



Facebook for Business

Would you like to learn more about Facebook? Do you run a business, volunteer at a museum, or help with events in your community? Visitors to your area want things to do and places to go but they can't find you unless you have an on-line presence. Facebook is a quick easy way to keep locals and visitors informed about what's happening. This session is for those who have an understanding of Facebook and already have their own Facebook account. But even if you don't, it's easy enough to set one up **prior** to this workshop. This course will give you the confidence to explore the world of social media.

The MTEC instructor will explain and provide training on how to:

- Set-up a business page
- Get people to 'like' your business using various strategies
- Properly use Facebook to communicate with people
- Customize your page by adding things like music, color backgrounds, etc.
- Install appropriate applications to integrate feeds from your blog and other social media accounts into your Facebook profile
- Post upcoming events including webinars, conferences and other programs where you or someone from your company will be present
- Use search to find groups and fan pages related to your business by industry, location and career
- Set-up Facebook advertising for your business
- Learn how to set-up and look at your Page's analytics to measure results
- And more!

Date: March 31, 2016

Time: 10am-2pm

Location: RM of Piney Office, 6092 Boundry Road, Vassar, MB
([Google Map link](#))

Cost: \$15 (includes lunch)

RSVP: Call 204-348-2473, text 204-451-1757 or email admin@eastmantourism.ca

Space is limited to 10 participants. Please register by March 24.

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