

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 comprehensive resource for everyone who wants to advertise, sell or make money using our platforms such as Facebook, Instagram and Messenger. The Help Center includes conceptual articles explaining products, instructional articles with 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.

With over 4,000 articles, we recommend using our search bar to enter keywords specific to the product or problem you want help with. For example, if you were looking for content on creating Instagram ads in Ads Manager, you could search "Create Instagram Ads in Ads Manager" and be directed to relevant articles. Also, the Learn More and More Help for You links on each article show additional content that might help solve your issue.

Aside from articles, you may see other components in the Business Help Center, including

- 1. Search Bar:** Type in keywords for support topics you need help with, or select from the commonly searched topics dropdown below the search bar.
- 2. Top Navigation Menu:** Hover over the different categories to find articles for specific topics.
- 3. Support:** If you're unable to find the information you're looking for in our help articles, click this button to [start a chat with our Support team](#).
- 4. More Help For You:** See other topics that may help you solve issues you may be having.
- 5. Online Course Banners:** Click to launch an online course that's relevant to the article you're viewing
- 6. Was this information helpful?:** Mark whether you found the article helpful and give feedback that we can use to improve our content.
- 7. Bottom Navigation Menu:** Click on categories to find more articles on the topic area you're reading about.



Business Help Center

Additional tips for finding help articles:

- Look for the question mark icons visible in different Facebook products. These buttons can lead you to help articles related to the product you're using.
 - For example, click 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	Facebook for Developers Help Center	Facebook Elevate Page
Boost with Facebook US Group	Instagram for Small Businesses	Facebook Elevate Website
Facebook Consumer Help Center	Instagram for Business Help Center	