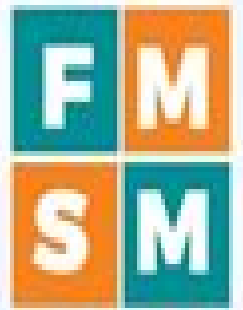


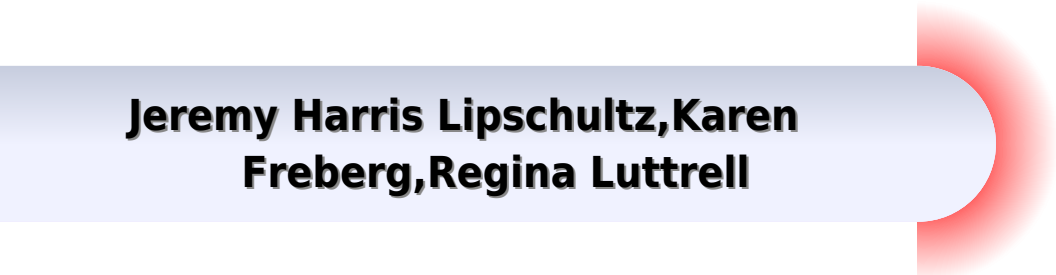


# CREATE FACEBOOK BUSINESS PAGE (TUTORIAL)



# Facebook Busin Ess Learn To Do Business In Facebook

**Jeremy Harris Lipschultz, Karen  
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*THE BEHAVIOUR BUSINESS* Richard Chataway, 2020-02-18 If you are in business you are in the business of behaviour and unless a business influences behaviour it will not succeed In the last 50 years we have learnt more about how we behave than over the previous 5 000 This book shows how behavioural science has revolutionised our understanding of how people really think or don t and how we can use those insights in our businesses to influence behaviour and gain competitive advantage Richard Chataway is Director of Behavioural Science at Gobeyond Partners and has experience in everything from getting people to join the armed forces drink spirits rather than wine and buy flatpack furniture to developing the world s most successful stop smoking mobile app Introducing the leading thinkers and practitioners from this new field and sharing dozens of real world examples Richard guides readers through the hidden influences biases and fallacies that influence the behaviour of customers employees and business leaders alike and shows how we can ethically use these insights to powerfully attract and retain customers fuel true and lasting innovation stand apart in the new world of increasing automation and artificial intelligence change workplaces and maintain happy and productive employees and teams and a lot more It s time to shape behaviour instead of simply reacting to it The Behaviour Business is the eye opening practical guide you have been waiting for      **The Emerald Handbook of Computer-Mediated Communication and Social Media**

Jeremy Harris Lipschultz, Karen Freberg, Regina Luttrell, 2022-06-27 Uniquely relating social media communication research to its computer mediated communication foundation as well as digital and emerging media trends this handbook is an indispensable resource whether you re a graduate student or a seasoned practitioner      **Strategic Social Media**

**Management** Karen E. Sutherland, 2020-12-21 This textbook provides a lively introduction to the fast paced and multi faceted discipline of social media management with international examples and perspectives Aside from focusing on practical application of marketing strategy the textbook also takes students through the process of strategy development ethical and accurate content curation and strategy implementation through detailed explanations of content creation Combining theory and practice Strategic Social Media Management teaches students how to take a strategic approach to social media from an organisational and business perspective and how to measure results Richly supported by robust and engaging pedagogy and cases in each chapter it integrates perspectives from public relations marketing and advertising and examines key topics such as risk ethics privacy consent copyright issues and crises management It also provides dedicated coverage of content strategy and campaign planning and execution Reflecting the demands of contemporary practice advice on self care for social media management is also offered helping to protect people in this emerging profession from the negativity that they can experience online when managing an organisation s social media presence After reading this textbook students will be able to develop a social media strategy curate accurate and relevant content and create engaging social media content that

tells compelling stories connects with target audiences and supports strategic goals and objectives This is an ideal textbook for students studying social media strategy marketing and management at undergraduate level It will also be essential reading for marketing public relations advertising and communications professionals looking to hone their social media skills and strategies     Handbook of Research on Digital Learning Montebello, Matthew, 2019-10-11 Education has gone through numerous radical changes as the digital era has transformed the way we as humans communicate inform ourselves purchase goods and perform other mundane chores at home and at work New and emerging pedagogies have enabled rapid advancements perhaps too rapidly It s a challenge for instructors and researchers alike to remain up to date with educational developments and unlock the full potential that technology could have on this significant profession The Handbook of Research on Digital Learning is an essential reference source that explores the different challenges and opportunities that the new and transformative pedagogies have enabled The challenges will be portrayed through a number of case studies where learners have struggled managed and adapted digital technologies in their effort to progress educational goals Opportunities are revealed and displayed in the form of new methodologies institutions scenarios and ongoing research that seeks to optimize the use of such a medium to assist the digital learner in the future of networked education Featuring research on topics such as mobile learning self directed learning and cultural considerations this book is ideally designed for teachers principals higher education faculty deans curriculum developers instructional designers educational software developers IT specialists students researchers and academicians     **DIGITAL MARKETING** Dr. D David Winster Praveenraj, Dr. J. Ashok, Dr. K. Subramani,

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