

# Facebook Pages and Fans, Group and Members

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## Course Outline:

### 1. Facebook Basics

- a. Introduction
- b. Preparing to socialize
- c. Socializing rules and principles
- d. Adhering to Facebook's terms of service
- e. Understanding Facebook's advertising services

### 2. Getting started

- a. Setting up your personal profile
- b. Understanding Facebook
- c. Adding friends to your personal profile
- d. Using friend lists to control who sees what
- e. Customizing privacy settings
- f. Searching for and Joining groups
- g. Participating in group discussion boards

### 3. Facebook Pages and Fans

- a. Introducing Pages
- b. Setting up a Facebook Page
- c. Adding content
- d. Sending notes to fans
- e. Updating your fans
- f. Adding admins and editing settings
- g. Linking your blog feed to Facebook
- h. Adding apps to your Page
- i. Promoting your Page with events
- j. Promoting your Page with social ads
- k. Promoting your Page outside Facebook
- l. Measuring Page traffic

### 4. Facebook Pages and Fans

- a. Introducing Groups

- b. Creating Facebook Group
- c. Sending newsletters to Group members
- d. Inviting group members to vote