

Instructional Unit: Basic Facebook Analytics

Part 1: Needs Assessment

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EDTC 6358 Theory and Practice of e-Learning

July 2021

Introduction

Facebook has more than 190 million users in the United States (Aslam, 2021). With such a large potential audience literally at their fingertips, small businesses and non-profits flock to the social media giant to engage their target audiences. Unfortunately, many misinterpret success of that goal because of vanity metrics. ProductPlan.com defines vanity metrics as "statistics that look spectacular on the surface but don't necessarily translate to any meaningful business results."

The goal of this instructional unit is to help Facebook page managers locate statistics available, describe the difference between likes, reach, and engagement, recognize how video views are calculated, and recall Facebook's history with inflated metrics. With this knowledge, Facebook page managers can develop a better understanding of the actual impact of their social media presence and differentiate effective and ineffective content. This can not only improve an organization's performance but can also result in a more effective use of their time and resources.

Identification of the Problem

It is understandable for a Facebook page manager to believe the 500 or 7,000 people who like the page will see whatever is posted there. But that is not the case. And mistaking page likes for success on the social media platform prevents pursuing real work toward achieving an organization's goal, whether it is awareness, sales leads, fundraising, or volunteer recruitment.

Digital marketing evangelist Avinash Kaushik said, "A metric not tied to a business goal is entertainment." By understanding what Facebook page metrics mean, organizations can decide which metric they should focus on to meet their social media goals. This instructional unit will help learners find and define Facebook page metrics, as well as identify instances where metrics have been misrepresented.

Intended Audience

The intended audience for this instructional unit is Facebook page managers or decision-makers for a small business or nonprofit with a Facebook page that has less than 10,000 likes. The learners should have access to a desktop computer with an internet connection and be capable of navigating through Facebook. They should also be able to perform basic math operations, like division and calculating percentages.

The inclusion of decision-makers, not just page managers, is due to situations where social media management may be outsourced. A decision-maker may be getting social media reports without explanations of what they actually mean. This instructional unit will show them how to locate the analytics directly and interpret them themselves.

While not exclusively the case, Facebook pages with more than 10,000 likes often have more experienced managers. Since this instructional unit covers the basics of Facebook statistics, the intended audience has fewer than 10,000 page likes.

A desktop computer is specifically mentioned, because Facebook does not provide all of a page's statistics on its mobile app. A desktop computer is required to view them all. And since internet access is needed to interact on Facebook and page managers should already know the basics of navigating the social media platform, those were included in the intended audience's description.

While Facebook provides some statistics automatically, it is important for learners to know how those are calculated and have the ability to calculate them themselves, if necessary. This involves basic math operations, like division.

This learning objective does not target a specific group of learners at a set location. It is intended as a reusable learning object for anyone who matches the intended audience.

Learning Context

This instructional unit will be an online course designed to be accessible from any internet-capable device at any time convenient to the learner. As learners are social media

managers who need to access Facebook, they should each already have such a device. While a desktop computer is needed to access all of the Facebook analytics mentioned, the learning objective itself can be viewed on a mobile device also.

Description of the Proposed Solution

The instructional unit will be placed on a Weebly website for learners to access at a time convenient for them. It will be self-paced and will include four modules for each of the learning objectives.

Learning Objective 1: The learner will be able to locate analytics using Facebook page Insights and Creator Studio.

Learning Objective 2: The learner will be able to describe the difference between Facebook likes, reach, and engagement using the definitions provided.

Learning Objective 3: The learner will identify how long Facebook videos were viewed, using the information found in Creator Studio.

Learning Objective 4: The learner will recall Facebook's history with inflated metrics.

The lesson will include definitions, screencasts, quizzes, and interactions. Camtasia will be used to develop part of the course.

Project Timeline

Activity	Week 1 7/1/21- 7/4/21	Week 2 7/5/21 – 7/11/21	Week 3 7/12/21 – 7/18/21	Week 4 7/19/21 – 7/25/21	Week 5 7/26/21 – 8/1/21	Week 6 8/2/21 – 8/8/21	Week 7 8/9/21 – 9/15/21
Email professor project idea							
Complete needs assessment							
Find field supervisor							
Complete project timeline							
Design blueprint							

Determine assessments							
Determine learning activities							
Identify materials and resources							
Review design with field supervisor							
Design user interface							
Select delivery platform							
Select theme/template							
Design navigation menu							
Create content pages							
Implement E-Learning Solution							
Develop multimedia elements							
Develop assessments							
Review final product							
Get feedback from field supervisor							
Modify solution based on feedback							

Contact Information of Field Supervisor

The field supervisor is a digital content producer, who helps manage Facebook pages with a combined total of more than 400,000 likes. In the industry he works in, about a third of the

target audience in the U.S. gets their content from Facebook (Gramlich, 2021). His employer utilizes Facebook for website referrals. Along with posting to the pages, he regularly receives social media analytic reports, which factor into content strategies used on the pages. The field supervisor can be reached at jmendez@kveo.com.

Summary

The goal of this reusable learning object is providing the knowledge needed to determine how or if a Facebook page is helping an organization reach its goals. To do this, the online instructional unit will teach a learner where to find Facebook statistics, the definitions for basic analytics, how to find more information about video views, and Facebook's history with inflated metrics. While speaking to the field supervisor, he mentioned the social media giant is not providing the revenue his employer hoped for, so strategies shifted. This has been reported from multiple entities within his industry (Adgate, 2021). If this is the case for Facebook pages with hundreds of thousands of likes, how will smaller organizations - most without dedicated social media staff - be able to effectively use Facebook for their benefit? The first step would be locating Facebook analytics and understanding what they mean, which is the purpose of this instructional unit.

References

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