



## PROFESSIONAL DEVELOPMENT

### Reaching your target clientele on Facebook

#### INTRODUCTION TO FACEBOOK

- What is Facebook?
- Who uses Facebook today?
- Why is Facebook used?
- When is Facebook used?
- Understanding the Facebook algorithm

#### DEVELOP YOUR STRATEGY IN EIGHT EASY STEPS

- Defining your goals
- Defining your target
- Establishing measures of success
- Selecting the content to share
- Establishing an editorial charter
- Establishing a workflow
- Creating an editorial calendar
- Optimization

#### INTRODUCTION TO FACEBOOK ADVERTISING

- How it works
- Types of advertising
- Standard approach