

FACEBOOK

Empower your students with real-life digital marketing skills from Facebook Blueprint

Easily include our new immersive educational program within your existing curriculum.



Bring digital marketing into your learning program

Facebook's new digital marketing skills program provides educators at all levels of higher education and high school free access to an online Educators Portal that includes relevant content on digital marketing. This new program – developed in partnership with educational professionals – prepares students to earn a Facebook Certified Digital Marketing Associate Certification (100-101) and empowers them by instilling marketing best practices across Facebook, Instagram and Messenger.

What is the Educators Portal?

The Educators Portal is an online platform that has been built with educators in mind. The portal contains modularized content that enables educational professionals to build their own teaching experiences relevant to their students. While time can be limited when covering a wide-range of topics and platforms during a semester or academic year, the modules have been designed to easily integrate into your existing curricula or syllabi, and take learners through one or more of the basics – from starting a campaign through to executing and measuring a campaign. Applied content enables students to run their own campaigns and case study exercises help students analyze how clients have designed and pivoted campaign strategies.

What you'll find in the Educators Portal:

- Presentation materials
- Distance learning package
- Continued online learning
- Case studies & quizzes
- Student activities
- Facilitator notes

Register for a free account:

fbblueprint.com/EducatorsPortal

Students can earn a Facebook Blueprint Certification and add verified credentials to their resumés

Benefits of a Facebook Certification

Whether your students are interested in pursuing careers in advertising or marketing, or are simply looking to build their digital marketing skills, earning our associate-level certification will help them demonstrate their foundational competency in using Facebook's marketing tools, and ultimately add value to their resumés. Advertising and marketing employers recognize Facebook Certifications as evidence of an in-depth understanding of Facebook's marketing tools.

Skills measured

Our recommended associate-level exam (100-101) for students covers five foundational concepts in advertising on Facebook, Instagram and Messenger:

- Advertising Fundamentals
- Impact of Facebook Ads
- Establish Platform Presence
- Create and Manage Ads
- Reporting

Students can continue their certification journey and earn one of our more advanced, professional-level certifications once they have obtained experience in either media planning or buying.

You can find out more about our range of certifications [here](#).



*The cost of the certification covers the proctor and verification of the badge; this fee may differ in some regions or countries. You must achieve a passing score of 700 on the exam to earn the certification. If you do not pass, you can attempt the exam again after a 5-day waiting period.

Frequently Asked Questions

What is the cost of accessing the Educators Portal and its content?

All of the lessons and other materials in the Educators Portal are free.

What languages are the modules available in?

Our content is currently available in English. Spanish (LATAM), Portuguese (Brazil) and Traditional Chinese will be launched soon and we'll continue to update educators as new languages become available in the Portal.

How long will it take me to teach this content?

It's up to you! The content on the Educators Portal is designed in a modular framework, so that you can choose which lessons to integrate into your existing syllabus or curriculum. Some educators who have begun using the Portal have chosen to use all of the lessons, while others prefer to include specific lessons within a wider digital marketing curriculum. Each lesson includes suggested teaching times, so educators know approximately how much time to dedicate to each lesson.

Does Facebook offer other online resources that I can share with my students?

Yes – you can find six hours of online content on fbblueprint.com/DigitalSkills. 40% is video-based and can be leveraged to help students prepare for class, or as extended learning. The online content will also prepare students for the Facebook Certified Digital Marketing Associate Certification exam (100-101).

Is there a cost to earn a Blueprint Certification?

Our certification is one of the most rigorous in the industry and is recognized by advertising and marketing professionals around the world. To obtain our entry-level certification (Facebook Certified Digital Marketing Certificate), the cost of the proctored exam is currently \$99.

What do I need to know about data sharing to access the Educators Portal?

You can read more about what information we collect and share via our Data Policy (fb.com/policy.php).

Available lessons in the Portal

UNIT 1	Module 1: Build a Social Media Landscape	
	1.1	The Evolution of Digital & Social Media Marketing
	1.2	Data & Digital Marketing
	Module 2: Build a Business Presence	
	2.1	Build a Business Presence on Social Media
	2.2	Understand Your Customer and Their Journey
UNIT 2	2.3	Brand and Business Identity on Social Media
	Module 3: Engage an Audience	
	3.1	Engage an Audience on Social Media
	3.2	Measure Success in Social Media Marketing
	Module 4: Create Content for Facebook and Instagram	
	4.1	Start Building Content
UNIT 3	4.2	Develop Engaging Photos and Videos
	4.3	Strategic Writing for Social Media
	Module 5: Introduction to Advertising on Facebook	
	5.1	Advertising on Facebook
	5.2	Create an Ad on Facebook
	Module 6: Choose an Ad Objective and Budget	
UNIT 4	6.1	Choose an Ad Objective
	6.2	Determine an Ad Budget and Bid Strategy
	Module 7: Audience and Placements	
	7.1	Set Up an Audience
	7.2	Ad Placements and Formats
	Module 8: Measurement	
UNIT 5	8.1	Measure Ad Performance
	Module 9: Establish Your Personal Brand	
	9.1	Your Personal Brand Matters
	9.2	Establish Your Personal Brand
	Module 10: Careers in Social Media	
	10.1	Unlock Your Career in Social Media
UNIT 6	Module 11: Establish Personal Safety and Privacy Online	
	11.1	Stay Safe Online
	11.2	Protect Your Privacy
	11.3	Manage Your Reputation
	Module 12: Privacy and Safety in Digital Media and Advertising	
	12.1	Privacy, Control and Data-Based Advertising
UNIT 7	12.2	Recognize and Avoid Misinformation Online

An **Advanced Learner Supplement** also contains lessons on advanced measurement, attribution and a case study on how to increase offlines sales through digital marketing.