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SMM4WIN Project: “Social media marketing skills for fostering the inclusion and employability of young people with disabilities”, n° 2019-2-PL01-KA205-066133

**Training program “SMM: Social media marketing”  
for young people with disabilities**

Basic Level

**Topic 3 - PART3**

# “Social Media Essentials: Facebook”



# Topic 3 Structure

**Part 1. Facebook: principles of functioning, role in modern life and opportunities**

**Part 2. Using Facebook for the Person**

**Part 3. Using Facebook for Organization and Business**



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# PART 3

## Using Facebook for Organization and Business

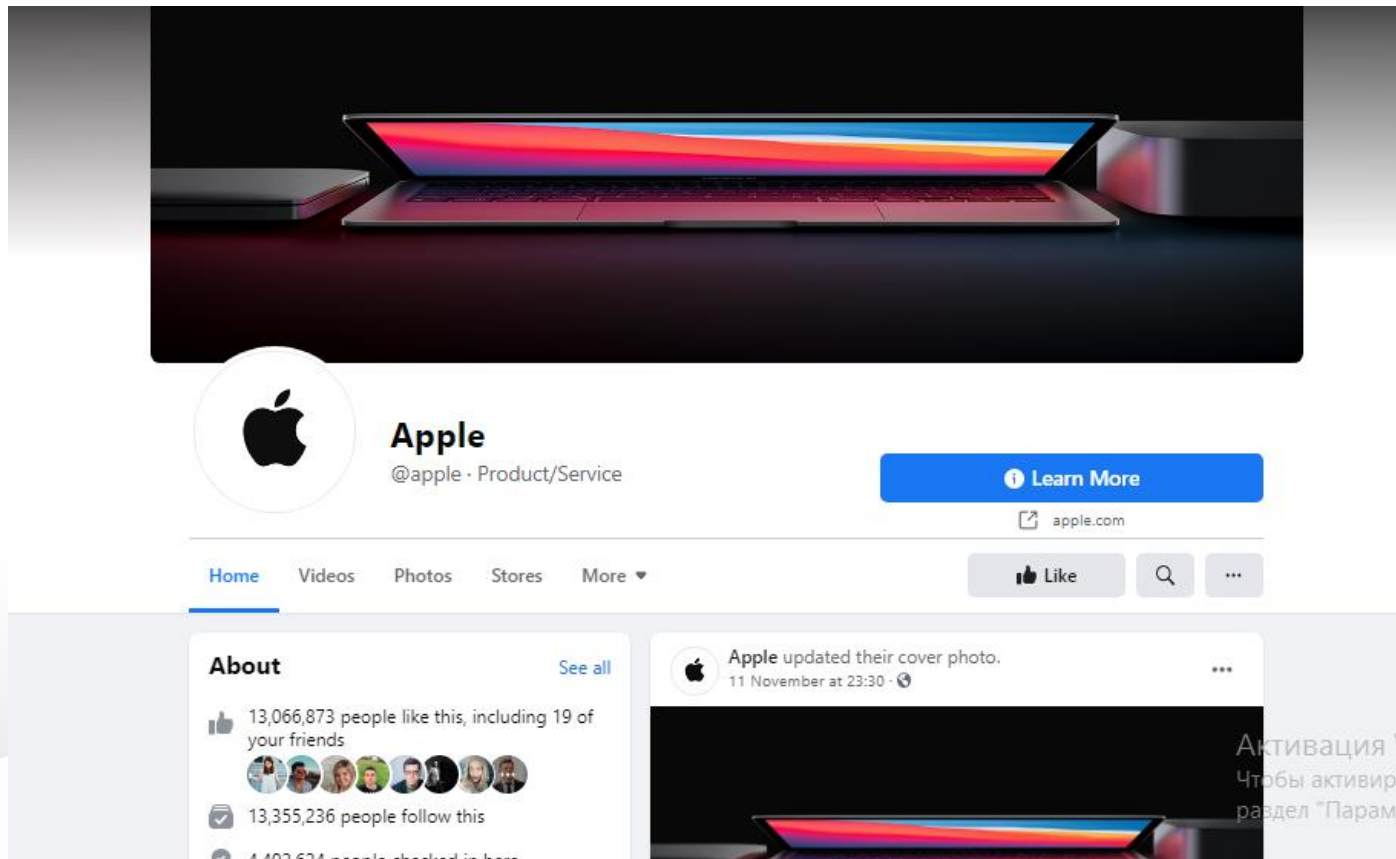


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# Facebook business Page

- ❑ FB business Page is a free way for businesses, brands, celebrities, causes and organizations to reach their audience.
- ❑ While Facebook profiles can be private, Pages are public. Google may index your Page, making it easier for people to find you.



# User can manage business Page

on Facebook

on platforms:

Facebook Business Suite

Creator Studio

on desktop and mobile device.

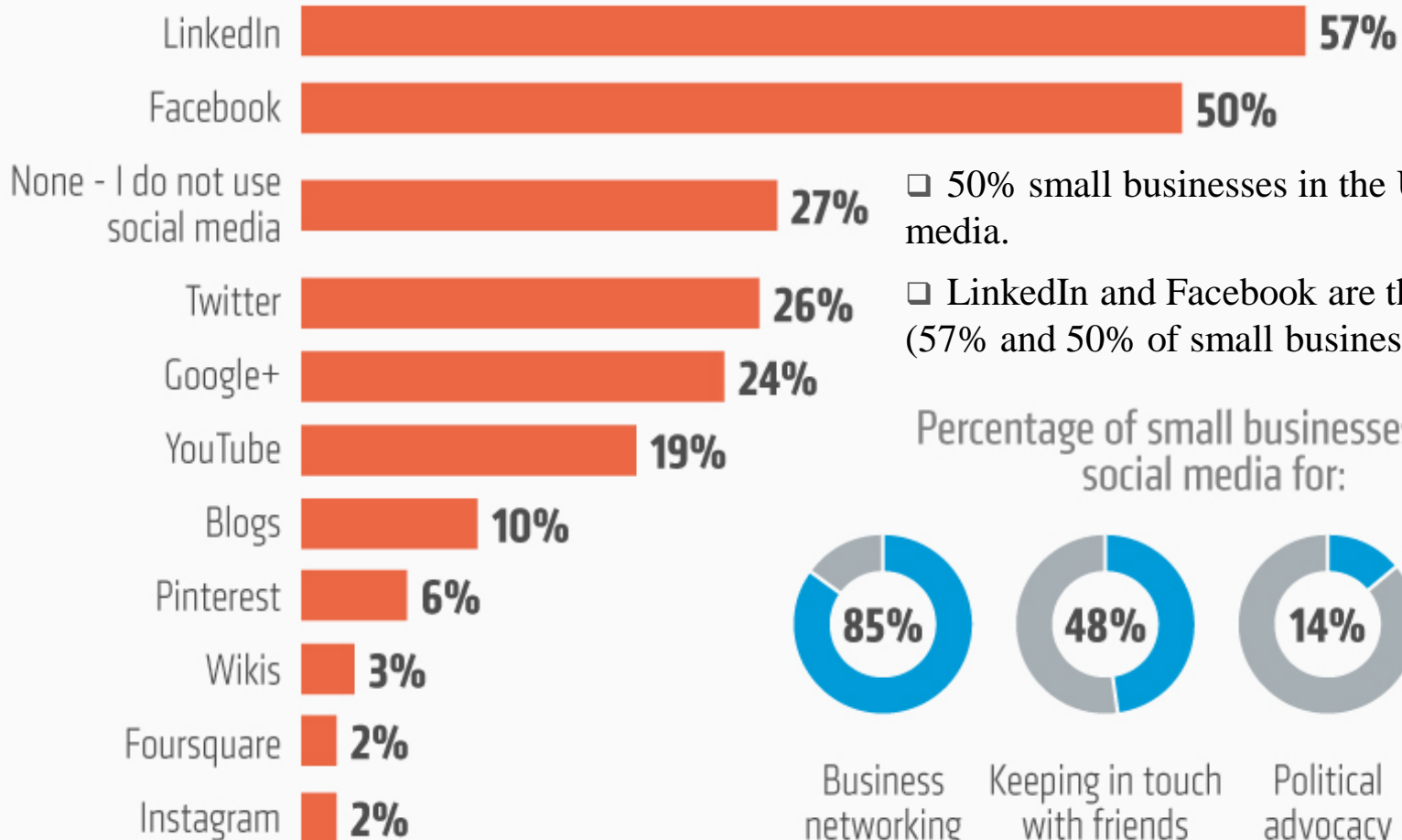


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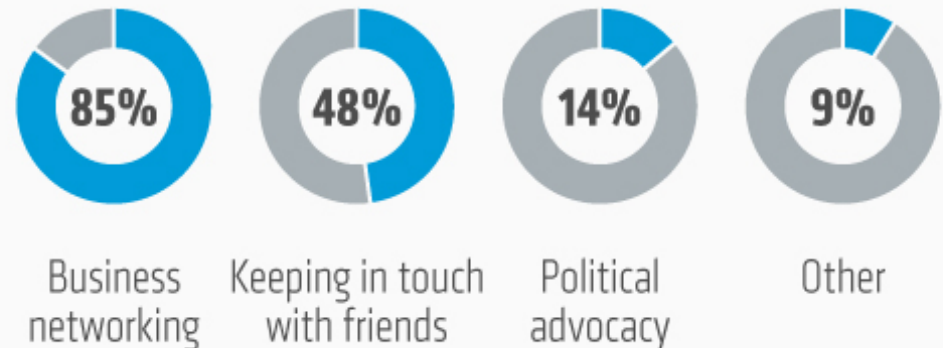
# Facebook is Important for Small Business

Percentage of small businesses using the following in 2013



- 50% small businesses in the USA use social media.
- LinkedIn and Facebook are the most popular (57% and 50% of small business owners as users)

Percentage of small businesses using social media for:



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# Benefits of Business Pages

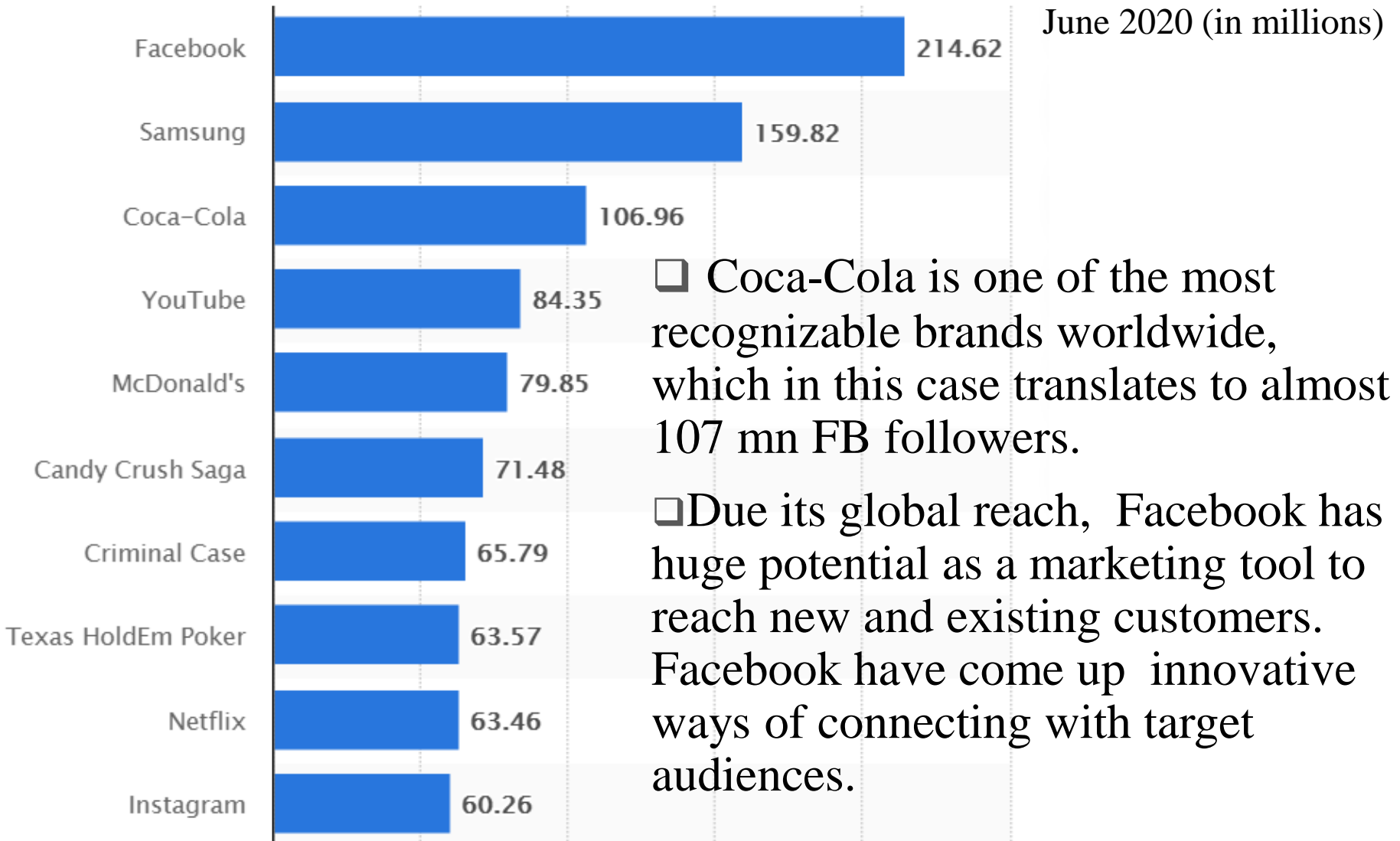
- ❑ **Free and simple:** Pages are free. It takes only minutes to create a Page, they offer several features to manage it.
- ❑ **Versatile:** many free tools that help achieve specific goals based on business model.
- ❑ **Connect with customers:** Billions of people use Facebook to communicate with businesses.
- ❑ **Advertise with Page:** grow brand and audience.



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# Product brands with the most FB followers



❑ Coca-Cola is one of the most recognizable brands worldwide, which in this case translates to almost 107 mn FB followers.

❑ Due its global reach, Facebook has huge potential as a marketing tool to reach new and existing customers. Facebook have come up innovative ways of connecting with target audiences.





# Business on Facebook with pages, profiles and groups

	Pages	Profiles	Groups
Can I create a business presence?	Yes	No	Yes
How much does this cost?	Free	Free	Free
Who can see my business information?	Public	Public Private	Public Private
How can people communicate with my business?	Inbox: Messenger Facebook comments Instagram comments	Messenger	Messenger
Where can I see how my business is performing on Facebook?	Insights tab Business Manager Pages Manager app	N/A	Groups Insights
Can I use this platform to advertise?	Yes	No	No
Who is this recommended for?	Businesses Organisations Public figures and politicians	Local shops/stores Charities	Individuals Pages
What other tools are available to use on these platforms?	Posts Events Jobs Advertising	Stories Appointments Groups Marketplace	Posts Stories Events

# Business Pages creation

- ❑ A Page is one of many ways to have a presence on Facebook.
- ❑ Remember, you need a personal profile to create a Page, but they're separate.
- ❑ 5 different types of roles for people who manage Pages: Admin, Editor, Moderator, Advertiser, Analyst.
- ❑ When User create a Page, he automatically become the Page's admin, which means user can change how the Page looks and publish as the Page. Only an admin can assign roles and change others' roles.



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# Top features of Business Pages

- ❑ **Business information:** Pages show information about business, such as address, phone number, hours, categories, unique username and more.
- ❑ **Posting:** The fastest way to share information on Page is to post. You can add a call-to-action (CTA) button to encourage people to take specific actions. Use publishing tools to manage your posting schedule.



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# Top features of Business Pages

- ❑ **Tools:** free Page tools to connect with customers and expand business. Tools such as Events and Appointments can help you grow your customer base, while Jobs can help you find qualified candidates.
- ❑ **Insights:** help find customers who care about what company offer. Company can understand actions that people take on Page, such as how often they like, comment on or share posts.



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# Top features of Business Pages

- ❑ **Messaging:** Page comes with Inbox, which lets you communicate with people on Facebook, Instagram and Messenger. You can also use tools to organize your messages and automate responses.
- ❑ **Business information:** Pages show information about business, such as address, phone number, hours, categories, unique username and more.



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# Three levels of ad creation:

- ❑ **Campaign level:** selecting the ad objective, or overall goal of your campaign.
- ❑ **Ad set level:** defining the audience that you'd like to reach, choose your ad placements, determine a budget and set a schedule.
- ❑ **Ad level:** This is designing the ads. Choosing ad format, upload images and video, and add text, links and more.



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# Two ways to advertise on Facebook

□ **Advertise using Ads Manager** is a unified ad creation tool that company can use to create and publish ads to Facebook, Instagram, Messenger and Audience Network.

□ **Create ads from your business Page**



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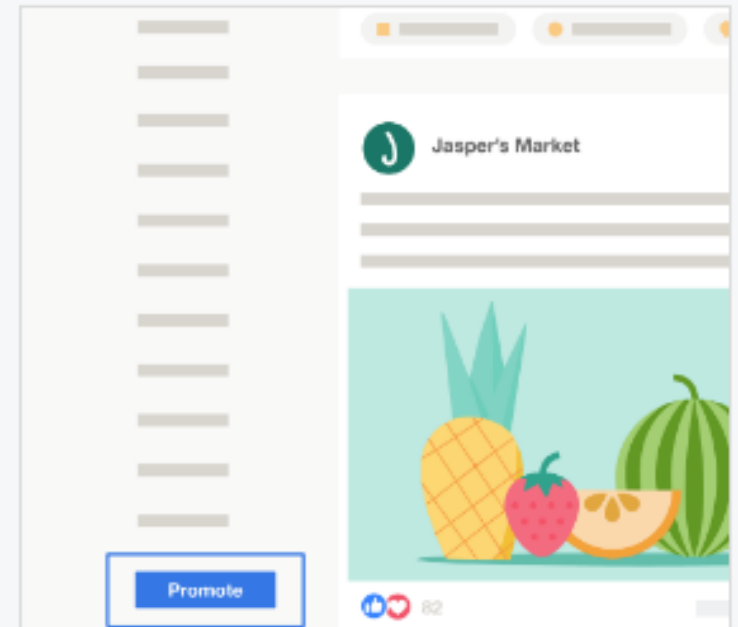
# Create ads from your business Page

## Boost Post



You can create several types of Facebook ads from business Page. One way is to boost a post.

## Promote



You can promote business locally, increase traffic to your website and more. Select the Promote button at the bottom left of your business Page, and we'll guide you through the entire ad creation process.



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# About author



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