



COURSE OUTLINE

Course	Description	Est. Hours
Getting Started With Facebook and Partner Measurement Solutions	Facebook measurement solutions help businesses and agencies understand their ad insights. This course will address how you can deliver accurate insights, determine what delivers the best value on and off Facebook platforms and how Facebook measurement partners can help you. Lessons include: Introduction to Facebook and Partner, Measurement Solutions, Measuring Audience Outcomes, Measuring Brand Outcomes & Measuring Sales Outcomes.	20 Minutes
Ad Policies for Content, Creative, and Targeting	<p>Use this series of lessons to:</p> <ul style="list-style-type: none"> Learn why an ad may not be approved. Familiarize yourself with the ad review process and how to appeal it. Know what content is acceptable for your ad's text, landing pages and more. See examples of creative you can and can't use. Learn about targeting restrictions <p>Lessons</p> <ul style="list-style-type: none"> Facebook Ad Policies and Review Process Facebook Ad Policies: Content and Landing Page Facebook Ad Policies: Creative Facebook Ad Policies: Targeting 	15 Minutes

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Promote Your Business From Your Facebook Page	<p>Use this series of lessons to learn: What Page promotions are and how they can benefit your business. What types of Page promotions are available. How to create each type of Page promotion, step by step. How to edit, manage, measure and optimize your promotions.</p> <p>Lessons Introduction To Page Promotions Boost Your Post Boost Your Event Promote Your Business Locally Promote Your Website Promote Your Call to Action Button Promote Your Page Get More Leads Edit and Manage Your Live Ads Measure Your Promotion's Success Optimize Your Promotions</p>	50 Minutes
Get Started with the Facebook Family of Apps and Services	<p>Through this course, we'll take a brief look at the apps and services that belong to the Facebook family, and how they're used by people and businesses. These apps and services include: Facebook, Instagram, Messenger and Audience Network.</p> <p>Lessons Introduction to the Facebook Family of Apps and Services Introduction to Facebook Introduction to Instagram Introduction to Audience Network Introduction to Messenger</p>	15 Minutes
Connect and Engage With Your Audience Using Facebook Live	<p>Facebook Live lets you broadcast to the world in real time from your mobile devices.</p> <p>Use this lesson to: Learn what types of content you can share on Live. Start your own broadcast, whether it's through your Facebook mobile app or the Live API. See the different ways public figures across industries have used Facebook Live.</p>	15 Minutes
Getting Started With Advertising		
Brand Safety Across the Facebook Family of Apps and Services	<p>This course explores how our Facebook Community Standards, Instagram Community Guidelines, partner monetization policies, enforcement policies, collaboration with industry partners and advertiser tools can help brands feel safe when advertising across the Facebook family of apps and services.</p> <p>Lessons How We Create a Safe and Welcoming Community Advertiser Controls</p>	10 Minutes

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Getting started with advertising: Brand Best Practices	<p>Facebook is one of the best places to raise brand awareness. This lesson will show you how successful integration of Facebook's tools can build brand awareness and ensure your message reaches your desired audience.</p> <p>Lessons Introduction to Brand Planning for Brand Campaigns Insights and Targeting for Brand Campaigns Creative Development for Brand Campaigns Implementation of Brand Campaigns Measurement</p>	35 Minutes
Getting started with advertising: Create Facebook Ads	<p>Ads Manager is a unified ads creation tool for everyone who wants to advertise on Facebook, Instagram, Messenger, or Audience Network. This lesson teaches you to create, publish, and purchase ads on the Facebook family of apps and services.</p> <p>Lessons Ads on Facebook Introduction to Ads Manager Create Complete Campaigns Build Campaigns with Quick Creation Best Practices and Practical Considerations</p>	35 Minutes
Targeting Core Audiences	<p>Targeting a core audience helps businesses and agencies reach a desired audience for their ads. This lesson will help you understand how to reach a core audience and understand the difference between Core, Custom and Lookalike audiences.</p> <p>Lessons Core Audiences Location and Demographics Interests and Behaviors Devices and Engagement Modify and Manage Audiences</p>	25 Minutes
Targeting Lookalike Audiences	<p>Lookalike Audiences can help you find — and deliver ads to — people who share demographics and behaviors with your current customers.</p> <p>Lessons Overview of Lookalike Audiences Create a Lookalike Audience</p>	10 Minutes
Reach Your Audience on Facebook Platforms	<p>Our audience selection tools let you show ads to the people who are exactly right for your business. Learn about the capabilities and limitations of targeting on our platform to develop a creative strategy that meets your business needs.</p> <p>Lessons Define A New Audience Reengage Your Audience Build A Lookalike Audience Methods to Reach Your Audience</p>	20 Minutes

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Audience Insights	<p>Throughout this course, you will learn how to read and understand the insights available in the Audience Insights tool.</p> <p>Lessons Introduction to Audience Insights Insights about your audience How to use Audience Insights</p>	15 Minutes
Boost Your Marketing With Facebook Pixel	<p>The Facebook pixel is a piece of code placed on your website that allows you to measure the results of your ads, optimize campaigns to help get the most actions you care about at the cheapest cost, and build audiences that can be used for improved ad targeting. Through this course, we'll look at how the pixel functions to help you reach audiences that matter most to you. We'll go through how to create and install the pixel, how to use it to understand the actions people take on your website and create custom audiences.</p> <p>Lessons What is the Facebook Pixel? Create and Install the Facebook Pixel Use Pixel Information to Capture Events Use the Pixel to Create Custom Audiences</p>	12 Minutes
Build Awareness		
Boost Your Posts	<p>Having your posts visible in people's News Feed can lead to increased engagement, which often allows you to reach even more people. This lesson will show you how to boost your posts so they are more likely to appear in your audience's News Feed.</p> <p>Learn how you can increase the likelihood that your target audience can see your content on Facebook and Instagram. Take a look at how to measure post performance and editing your boosted post's text, budget, and schedule.</p>	15 Minutes
Increase Online Sales		
Design Creative to Drive Action	<p>Learn how to create ads that get the response you are looking for. Using lightweight motion, you will learn how to integrate our research-supported creative practices to drive people to take action.</p> <p>Lessons The Value of Motion Add Lightweight Motion to Stills Variations in Lightweight Motion</p>	15 Minutes
Choose Ad Formats		
Create for a Mobile World	<p>Create content for a mobile world by using high quality creative in your mobile marketing campaigns. You will learn to design content that aligns to user behavior and incorporate creative best practices when designing for mobile.</p> <p>Lessons Design Ads for Mobile Capture Attention Quickly Build for a Mobile Environment Design for Sound Turned Off. Delight with Sound Turned On Play More and Test</p>	25 Minutes

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Creative Planning for Formats and Placements	<p>Get an overview of all ad formats and placements that are available to you to aid your campaign planning. Use this course to learn about how placements work together to reach people more effectively. See case studies of how each format can deliver a different creative experience.</p> <p>Lessons Platforms and Placements Formats and Asset Optimization</p>	10 Minutes
Bring Your Business to Life with Stories	<p>Stories on Instagram, Facebook and Messenger give you an immersive, full-screen vertical format to bring your business to life through photos, videos, text and effects. This fast-growing format is a great place for brands to connect with their audience via organic stories and through ads within stories.</p> <p>Lessons Introduction to Stories Create Stories Run Ads in Stories Creative Tips for Ads in Stories Insights on Stories</p>	25 Minutes
Get Creative Inspiration		
Design Creative to Drive Action	<p>Learn how to create ads that get the response you are looking for. Using lightweight motion, you will learn how to integrate our research-supported creative practices to drive people to take action.</p> <p>Lessons The Value of Motion Add Lightweight Motion to Stills Variations in Lightweight Motion</p>	15 Minutes
Optimizing Video for Mobile	<p>This course provides an overview of how to optimize your ads for mobile by capturing attention quickly, framing for mobile devices, designing for sound-off and playing with creative options.</p> <p>Lessons Optimize Video for Mobile Design Ads to Capture Attention Quickly Frame Your Ad for Mobile Design for Sound-Off Viewing Play With Options for Your Mobile Ad</p>	30 Minutes
Measure Ad Performance		
Evaluate Data Sources	<p>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.</p> <p>Lessons The Spectrum of Data Quality Facebook Business Tools and Use Cases</p>	10 Minutes

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Build Community		
Building Productive Brand Partnerships for Your Group	<p>As your community grows, you may be thinking of ways to further your group initiatives through funding and different community connections.</p> <p>Lesson Building Productive Brand Partnerships for Your Group</p>	10 Minutes
Keeping your Community Safe	<p>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.</p> <p>Lessons Combating Hate Speech Managing Bullying and Harassment Combating Misinformation Combating Vaccine Misinformation</p>	40 Minutes
Define and Establish a Community	<p>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.</p> <p>Lessons Build an Online Community Community Goals Community Guiding Principles</p>	15 Minutes
Develop Community Strategies and Processes	<p>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.</p> <p>Lessons Audience Strategy Platform Strategy Branding Strategy Launch Strategy Team Strategy Operational Workflows Partnerships Strategy</p>	35 Minutes
Engage and Moderate a Community	<p>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.</p> <p>Lessons Onboard New Members Member-to-Member Connections Community Standards and Terms of Service Crises and Conflicts Community Operations</p>	25 Minutes

Course	Description	Est. Hours
<p>Make Strategic Content Decisions for a Community</p>	<p>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.</p> <p>Lessons Relevant Content Valuable Trends Goal-driven Activities</p>	<p>15 Minutes</p>
<p>Managing the New Public Groups Experience</p>	<p>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.</p> <p>Public Groups Getting Started with the New Public Groups Using Moderation Tools in the New Public Groups</p> <p>Admin Assist Getting Started with Admin Assist</p>	<p>20 Minutes</p>