**Social Media Marketing Resources**

1. **Social Media Strategy**
   1. Developing a Social Media Strategy (Attached to Email)
   2. Developing a Social Media Strategy (transcript) (Attached to Email)
2. **Content Creation**
   1. How to create Social Media Content

                                                               i.      [https://www.canva.com/learn/social-media-content/](https://protect-us.mimecast.com/s/-gxICZ6G3rIXJ9NCzi2mD?domain=canva.com)

* 1. Creating Content on Facebook

                                                               i.      [https://www.facebook.com/business/help/2094583417443686](https://protect-us.mimecast.com/s/yIGeC1wp23tLVNYhG3wSK?domain=facebook.com)

* 1. Create Engaging Content on Facebook

                                                               i.      [https://www.facebookblueprint.com/student/activity/220766-create-engaging-content?sid=2347633&sid\_i=34](https://protect-us.mimecast.com/s/tEbtC2kq3Du0MzwhBagc3?domain=facebookblueprint.com)

* 1. Social Media Calendar User Guide (Attached to Email)
  2. Social Media Content Calendar (Attached to Email)
  3. Monthly Calendar Examples (Attached to Email)

1. **Facebook Content Creation Demo**
   1. Create a Facebook Page for Your Business

                                                               i.      [https://www.facebook.com/business/help/473994396650734?id=939256796236247](https://protect-us.mimecast.com/s/BBioC31r4VTWnzQUD8ihn?domain=facebook.com)

* 1. Facebook for Business Page

                                                               i.      [https://www.facebook.com/business/pages](https://protect-us.mimecast.com/s/wOgSC4xv5GIRXK1iVR9oJ?domain=facebook.com)

* 1. How to create a Facebook Page

                                                               i.      [https://www.facebookblueprint.com/student/activity/220750-how-to-create-a-facebook-page](https://protect-us.mimecast.com/s/DIabC5yw6KIwBLGf8k3u7?domain=facebookblueprint.com)