

Facebook for Business - Unlocked

Content	Starting time	End time
Registration	8:30	9:00
Welcome to Facebook Understanding Facebook - the platform and its eco-system Facebook in Mauritius What makes a FB page successful Facebook Tools Create/Optimize your Page visibility	9:00	10:15
Tea/Coffee Break	10:15	10:30
Manage your Business page on Facebook Terminology Navigate your Facebook page How to create content that people care about	10:30	12:15
Lunch Break	12:15	1:15
Manage your Business page on Facebook Facebook post types and examples Community management or how to rock your social media engagement	1:15	3:00
Tea/Coffee Break	3:00	3:15
Your Visibility on Facebook Do's and don'ts Intro to Sponsored Campaigns Recommended tools and links Q & A + Summary	3:15	4:25

Investment for the day: Rs 8,900