

Adult Education
Mahoning County Career & Technical Center

Promoting Your Business
On Facebook



Friday, May 21

Beginner Session 8:30 - 12:00 p.m.
\$59 per session

- What Facebook is and what it is not
- Difference between personal pages and fan pages
- Why it is important for your business
- How to get started - Creation of business page
- Security/ Privacy/ Settings
- Friends vs. Fans
- Photos, Networks, Groups and Applications
- Publishing and promoting your page

**Limited Space...
Call Today to Register!**

330.729.4100

Advanced Session 1:00 - 4:30 p.m.
\$59 per session

- Review of Facebook basics
- How your page is found
- Events, Videos, Discussions, Blog articles, RSS
- Mass communications with fans
- Facebook ads
- Target audience
- Budget & Maintenance
- Measuring results and monitoring your page

Sessions are \$59.00 each or register for both sessions and pay only \$98.00!

The workshop will be instructor-led and hands-on training. Lunch will be on your own. Space is limited, please call 330.729.4100 to register.

Adult Education MCCTC
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