



CURRICULUM TITLE:
**DIGITAL MARKETING GUIDE:
A DEEPER DIVE INTO
FACEBOOK**



Overview

Now that participants have learned about the various platforms to harness the power of digital media in the workplace, it is time to teach them more in depth about how to use one of these platforms for digital marketing. For this lesson you will focus on Facebook. Facebook is a popular online platform that allows people to connect with friends and family, share updates, photos, and videos, and discover and engage with content from various individuals, businesses, and organizations. Some of the benefits of Facebook include social connection, information and news, content sharing, networking opportunities, business promotion, community engagement, and events and invitations.

For businesses and organizations, many people are in the role of a digital marketer. Facebook offers a platform to create pages, interact with customers, and promote products or services that will allow them to be successful. It provides targeted advertising options to reach specific demographics and expand the reach of a business.

It's important to note that while Facebook offers various benefits, it's essential to use it responsibly and be mindful of privacy and security settings to protect personal information.

This lesson is an overview of using Facebook while in the role of a digital marketer including how to create a page and then different strategies for creating content for a Facebook business page. Participants will also practice creating an example business page and drafting a post for review.

Target Audience

This lesson is designed for people who are interested in being in the role of a digital marketer and want to learn more advanced-level information about managing a Facebook social media business page. While the information is still beginner-level, the participants should have a basic understanding of social media terminology before completing some of the activity exercises.

Objectives

As a reminder, this lesson is taught by teens in partnership with adult mentors to adult learners. After participating in this session, the adult learners will be able to:

- Describe a Facebook business page
- Explain how Facebook pages can benefit businesses
- Demonstrate the steps in creating a Facebook business page
- Use different content posting strategies to vary Facebook business page postings

Time Requirement

The lesson is designed to be taught in 45 minutes. However, the teaching team is encouraged to spend additional time preparing for the lesson – reviewing materials, practicing with the PowerPoint, preparing the evaluation, etc.

Materials Needed

- Computer
- Projector
- Screen

- Internet access
- Participants are encouraged to bring devices (laptops, tablets, etc.) to practice making their own Facebook business page. If participants do not have devices, this step can be demonstrated by the 4-H Tech Changemakers and participants do not have to practice the skill.
- Evaluations

Preparation

The youth-adult team should review the lesson plan and gather any needed supplies. Groups are encouraged to create/use a "group level" e-mail account (ex. Liberty4-HTCM@gmail.com) using a free e-mail application program (Google, Yahoo, Outlook, etc.) Then, groups can create a generic social media Facebook account. This way, the group can create example business pages, etc., without having to have the information connected to a personal account. Youth and adults are discouraged from using personal accounts to show audience members. Additionally, they should never share passwords or other identifiable information with others.

Terminology

The terminology is listed in the order in which the words are used in the lesson.

- **Social media:** the interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks.
- **Meta:** Meta is the parent company of Facebook, Instagram, and WhatsApp, which means that businesses can reach a huge audience with their marketing campaigns.
- **Facebook:** Facebook is a popular online platform that allows people to connect with friends and family, share updates, photos, and videos, and discover and engage with content from various individuals, businesses, and organizations.
- **Facebook Page:** Facebook page is a dedicated online presence on the Facebook platform that represents a business, brand, organization, public figure, or cause.

Background

According to recent information from the Pew Research Center, around 70% of Americans use Facebook regularly. Among U.S. adults who use Facebook, 70% say they visit the site daily, including around half (49%) who do so several times a day. Facebook is broadly popular among all demographic groups, especially adults.

PowerPoint Resource Guide

Slide #1

Welcome to our 4-H Tech Changemakers session today! We are a team of youth and adults that represent our local 4-H program. We aim to teach adults in our community different technology skills to improve their lives. We are excited to have you join us today.

Our focus is all about Facebook, a social media platform. Social media can be defined as the interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. Facebook is one of the most popular social media platforms. Facebook is a popular online platform that allows people to connect with friends and family, share updates, photos, and videos, and discover and engage with content from various individuals, businesses, and organizations. Our focus is on helping you become a digital marketer.

Did you know that Facebook can benefit your company or business?

Slide #2

Facebook is a popular online platform that allows people to connect with friends and family, share updates, photos, and videos, and discover and engage with content from various individuals, businesses, and organizations.

Some of the personal benefits of Facebook include

- social connection
- information and news
- content sharing
- networking opportunities
- business promotion
- community engagement
- events and invitations

Do you use Facebook? If so, what do you use it for?

If participants are reluctant to talk, perhaps another 4-H Tech Changemaker could begin to answer the question and ask for feedback to prompt discussion.

Great examples! As a 4-H Tech Changemaker, I've learned Facebook can also be beneficial for businesses. Large companies may have full-time people to manage social media accounts. These people would likely spend time making posts to promote the business or special products/sales, share about events, or communicate with customers. However, many smaller companies will have people that operate the social media accounts in addition to doing other tasks, such as reception, accounting, human resources, etc.

Today, our focus will primarily be on businesses using Facebook.

Slide #3

For businesses and organizations, Facebook offers a platform to create pages, interact with customers, and promote products or services. It provides targeted advertising options to reach specific demographics and expand the reach of a business. It's important to note that while Facebook offers various benefits, it's essential to use it responsibly and be mindful of privacy and security settings to protect personal information. Best of all, it's free for a business to create a Facebook page!

Slide #4

So, what exactly is a Facebook page? A Facebook page is a dedicated online presence on the Facebook platform that represents a business, brand, organization, public figure, or cause. It serves as a 'hub' for sharing information, updates, and engaging with followers.

A Facebook page is distinct from a personal profile on Facebook. While personal profiles are used by individuals to connect with friends and family, a Facebook page is specifically designed for businesses to establish their presence and interact with their target audience.

Key features of a Facebook page include:

- **Page information:** This is where you provide the essentials about your business or organization, such as the name, category, contact details, website link, and a brief description.
- **Posts and updates:** You can share text updates, photos, videos, links, and events; this information appears in a person's feed.
- **Page followers:** Users can choose to see information from your page by liking/following it.

- **Engagement tools:** Facebook pages offer ways to engage with your audiences, such as likes, comments, and shares.
- **Insights and analytics:** Facebook provides administrators insights and analytics about their page's performance. These include metrics like reach, engagement, and follower demographics. This can help businesses understand their audience and measure the effectiveness of their content.
- **Advertising and promotions:** Facebook pages can utilize advertising tools to create targeted ads and promotional campaigns. This allows businesses to reach a wider audience beyond their page followers.

Creating a Facebook page requires a personal Facebook account, as the page is managed by administrators who have access to the page's settings and content.

These are some additional benefits of having a Facebook page for your business:

- **Increased brand awareness:** A Facebook page can help to increase brand awareness by giving you a platform to share information about your business with a wider audience.
- **Improved customer service:** A Facebook page can help you improve customer service by providing a way for customers to contact you with questions or concerns.
- **Generate leads:** A Facebook page can help you generate leads by giving you a way to collect contact information from potential customers.
- **Drive sales:** A Facebook page can help you drive sales by promoting your products or services to your followers.

If you're not already using a Facebook page for your business, we encourage you to create one. It's a free and easy way to connect with your customers and promote your business.

Slide #5

First, let's learn how to create a Facebook page. I'm going to share the step-by-step instructions, and then we will demonstrate them on the screen.

1. **Log in to Facebook:** Visit www.facebook.com and log in to your personal Facebook account. If you don't have an account, you will need to create one.
2. **Create a Page:** Once logged in, click on the "Create" button located on the top-right corner of the Facebook interface. A dropdown menu will appear. Select the "Page" option.
3. **Choose a Page Type:** Facebook offers several options for page types, including "Business or Brand," "Community or Public Figure," and more. Select the option that best represents your business or organization.

Slide #6

Next, we will ...

4. **Fill in Page Details:** On the next screen, provide the required information about your page, such as the page name, category, and description. Click on "Continue" once you have filled in the necessary details.
5. **Add Profile Picture and Cover Photo:** You will be prompted to add a profile picture and cover photo to your page. These visuals should align with your brand or organization. You can upload images from your computer or choose from existing photos. Many times, a business may upload a logo for their profile picture and an action photo for the cover photo.

Slide #7

Finally, you will

6. **Set Up Page Preferences:** Facebook will guide you through some initial setup preferences for your page. You can customize these settings according to your preferences.
7. **Explore Page Features:** Once your page is created, Facebook will guide you through various features and settings that you can explore and customize. These include adding additional information, creating your page username (URL), adding a call-to-action button, and more.
8. **Add Content and Start Engaging:** Begin adding content to your page by posting updates, photos, videos, or events. You can also invite your friends or customers to like your page. Engage with your audience by responding to comments and messages.

Remember, these steps provide a general overview, and Facebook's interface may evolve over time. It's important to follow the instructions provided by Facebook during the page creation process for the most up-to-date guidance.

Here are some additional tips for creating a successful Facebook page:

- **Choose a relevant page name.** Your page name should be easy to remember and relevant to your business or organization.
- **Add a clear and concise description.** Your page description should provide a brief overview of your business or organization.
- **Use high-quality images.** Your profile picture and cover photo should be high-quality and visually appealing.
- **Post regularly.** The more you post, the more likely people are to see your page.
- **Engage with your audience.** Respond to comments and messages, and participate in conversations.
- **Promote your page.** Share your page on other social media platforms and encourage your friends and customers to like your page.
- **Make your page coherent in visual and textual style.** Your page should have a consistent look and feel, both visually and textually. This will help your audience identify with your brand and remember your page. For example, use the same colors and fonts throughout your page.

By following these tips, you can create a successful Facebook page that will help you connect with your audience and promote your business.

Now, it's time for you to try it out!

Allow the participants 5-10 minutes to build a simple Facebook business page. 4-H Tech Changemakers should float around the room and offer support, as needed. If participants did not bring devices, 4-H Tech Changemakers can demonstrate the step-by-step process to the entire group.

Slide #8

So speaking of content, what are some things that you can share on a Facebook page? Similar to personal Facebook profiles, a Facebook page can share content such as blog posts, articles, videos, and infographics. It helps drive traffic to your website or other online platforms, generating leads and increasing conversions.

Here are some ideas for businesses to post content on their Facebook pages:

Slide #9

- **Product or Service Highlights:** Showcase your products or services through high-quality photos, videos, and descriptions. Highlight their features, benefits, and unique selling points to generate interest and drive sales.

Slide #10

- **Behind-the-Scenes:** Offer a glimpse into your business operations, such as your manufacturing process, team members, or workspace. This humanizes your brand and builds trust with your audience.

Slide #11:

- **Customer Testimonials and Reviews:** Share positive feedback and testimonials from satisfied customers. This builds social proof and helps potential customers gain confidence in your products or services.

Slide #12:

- **How-To Guides and Tutorials:** Provide helpful guides, tips, and tutorials related to your industry or offerings. This positions your business as an authority and provides value to your audience.

Slide #13:

- **Contests and Giveaways:** Engage your audience by hosting contests, giveaways, or sweepstakes. Encourage users to participate by liking, commenting, or sharing your post for a chance to win prizes. This increases brand awareness and encourages interaction.

Slide #14:

- **Educational Content:** Create informative and educational content that addresses common questions, challenges, or interests of your target audience. This can be in the form of blog posts, videos, infographics, or live Q&A sessions.

Slide #15:

- **Seasonal and Holiday-themed Posts:** Tailor your content to specific seasons, holidays, or events. This helps you stay current and tap into the festive spirit, creating a sense of connection with your audience.

Slide #16:

- **User-Generated Content:** Encourage your customers to share their experiences with your products or services by using a branded hashtag or tagging your page. Repost and highlight user-generated content to foster engagement and authenticity.

Slide #17

- **Event Announcements:** Promote upcoming events, workshops, webinars, or conferences related to your business or industry. Provide details and encourage followers to attend or participate.

Having a variety of content postings keeps things exciting for the audience! If you always have the same types of posts, people will be less likely to engage in your information. You can use a calendar to plan out different types of posts throughout the week (typically no more than 3-4 posts per week by a business is recommended) so that you have lots of variety for your users to see!

Slide #18

So now that we have learned all this information, let's put it all together! In small groups, you will work together to create draft versions of 3 different types of content posts from the list provided. You are encouraged to use a business you are familiar with, or our 4-H Tech Changemakers Team can provide you with some business examples. Challenge yourself to create three different types of content posts:

- product or service highlights
- behind-the-scenes
- customer testimonials and reviewers
- how-to guides and tutorials
- contests and giveaways

- educational content
- seasonal and holiday-themed posts
- user-generated content
- event announcements

If time permits, the groups can share their examples aloud.

We hope today's session gave you a general overview of social media, the terminology, and the various platforms you can use to share more about your company or business. Each of these platforms offer helpful informational sessions, how-to guides, etc., and you can always reach out to your 4-H Tech Changemakers if you have any questions.

Review and Reflect

Before we end our session today, here are a few questions for us to think about:

- How can a business benefit from a Facebook business page?
- What are some different content strategies for posting information on a Facebook business page?
- Why is it important to have different types of Facebook posts?
- Why is it important to learn about Facebook for business use?

If participants are reluctant to talk, perhaps another 4-H Tech Changemaker could begin to answer the question and ask for feedback to prompt discussion.

At the end of the session, thank the participants for attending, encourage them to complete the evaluation, and share about upcoming programs and events.