

IU 4: The Instructional Strategy

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

This instructional unit was created to train Mobile Video Tapes, Inc. employees who have been given administrative rights to the company Facebook pages how to manage the pages. Many of the employees are already familiar with Facebook due to personal use of the social networks. This training will review a Facebook page, sections that specifically deal with pages, and status updates.

Instructional Strategy

Pre-Instructional Activities

A video no more than three minutes long will provide an overview of the increasingly growing role of social media in television news and its audience. It will also mention prior knowledge related to the lesson. (The script is included in Appendix A.)

Content Presentation

The training will take place on a workplace computer with Internet access and network access to the Transfer Drive, commonly referred to as the X: drive.

The Transfer Drive will include a Facebook Training Folder. This folder will include a link to a website located on the station's internal network. This website will include text, videos, a PDF file, and links.

The first page of the site alerts learners about contacting the Internet Director prior to training to set up administrative access to the Facebook page.

The next page will include the pre-instructional video. Most of the sections of the training will also include videos, mostly screencasts. They will have audio narration.

The sections have been broken up into separate chunks and placed on different pages, so learners have a chance to review each individual section before proceeding to the next.

Below is a list of sections and materials included in each:

| Sections | Supplemental Materials |
|-------------------------|---|
| The Basics | Video; preview of post-test questions |
| Page Layout | Video; PDF of page layout |
| Status Updates | Video; link to Facebook; sample text for post |
| Post Photo(s) | Video; link to Facebook; sample image and text for post |
| Reply to Messages/Posts | Video; link to Facebook; sample text to use for reply |
| Share a Post | Video; link to Facebook; sample text to use for shared post |

Appendix A includes screenshots of these materials. This website will remain on the internal network, so learners can reference it in the future if necessary.

Learner Participation

The sections are broken up into separate segments, so that the learner can decide whether he or she should move forward or review the segment.

The Basics segment specifically gives the learner a preview of the post-test questions. While the learner is not required to answer them, the learner is asked to proceed only if the learner believes he or she can answer the questions correctly.

The Page Layout section includes a printable PDF showing the segments of a Facebook page. The learner has the option of printing this page for reference.

The remaining segments ask the learner to demonstrate the lessons learned, by posting text and photos to the KRGV Facebook page. The learner will also share a post made by another page.

After completing the exercises, the learner will be provided a link to the Facebook page again, so it reloads, and the learner can confirm the post appears on the page. Any comments or likes associated with the sample posts will also provide proof to the learner that the task was completed correctly.

Assessment

The instructional objective of the training is for the learner to demonstrate his or her ability to manage the station's Facebook by page 1) posting updates, 2) replying to messages and comments and 3) sharing posts.

In the training, the learner is asked to demonstrate the ability to do each of these tasks. The post-test assessment checks the learner's ability to identify parts of a Facebook page and the steps needed to become a Facebook page administrator. Similar to the assessments in the training, the post-test also requires the learner to demonstrate his or her ability to post to the Facebook page and share a post.

The evaluator will check the learner's work on the post-test, as well as the sample posts placed on the Facebook page during the training. The evaluator will then provide verbal feedback to the learner.

Follow-through Activities

The PDF with the Facebook page layout can be used for future reference. The training and post-test provide activities on the live KRGV Facebook page. Because of this, the learner has already shown his or her ability to transfer the lesson to the actual work environment.

Continued use of the lesson will help build confidence.

Media Selection and Delivery System

The instruction will be placed on a website on the station's internal network. The website will include text, videos, a PDF file, and links, as well as a post-test.

1. Web site: The web site will collect all the training materials. It is only accessible through the station's internal network. It allows the training's sections to be broken up and placed on separate pages. The site also allows the inclusion of the videos, PDF files, links and embedding of the post-test.
2. Videos: Most of the training will include videos, which will mainly consists of screencasts of the Facebook page. They will include audio narrations. This will let the learner see what he or she will be working on, as well as hearing an explanation. For the pre-instructional phase, a video will include graphics and music to capture the learner's attention.
3. PDF: The PDF of the Facebook page layout is intended to act as a resource during and after training. It can be printed out, so the user can reference when looking for messages, posts by others and the area to place a status update. Some learners had previously experienced issues finding these areas while on a computer. An offline, physical reference could aid in this matter.
4. Links: Links are provided to save time in the training. Links will be provided directly to Facebook and the KRGV Facebook page.
5. Sample posts and images: This training is focused on the technical aspects of managing a Facebook page. In order to save time, the training provides text and images for the learner to use during his or her demonstrations. This allows the learner to concentrate on learning to post, instead of trying to think of the wording or images to use.

First Draft Materials

See Appendix A for a view of the first draft of the instructional materials.

Summary

The training's goal is for the learner to manage the KRGV Facebook page without assistance. The pre-instructional video aims to convey the importance of the social network's growing role as a local news source. This message is intended to motivate the learner before the instruction begins. The self-paced lesson and exercises guide the learner through the technical aspects of maintaining a Facebook page. This includes posting updates, replying to messages and sharing posts. The lesson is divided into segments, in case the learner wants to review an individual section either during the training or later. Additionally, a page layout reference sheet is available for printing if the learner would like to utilize it. By the end of the training, the learner is already making posts to the live Facebook page without assistance.

Appendix

[Appendix A. Instructional Materials \(First Draft\)](#)