

Ad Club April Content Pack

AAF X FACEBOOK

Table of Contents

1. Building Meaningful Online Communities
2. Resources for Non-Profit, Government and Political Organizations
3. Business Resources
4. Education and Training Opportunities
5. Insights and Trends

01 Building Meaningful Online Communities

We offer you tools to build, scale and sustain a meaningful online community. Our free online courses will teach you to grow your community, while earning recognition and validation for your work by becoming a Certified Community Manager.

Learn

Explore free online courses about community-building, and learn about tools to support the moderation and engagement of your online community. The lessons are organized around topics that can be applied to non-profits and interest communities, as well as brands and agencies.

Get Certified

The Facebook Community Manager Certification recognizes candidates who demonstrate a foundational proficiency in community-building strategies.

*Each header is linked directly to the webpage

Facebook Community Manager Certification Learning Group

This is a space to learn, share, discuss, and connect with others on the same learning journey to become Facebook Certified Community Managers. Join this group as another resource in preparation for your certification exam.

02 Resources for Non-Profit, Government and Political Organizations

Facebook's mission is to give people the power to build community and bring the world closer together, and governments and advocacy organizations have an important role to play in this. We are committed to providing government, political and advocacy organizations around the world the education and guidance they need to connect with their citizens and supporters using Facebook apps and technologies.

Facebook Tools

Whether you're running for office, represent a community or organization, or are advocating for an issue you care about, these tools aim to help you achieve those goals. Explore the free resources your organization can use for content creation, building community, and advertising.

Public Service Announcement Education Course

Just last month, we rolled out a new public service announcement curriculum - an online learning course developed in partnership with [Facebook Blueprint](#) - to help government organizations learn how to effectively disseminate important information to their communities.

Best Practices

Learn best practices for reaching and engaging audiences for your type of organization - whether you're part of a government or political organization, tourism board, advocacy group, or media/creative agency.

*Each header is linked directly to the webpage

03 Business Resources

People and communities all around the world use our tools to donate and raise funds for personal causes. The following articles shine a light on how our products continue to connect people in times of need and reveal, that despite a challenging year, businesses have adopted our tools to drive sales.

Giving Together

Every day, people tap into their networks on Facebook and Instagram to inspire generosity, create fundraisers, and support causes they care about.

Together, 85 million organizers and donors have now raised more than \$5 billion for non-profits and personal causes through fundraisers on our platforms.

Global State of Small Business Report

Released on 4/8, our Global State of Small Business Report reveals the ongoing crisis facing small businesses, and new challenges ahead. This report surveyed 35,000 small businesses around the world and builds on six surveys over the last year to find comprehensive trends over time.

04 Education and Training Opportunities

Facebook offers a variety of free, self-guided trainings that aim to build your digital presence across Facebook, Instagram, Messenger and WhatsApp.

On the next slide, you'll learn more about the launch of our new program aimed at supporting agency professionals and a learning path on Facebook's Discovery Commerce tools.

Rise

Are you, or someone you know, in the advertising industry and furloughed or not currently employed due to layoffs resulting from the Covid-19 pandemic? Facebook just launched Rise, a free program aimed at supporting these agency professionals in North America and enabling them learn, grow and thrive. Spread the word and [join now](#).

Facebook Discovery Commerce

Discovery Commerce is a system of Facebook tools that anticipates customer needs, matches products with the people most likely to love them, and it offers frictionless shopping with fewer taps. Explore our free courses and virtual workshops to learn the latest skills.

05 Insights and Trends

We're sharing fascinating resources delivered to you from [Facebook IQ](#). Discover which trends are taking hold across online video, e-commerce and brand marketing.

The Evolution of Online Video

Online video has evolved to a connected ecosystem. Discover how CPG marketers are harnessing four key shifts to drive success.

Value of Performance Branding

Learn how advertisers are driving direct response outcomes while simultaneously building strong, consistent and memorable brands.

A Full-Funnel Approach: How Brand Marketing Drives Short Term Sales

Designing impactful ads can set a business apart from its competitors and bring a brand to life across our platforms. This helpful resource details the different methods to achieve a business' marketing goals.

Interactive Report On Ramadan

Ramadan is a period of introspection and celebration for nearly 2 billion people. Explore the behaviors of observers and shoppers, from their media and purchasing habits to how they give back to their communities.

We want to hear from you

While you'll be hearing from us each month, we also want to hear from you.

Please fill out this [survey](#) so we can ensure that the content and resources we provide in the future will be valuable to the Ad Club community.

FACEBOOK     