversum», Facebook is more than just a platform. In this course, you will learn everything you need to know about Facebook to be successful at work.

1. Half day
  - Facebook basics
  - Facebook business page
  - Phases of a page
  - Post and content für the Facebook business page
  - Exercises / Questions
2. Half day
  - Avoid common mistakes
  - Tools
  - Insights
  - Apps
  - Sweepstakes
  - Facebook ads
  - Exercises / Questions

## Key Learnings

- Gain practical knowledge for the efficient use of Facebook in your company and the integration into your existing marketing channels
- Understand the opportunities you have with Facebook services and Facebook ads

## Target audience

This course is aimed at people who want to take over the communication and marketing tasks with Facebook for operational and professional use in the company. The seminar is only aimed secondarily at people who want to evaluate the use of Facebook for their company.

This seminar does not address people who want to set up a private Facebook account (see course requirements).

## Requirements

Prerequisite is at least a private Facebook account. You also have experience in dealing with the platform in the private or corporate environment or equivalent knowledge according to the following courses:

- [Social Media Marketing Starter Kit \(«SOMEKI»\)](#)
- [Basics for social media platforms in companies](#)

## Additional information

### Please bring your own laptop.

You can use it to store what you see and learn directly on your environment and use it immediately for your daily work in the company. If you do not have a laptop, we can provide you with a computer.

Please contact [info@digicomp.ch](mailto:info@digicomp.ch) after registering for the course.

## Further courses

- Paid Social Media Advertising – Facebook, Instagram, X, LinkedIn, Snapchat, WhatsApp, TikTok («PAIDSM»)
- Facebook Advertising («FABOOK»)

## Any questions?

We are happy to advise you on +41 44 447 21 21 or [info@digicomp.ch](mailto:info@digicomp.ch). You can find detailed information about dates on [www.digicomp.ch/courses-media-communication/digital-marketing/social-media/course-facebook-for-business](https://www.digicomp.ch/courses-media-communication/digital-marketing/social-media/course-facebook-for-business)