

Ad Club January Content Pack

AAF X FACEBOOK

INTRODUCTION

At Facebook, we know that groups - like this one - are a powerful way to connect people around similar interests to build community. We're impressed by the impact of the AAF Ad Club groups, where you're able to connect across industries and experiences to learn, engage and grow professionally.

In close partnership with the AAF, we will be piloting a new program for Ad Club members, aimed at providing access to our latest thought leadership, industry updates, business resources, insights, and professional development opportunities.

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.

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01 Industry Engagement

As the digital marketing landscape continues to shift, Facebook is committed to addressing the needs of the industry. The following engagement opportunities provide anyone the ability to participate in ongoing industry conversations and challenges.

#SpeakUpFor Small

Apple's latest update threatens the personalized ads that millions of small businesses rely on to find and reach customers. We're giving small business owners a place to speak their mind.

*Each header is linked directly to the webpage

Facebook Elevate

Elevate aims to increase economic success for businesses, nonprofits, marketers, community leaders, students and job seekers by providing free marketing education, mentorship and support. We curate and host dynamic programming that provides expertise not only on Facebook, but on overall digital marketing and branding strategies.

02 Insights for 2021

We've shared some recent reports for the upcoming year from [Facebook for Business](#) and [Facebook IQ](#).

These resources highlight a few of our key case studies, advertising tips and insights on consumer behavior, marketing, and measurement.

2021 Topics and trends report

On December 8th, we released our company's annual insights report, where we identified 12 major global consumer trends based on the topics most popular on Facebook and Instagram from April 2019 to September 2020.

The future of shopping

Whether it's experiential technology, new friction in-store and online or emerging digital platforms disrupting conventional loyalty, find ways marketers can achieve success by unlocking the future of shopping tomorrow - today.

2020 Cross-app year in review

2020 will forever be known as the year that changed us all; to wrap up the year, Facebook shares the six main ways people used our products to make this year a little less lonely and feel a bit more connected.

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03 COVID-19 & Economic Recovery

For many, life has changed during the COVID-19 pandemic. Billions around the world have been practicing physical distancing to keep themselves and their communities safe and healthy. As the situation evolves globally, people are increasingly going online to seek support and show solidarity.

You will find insights, articles and resources to understand the shifts in people's behaviors and expectations as a result of the COVID-19 outbreak and learn how brands can play a meaningful role.

Staying connected through COVID-19

See how people's conversations, behaviors and attitudes are evolving in light of COVID-19 and how brands can connect and contribute during this pandemic.

Economic recovery tools & trends

On December 10th, we launched four new datasets through our Data for Good program to help researchers, nonprofits & local officials identify which areas and businesses may need the most support.

2020 Global state of small business

2020 was a difficult year for small and medium businesses around the world. This report provides insight on how small businesses were impacted and pivoted in turbulent economic conditions.

3 Tips for helping small businesses

A new report focused on digital tools for small business reveals tips for guiding your business on the road to recovery.

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04 Business Resources

Across Facebook, we offer a number of resources for businesses small and large. We've included a collection of them to help you navigate through our core sites.

Small Business Portal

See how Facebook and Instagram take your business further with free resources and training, including free personalized marketing plans, upcoming events and tools.

Facebook IQ

FBIQ is Facebook's home for insights, many of which are powered by what unfolds on our platforms every day. On FBIQ, you can discover powerful, actionable insights on consumer behavior, marketing and measurement.

Facebook Data for Good

Facebook's D4G program includes tools built from privacy-protected data on our platform, as well as tools that we develop using satellite imagery and other publicly available sources.

Facebook for Business

FBB is the single source of truth that educates, inspires and empowers businesses around the world. Content on FBB includes news, education, training and resources, and can be personalized based on business size.

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05 Educational Opportunities & Trainings

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

You'll find a mix of classes and certifications that can help you up-level your digital marketing skillset.

Facebook Blueprint courses

Explore fast, free, self-guided courses to help build your marketing skills across Facebook, Instagram, Messenger, and WhatsApp.

How to plan your social media for success in 2021

As you think through your 2021 marketing goals, what to put into your content calendar, how to measure the success of your posts and more - we have resources that can help. We've picked out four free courses from Facebook Blueprint that will get you started.

Facebook digital marketing associate certification

Associate level exam covering foundational advertising concepts on Facebook, Instagram and Messenger. The ideal candidates for this certification are entry level marketers, including students and job seekers.

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