

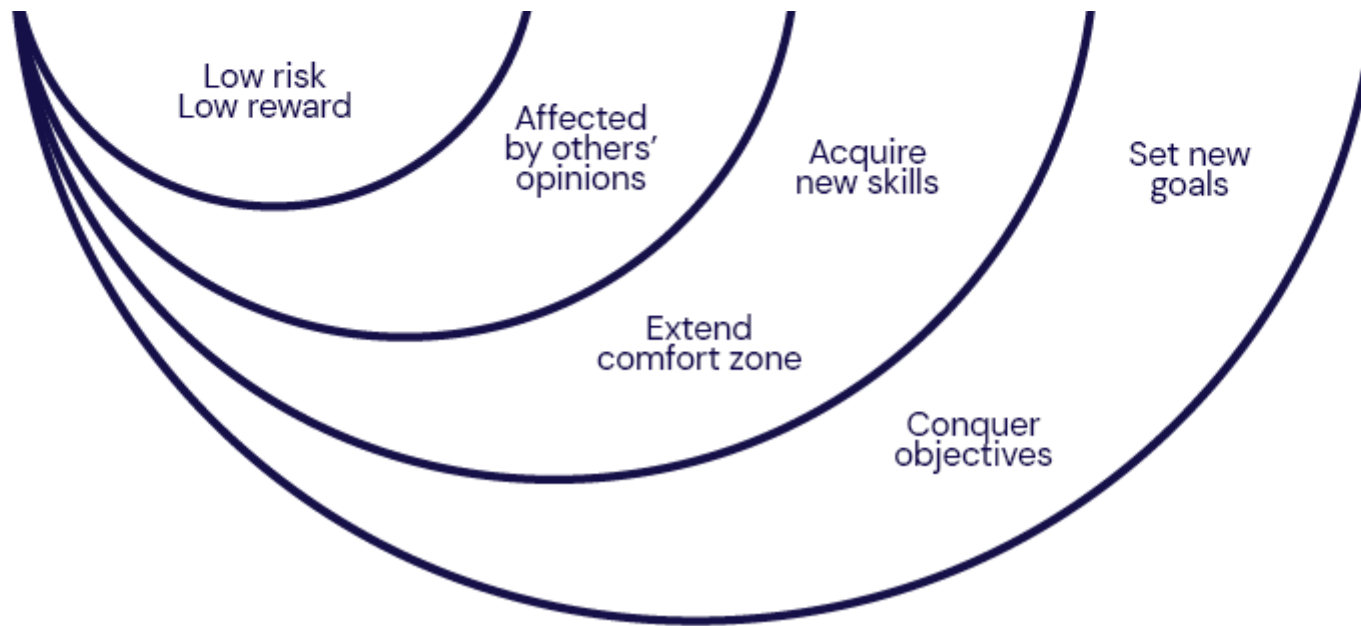
How to Be Successful in This Course

Learning new skills takes courage. You must be willing to be a beginner, to experience the awkwardness of not knowing how things work. We are wired to seek comfort and avoid failure. **It may seem counterintuitive, but the faster you fail, adjust and try again, the faster you succeed.**

As a learner, if you are willing to step outside of your comfort zone, work through your fears and keep going as you acquire each new skill, apply what you learn, eventually you'll become a pro!

The Comfort Zone





Make a Plan

Know your 'Why'

Think about why you decided to register for this course. Maybe you are curious about what's new in social media marketing, or you are looking for a career change and want to add the certification to your resume, or maybe you are thinking of starting a freelance social media marketing service or are thinking about adding social media marketing services to your current offerings.

What's your why? Write it down and post where you can see it every day. Post it by your desk or on your screen. Set it as your wallpaper on your computer or phone.

Set Goals

Knowing what you're trying to accomplish and having a plan can:

- Help keep connected the reason you chose to pursue this program such as new skills, or a new job with the work necessary to complete it.
- Provide a clear path to reach the result you desire, which allows you to know your next step and know if you've achieved it.
- Boost your self-confidence by providing you a framework to come back to when you are frustrated or tired. Knowing why you are working so hard and how you are going to reach your goals can see you through moments you may feel like throwing in the towel.

How to set goals:

- Set a completion date and work backward
- Set your deadlines

Find the Time

Take Stock

This entire program is designed to be completed in **6 months** with an estimated **5-10 hours** dedicated to course work per week.

Before you set regular study times, it is helpful to understand how you spend your time. **Try to capture everything you do in a typical week.** Your hour spent at work, family obligations, classes or clubs, time spent on hobbies, exercise and socializing. If you want to get really detailed you can even capture the time you spend on social media or watching television.

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8:00 AM	Work out					Yoga	
9:00 AM							
10:00 AM							
11:00 AM						Chores	Brunch
12:00 PM	Work	Work	Work	Work	Work		
1:00 PM							
2:00 PM							
3:00 PM						Volunteer	
4:00 PM							
5:00 PM							
6:00 PM	Dinner	Dinner	Dinner	Dinner			
7:00 PM		Work out	Work out	Work out			
8:00 PM	Trivia Night				Out		
9:00 PM			TV		With		
10:00 PM			At Home		Friends		
11:00 PM							

Download the following blank template to use when taking stock of your time.

Google Sheets version: [Weekly Schedule Template](#)

Downloadable Excel Spreadsheet:

Weekly Schedule Template.xlsx

Prioritize

Once you know what you spend your time on you can decide what stays and what goes. **Ask yourself:**

- **What is set in stone?**
- **What is flexible or can be paused temporarily?**
- **What can you stop?**

The key to setting yourself up for success is to be realistic about how much time this program will take and how much time you can free up to give it the attention and focus necessary.

Arrange Your Life

- **Identify your support system** - One way to make clearing your schedule easier is to enlist the support of your family, friends, and workplace where possible. They can provide much needed support and accountability. Plus, if they know that you are taking this course and what your goals are they will be more likely to be understanding when you prioritize your study time.
- **Set Boundaries** - Even with the most understanding of family members, significant others and friends, setting boundaries will sometimes be necessary. It can be hard to miss out on the fun, but committing yourself to your schedule and maintaining a consistent pace will ensure that you don't lose momentum.
- **Set your schedule** - Look for or create regular blocks of uninterrupted study time. Consider cutting out tv and social media.

Set Up a Productive Workspace

Quiet and away from distractions

- Silence notifications and other devices
- Shut off distractions, turn off tv, close social media accounts, use an app to restrict your access to social media sites for a set period of time.

Tools for the job

- Stable Internet Access
- A laptop or device like a phone or tablet. (A laptop or desktop computer is recommended if you wish to complete the projects.)
- A Facebook and Instagram account are required, other social media accounts are recommended, such as YouTube, LinkedIn, Snapchat, TikTok, etc.
- Note taking app, or notebook and writing implement.

Comfortable and Healthy

- A desk or tabletop at a comfortable height
- A chair that supports you for proper ergonomics
- Good lighting to avoid eyestrain and fatigue

Know Your Resources

Engage in your community before you need it

- **Introduce yourself**
- **Spend some time reading pinned posts and forums of interest**
- **Jump into a few conversations to share your experiences and help others**

Stuck? What to do first

- **Reread or rewatch course content** - Take a minute to rewatch videos or read through transcripts, you'll often pick up things you missed the first time.
- **Research using outside resources** - Search the internet for the concept or question you are working on, keep an eye out for chances to dive deeper into a topic or learn about additional tools or techniques out there that may be a creative solution to your problem.
- **Reach out for help** - Your fellow classmates are a great resource. Use the discussion boards to see if your question has been asked and answered before and to post new questions. For more details on how to access the Discussion Forums and other avenues for support read on.

How to Seek Help

- **For technical problems with the Coursera platform**, visit the [Learner Help Center](#).
- **If you have questions about course content**, please post them in the Discussion Forums to get help from others in the course community. You can also learn more about [How to use our Discussion Forums](#).
- **To report issues or errors in the curriculum** please click one of these icons in the bottom right corner of each lesson.



The thumbs up or thumbs down icons will indicate how helpful you found the lesson. The flag icon will alert us that there is something that needs a correction, such as a grammatical error, misspelling, broken link or other incorrect information.

Maximize Your Study Time

Pomodoro Method

This well known technique for managing your time and avoiding burnout was developed by Francesco Cirillo in the 1980s.

To put this technique into practice:

- 1 Break your learning sessions into 25 minute periods separated by 5-10 minute breaks.**
- 2 After four 25 minute sessions, take a longer 15-30 minute break.**

That's it! It sounds simple, and it is. Give it a try to help you stay in the learning zone longer and more sustainably.

Active Learning

It is no secret that the more ways you experience new content the more likely you are to understand and remember it. Active learning can take many forms including working through hands-on activities, labs and projects, engaging in a discussion or even teaching others. By design this program provides you opportunities to do all three.

- If you choose to take the full course you can put your new skills into practice by completing the course projects. These not only help you apply what you are learning, your completed projects make a compelling portfolio to share with prospective employers.
- Head to the discussion forums to share your thoughts and ideas with your fellow classmates. Discussing new concepts and hearing how others approach things can extend your learning.
- The discussion forums are also a great place to use your new-found knowledge to help other students who could use a little help. Teaching others a concept can really cement your learning and help you build relationships with what could be future colleagues.

Connect Theory to Practice

Nothing cements new concepts like having the opportunity to put those skills into practice into a real-world exercise.

- **Spend some time on social media looking for accounts who are putting what you've learned into practice.** Being able to recognize the tactics and tools used by real practitioners is a great way to extend what you're learning here and will allow you to continue to learn from others even after you complete this course.
- **Complete the projects that are offered in this program.** They allow you to reinforce what you've learned and create valuable portfolio pieces in the process.

Stay Motivated

Understand Your Journey

As you'll soon learn in this program, as a Social Media Marketing practitioner, knowing your 'Customer's Journey' can help you understand what motivates them, how best to communicate with them and how to get them to take action.

As a student, you are also on a journey. Learning new things is hard. At first, it's exciting, but as you progress, it can be uncomfortable to risk failure, to be vulnerable and to persevere when the going gets tough. We all find ourselves in the 'dark swamp of despair' from time to time. When you recognize that's where you are and can draw on your support systems and find ways to motivate yourself through these rough patches, you'll eventually reach your goal!

Eye on the Prize

- **Check-in with yourself** - can you pinpoint where you are? Excited about a new concept? In the dark swamp of despair? Climbing out? Sometimes acknowledging where you are allows you to course-correct and can keep you from getting off track.
- **Go back to the goals you set frequently** - post them somewhere conspicuous

- **Identify some things that help you stay focused and committed** - do them every time you sit down to work.
- **Post affirmations and gentle reminders to yourself in places you'll see them.**

Reward Yourself

Having something to look forward to and work towards can be a great way to push through periods of frustration or low motivation.

Break your week down into a few milestones, such as:

- Finish all course work for the week
- Complete x lessons by Friday
- Submit and respond to discussion prompts by Friday
- Submit a project by a certain date

Choose rewards that you are excited about:

- An activity or outing you can look forward to
- A favorite movie or tv show
- A special treat or meal
- Time with friends or family
- Some time out in nature on a walk or run

Reach Out

- **Find an accountability partner**
- **Start a study group**
- **Network with your future colleagues**
- **Seek out industry events and news**

It's Go Time!

Now that you have all of these tools and support in your corner, **jump in and get started!**

We encourage you to take this opportunity to pursue the **Facebook Digital Marketing Associate Certification**. Social Media Marketing is a rapidly growing industry whose practitioners are always learning and growing... and as of right now you are one of them!!! We'll be cheering you on every step of the way!