

Small Business Educational Resources Guide

Facebook has a variety of educational resources geared towards small businesses using the platform who want to build their online presence and advertise to reach new customers. Yet, we understand it can be hard to know which resource to use for each question you have. That is why we've highlighted how each resource can be used to help small businesses below. Check out the Business Help Center for answering common issues, Blueprint for online courses and webinars, and the various Facebook websites and groups supporting small businesses. Learn more about each resource below:



Business Help Center

The [Business Help Center](#) is a troubleshooting resource for anyone who advertises, sells goods or services, or makes money using our platforms such as Facebook, Instagram and Messenger. The Help Center explains solutions to common problems, as well as reference and best practice articles for product technicalities. For the best experience, make sure you're logged in to Facebook while using the Help Center.

If you don't immediately find what you're looking for, we recommend using our search bar to enter keywords specific to the problem you want help with. For example, if you're looking for content on how to create ads using your Instagram posts, you could search "Create Instagram Ads" and be directed to relevant articles. You'll also see links on each article that show additional content that might help to solve your issue. [More and More Help for You](#) links on each article show additional content that might help solve your issue.

Aside from articles and search, other components in the Business Help Center include our feedback tool "Was this information helpful?". Mark whether you found the article helpful and give feedback that we can use to improve our content.

Another helpful resource is the [Facebook Ads Guide](#), which has creative and technical requirements for ads on the Facebook family of apps and services.

Additional tips for finding help articles:

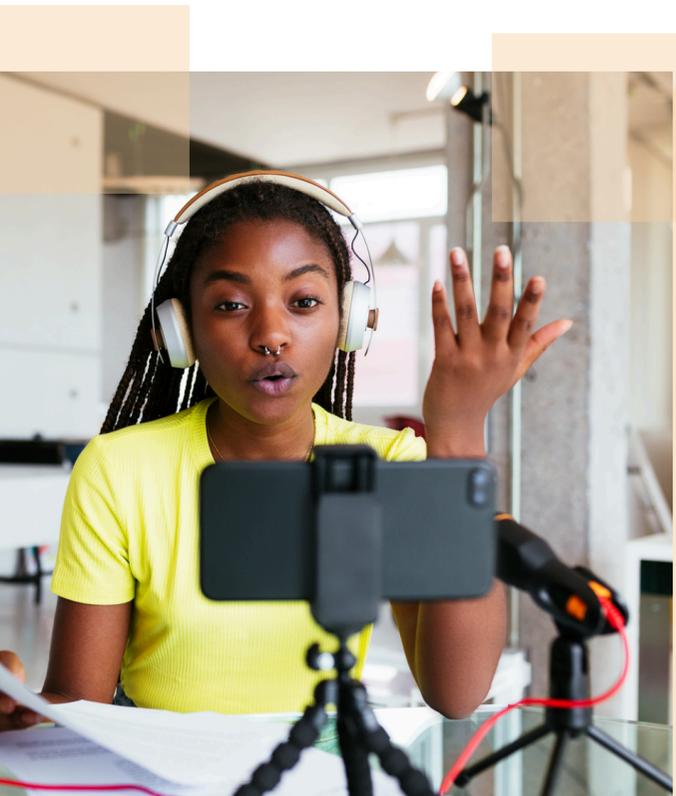
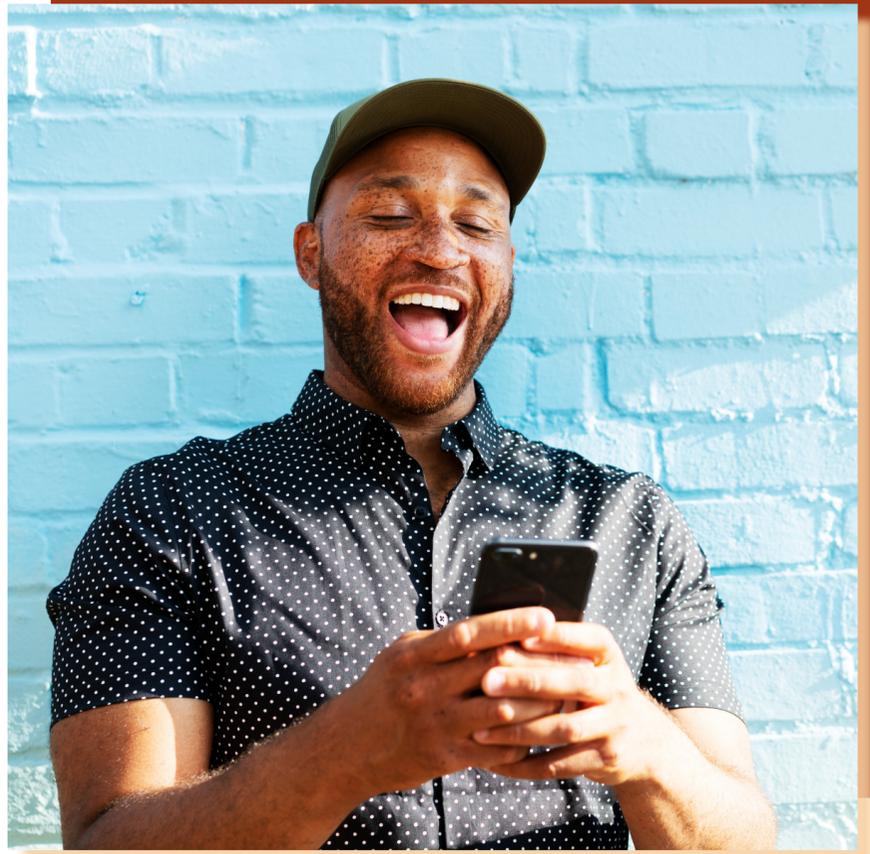
- Within our products, look for the question mark icons and/or "Learn more" links. These icons and links lead you to help articles related to the product you're using.
 - For example, select the question mark icons in Business Manager and Ads Manager to search for articles from the Business Help Center.
- On Instagram, you'll often see "Learn More" links in the app. Tap these to find help content on different tools and features.



Facebook Blueprint

Facebook Blueprint can help people and businesses to reach their goals. Whether you're [new to advertising](#) or you're ready to [learn more advanced topics](#), Blueprint resources focus on building your digital skills and marketing knowledge. Facebook Blueprint offers:

- 1. Online learning:** Take over 100 free, online courses at your own pace. Lessons are quick and can help you develop your knowledge of Facebook's free advertising tools. Learn more about [how to manage your online presence](#) on Facebook's newest business management platform, Business Suite.
- 2. Certifications:** Earn up to eight exam-based certifications, including the [Facebook Associate Digital Marketing Skills certification](#) that measures your knowledge in the basics of creating, managing, and reporting on ads across Facebook, Instagram and Messenger. We also offer certifications in areas like media buying and planning, creative strategy, marketing science and more.
- 3. Virtual training:** Learn about best practices and digital marketing techniques that will help you make the most of Facebook's advertising platforms. You can enroll in live webinars or watch a previously recorded spotlight training from the [Spotlight topic library](#).



Here are a few additional tips for using Facebook Blueprint:

- Blueprint is best for learning specific topics at your own pace, not for troubleshooting product questions.
- Blueprint has two platforms for learning:
 - [Facebook.com/business/learn](#) is best for businesses who are newer to social media marketing and advertising.
 - [Facebookblueprint.com](#) is best for learning more advanced topics.

More Helpful Resources

Facebook offers a number of tools and resources to support growing small businesses to reach their goals. Keep learning and connect with other small businesses with:

[Facebook for Small Business](#)

[Instagram for Business Help Center](#)

[Boost with Facebook US Group](#)

[Instagram for Small Businesses](#)

[Facebook Consumer Help Center](#)

[Facebook Elevate Website](#)

[Facebook for Developers Help Center](#)

[Facebook Elevate Page](#)