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Facebook - Das Webinar für Einsteiger
9. September 2016

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- ▶ Was ist **Facebook**?
- ▶ **Registrieren** und **anmelden**
- ▶ **Freunde** finden
- ▶ **Facebook-Chronik**
- ▶ **Privatsphäre** und **Sicherheitseinstellungen**
- ▶ Unterschied **private Chronik** / **Unternehmensseite**

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Was ist Facebook?

- ▶ **Soziales Netzwerk** im Internet
Vernetzung - Fotos, Nachrichten, Videos etc. austauschen
- ▶ **Facebook**
 - ▶ seit 2004, Gründer: Mark Zuckerberg
 - ▶ ca. 1,71 Milliarden monatliche Nutzer (Facebook Newsroom, 2016)
 - ▶ AT: ca. 3,2 Millionen monatliche Nutzer (Trending Topics, 2015)
 - ▶ DE: ca. 29 Millionen monatliche Nutzer (Facebook Newsroom, 2016)
- ▶ Trend zur **mobilen Nutzung**
- ▶ verschiedenste **Altersgruppen**

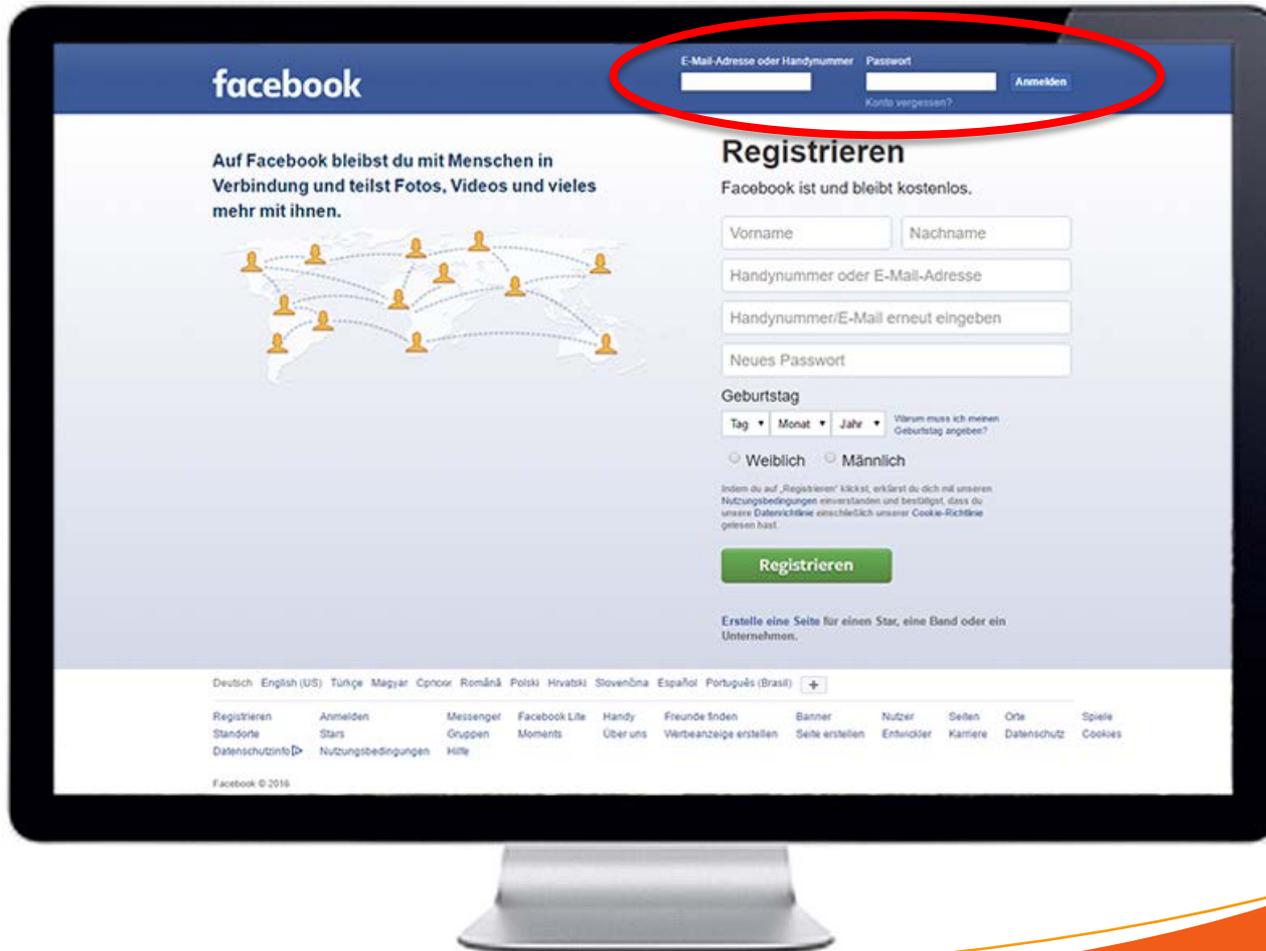
- ▶ **Word of Mouth** (Empfehlungen von Freunden) besonders effektiv
- ▶ große **Nutzeranzahl** = große **Zielgruppe**
- ▶ **kostenlos**
- ▶ **Unternehmensseiten**
 - ▶ Kontakte / Vertrauen aufbauen
 - ▶ Verkäufe steigern, Produkte vermarkten
 - ▶ Unternehmens-Image stärken

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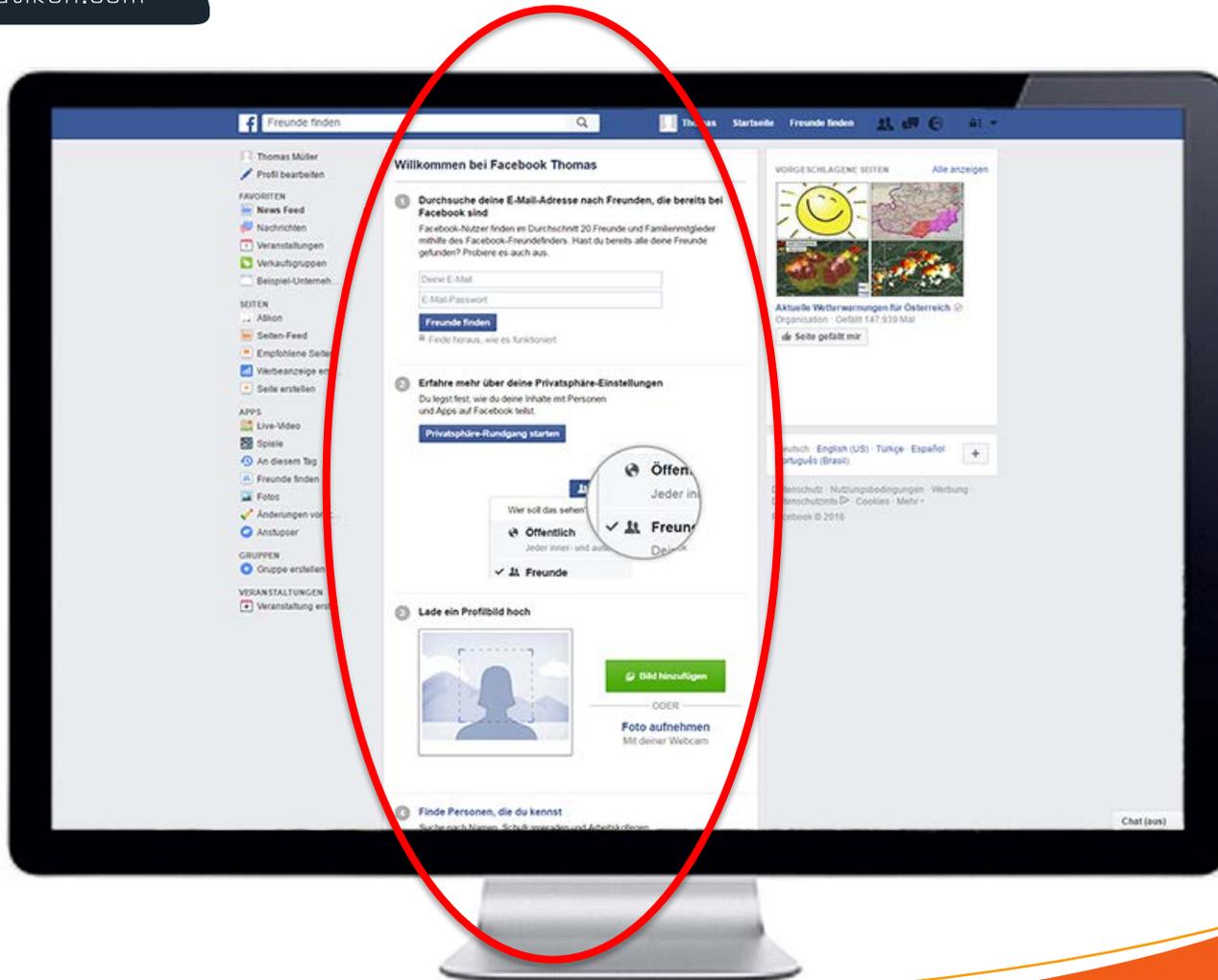


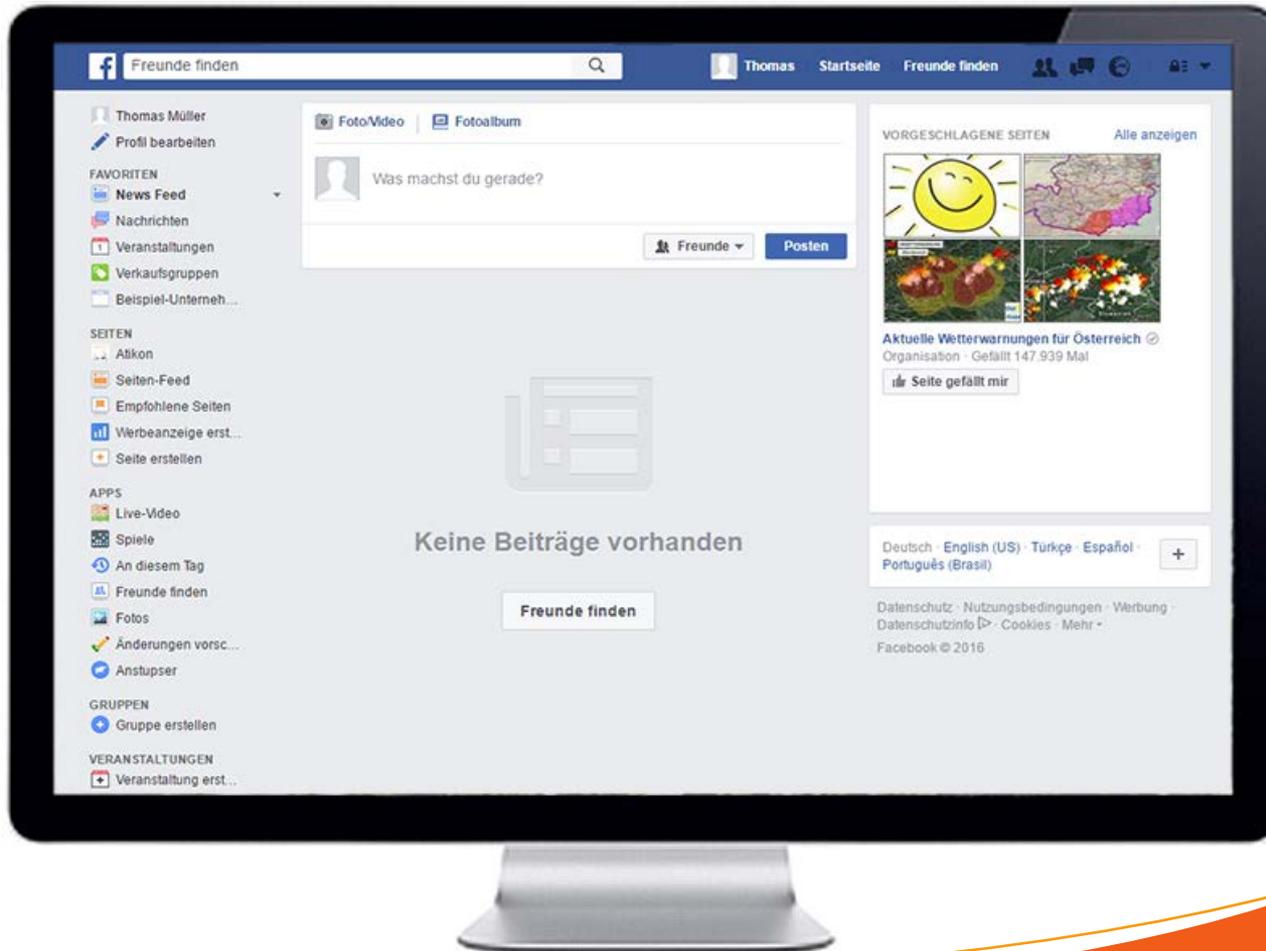
Registrierung und Anmeldung







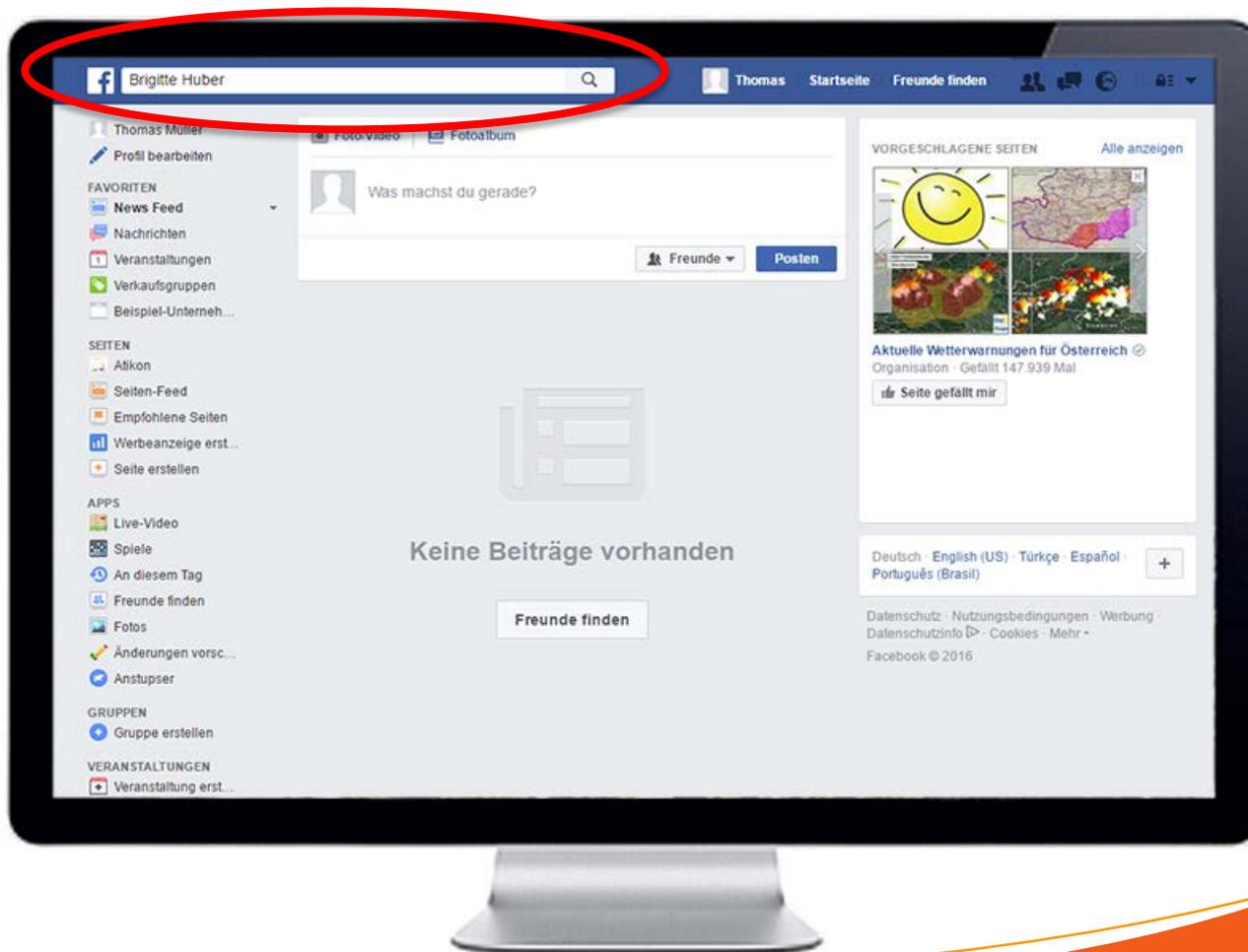


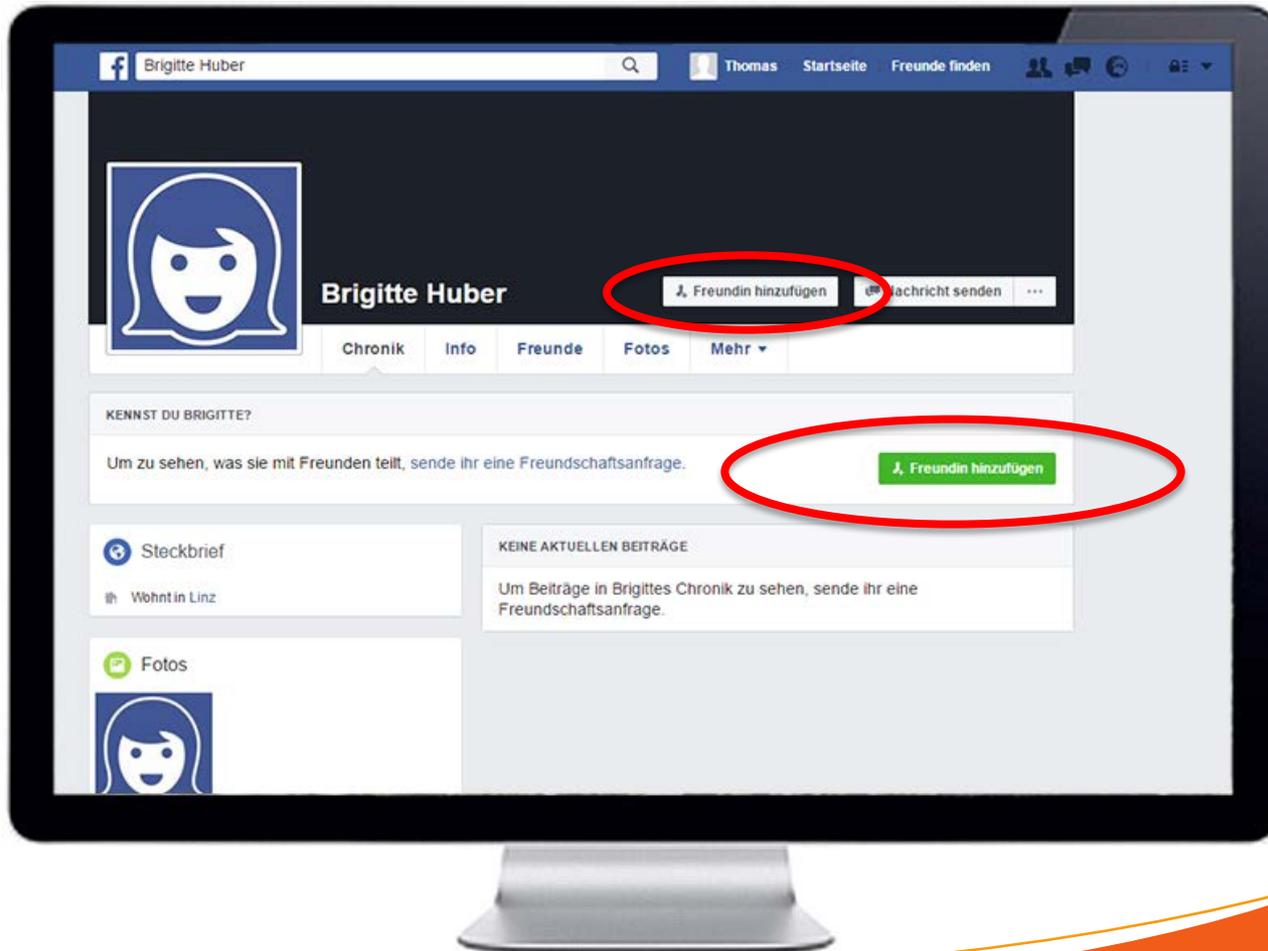


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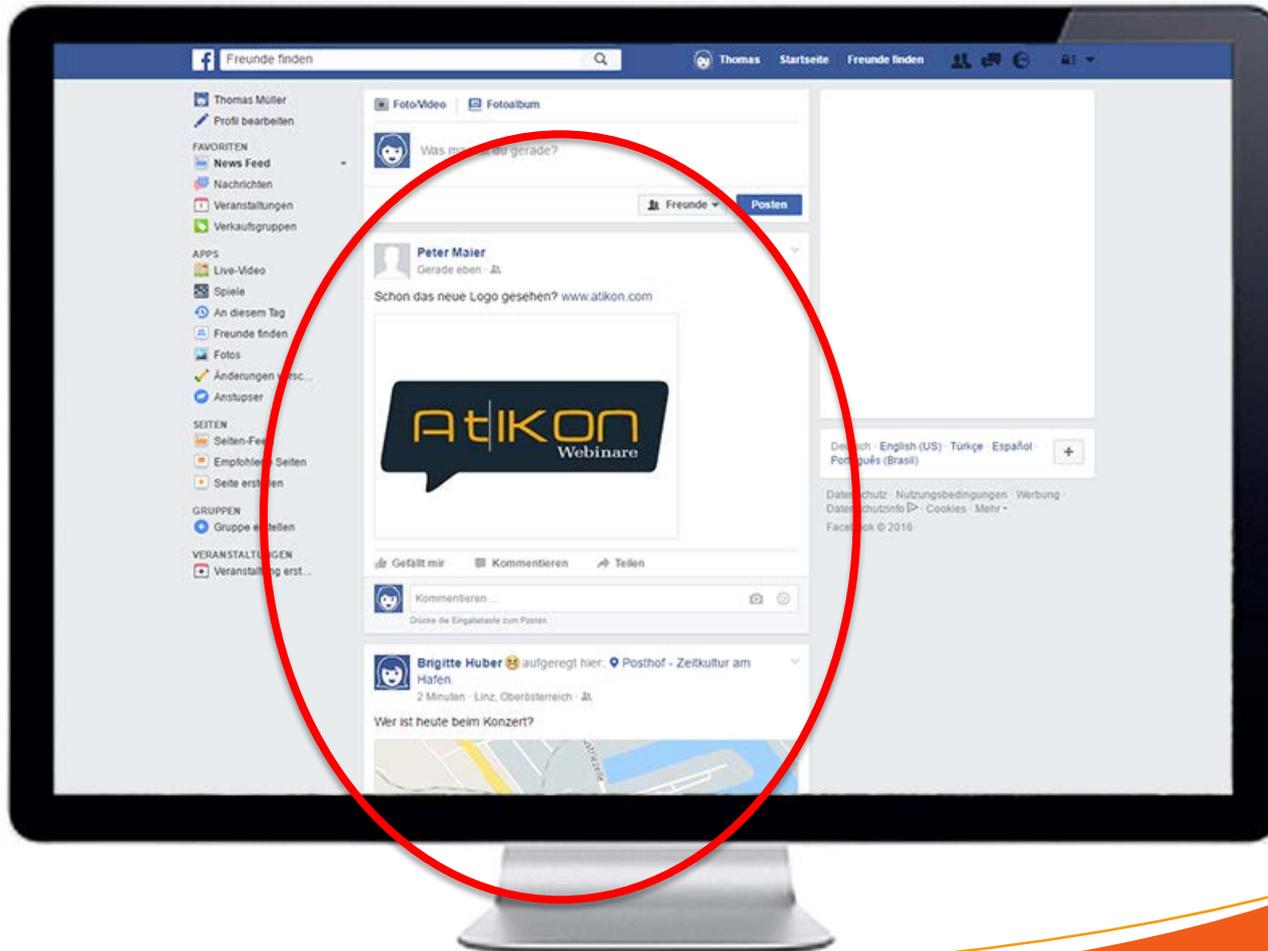


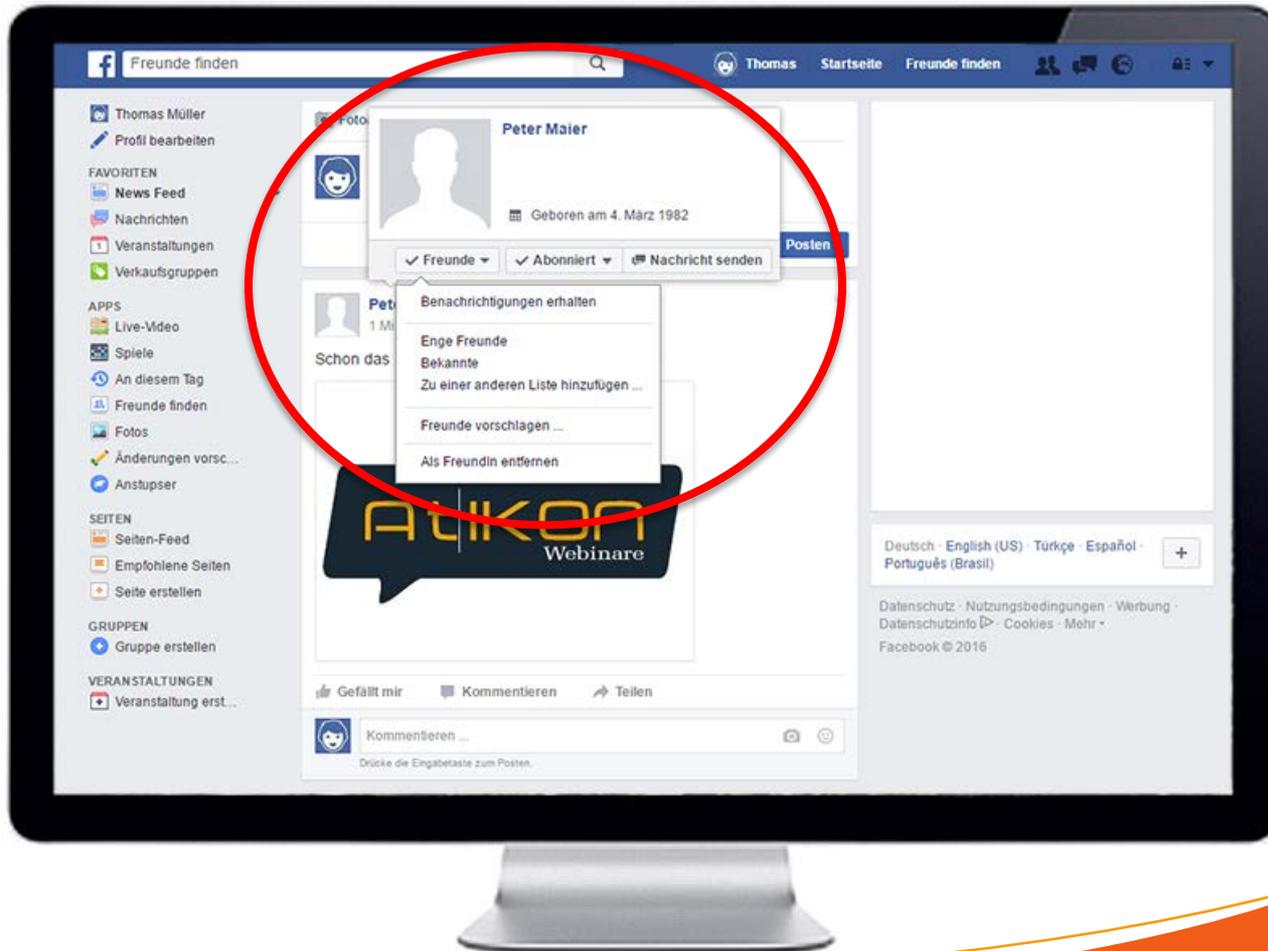
Freunde finden

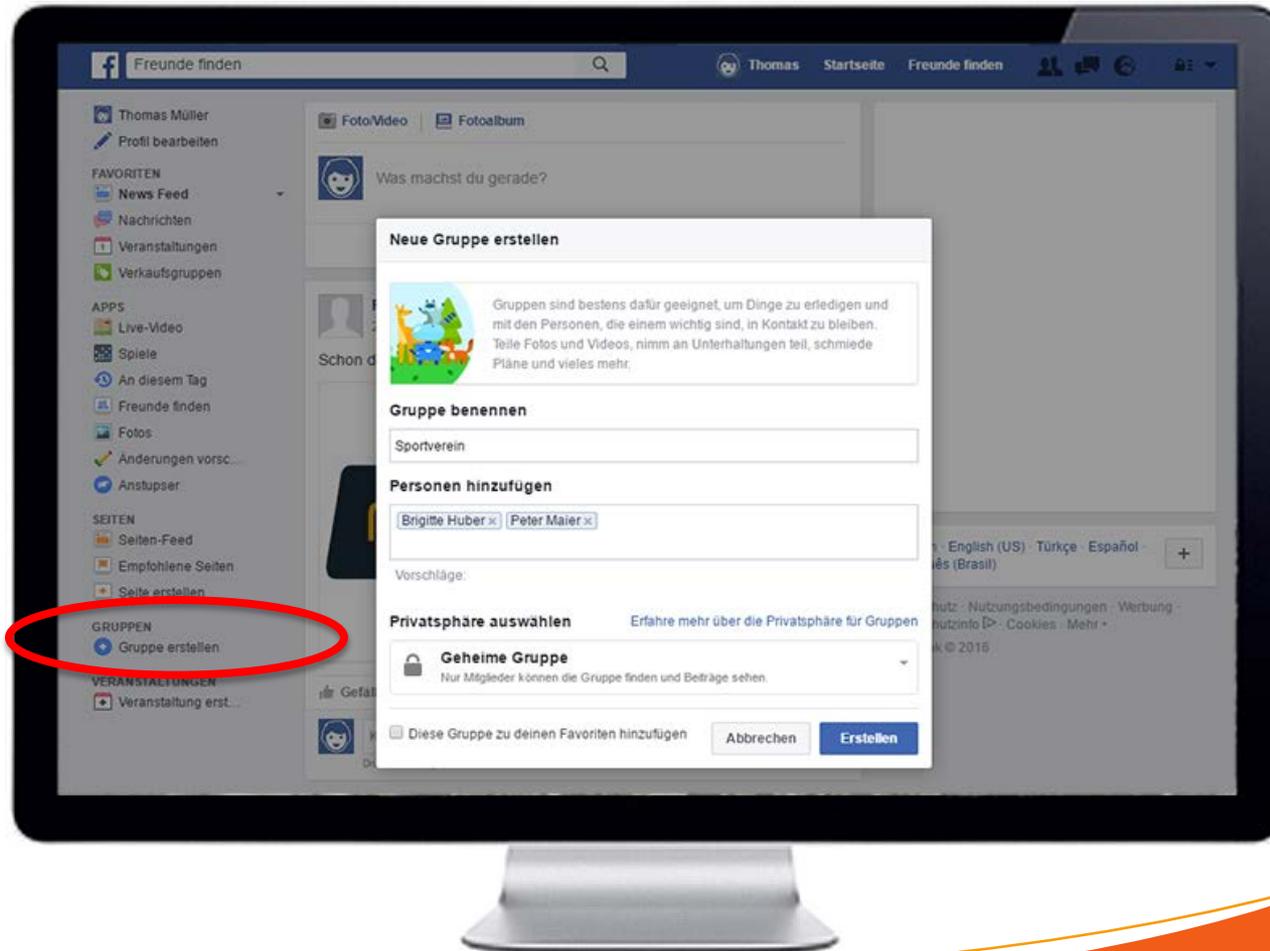








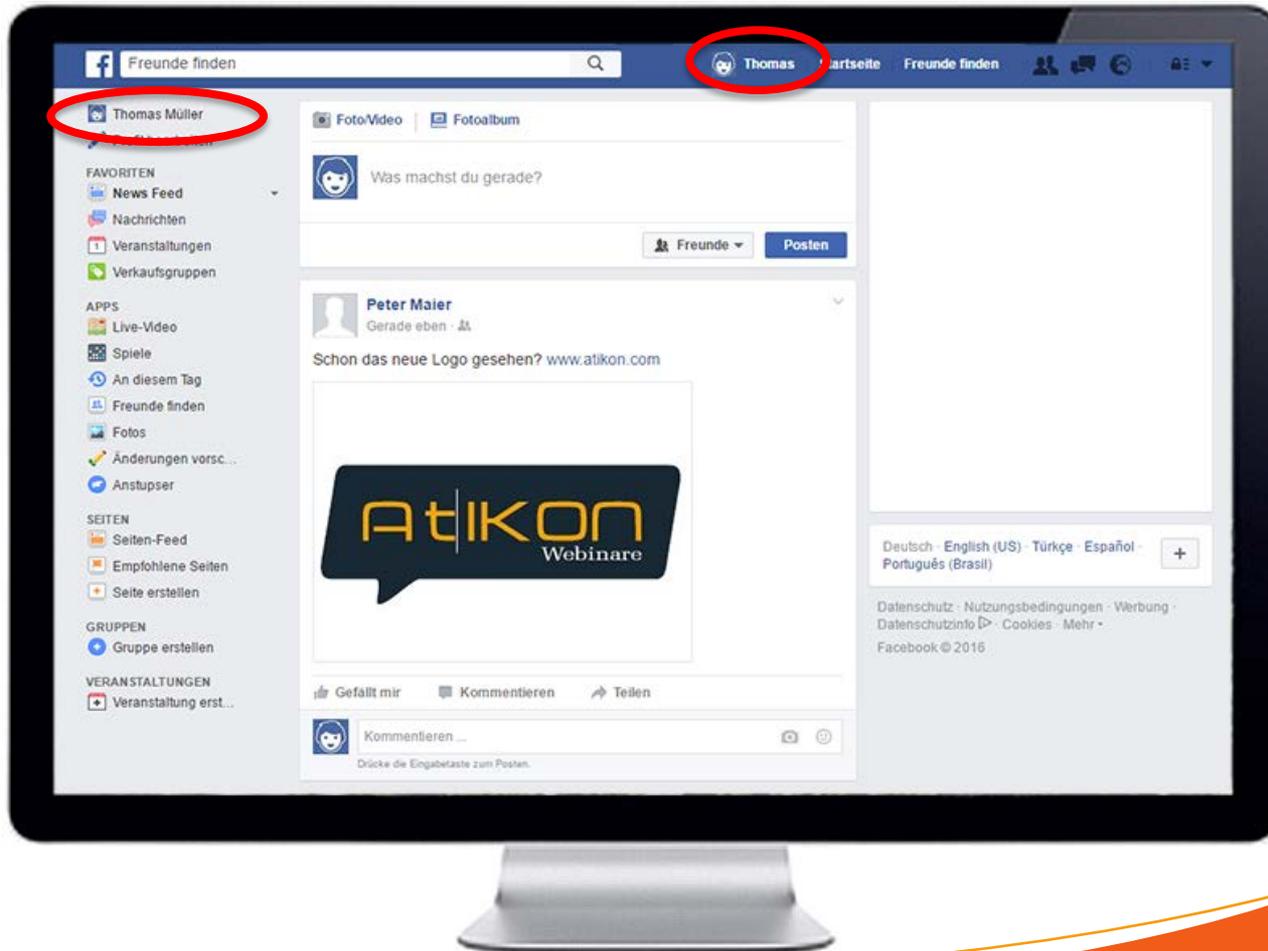


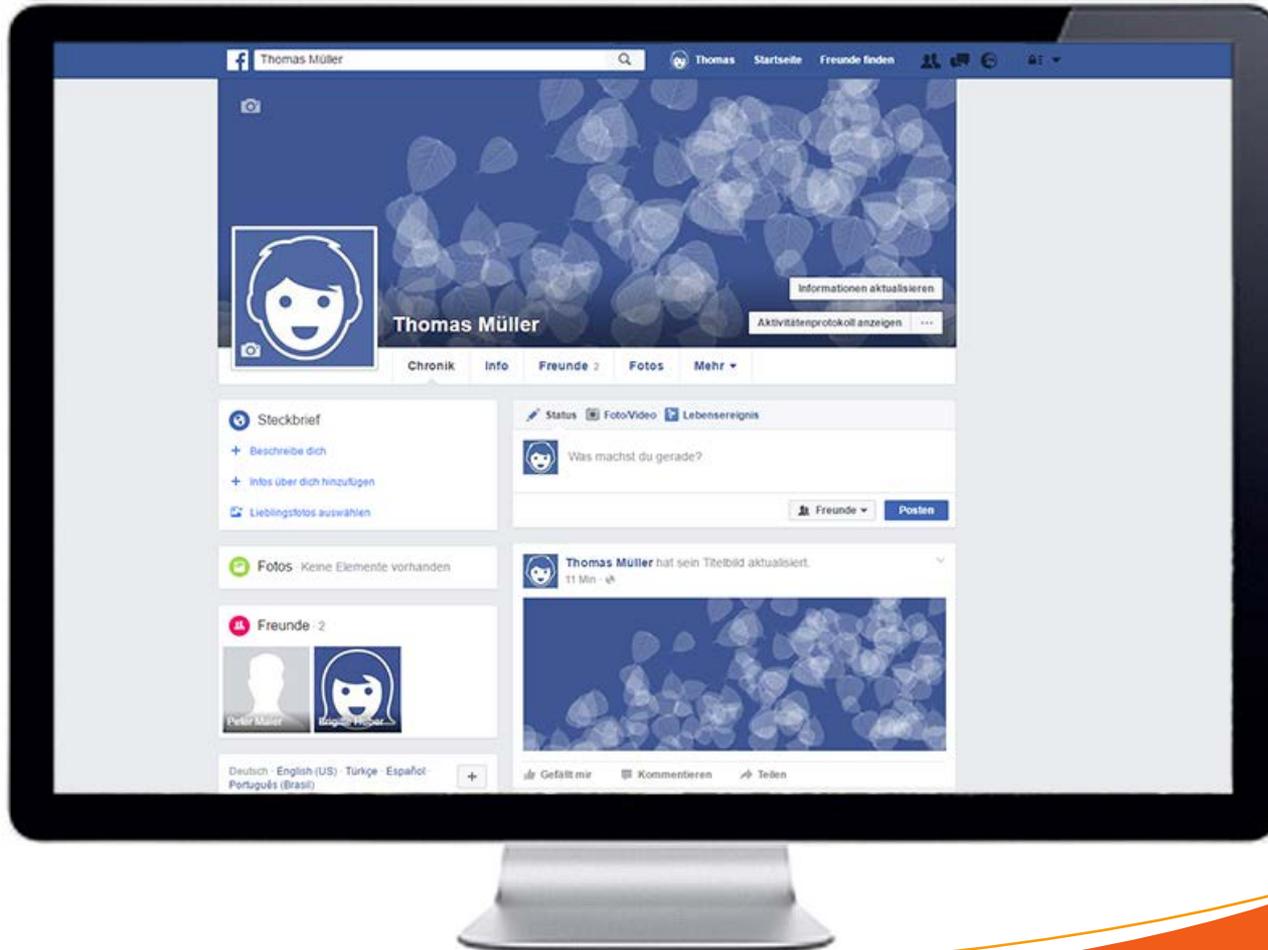


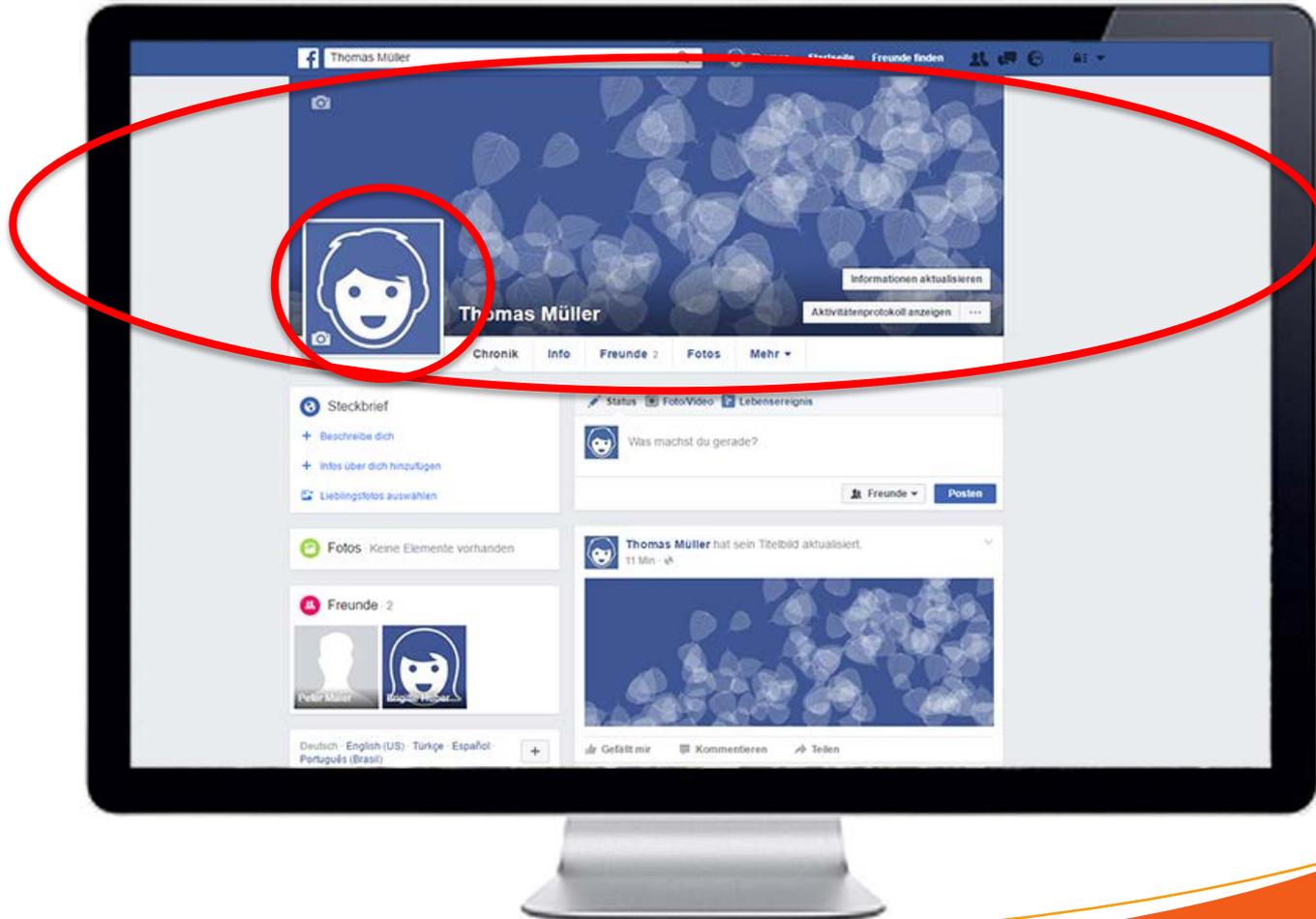
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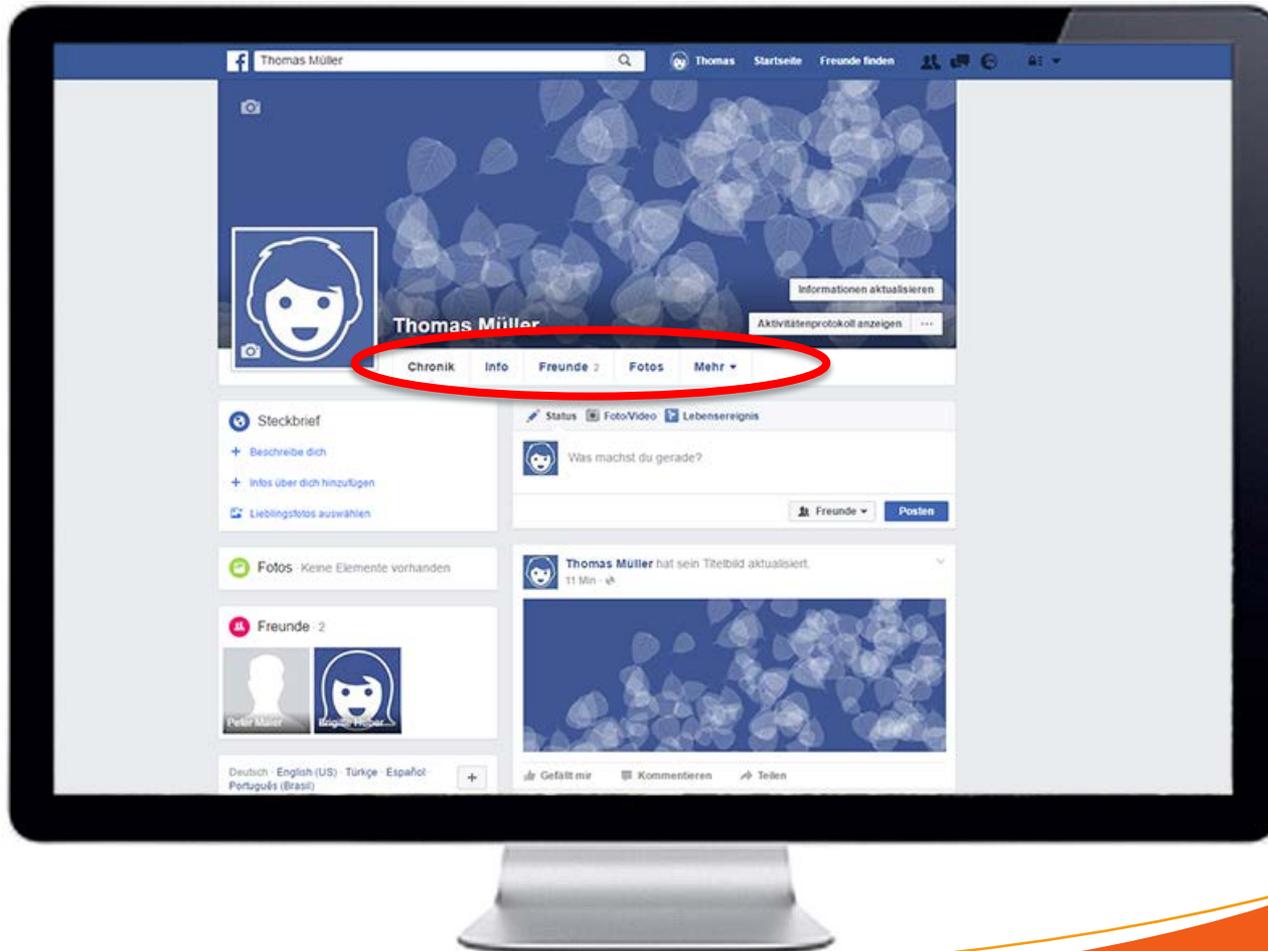


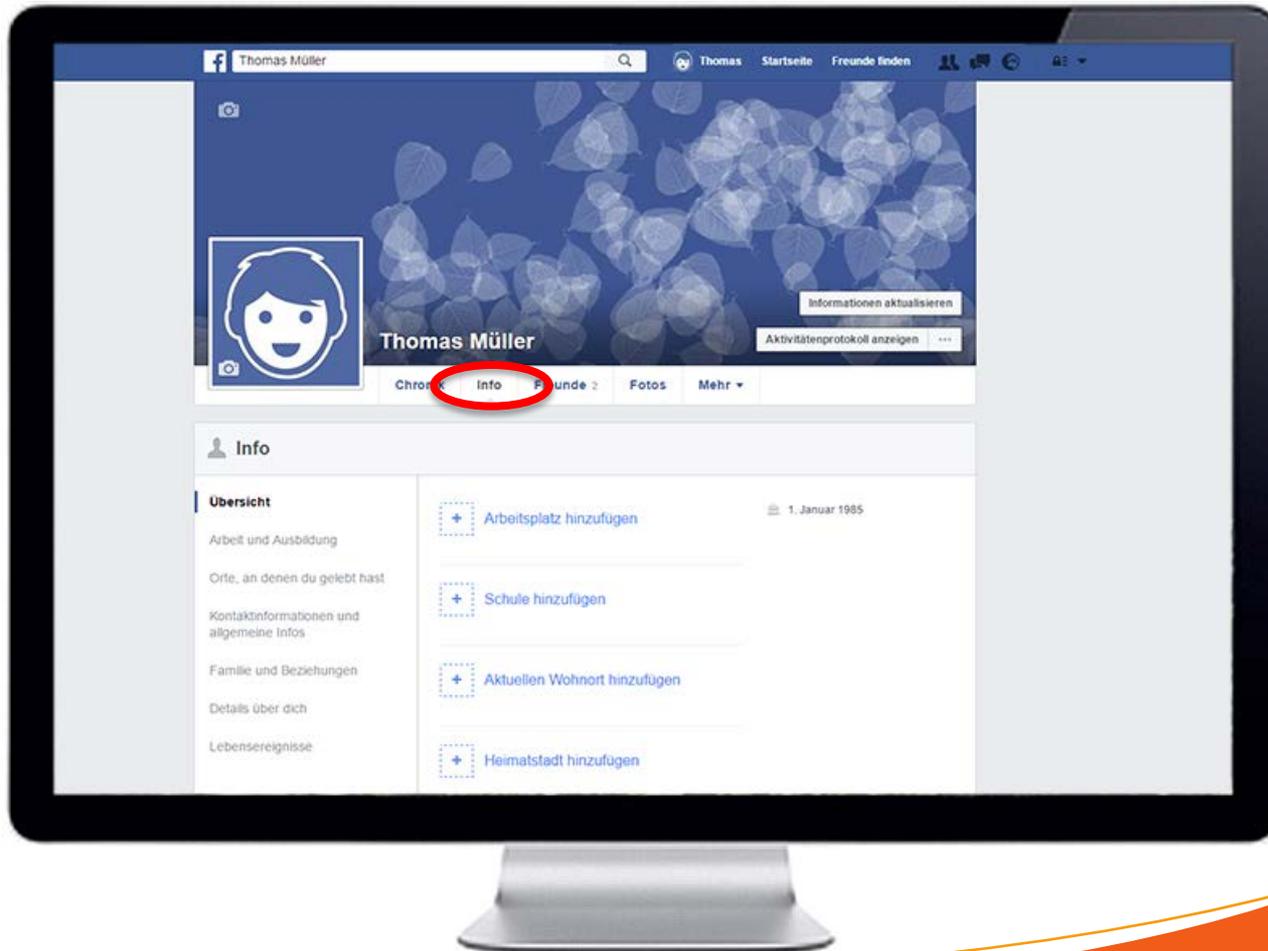
Facebook-Chronik

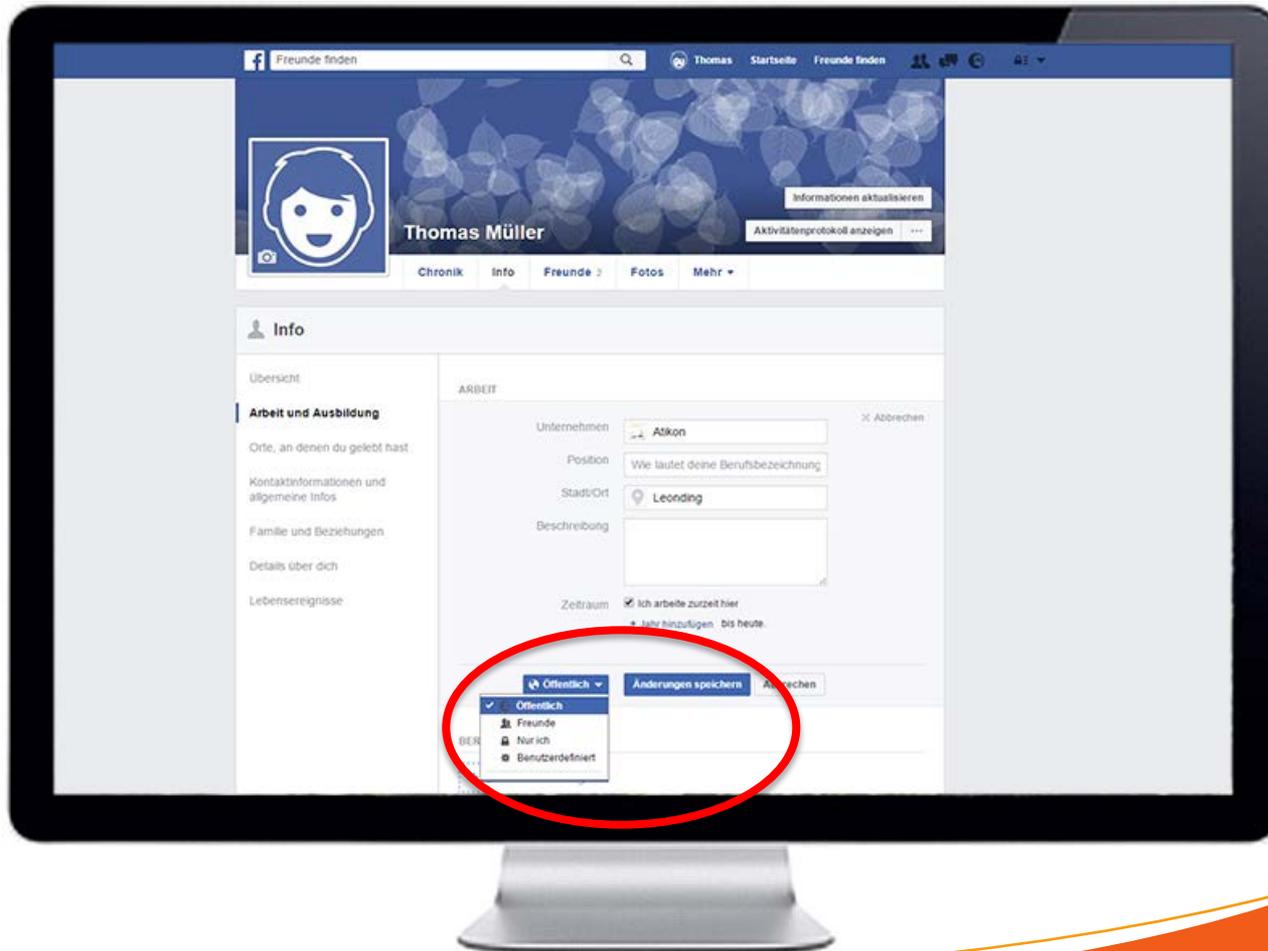


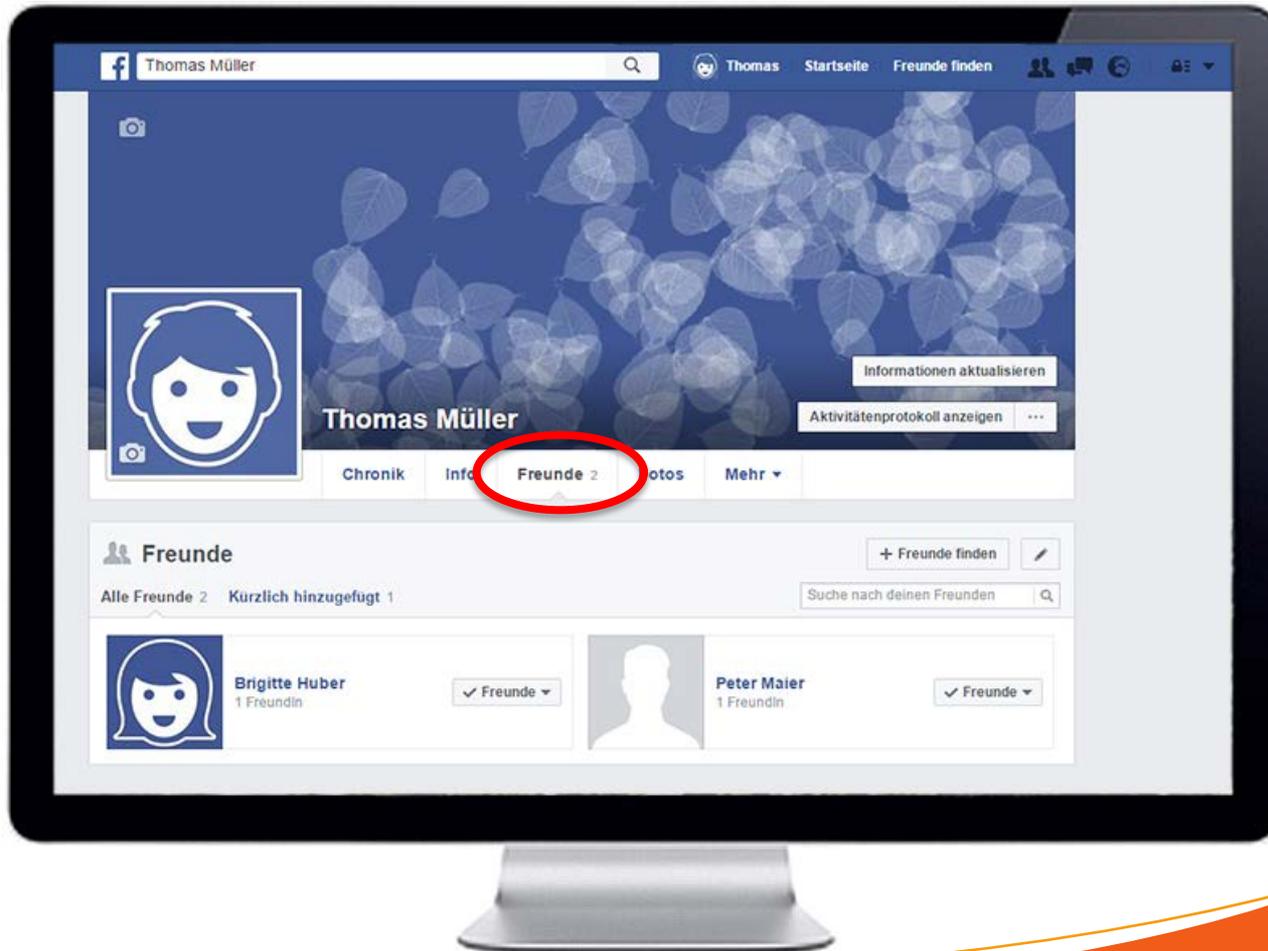


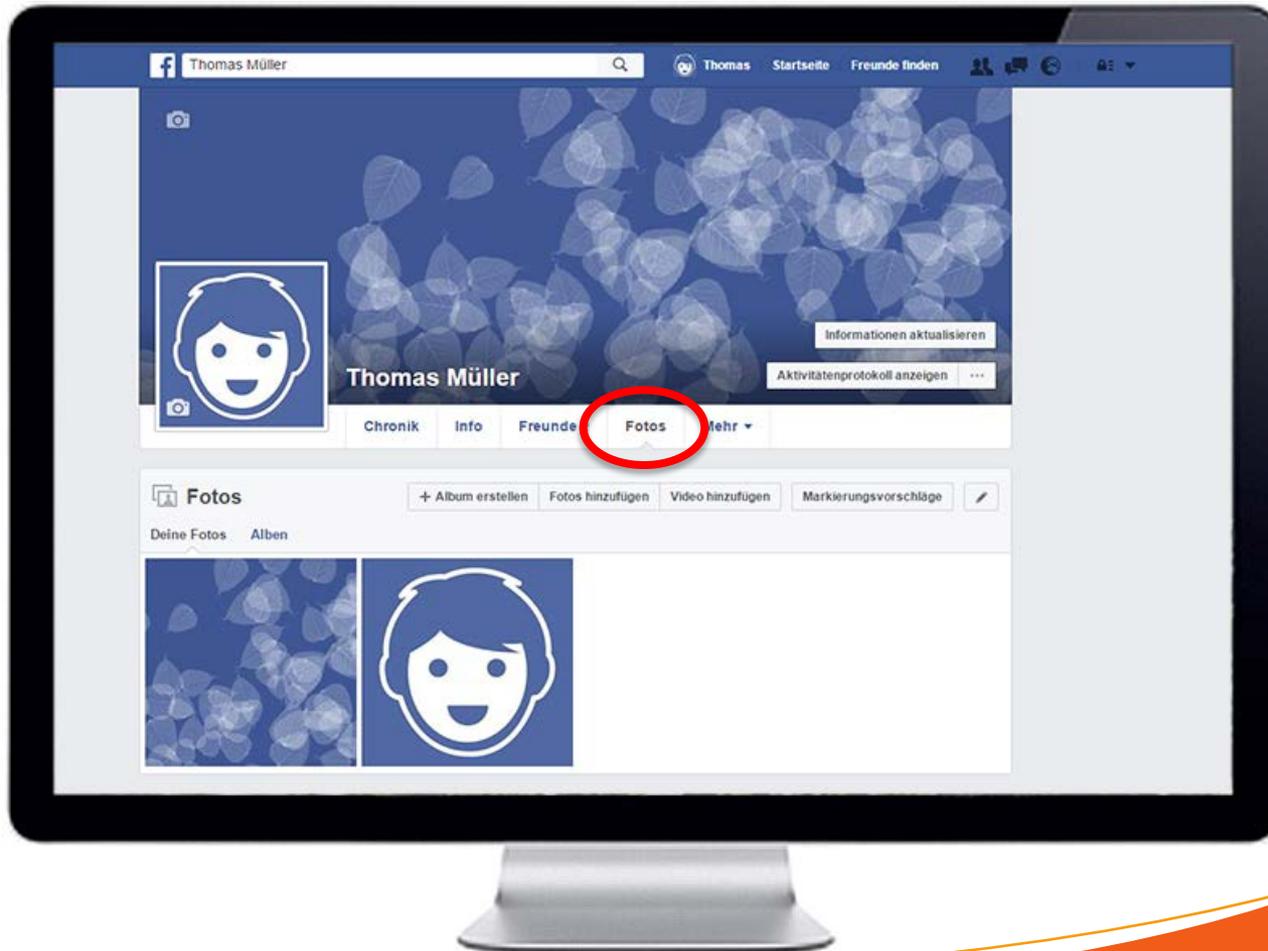


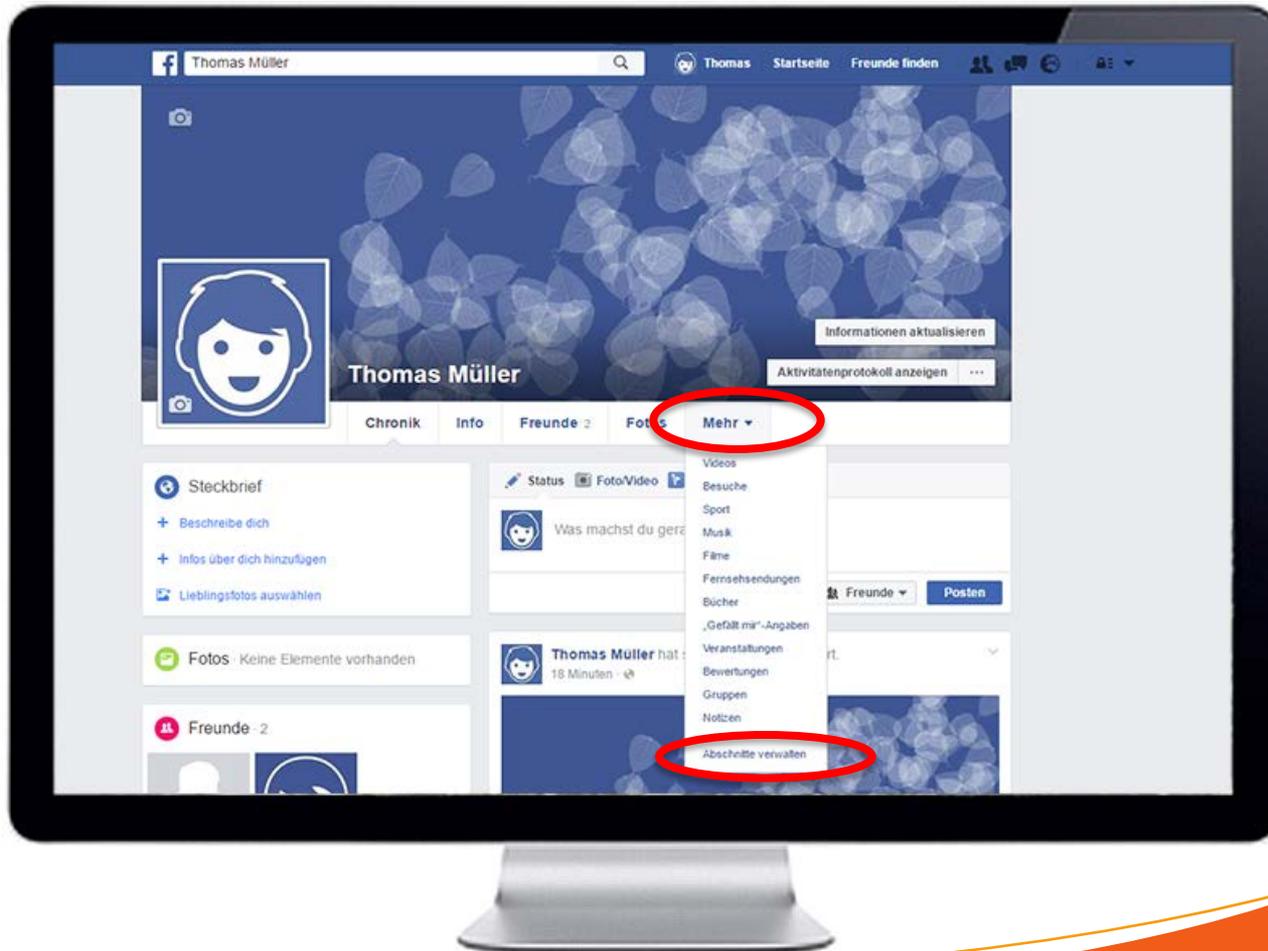


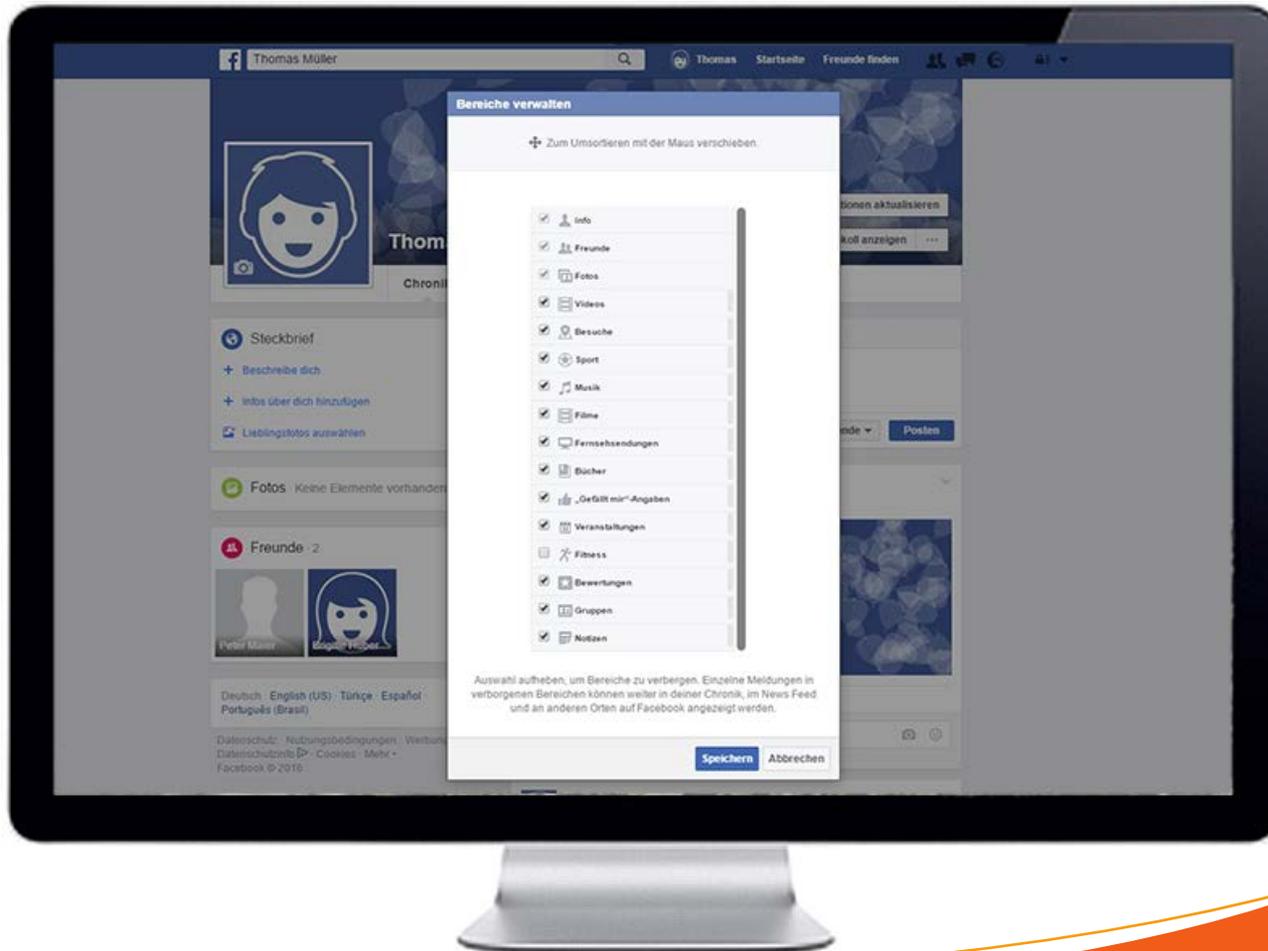


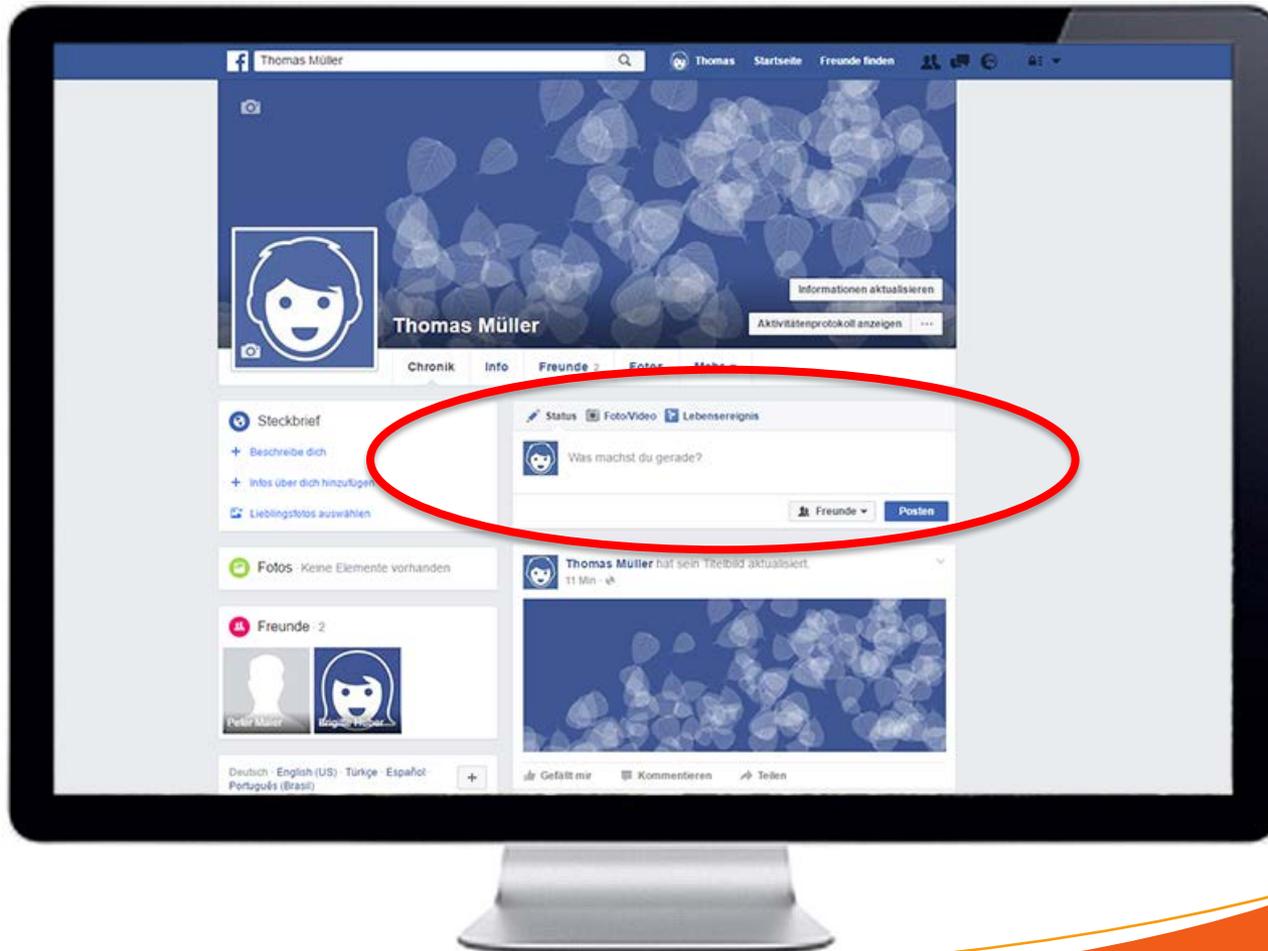


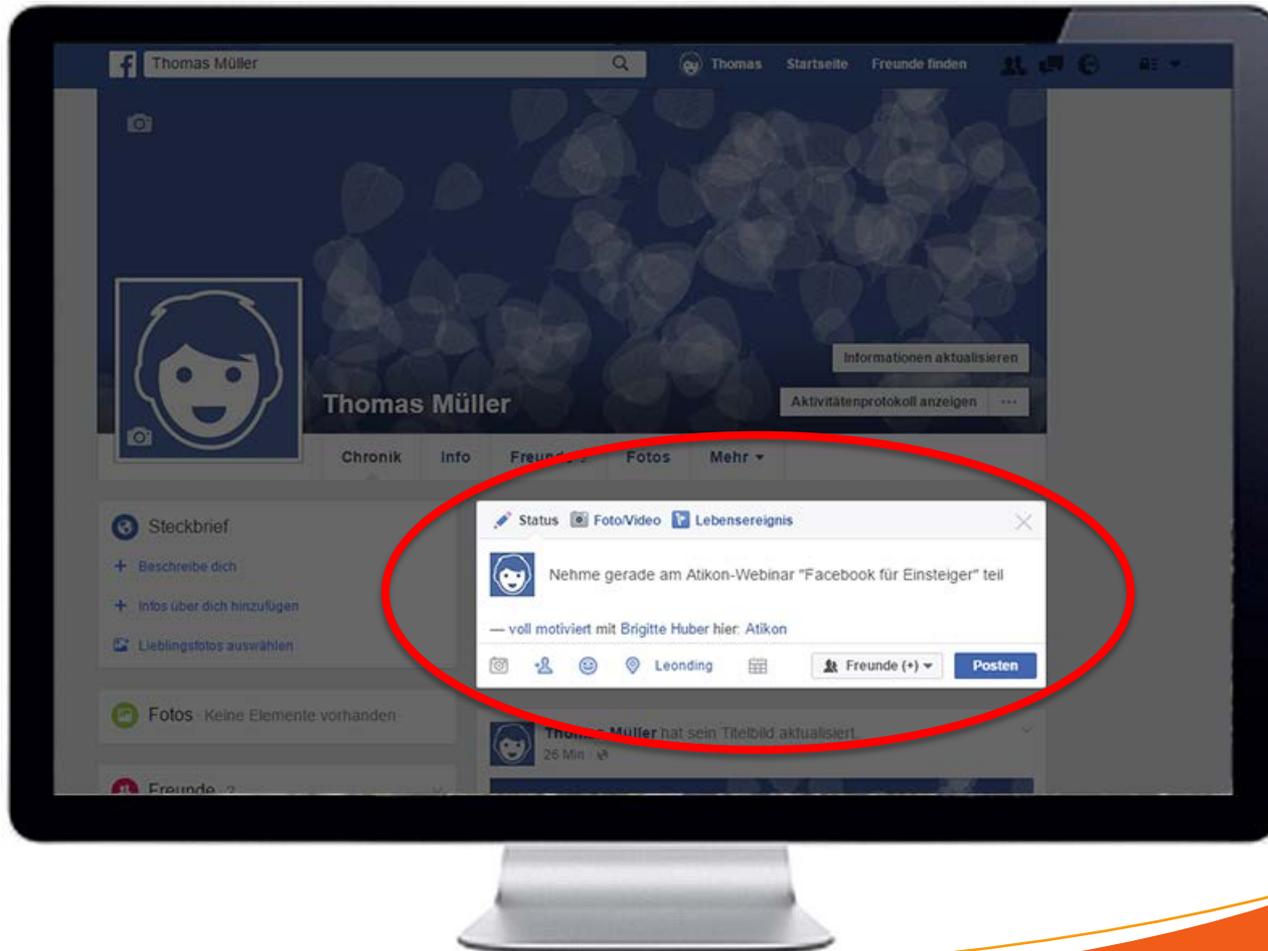


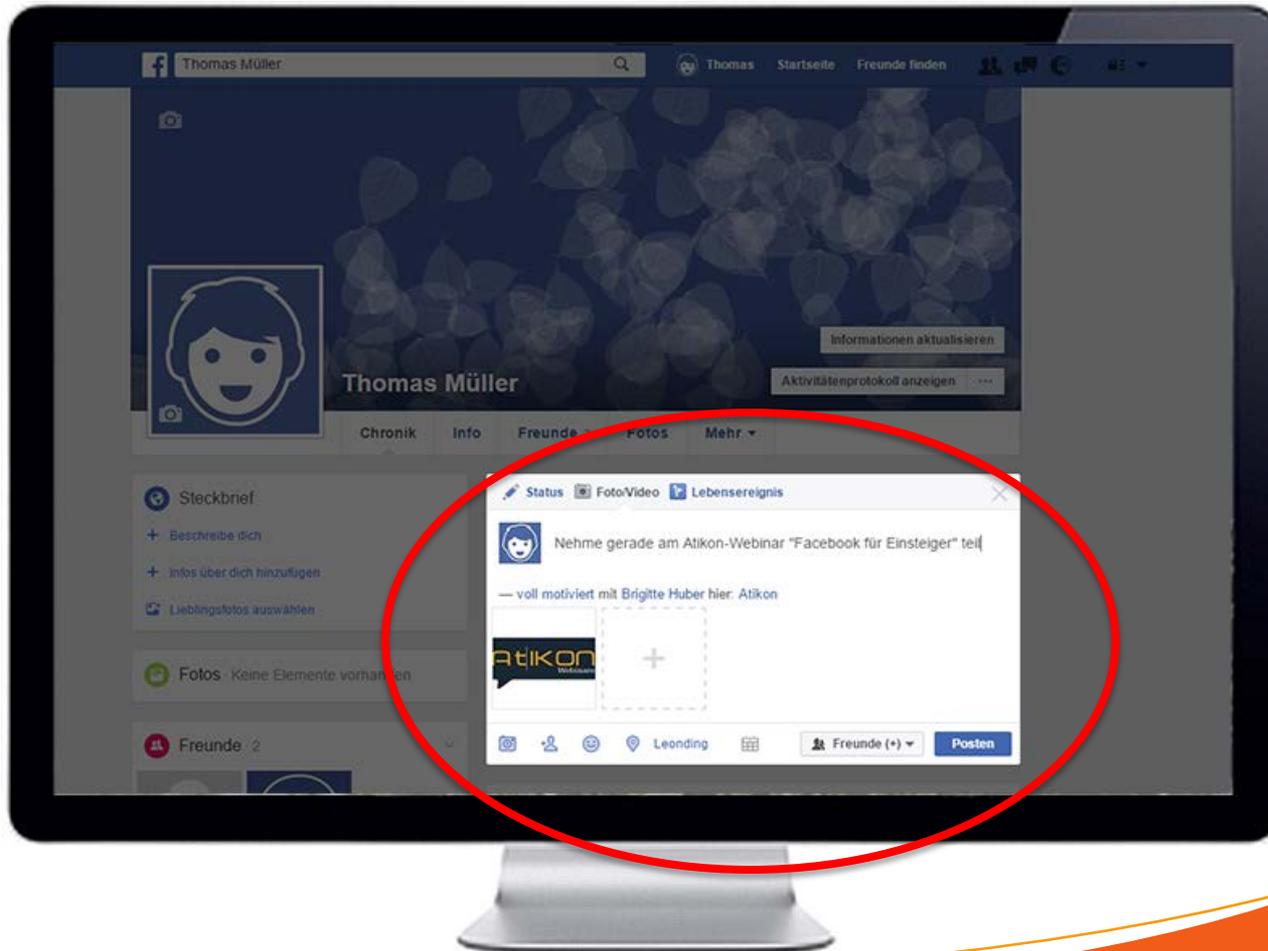


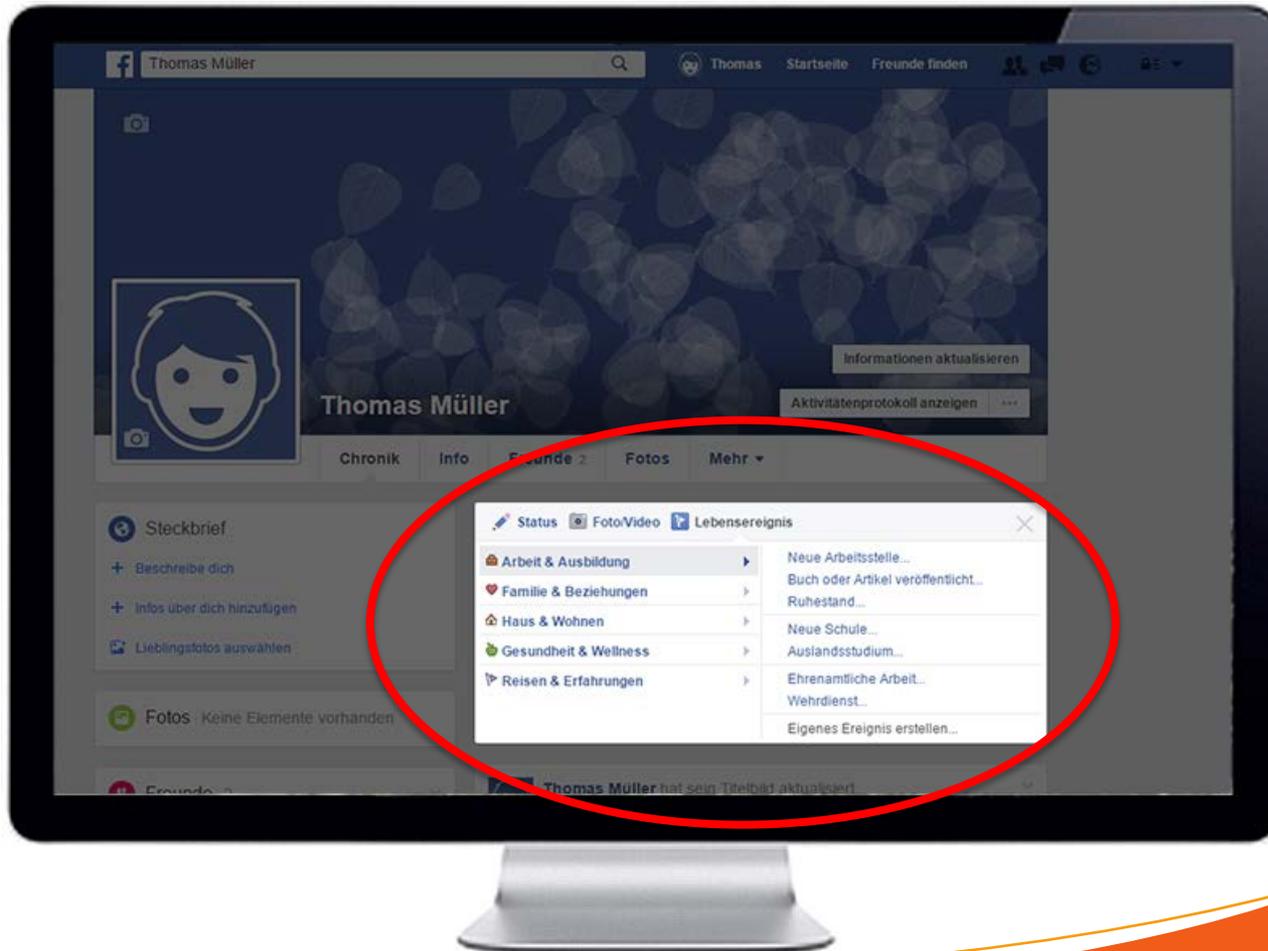


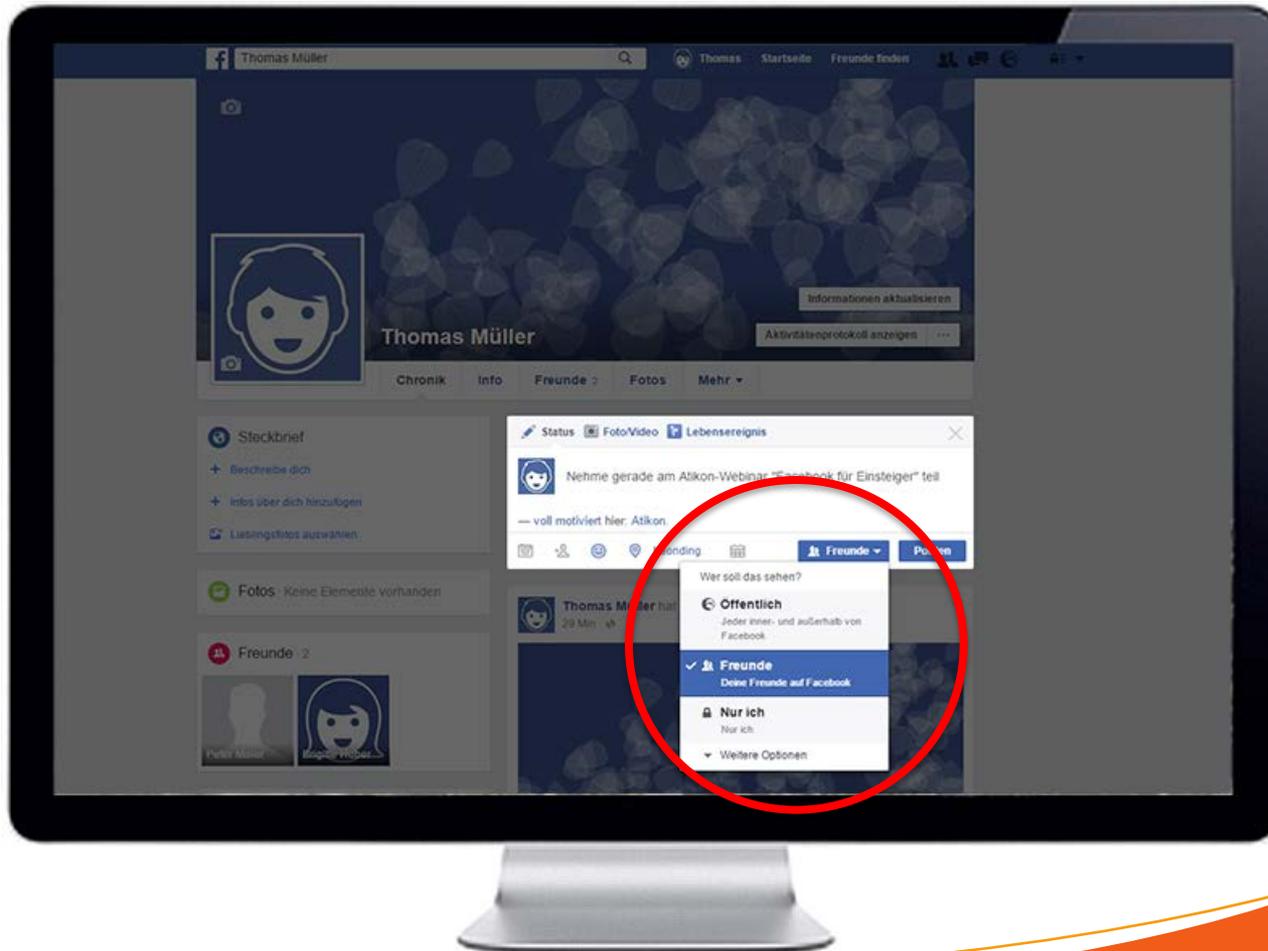


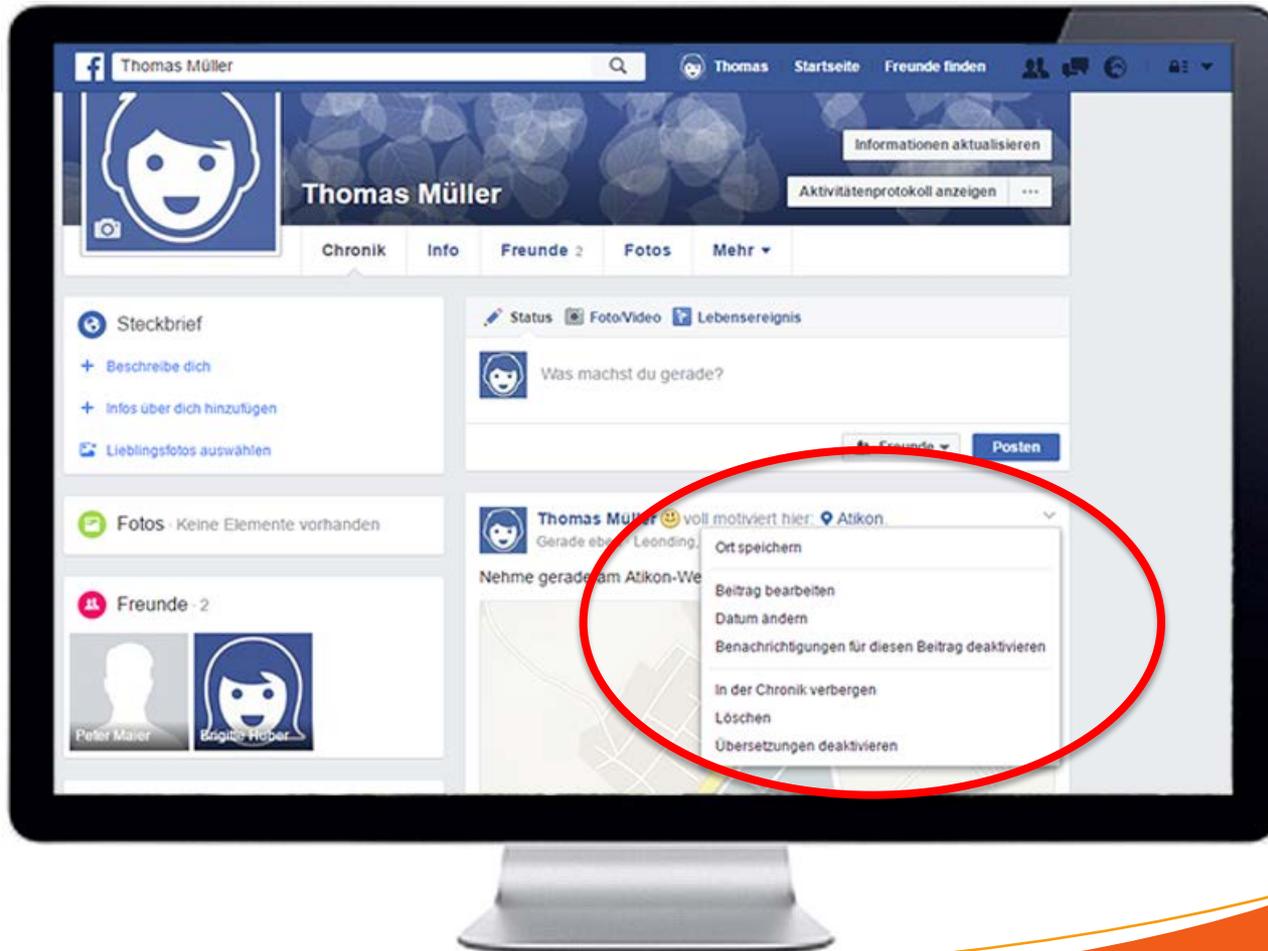








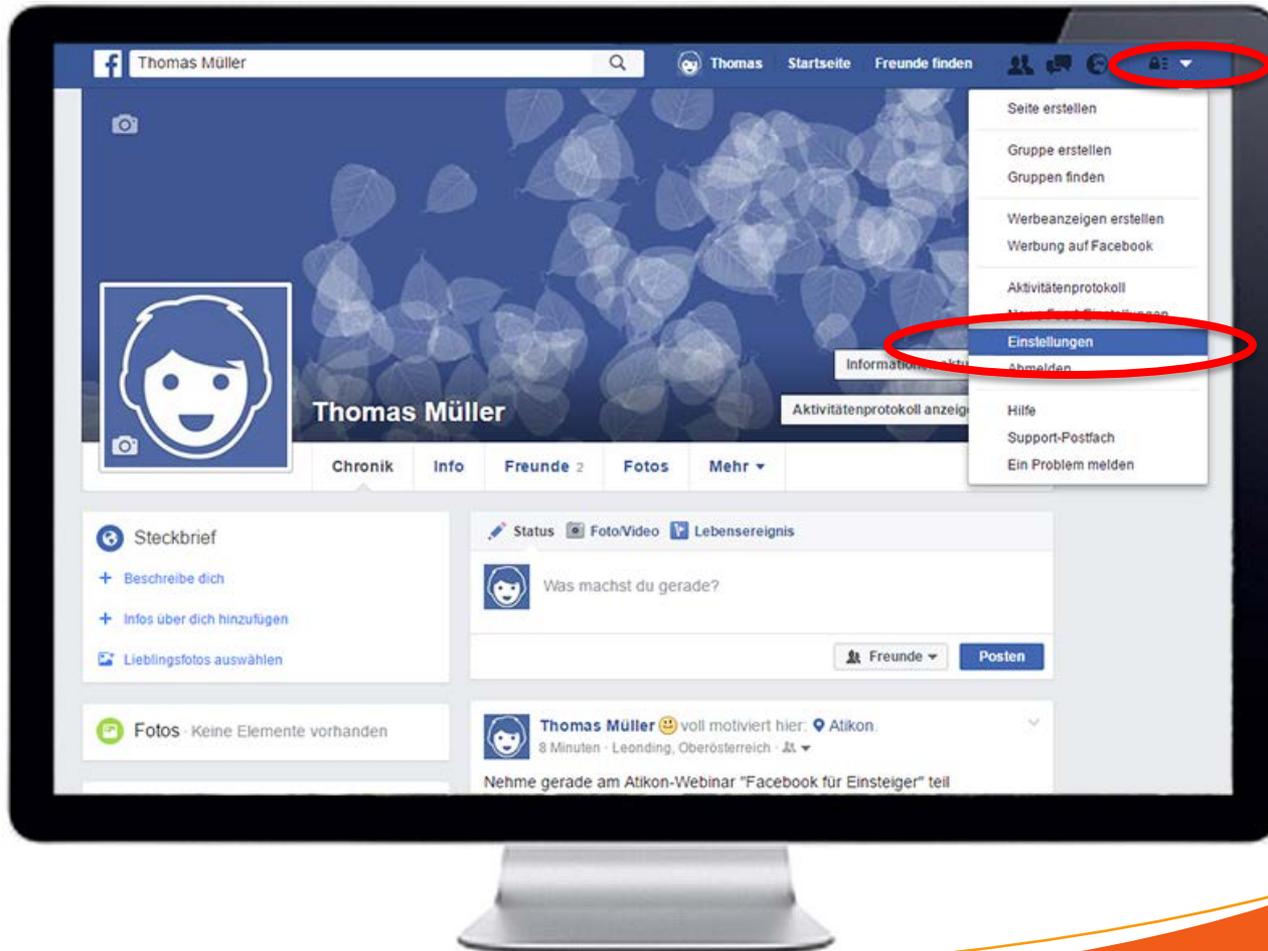


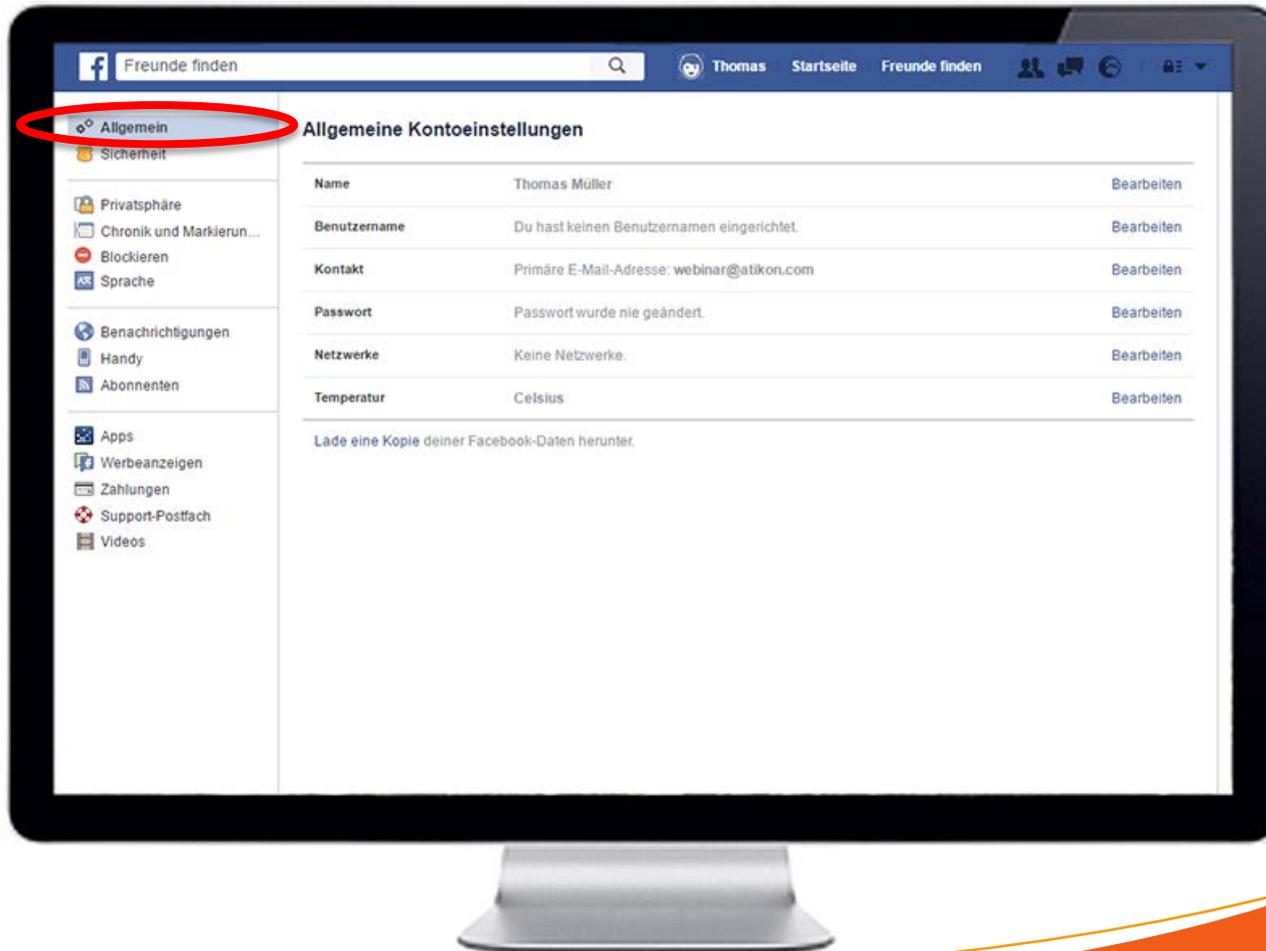


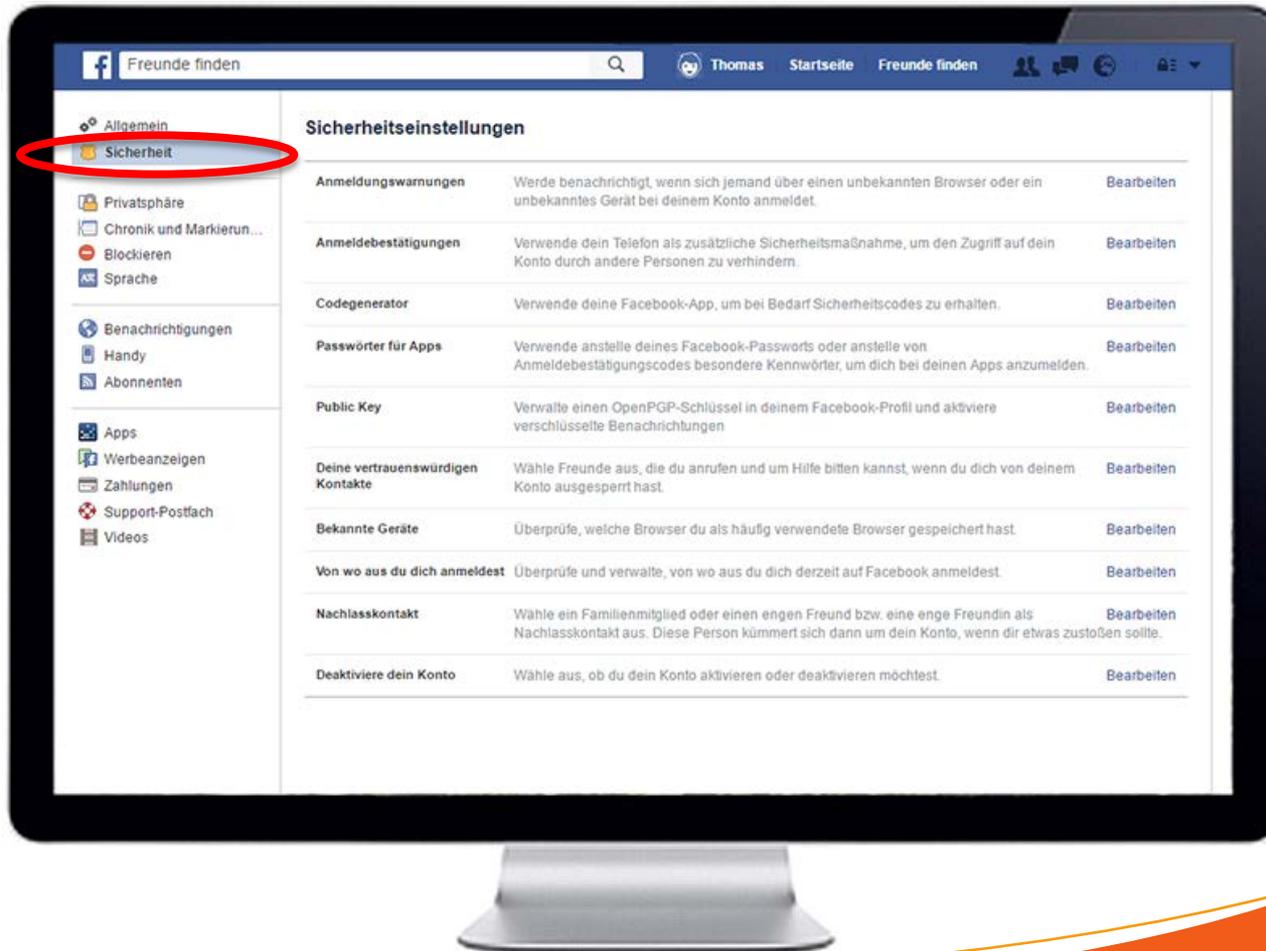
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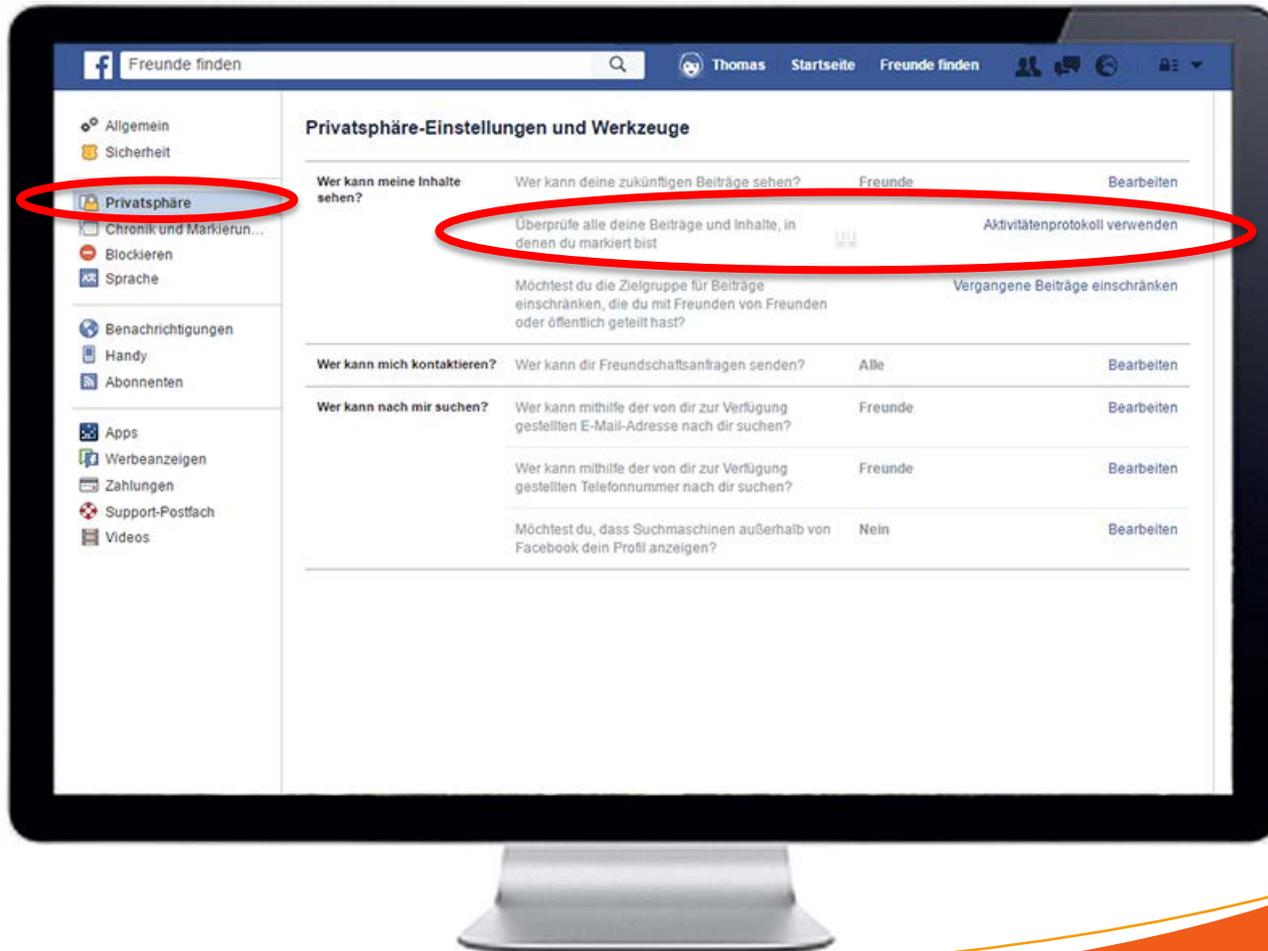


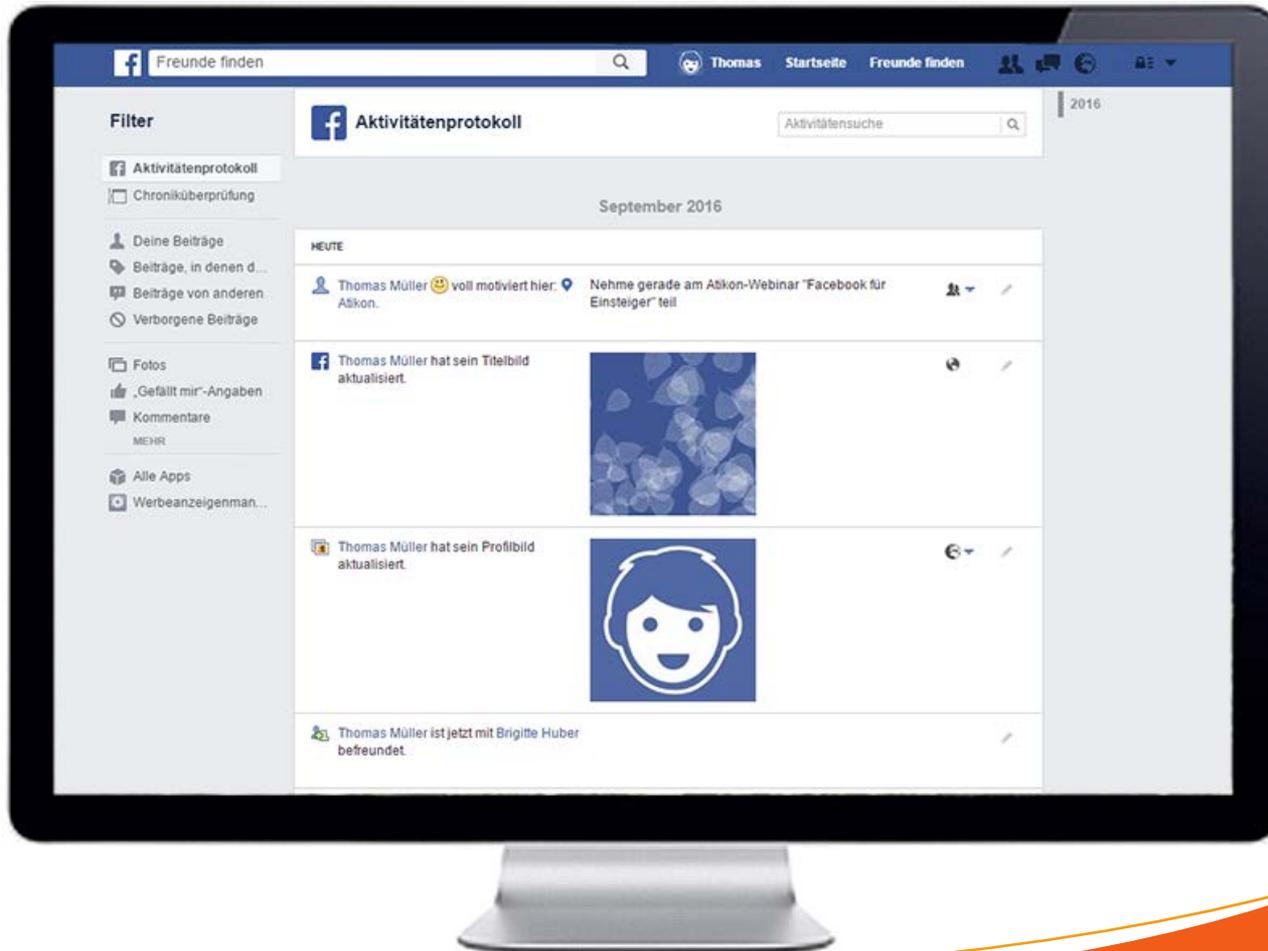
Sicherheitseinstellungen

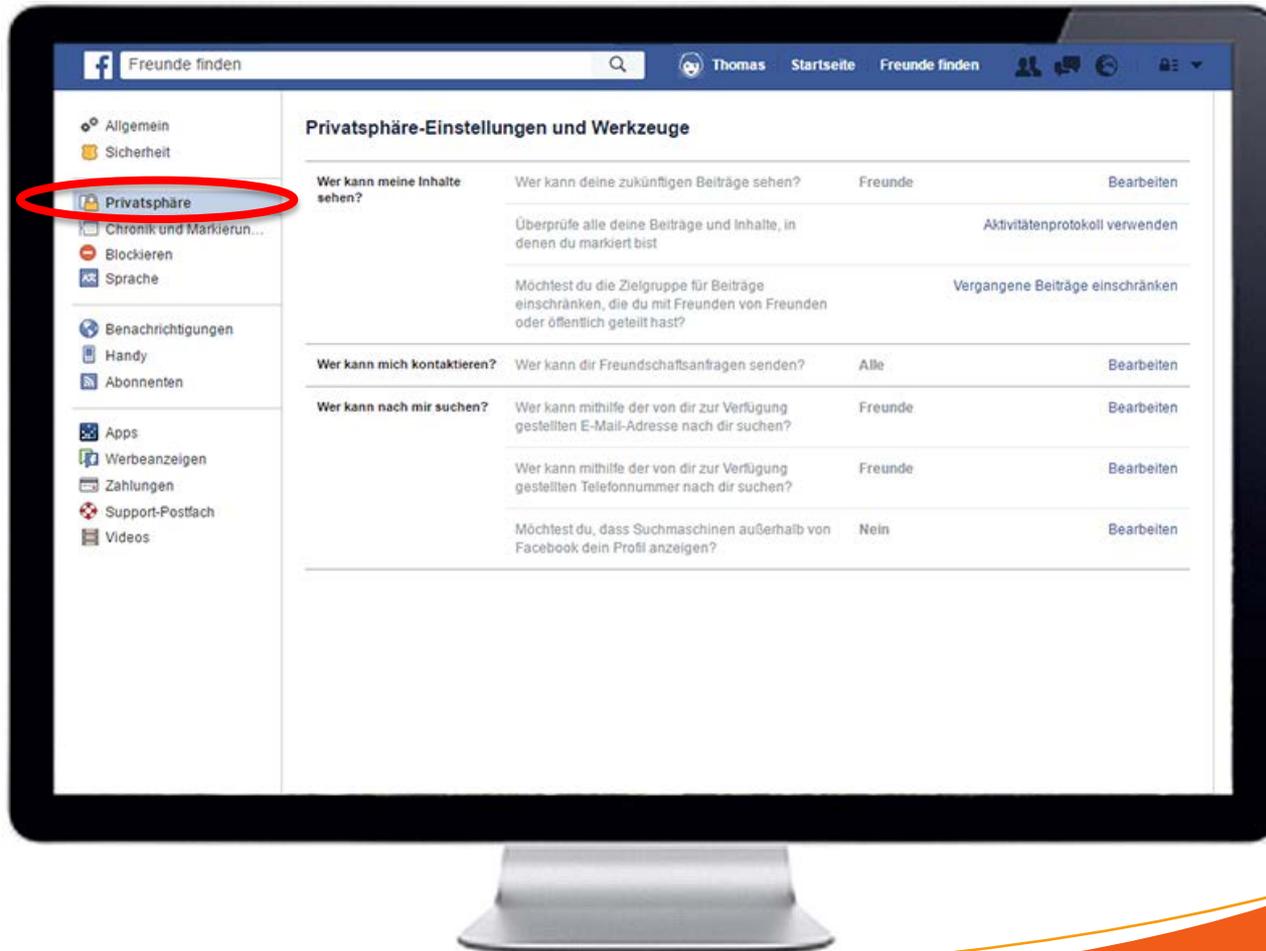


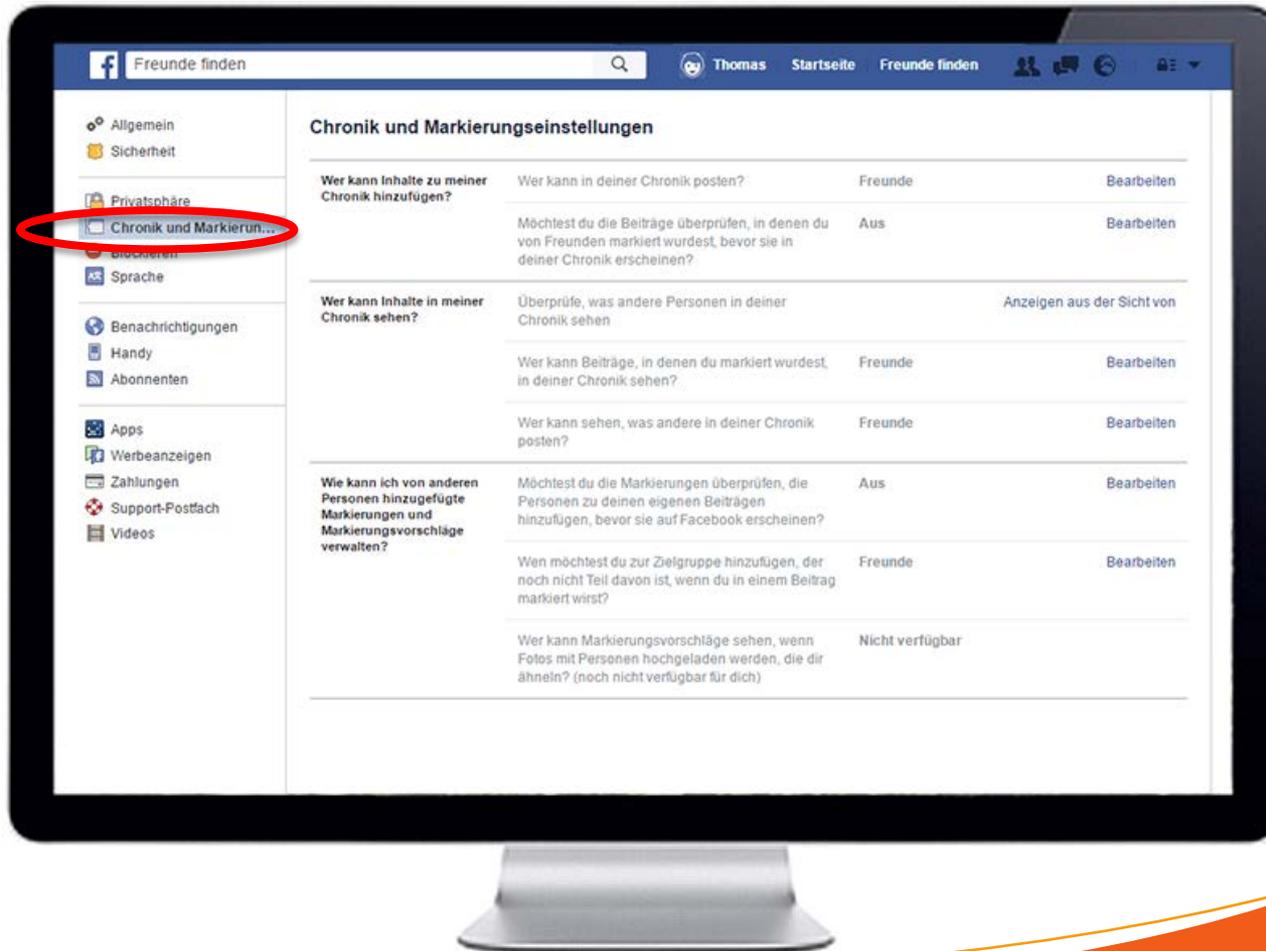


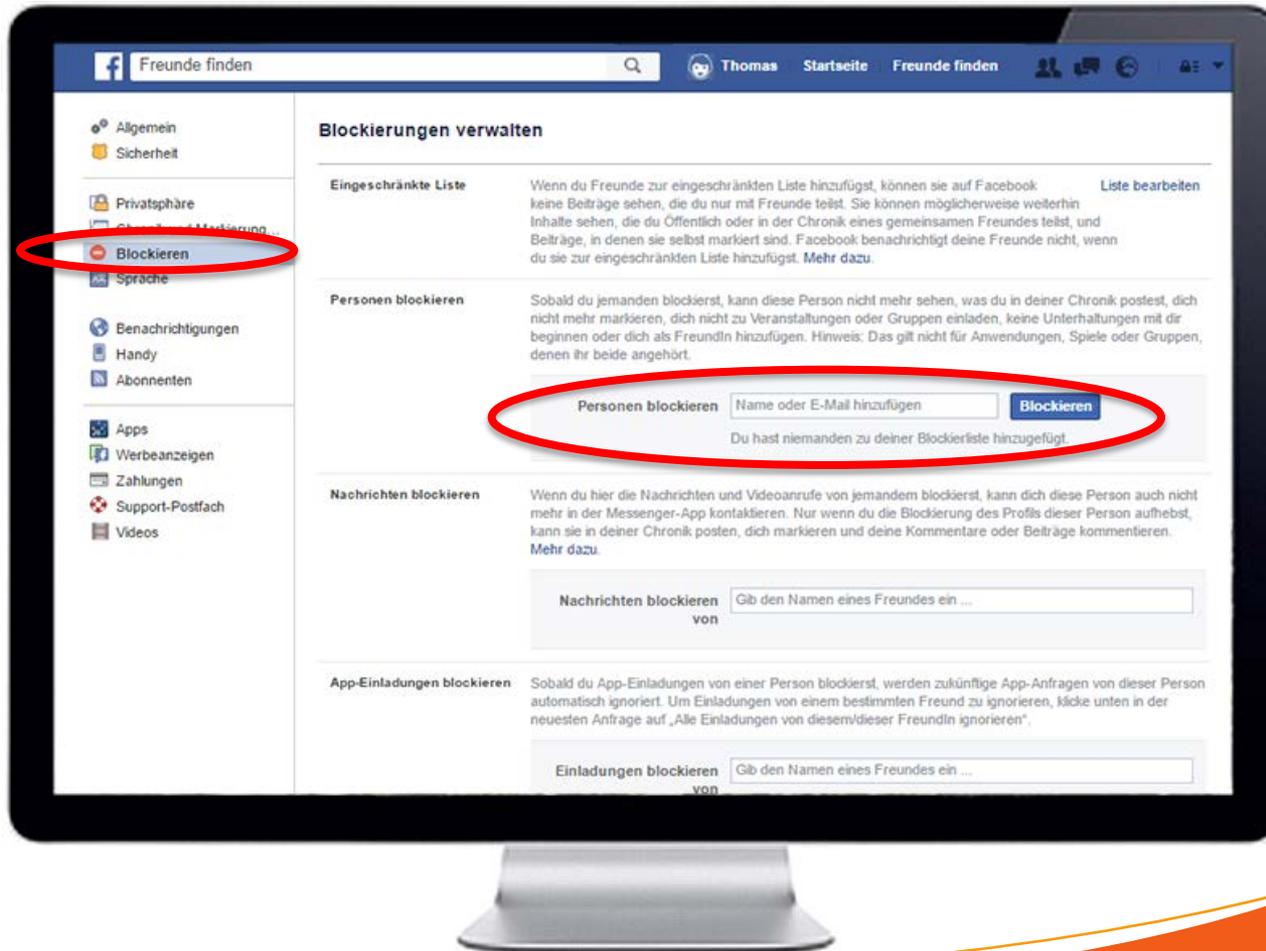


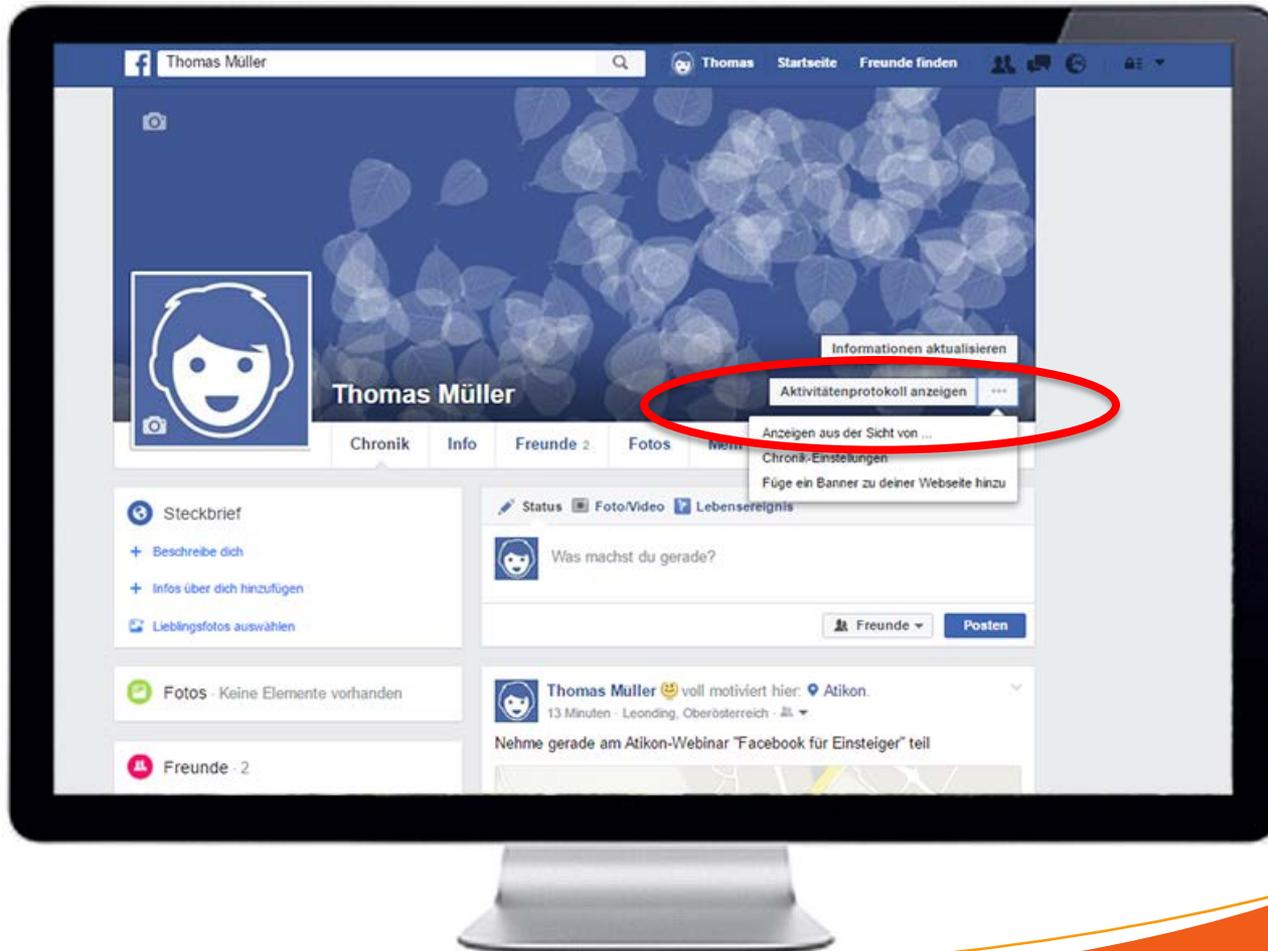












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*Unterschied private
Chronik/Unternehmensseite*

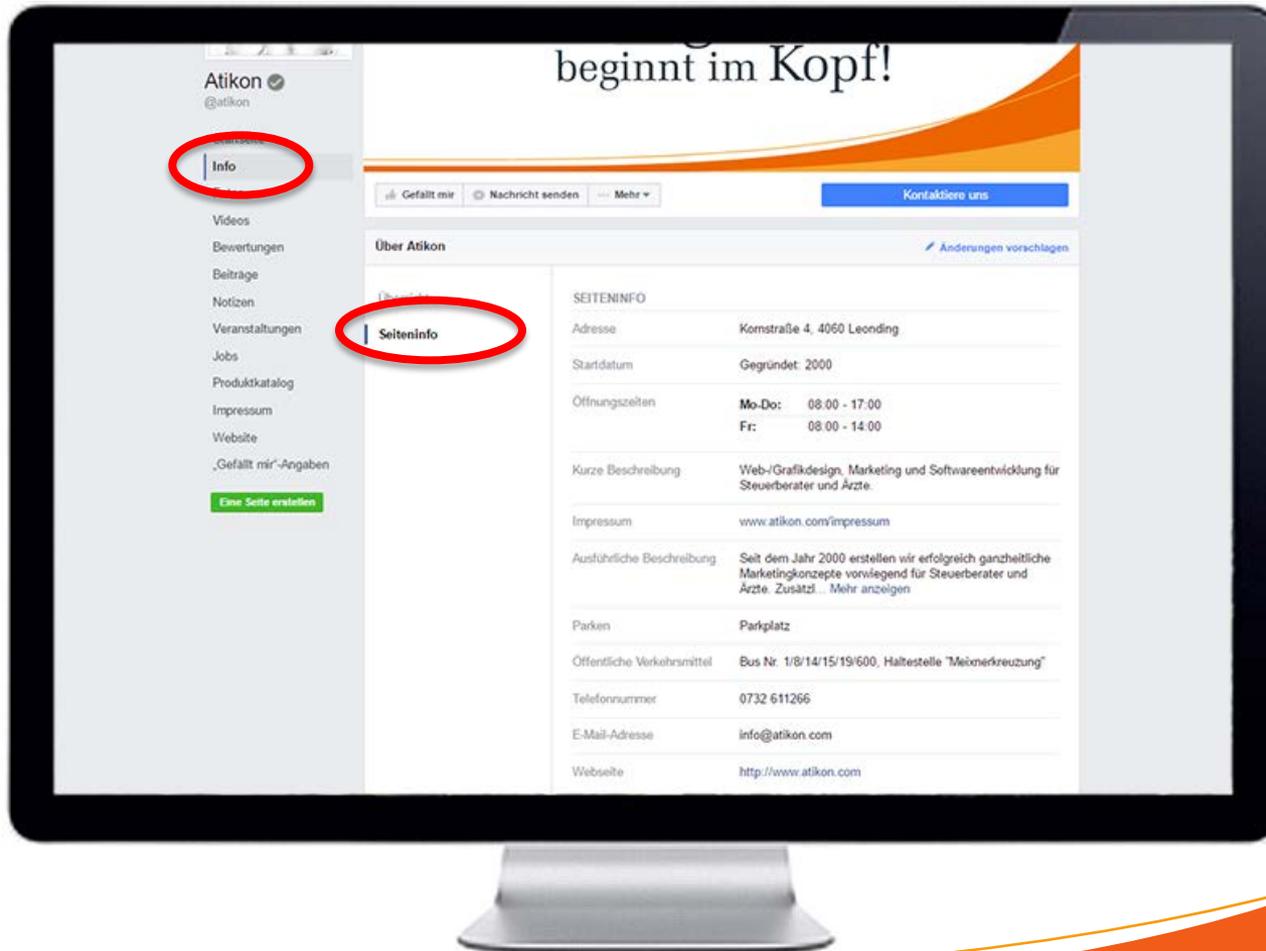




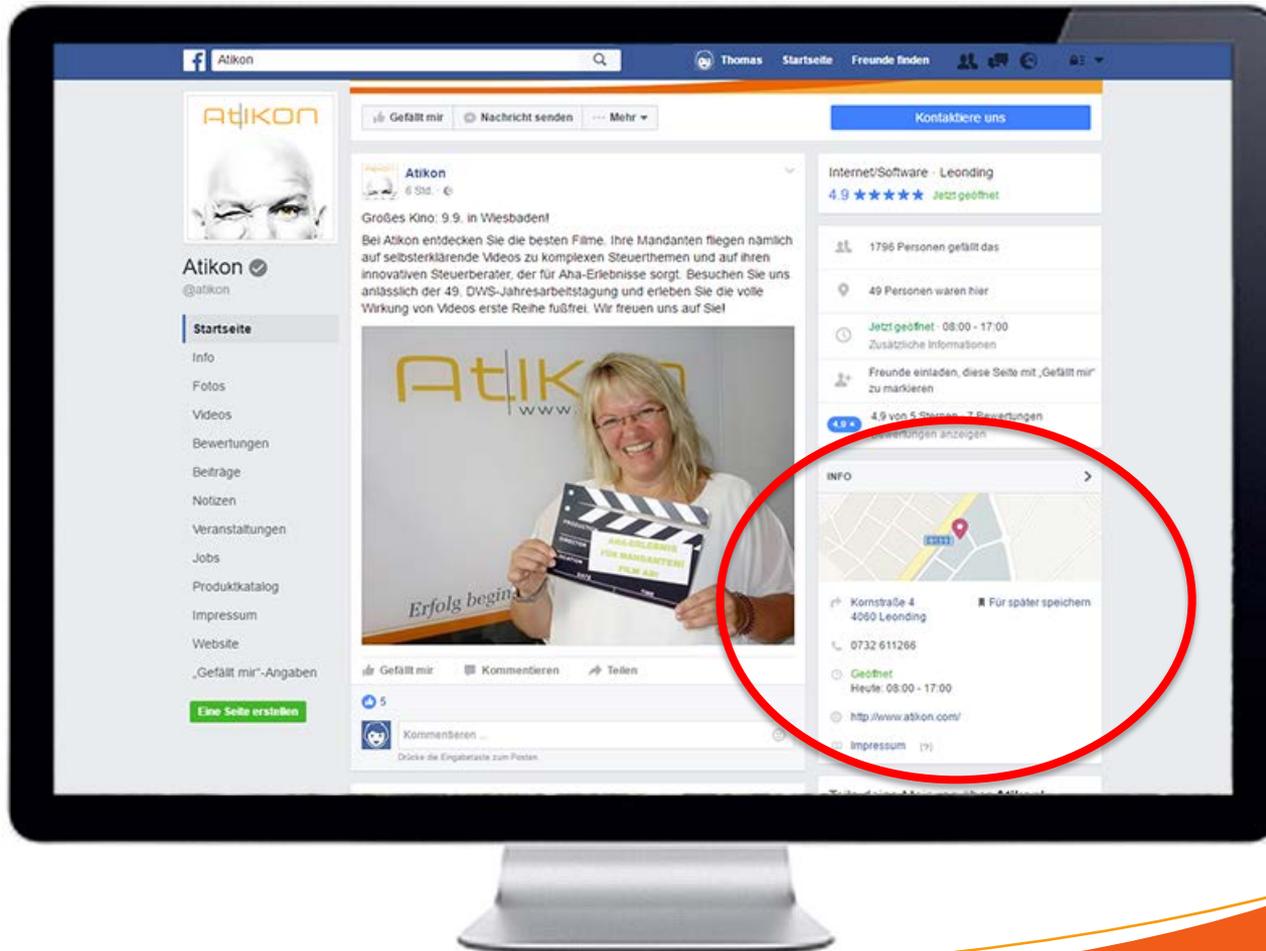
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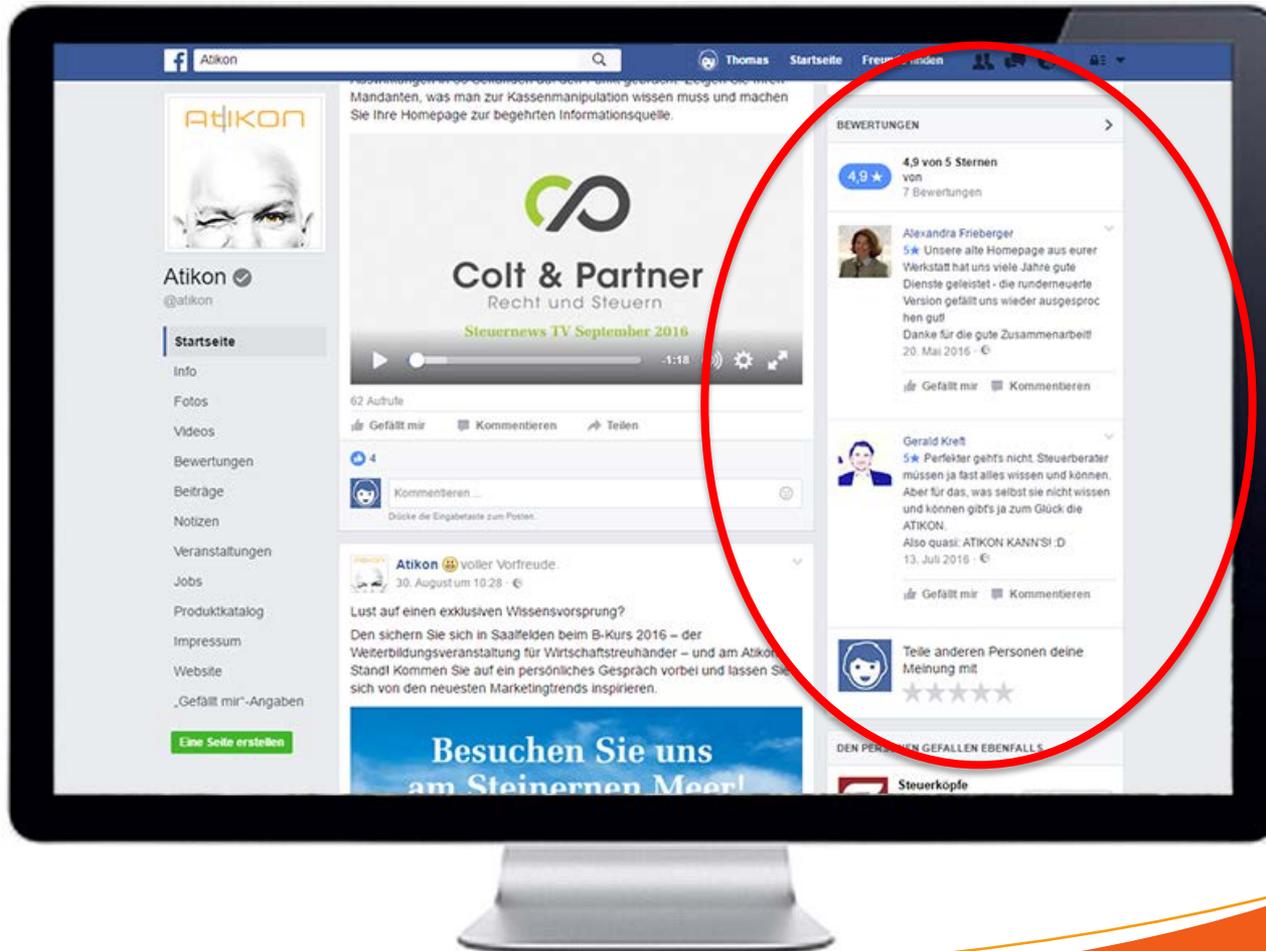
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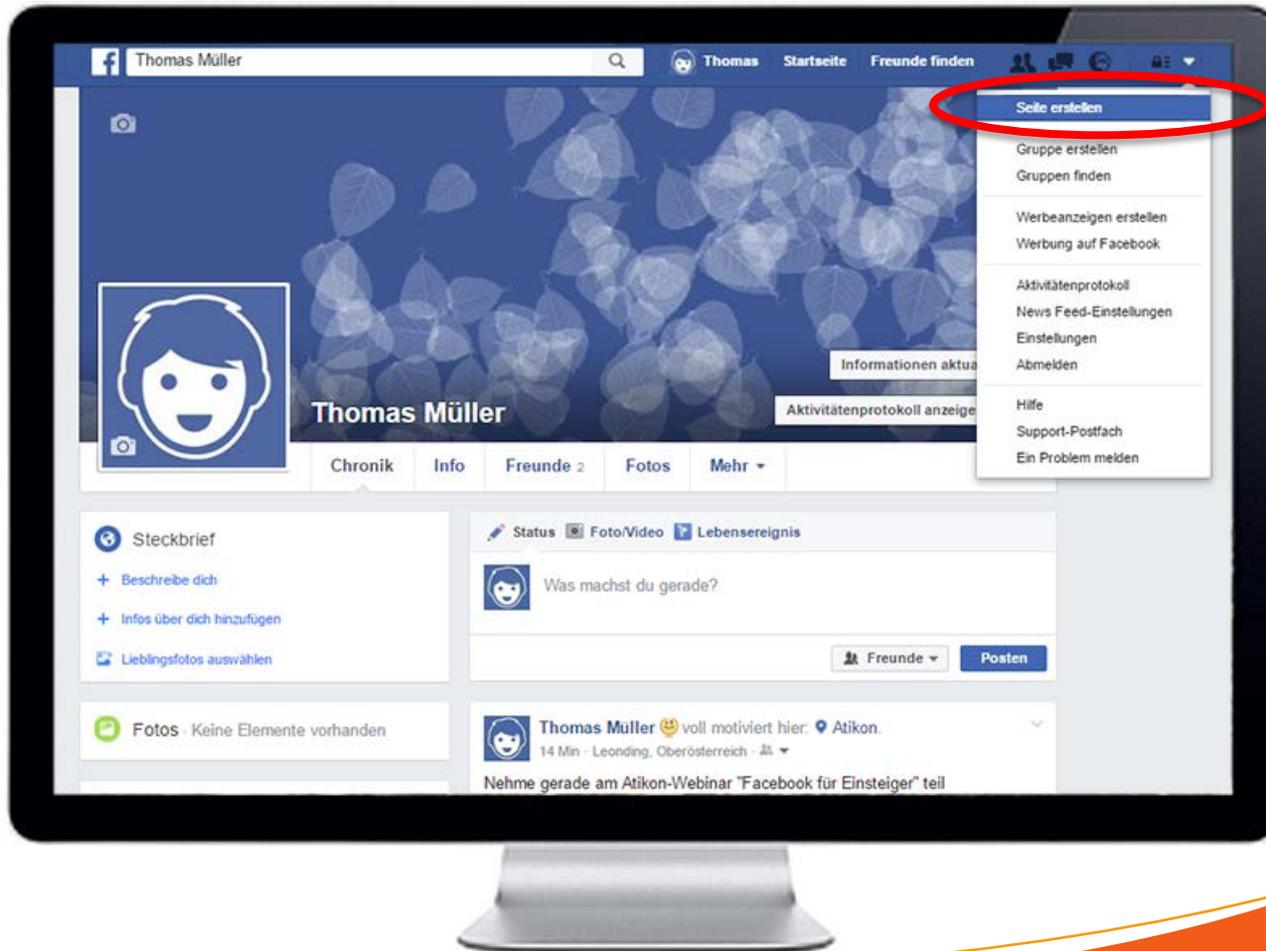
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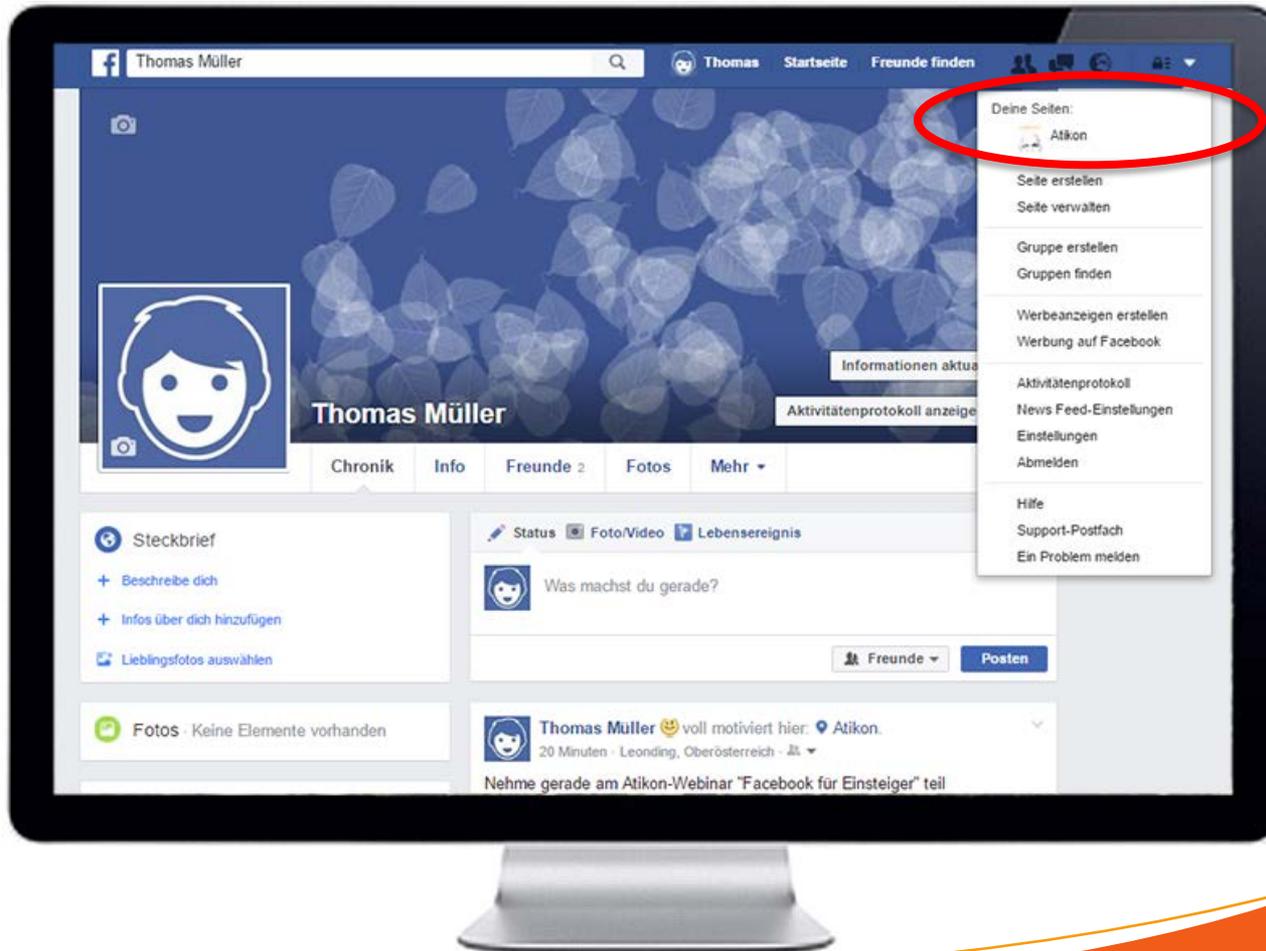
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