

INTRODUCTION TO FACEBOOK

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MORTGAGE
RESOURCE
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TEAM



Part 2 of 2



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OVERVIEW

◎ Topics

- Learn about social media
- Focus on Facebook

◎ Scope

- From beginner to advanced

◎ Objectives

- Become comfortable with using Facebook
- Build and enjoy a personal network
- Leverage Facebook for business purposes



FEEDBACK

- ⦿ Review of feedback from previous class
- ⦿ Cover items missed from last session
 - News Feeds
 - Import email addresses
 - Sharing content



LEVERAGING YOUR PERSONAL NETWORK



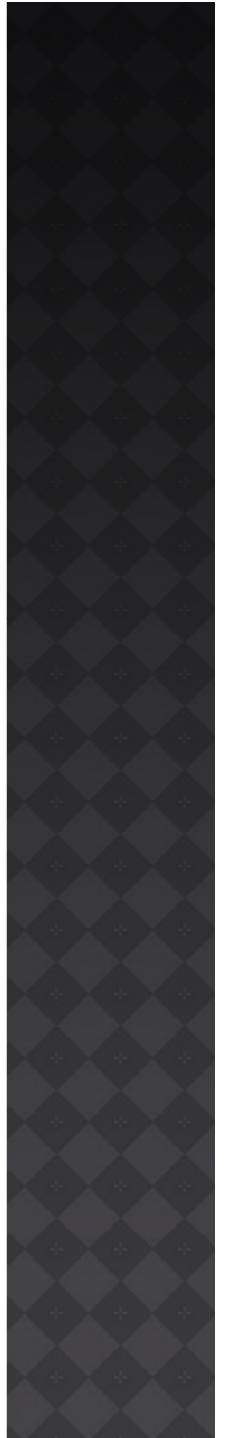
<http://tinyurl.com/39x5xbv>



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PIECES OF THE PUZZLE

- ◉ Individual account
- ◉ Pages
- ◉ Groups
- ◉ Events
- ◉ Applications
- ◉ Places
- ◉ Advertising
- ◉ Management tools

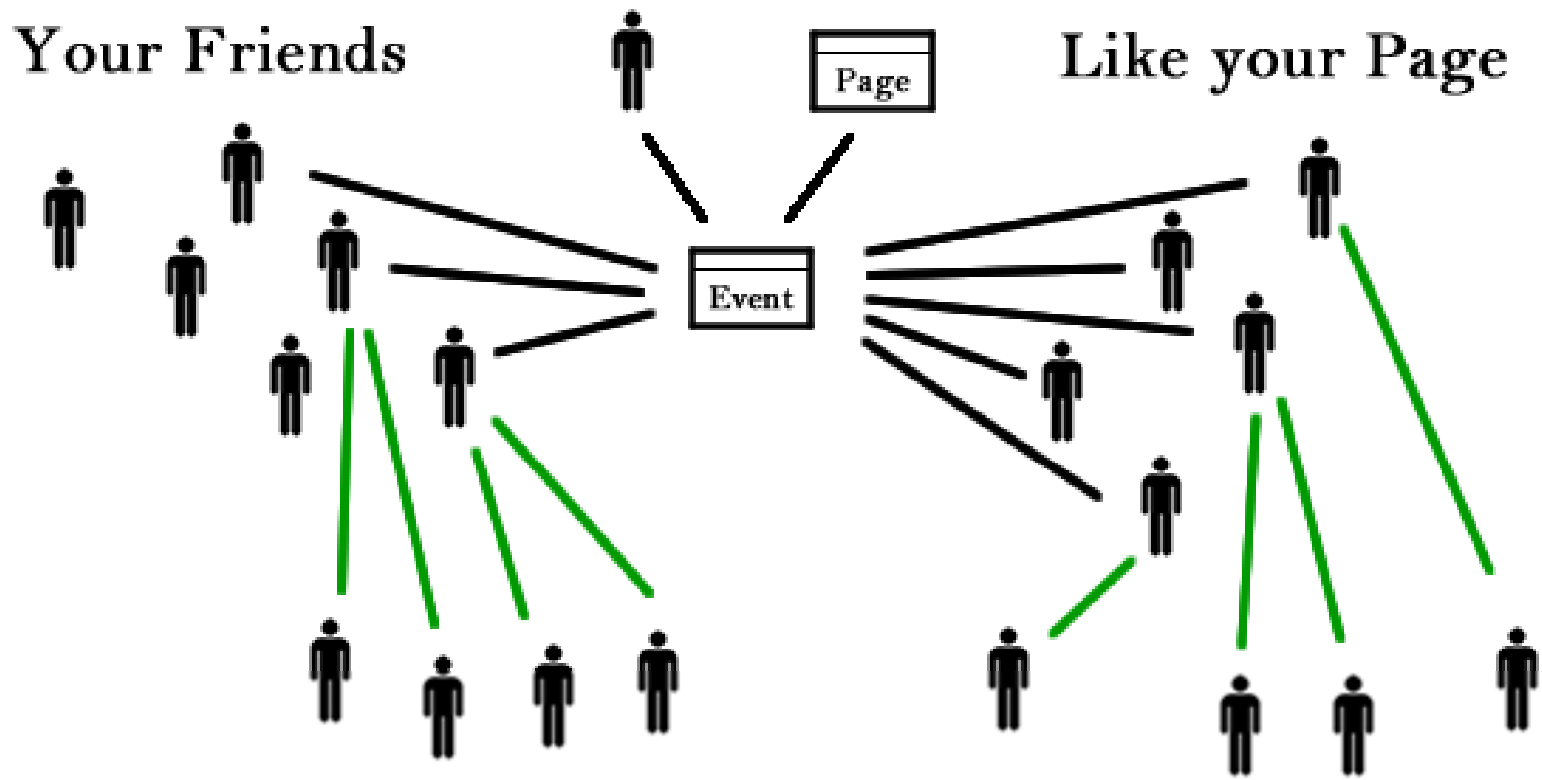


LIVE DEMO

- Groups
 - Create a group
- Pages
 - <http://www.Facebook.com/pages/browser.php>
 - <http://www.Facebook.com/pages/create.php>
 - <http://www.Facebook.com/insights>
- Places
 - Create a Place
 - Claim a Place
 - Create a Deal
 - <http://www.Facebook.com/places>
- Events
 - Create an event



EVENT SHARING



NEXT STEPS

- ◉ Build your Facebook skills
- ◉ Explore other social media resources
- ◉ Develop a social media strategy
- ◉ Build a community
- ◉ Keep an eye on Facebook



THANK YOU

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TECHNOLOGY MANAGEMENT – WEB SERVICES
SOCIAL MEDIA – PROFESSIONAL DEVELOPMENT

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