

## Appendix A. First Draft of Instructional Materials



Above is a screenshot of a rough draft of the website with the training. The site alerts learners that they must contact the Internet Director to get Facebook page permissions, before starting the training.



To the left is a mockup of the Introduction page on the website. This is where the pre-instructional video will be shown. The script for this video is listed on the next page.

The learner will click on the Next button to continue to the instruction.

## Script for Pre-instructional Video

In September 2012, Facebook reached 1 billion monthly active users. If it were a country, it would be the third largest in the world.

Facebook averages 2.7 billion likes every day; 250 million photos are uploaded every day.

Along with letting users catch up with family and friends and play Texas HoldEm, Facebook is also a source for local news.

Exactly how big is the local news audience? Enough for some local news organizations to move to a Facebook-only format.

It's no surprise that Facebook is consistently one of the top websites referring visitors to KRGV.com.

With the audience on the social network growing, KRGV needs to have an active and engaging presence on Facebook to maintain the station's dominance in the market.

There are a slew of questions that go along with that. What do I post? When should I post? What phrasing do I use? Is it okay to post this or that?

Before we can get to those, we need to focus on how – the technical aspect of managing a Facebook page. That's what this training covers. We'll go over how to locate a page you have administrative rights to, how to post a status update on a page, how to find messages from fans and other people and reply to them, and how to share a post.

If you've used Facebook before, you've done most these tasks already. It might just look a little different on a page.

Haven't used Facebook before? Have you used email?

They both use the same concepts but the wordings are a little different.

Email	Facebook
Send an email	Post a status update
Reply	Comment
Attach a file	Attach a photo/video
Forward	Share

The bottom line is: If you found this website and are watching this video, you have enough computer literacy skills to get through the training. So, let's get started.

The next page covers “The Basics.” This section reviews what a status update is, how to search for pages, how to like a page, and the technical requirements for becoming a page administrator.

The video will be screencasts of Facebook and the items mentioned above.

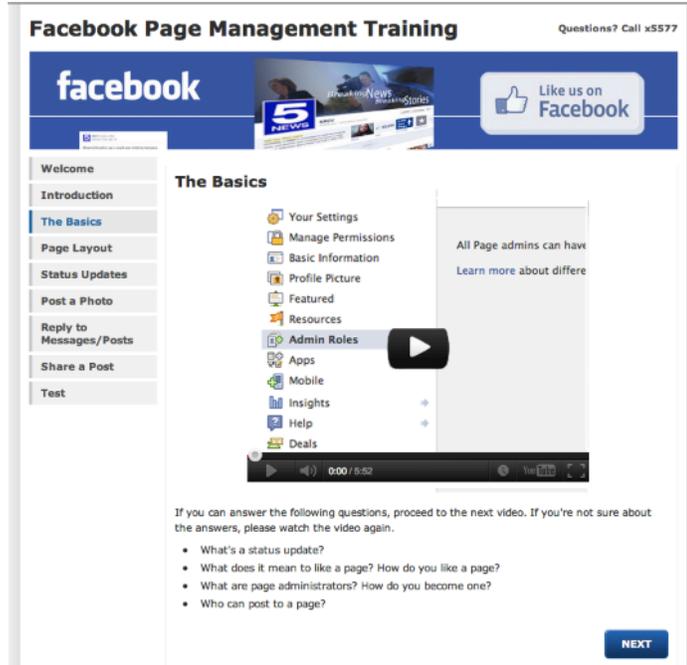
Some of the post-test questions are listed below the video. There’s no assessment at this time. The learner is asked to proceed only if he or she believes he or she can answer the questions correctly.

The Next button takes the learner to the Page Layout section.

Below is a mockup of the Page Layout section. The video will also be mainly a screencast of Facebook.

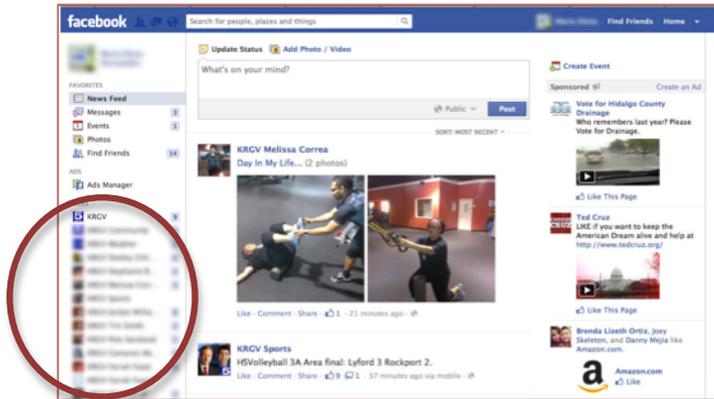
Along with an audio narration, the video will demonstrate where a user can find pages they have administrative right for, where a page status update is added, where messages sent to pages can be found, and where posts made by non-administrators to the page can be found.

Below the video is a link to a PDF of the page layout. This can be used for reference, while the learner is reviewing the video or in the future.



Below is what the PDF for the Facebook Page layout will look like.

List of Facebook pages the user has administrative rights for



Messages sent to page

Area to post a status update on the page

Posts to the page made by others (fans or anyone who isn't an administrator)

**Facebook Page Management Training** Questions? Call x5577

facebook Email or Phone  
  
 Keep me logged in

Like us on Facebook

Welcome  
 Introduction  
 The Basics  
 Page Layout  
**Status Updates**  
 Post a Photo  
 Reply to Messages/Posts  
 Share a Post  
 Test

**Status Updates**

Post Photo / Video

Write something...

KRGV 20 hours ago

Hey everyone, hope you're having a great weekend, what's coming up after Stanford/Oregon. McAllen police have made an arrest in yesterday's JBC bank robbery.

**Post-Video Exercise**

1. Copy the following text: Visit KRGV.com to watch live streaming of the upcoming newscast. – John Doe
2. Log onto Facebook.
3. Go to the KRGV Facebook page.
4. Paste the copied text into the status update area. Change "John Doe" to your name.
5. Click Post.

**NEXT**

The next section covers status updates. A screencast with audio narration will walk the learner through posting a status update on the KRGV page.

Below the video are instructions to an exercise. The steps include text to copy and paste onto the live KRGV Facebook page. A link to Facebook is provided.

Welcome  
 Introduction  
 The Basics  
 Page Layout  
 Status Updates  
**Post a Photo**  
 Reply to Messages/Posts  
 Share a Post  
 Test

**Post a Photo**

Bank Robbery on McAllen (1 photo)

A Texas Department of Public Safety helicopter has been called in to help search for a bank robbery suspect in McAllen.

The man spotted in the JBC Bank on 28th Street and Expressway 83 Frontage Road today at 4:45 p.m. and handed a teller a note demanding money. The man was wearing a black cap with a shoulder-length blond wig.

**Post-Video Exercise**

1. Download the image below to your desktop.
2. Go to the KRGV Facebook page.
3. In the status update, choose Attach Photo.
4. Attach the image you downloaded in Step 1.
5. Add this description: Here's a quick look inside the studio. – John Doe
6. Replace "John Doe" with your name.
7. Click on Post.

Once you've added the post, click [here](#) to reload the page and confirm your post appears.

**NEXT**

The Next button will advance the learner to the Post a Photo section.

The remaining sections of the lesson (Post a Photo, Reply to Messages and Share a Post) will follow the same pattern as the Status Updates section.

There will be a video about the topic and instructions below the video for the learner to demonstrate what he or she has learned.

The Post a Photo exercise includes a photo for the learner to use.

The Next button will advance the learner to the following section.

The screenshot shows a course page with a sidebar on the left containing navigation links: Welcome, Introduction, The Basics, Page Layout, Status Updates, Post a Photo, Reply to Messages/Posts (highlighted), Share a Post, and Test. The main content area is titled 'Reply to Messages/Posts' and features a video player showing a Facebook post from 'Recent Posts by Others on KRGV'. The video has a red circle around the play button. Below the video is a 'Post-Video Exercise' section with three numbered steps: 1. Go to the KRGV Facebook page. 2. Check the messages for a message from the Internet Director. Reply to that message. 3. Go to the Posts by Others section. Post one of the following replies to a post. Replace 'John Doe' with your name. Below the steps are two sample reply texts: 'Thanks for the tip. - John Doe' and 'Thanks. We appreciate the feedback. - John Doe'. At the bottom right is a blue 'NEXT' button.

Above is a mockup of the Reply to Messages/Posts section. It shows the video lesson, followed by an exercise. The exercise includes links to Facebook and sample text to use in a reply.

Below is a mockup of the Share a Post section. It also includes a video and exercise with links and sample text to use. The Next button will take the learner to a test, which will be embedded into the website. The post-test is shown on the next page.

The screenshot shows a course page with a sidebar on the left containing navigation links: Introduction, The Basics, Page Layout, Status Updates, Post a Photo, Reply to Messages/Posts, Share a Post (highlighted), and Test. The main content area is titled 'Share a Post' and features a video player showing a Facebook post from 'Brownsville Crime Stoppers' with a red circle around the play button. The video content includes a 'FREE!! FREE!! FREE!!' banner and event details for 'Tuesday, August 7, 2012 Sports Park 6:00p.m. to 9:00p.m.'. Below the video is a 'Post-Video Exercise' section with four numbered steps: 1. Visit the Texas 10 Most Wanted Facebook page. 2. Share a recent post onto the KRGV Facebook page. 3. Add the following text when sharing. Replace 'John Doe' with your name. Below the steps is a sample text: 'Here's a recent post by the Texas 10 Most Wanted page. - John Doe'. 4. Click on the Next button after you've completed the exercise. At the bottom right is a blue 'NEXT' button.

**Post-Test**

1. Adding text or a photo to your Facebook page or profile is referred to as a:
  - a. Like
  - b. Status update**
  - c. Friending
  - d. Page message

**Indicate whether the following statements are true or false:**

2. False You have to be a page administrator to post on the KRGV Facebook page.
3. False Posts found in the Messages section are the same posts found in the Posts By Others section.
4. False You cannot share a post from another page, unless you like the page first.
5. In order to become a Facebook page administrator, you must:
  - a. Like the page**
  - b. Give your company's social media contact your Facebook password
  - c. Use the Message button on the page to submit a request
  - d. Both a and b
6. As covered in this lesson, status updates posted by administrators on the Facebook page are visible to:
  - a. Fans only
  - b. People who are friends with administrators
  - c. Fans and friends of fans
  - d. Fans and anyone who visits the KRGV Facebook page**

Using the two images below, match the places on Facebook (marked A-D) with what action/information would be found in that area:

- C 7. Status update
- B 8. Direct messages sent to page
- A 9. List of pages you have administrative rights for
- D 10. Posts on the page made by others



11. Post a brief story from the AP wires as a status update on the KRGV Facebook page. Include your name in the post.
12. Share a post from the ABC News or CNN Facebook page onto KRGV. Include your name in the post.