



Center for Continuing Education

Facebook for Non-Profits: 101

Many people are still unaware of the many uses of Facebook and the reason it is a company worth over \$15 billion dollars with the fastest growing segment of users being baby boomers! If your non-profit doesn't have a following in Facebook, your competitor most likely does! This two week course will help you or your designated employee create a professional presence on Facebook. We will teach you how to generate income by becoming a cause that people want to support! You will learn how to create ads, "causes" and groups of users to fuel your development. Facebook is similar to a website in that it is driven by content and usage with your input. This course will be tailored to show you how to reach your demographic group with and without advertising costs and how to collect money for your non-profit, through Facebook.

Requirements: Ability to use a computer and electronic media from your business, including logos and graphic art

Dates: Tuesdays and Thursdays, (4 sessions)
April 3, 5, 10, 12, 2012

Time: 10:00am to 12:00 noon

Cost: \$60

Location: Edison State College, Fort Myers campus, room to be announced

Instructor: Jill Trammel, MBA

Advance registration and payment to Cont. Ed. is required
Seats are limited for group session, so register today!
For registration form and information, call 239-489-9235,
Email celee@edison.edu OR download from www.edison.edu/lee/ce

Requests for refund one week prior to the first class meeting will be granted. If you have a Higher One card through Edison the refund will be transferred to your Higher One Account. Due to the short-term nature of most Continuing Education programs, refunds will not be granted on or after the first class meeting.