Course	Description	Est. Hours
Deliver Actionable Media Recommendations	In order to compel action on behalf of media buyers and planners, it is necessary to make credible, actionable recommendations. In this lesson, we explore a series of case examples to observe how insights lead to data-driven recommendations. **Lesson** Deliver Actionable Media Recommendations	15 minutes
Measurement Opportunities	When you've finished running an experiment, it's important to keep testing and learning. In this course, you'll learn how and when to retest a hypothesis and test a new hypothesis. **Lessons** Embrace the Test-and-Learn Mindset Retest a hypothesis Test a New Hypothesis	25 minutes
Align KPIs with Business Goals	A KPI is more than a metric— it tells a story about what is happening in a business at the time of measurement. In this course, we explore how to identify a relevant KPI to align with a business goal and how to identify primary and secondary KPIs. **Lessons** Align KPIs with Business Goals	10 minutes

Facebook Ad Delivery System	This course is for advertisers who want to learn more about the Facebook ad auction, advertiser controls, pacing and their impact on delivery. **Lessons** Introduction to the Facebook Ad Delivery System Facebook Ad Auction Advertiser Controls and Their Impact on Delivery Pacing: How Your Budget and Bid Affect Delivery	20 minutes
Optimize Campaigns with A/B Testing	A/B testing with Facebook helps you optimize ad campaigns by comparing tactical approaches to variables. In this course, we explore how A/B tests work, when to use an A/B test and how to identify actionable results from a test. **Lessons** A/B Testing for Campaign Optimization A/B Testing: Identify Actionable Results	12 minutes
Make the Most of Marketing Insights	An insight on its own only contains potential value; it doesn't drive marketing strategies as successfully as when it is combined with additional research. In this course, we review sources that can support the creation of a holistic story to inform strategic marketing decisions. **Lessons** Capture Insights Combine Campaign Insights with Research Convey Insights for Impact	20 minutes
Define a Measurable Business Goal	The best-defined goals follow a basic rubric: they are specific, measurable, achievable, relevant and time-bound. In this course, we explore best practices in setting business goals. **Lessons** Define a Measurable Business Goal	7 minutes
Develop a Hypothesis to Test	A well-structured hypothesis can provide strategists with valuable and actionable insights, whether it is proved or disproved. In this course, we explore how to compose a strong hypothesis and how to identify variables and a test hypothesis. We also look at how to verify a test hypothesis and how to test multiple variables at once. **Lessons** A Strong Hypothesis Leads to Actionable Insights Verify a Hypothesis Test Multiple Variables at Once	15 minutes

Measuring Creative Effectiveness	Good creative can significantly improve campaign results. Learn to use A/B and lift tests to optimize the effectiveness of your ad creative. **Lessons** An Introduction to Measuring Creative Effectiveness Test to Improve Creative Development Measure Campaign Effectiveness	15 minutes
Evaluate Data Sources	Quality data is important to the success and measurement of your campaigns. In this course, learn how to optimize for high-quality data and determine which data sources to use given a KPI. **Lessons** The Spectrum of Data Quality Facebook Business Tools and Use Cases	10 minutes
Facebook Experiment Methodology	You can assess the effectiveness of your ads, while neither overstating nor understating their true impact through experiments. Get an overview of Facebook experiment methodology and further explore the differences between Lift and A/B tests. **Lessons** Overview of Experiments Types of Experiments and Facebook Solutions Review your A/B Test Results	25 minutes
Ad Auction and Delivery Overview	The Facebook ad auction is designed to maximize advertiser value and optimize the consumer experience. Explore how winning ads get selected and make it to the right audience at the right time. **Lessons** The Facebook Ad Delivery and Auction System Explained How Ad Auction Winners are Determined Campaign Budget Optimization, Pace and Delivery Ad Delivery and Optimization Tools Ad Auction Tips and Best Practices	21 minutes

Analyze Measurement Data to Extract Key Insights	In this course, you'll learn how to analyze and reconcile data from different measurement solutions to make media buying recommendations. **Lessons** Understand Measurement Tools and Data Availability Evaluate Different Measurement Methodologies Reconcile Results From Different Measurement Solutions Provide Data-Driven Recommendations	29 minutes
Evaluate and Optimize Your Advertising with Facebook Attribution	In this course, you'll learn how Facebook Attribution works and how you can use it to evaluate and improve your advertising. **Lessons** Use Facebook Attribution to Inform Marketing Decisions Understand the Output Metrics in Facebook Attribution Selecting an Attribution Model Adjust Parameters and Extract Insights in Facebook Attribution Considerations when Using Facebook Attribution Attribution Partnerships	27 minutes
Evaluate Your Marketing Strategy with Marketing Mix Models	In this course, you'll learn how marketing mix models work and how you can use them to evaluate and improve your marketing strategy. **Lessons** Introduction to Marketing Mix Models (MMM) Marketing Mix Models (MMM) in Action Key Challenges for Marketing Mix Models (MMM)	25 minutes
Design Effective Tests	In this course, you'll learn how to design a test that can effectively answer your business questions. **Lessons** Choose the Right Test Design Applications for Different Test Designs Design an Effective Test	11 minutes
Evaluate Advertising Effectiveness with Observational Methods	In this course, you'll learn about common types of observational studies, their uses and limitations. **Lessons** Introduction to Observational Methods Common Types of Observational Methods Observational Versus Experimental Methods, a Comparison Limitations of Observational Methods	13 minutes

Conversion Lift	This course teaches advertisers how Conversion Lift can help them understand the incremental conversions caused by their Facebook ads. They will also learn how to explain the methodology of Conversion Lift, identify test outputs and interpret test results. **Lessons** Introduction to Conversion Lift Methodology of Conversion Lift Interpret Conversion Lift Results	20 minutes
Conduct Experiments to Measure Ad Effectiveness	Learn how to conduct an experiment to determine the effectiveness of your ads. **Lessons** Overview of Experiments Types of Experiments and Facebook Solutions Considerations When Conducting an Experiment	30 minutes
A Cross-Channel Measurement Approach	The attention advertisers want from audiences is increasingly fragmented across devices, browsers and channels. Advertisers often use a combination of channels to reach audiences, but in today's landscape, it is necessary to develop a cross-channel measurement approach that aligns closely with business goals. This course provides foundational perspective on the variety of metrics available and key considerations for the formation of a cross-channel measurement approach. Lessons include: The Current (and Quickly Evolving) Measurement Landscape, Metrics Across Media and Cross-Channel Measurement. **Lessons** The Current (and Quickly Evolving) Measurement Landscape Metrics Across Media Cross-Channel Measurement	17 minutes
Build A Conversation with Consumers on Messenger	Learn how to build customer relationships through conversation, identify the business problem that the Messenger experience will solve, and the basics of creating and deploying a Messenger experience for your business. **Lessons** Messenger Experience Lifecycle Key Attributes of Conversations	15 minutes

Build Out Your Messenger Experience	In this course, we'll cover how to build customer relationships through conversation, identify the business problem that the Messenger experience will solve, and the basics of creating and deploying a Messenger experience for your business. **Lessons** Create a Business Messaging Plan Use Free Tools to Drive People to your Messenger Experience Use Paid Ad Solutions to Drive People to your Messenger Experience	15 minutes
Building Productive Brand Partnerships for Your Group	As your community grows, you may be thinking of ways to further your group initiatives through funding and different community connections. **Lesson** Building Productive Brand Partnerships for Your Group	10 minutes
Keeping your Community Safe	Facebook communities are vital spaces for people to connect and share. As a community leader, you understand how crucial it is to foster a safe and supportive environment for your members. This course will help you keep your online community safe from hate speech, bullying and harassment, and misinformation. **Lessons** Combating Hate Speech Managing Bullying and Harassment Combating Misinformation Combating Vaccine Misinformation	40 minutes
Measure and Analyze Community Success	Community managers review data and analyze insights on an ongoing basis to determine the success of their community strategy. In this course, you will learn how to assess the performance of your content, collect insights from your online community and evaluate your monetization options. **Lessons** Content Performance Feedback Collection Data Reporting Sustainability	20 minutes

Define and Establish a Community	Community building is at the heart of Facebook's mission, and it's a community manager's key task. Learn the basic elements needed to define your community strategy and start building your online community. This course will help you identify your mission, goals and success criteria, and create guiding principles to better support your community. **Lessons** Build an Online Community Community Goals Community Guiding Principles	15 minutes
Develop Community Strategies and Processes	Communities thrive when they have strategies in place to support their mission. In this course, we'll share key processes that community managers use to build and scale their online communities. **Lessons** Audience Strategy Platform Strategy Branding Strategy Launch Strategy Team Strategy Operational Workflows Partnerships Strategy	35 minutes
Engage and Moderate a Community	Community managers have the ability to cultivate a welcoming culture. Learn how to engage and moderate your online community by onboarding new members, encouraging member-to-member connections and using Facebook Community Standards to keep your community safe. **Lessons** Onboard New Members Member-to-Member Connections Community Standards and Terms of Service Crises and Conflicts Community Operations	25 minutes

Make Strategic Content Decisions for a Community	Part of the role of a community manager is to create and curate engaging content. In this course, you'll learn best practices and tools needed to build an engaging content strategy for your community. **Lessons** Relevant Content Valuable Trends Goal-driven Activities	15 minutes
Managing the New Public Groups Experience	The new Public Groups experience makes it easier for people to discover, join and participate in your community. Use these lessons to understand the key characteristics of the new Public Groups experience and learn how to use moderation tools to help you manage your communities. **Public Groups** Getting Started with the New Public Groups Using Moderation Tools in the New Public Groups **Admin Assist** Getting Started with Admin Assist	20 minutes