

E-Learning Course Blueprint

Instructional Goal	Learning Objectives	Assessment	Learning Activities	Materials and Resources
<p>After completing this course, the learner will be able to locate and explain basic Facebook page statistics, as well as recall the company's history with inflated metrics.</p>	<p>1. The learner will describe the difference between Facebook likes, reach, and engagement using the definitions provided.</p>	<p>The learner will correctly answer 4 out of 5 questions on a matching list about terminology.</p>	<p>Do:</p> <p>Complete pre-test.</p> <p>Share public statistics of a page you follow</p> <p>Discuss:</p> <p>Explain why you do or do not think the page is successful based on those numbers</p> <p>Watch:</p> <p>Video reviewing basic Facebook page metrics</p>	<p>Access to Facebook (Alternative: screenshots for those without an account)</p> <p>Google forms</p> <p>Instructor-created video about Facebook page metrics</p>
	<p>2. The learner will locate Facebook page analytics using Facebook's desktop website.</p>	<p>On a Camtasia interactive video, the learner will locate three places to find statistics for a Facebook page.</p>	<p>Watch:</p> <p>Video showing location of Facebook page statistics</p>	<p>Instructor-created Camtasia interactive video</p>
	<p>3. The learner will identify how long Facebook videos were viewed, using the information found in Creator Studio.</p>	<p>Using a screenshot provided, the learner will correctly answer 3 out of 4 fill-in-the-blank questions about a video's statistics.</p>	<p>View:</p> <p>Slideshow about Facebook page video statistics</p> <p>Discuss:</p> <p>Choose the most important video metric in your opinion and explain why</p>	<p>Sample Facebook Creator Studio screenshot</p> <p>Google Slides</p> <p>Google Forms</p>
	<p>4. The learner will recall Facebook's history with inflated metrics.</p>	<p>The learner will correctly answer 2 out of 3 true-or-false questions.</p>	<p>Watch:</p> <p>Slideshow about metric errors</p> <p>Read:</p>	<p>Instructor-created slideshow with excerpts from:</p>

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			Excerpts of news articles about inflated metrics	<p>https://martech.org/heres-itemized-list-facebooks-measurement-errors-date/</p> <p>https://www.cnbc.com/2021/02/18/facebook-knew-ad-metrics-were-inflated-but-ignored-the-problem-lawsuit-claims.html</p> <p>https://www.thewrap.com/facebooks-inflated-viewing-stats-fine-for-advertisers-awful-for-publications/</p>
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