

### IU 3: Performance Objectives & Assessments

#### Specific Goal

Mobile Video Tapes, Inc. employees given administrative access to the station’s Facebook fan page will demonstrate their ability to manage it, including 1) posting updates, 2) replying to messages and comments and 3) sharing posts.

#### Overview

In addition to the two members of the web staff, more Mobile Video Tapes, Inc. employees are being granted administrative rights to the KRGV Facebook page. They will receive training on managing the page. There will be a checklist to determine if each of the tasks in the step assessments were completed. (Note: The training is intended for new administrators, so the practice posts mentioned would appear over a large span of time. They will not necessarily appear all at once and clutter the live page.) This will be followed by a post-test, which includes multiple choice questions, true/false statements, matching and demonstrations.

#### Performance Objectives

CN = Condition B = Behavior CR = Criteria

Instructional Goal	Performance Goal with Performance Context	Assessment
Mobile Video Tapes, Inc. employees given administrative access to the station’s Facebook fan page will demonstrate their ability to manage it, including 1) posting updates, 2) replying to messages and comments and 3) sharing posts.	Using the Facebook fan page training (CN), the learner will manage the KRGV Facebook fan (B) without assistance.	A post-test is included below this table. Also, each step includes a learner demonstration.
Steps in Instructional Goal	Performance Objective	Assessment
Post a status update on the KRGV Facebook fan page.	Given a computer with Internet access and administrator access to the KRGV Facebook fan page (CN), the learner will post a status update on the KRGV Facebook fan page (B), which will be visible to anyone on Facebook and appear to be posted by KRGV (CR).	The learner will navigate to the KRGV fan page. The learner will update the passage below with his or her name and then post the message as a status update on the page:  Visit KRGV.com to watch live streaming of the upcoming newscast. – John Doe
Post a status update with a photo on the KRGV Facebook fan page.	Given a computer with Internet access and administrator access to a Facebook fan page (CN), the learner will post a photo on the Facebook fan page (B), which will be visible to anyone on Facebook and appear to be posted by KRGV	The learner will post a photo provided in the assessment and post it with the following caption, which should be updated with his/her name:  Here’s a quick look inside the studio. – John Doe

(CR).		
<p>Respond to comments left by others on the KRGV Facebook fan page.</p>	<p>Given a computer with Internet access and administrator access to a Facebook fan page (CN), the learner will respond to posts and message left by others (B). The replies will appear to be posted by KRGV. If the replies are not direct messages, they will be visible to the public (CR).</p>	<p>The learner will write a reply to a message sent to the KRGV Facebook page by the Internet director. The learner will include his/her name in the reply.</p> <p>The learner will reply to a post left by someone on the Facebook wall with one of the following phrases, which should also include his/her name:</p> <p>Thanks for the tip. – John Doe</p> <p>Thanks. We appreciate the feedback. – John Doe</p>
<p>Share a post onto the KRGV Facebook fan page.</p>	<p>Given a computer with Internet access and administrator access to the KRGV Facebook fan page (CN), the learner will share a post made by another page onto the KRGV Facebook page (B). The shared post will appear on the KRGV Facebook page and appear as KRGV posted it. It will be visible to the public (CR).</p>	<p>The learner will visit the Texas 10 Most Wanted Facebook page and share a recent post onto the KRGV Facebook page.</p> <p>The shared post should include the following with the learner’s name:</p> <p>Here’s a recent post by the Texas 10 Most Wanted page. – John Doe</p>

### 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 KRGV Facebook page. Include your name in the post.
12. Share a post from the ABC News or CNN Facebook page KRGV. Include your name in the post.

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**Summary**

The performance objectives listed above cover the basic tasks needed to manage a Facebook page. The assessment for each of the steps includes a demonstration of the step taught. The immediate use of the skill will reinforce the lesson or, if needed, determine if the section has to be reviewed. While the learner's demonstration of the skill is necessary to determine if the instructional goal was met, there is also general knowledge of managing a Facebook page that each learner should understand. To assess that portion of the lesson, an objective assessment is included in a post-test. The post-test also requires a learner to once again demonstrate their ability to post and share status updates to the Facebook page.