Marketing with Facebook Pages Micro-Credential

Submission Guidelines & Evaluation Criteria

Part 1. Overview Questions (Provides Context)

Briefly describe the process of creating posts, monitoring those posts for comments, and engaging your audience via messenger using the tools provided in Facebook. Using the insights tab, analyze your page activity.

1. What are your goals for likes and shares on your organization's/business' page?
2. How many people have liked your page?
3. Which posts are getting the most likes?
4. Which have been shared the most?
5. Which posts got the most comments?
6. What patterns do you see?
7. What might you try again?
8. What might you change?

Passing: Provided a clear description of the process for creating and monitoring posts, and the specific details included in the analysis of your page

Question	Answer
What are your goals for likes and shares on your organization's/business' page?	
How many people have liked your page?	
Which posts are getting the most likes?	
Which have been shared the most?	
Which posts got the most comments?	
What patterns do you see?	
What might you try again?	
What might you change?	

Part 2. Work Examples/Artifacts/Evidence

Please submit a document that includes screenshots and a written analysis, that demonstrates your completed posts goals, messenger activity and reflections. See the rubric below for specific requirements.

Components	Activity	Evidence
Engaging Posts	Provided screenshots as evidence of 5-7 engaging posts.	*[INSERT SCREENSHOTS HERE] — you will want to include a screenshot of the post, and*

Evidence		*also of the data from the insights tab that shows the engagement measures (likes, shares)for these posts.*
Post Goal Analysis	The written analysis provided evidence of goals for the posts on the organization's/business' Facebook page. The goals include the following: the number of likes, shares, and comments that meet stated goals, including reasoning about the posts that is consistent with the brand and engaging for the audience.	*[Write about the goals you set for posts on your Facebook page, be sure to include the goals you set for:* 1. *number of likes on posts* 2. *number of shares of posts* 3. *Number of comments on posts* *Include reasoning about the posts you included above. What can you tell based on likes, shares, and comments about how engaging your post is? Why do you think these posts got likes, shares, and comments and perhaps others did not?]*
Messenger Evidence	Provided 2-3 screenshots of interactions with users via comments and/or messenger.	*[INSERT SCREENSHOTS HERE]*
Page Analysis	The written analysis provided an explanation of how you tracked and monitored the activity on your posts through Page Insights that clearly defines how users engaged in interactions that supported building relationships.	*[Using what you see under the Insights tab, write about what you are seeing as you monitor your posts and activity. Did some of your early posts not get likes and shares, but later ones did? Why do you think so? What changes did you make to the way you did posts as you went? For example, did you find that when you posted a video you got a lot of likes? If so, then did you try to do more video posts? Why do you think videos are interesting to your audience?.]*

Part 3. Reflection

Based on the analysis of your page and content, use the following guiding questions to reflect on marketing with Facebook pages. (200-word limit for each response)

- What changes and adjustments do you need to make around building presence and creating relationships?
- What might you try again?
- What might you change?
- How does this information inform the posts and interactions you'll have on your page?

Passing: Reflections clearly indicate how the activity affected building a presence and creating relationships and clearly states your page goals and how the experience will inform future posts and interactions. The reflections are specific and convincing.

Question	Answer
What changes and adjustments do you need to make around building presence and creating relationships?	

What might you try again?	
What might you change?	
How does this information inform the posts and interactions you'll have on your page?	