

Facebook for Business - Unlocked

Content	Starting time	End time
Registration	8:30	9:00
Welcome to Facebook Facebook - General Facebook in Mauritius Your Business & Facebook Create/Optimize a Page 360°	9:00	10:10
Tea/Coffee Break	10:10	10:20
Manage your page on Facebook Basic Terminology Navigate Your FB page from A>Z	10:20	12:00
Lunch Break	12:00	1:00
Your Visibility on Facebook Do's and don'ts	1:00	1:30
Community management or how to rock your social media engagement Interact with different types of engagements How to cope with a crisis	1:30	2:15
The Facebook Marketing Funnel Guest talk by an international Facebook Marketing expert	2:15	3:00
Tea/Coffee Break	3:00	3:10
Facebook Content and Intro to FB ads Write Winning Facebook Posts Intro to Sponsored Campaigns	3:10	4:10
Q & A; Summary	4:10	4:30

Investment for the day: Rs 8,900