

The Reluctant Mouse

Affordable, flexible computer training for work and home



The Reluctant Mouse

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Course Outline - An Introduction to Facebook



Aims

To introduce businesses and community groups to the use of Facebook - its benefits and its pitfalls.

Learning Objectives

By the end of the course you will have an understanding of the place Facebook has to play in promoting businesses, organisations and voluntary groups, and an awareness of the issues to consider when using it.

Previous Knowledge/Experience

Learners should have basic computer skills including using the internet.

Duration

2 hours

Topics

- ♥ Will a Facebook page benefit your organisation ?
- ♥ There's no such thing as a free lunch ("...if you're getting something and you're not paying for it, just remember: you're the product, not the customer")!
- ♥ Plan your content.
- ♥ Check out the opposition!
- ♥ What type of page? Create your page.
- ♥ Tell all! Build your profile.
- ♥ Who to let in, who to keep out - manage permissions.
- ♥ Members only - who'll be administrator?
- ♥ Use photos and graphics to add 'life'.
- ♥ The importance of keeping things fresh!
- ♥ Create an audience - promote your page.

Previous/Follow-on Courses

- ♥ Social Media, an Overview
- ♥ Facebook Workshop - Create Your Own Page(s)

Course content may change at the trainer's discretion to suit the needs of delegates on the day.