

# FREQUENTLY ASKED QUESTIONS



We have compiled a list of commonly asked questions that we hope will help you. If you don't find what you're looking for here, you can give us [feedback](#) or [get support](#).

## **Q: What is the Educators Portal?**

The Educators Portal is a collection of lessons designed for people who would like to explore a career in digital marketing or grow a business using social media. The curriculum is modularized into sections that you can mix and match to build your own classroom experience.

## **Q: Does the Educators Portal cost money to use?**

No. All of the lessons and other materials in the Educators Portal are free to use.

## **Q: Do you want feedback about my experiences using the Educators Portal?**

Yes! The Educators Portal is currently in a pilot phase, so your comments and feedback are greatly appreciated.

## **Q: Are the lessons and other materials available in languages besides English?**

Not yet. Once the pilot phase has ended and the portal has been refined, this content will be available in other languages.

## **Q: How long will this content take me to teach?**

It's up to you! We've designed the content so that you can pick which modules to integrate into your existing syllabus or curriculum. Some educators may want to use all of the modules (for example, if they're teaching a social media marketing course), while others may choose to integrate a single module into a wider digital marketing course. However, you will find the suggested teaching time listed in each module.

**Q: Does Facebook offer any other online resources that I can integrate into my classes?**

Yes. You can find six more hours of online content here:

<https://www.facebook.com/business/learn/series/guide-to-digital-marketing-using-facebook>.

Roughly 40% of it is video-based. You can use this content to help students prepare for class, or to reinforce what they've learned from the materials in the Educators Portal. This content is also the best way for students to prepare for the Facebook Blueprint Associates Certification in Digital Marketing.

**Q: What level of educational content does Facebook offer?**

We've designed content for people at all levels of higher education. That includes students at career and technical colleges, as well as people in community college, university and MBA programs. At the community college and university level, the content offerings have built-in exercises, while the MBA level has more strategic content.

**Q: Is there a cost associated with Facebook Blueprint certifications?**

Yes. The Associates certification is currently priced at \$99 in developed markets and \$49 in developing markets. The certification is an online proctored experience managed by Pearson to maintain the rigor of the certification and to provide a secure testing environment. Facebook doesn't make a profit from these certifications: The cost of the certification covers the expense of the proctoring process.