

Social Media Marketing Resources

1. **Social Media Strategy**
 - a. Developing a Social Media Strategy (Attached to Email)
 - b. Developing a Social Media Strategy (transcript) (Attached to Email)
2. **Content Creation**
 - a. How to create Social Media Content
 - i. <https://www.canva.com/learn/social-media-content/>
 - b. Creating Content on Facebook
 - i. <https://www.facebook.com/business/help/2094583417443686>
 - c. Create Engaging Content on Facebook
 - i. https://www.facebookblueprint.com/student/activity/220766-create-engaging-content?sid=2347633&sid_i=34
 - d. Social Media Calendar User Guide (Attached to Email)
 - e. Social Media Content Calendar (Attached to Email)
 - f. Monthly Calendar Examples (Attached to Email)
3. **Facebook Content Creation Demo**
 - d. Create a Facebook Page for Your Business
 - i. <https://www.facebook.com/business/help/473994396650734?id=939256796236247>
 - b. Facebook for Business Page
 - i. <https://www.facebook.com/business/pages>
 - c. How to create a Facebook Page
 - i. <https://www.facebookblueprint.com/student/activity/220750-how-to-create-a-facebook-page>