

Facebook digital marketing workshop

Micro-Pause document

To submit your micro-credential: bit.ly/fbmicrocredentials

MODULE 1

- Creating your page – **Provide a screenshot of your created page and copy/paste your link here.**
- Setting your security appropriately – **Provide a screenshot of your security settings. Write 1-2 sentences of why you chose these settings.**
- Creating at least 5 posts of different types (video, photo etc.) – **Provide a screenshot of 5 DIFFERENT posts (e.g. video, photo, status, share, link)**
- Inviting others to like your company's page - **Provide a screenshot where you ask someone to “follow us on Facebook”**
- Reflection
 - What were some of the key challenges of creating and marketing a page?
 - What impact did collaborating on their social media marketing have on your chosen organization/business?

MODULE 2

- Setting engagement goals for your organization (likes, shares, comments) – **Provide a list of your organization's goals (e.g. more attendees at our events) and how you will reach them.**
- Creating 5-7 engaging posts of different types to build your presence. **Provide screenshots of 5-7 engaging posts.**
- Commenting and messaging with visitors to build relationships. **Provide 2-3 screenshots where you interacted with another user via comments or messenger.**
- Tracking and monitoring the activity on your posts through Page Insights. **Provide a written analysis of how you tracked and monitored the activity on your posts through Page Insights.**
- Reflection
 - What changes and adjustments do you need to make around building presence and creating relationships?
 - What might you try again?
 - What might you change?
 - How does this information inform the posts and interactions you'll have on your page?

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MODULE 3

- Choosing your campaign objective for your ad – **Provide a screenshot of 2-3 ads of different types (images, video, carousel, etc.) + Provide screenshots of the various tracking information for the 2-3 ads included above.**
- **Provide a written analysis providing evidence of the defined objective of the campaign for 2-3 ads, including both the type of campaign (reach, brand, awareness) and the specific goal for the campaign (e.g. get 100 attendees for an event).**
- Choosing your target audience for your ad – **Written analysis providing evidence of the target audience for 2-3 ads, including the reasoning behind how the org/biz will benefit.**
- Setting a budget and schedule for your ad – **A written analysis providing evidence of the defined budget for 2-3 ads, including the reasoning behind that budget.**
- What type of response did your ad receive? What improvements could still be made to your ad?
- Reflection
 - Is your ad visual?
 - Is your ad relevant?
 - How is your product or service different from any other? Why should the view click on your ad?
 - What type of response did your ad receive? What improvements could still be made to your ad?

MODULE 4

- Creating and running an ad specific to Instagram. – **Provide 2-3 screenshots of different types of ads (images, video, carousel, etc.)**
- Tracking and monitoring your ad to learn what is working and what is not – **Provide several screenshots of the tracking information for 2-3 ads.**
- **Provide a written analysis of the defined objective of the campaign for 2-3 ads, including both the type of campaign (reach, brand awareness) and the specific goal for the campaign (e.g. get 100 attendees for an event).**
- **Provide a written analysis of the target audience for 2-3 ads, including the reasoning behind how the org/biz benefits.**
- **Provide a written analysis of the defined budget for 2-3 ads, including the reasoning behind that budget (i.e. lifetime, daily).**
- Reflection
 - What changes and adjustments do you need to make around building a presence and creating relationships?
 - What might you try again?
 - What might you change?
 - How does this information inform the posts and interactions you'll have on your page?