Implementation and Evaluation Report

Module Overview and Description:

Starting a business is a big achievement for many entrepreneurs, but maintaining one is an even larger challenge. Small businesses and non-profit organizations face challenges every day such as building a brand, growing and diversifying a client base, hiring the right people, finding resources and so on. “Leveraging the power of social media marketing can help elevate your small business by increasing your audience and customer base in a dramatic way.” (Gunelius, n.d.) As more companies integrate social media into their marketing and communications plans, creating a social media strategy that fits the businesses overall goals and primary customer base is important. Small businesses need to determine the right social media strategy for their business and support that strategy with the appropriate social media platform such as Facebook, Twitter, LinkedIn, or other platforms in order to promote, educate and inform.

This asynchronous self-paced instructional module focuses on the Facebook social media platform and covered: Setting up your Business Facebook Page, understanding key items from the Terms and Conditions of the Facebook Business page website, identifying your audience, Understanding Copyright & Fair Use Laws, Advertising on Facebook, Measuring the Effectiveness of your Business Facebook Page and Adjusting your page accordingly.

Description of Implementation

A pre-training questionnaire was distributed to a pilot group of six learners on February 7, 2016 prior to the dissemination of the learning module. A web link in the email when clicked showed an online questionnaire on the Survey Monkey website. All learners were contacted via email and phone at that time to discuss the timeframe of the implementation. The pre-training questionnaire was an online survey timed to take 3 minutes or less to complete. The purpose of the questionnaire was to provide a baseline for the learner’s level of knowledge about the use of Facebook for business purposes. All six learners completed the pre-training questionnaire prior to starting the training module. The pilot group demographics consisted of:

Pilot Group Demographics				
Name	**Gender**	**Age**	**Occupation**	**Education Level**
Trudy C.	Female	51	Programmer/Analyst	Bachelor's Degree
Charlotte H.	Female	25	Systems Technician	High School Degree
Wilton E.	Male	23	Sales Manager	Associate’s Degree
Samantha S.	Female	27	Pastry Chef	Associate’s Degree
Joshua S.	Male	24	College Student	High School Degree
Stephanie V.	Female	48	Social Worker	Master’s Degree

The pilot group received an emailed notification of the course opening on February 9, 2016. The email sent to the pilot group contained a link to the training module, instructions and a

completion deadline of February 13, 2016. The trainer was available for questions via email, telephone and text during the training period.

Due to the busy schedule of all participants, it was difficult to schedule time to complete the introduction to the material and use of the module via web cam as intended. The majority of the pilot group completed the course without assistance. In one instance, lack of orientation resulted in text and emailed questions regarding how to access the end of course survey, and how to move within the module type questions.

The Course Knowledge Check and the Course Evaluation were presented as web links which when clicked opened a Survey Monkey online survey. Six individuals participated in the pilot group, yet only five responded to the end of training Course knowledge check. Only four individuals completed the Course Evaluation. Since the Course Evaluations were anonymous, we can only surmise that individuals ran out of time during their evaluation of the module, did not wish to evaluate or did not understand how to access the evaluations.

Analysis of Evaluation Data

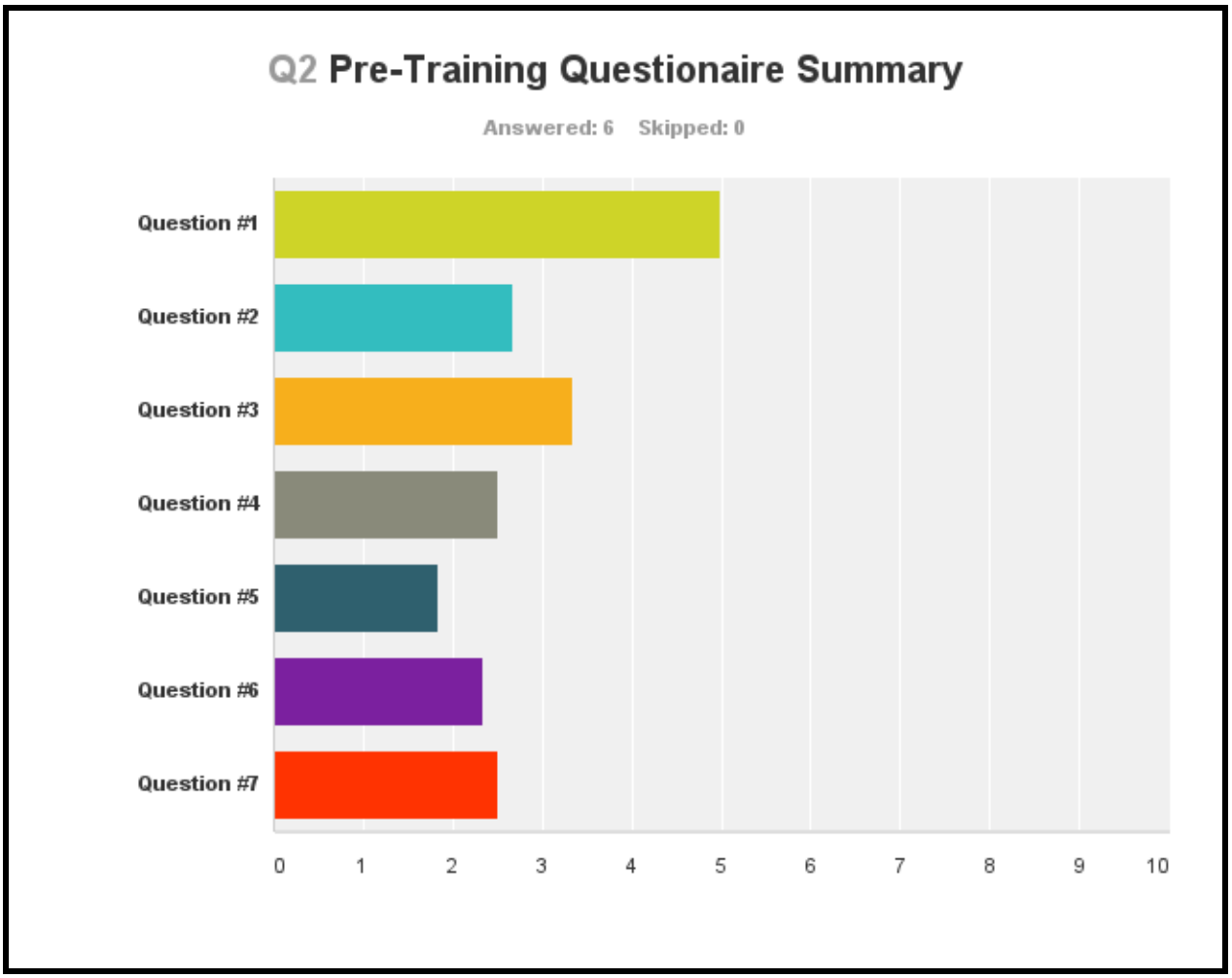
Pre-Training Questionnaire:

The Pre-Training Questionnaire results measured the initial level of the learner prior to completing the training module. It is interesting to note that all learners regardless of age, gender or educational level had previous knowledge on how to log into the Facebook website. It is recommended that the section on Facebook Login be reviewed and the content streamlined. Since Facebook is a popular social website, each learner was familiar with the basic working of the program before completing the training module. The focus of this training module should continue to be the use of Facebook for Business purposes such as advertising.

Q1 Pre-Training Questionnaire							
	1-Very unsure	2-Somewhat Unsure	3-Neutral	4-Somewhat Confident	5-Extremely Confident	Total	Weighted Average
Question #1	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**100.00%**		
Do you know how to log in to the Facebook website?	0	0	0	0	6	6	5
Question #2	**16.67%**	**33.33%**	**33.33%**	**0.00%**	**16.67%**		
Do you know how to create a Business page on the Facebook website?	1	2	2	0	1	6	2.67

Question #3	**16.67%**	**0.00%**	**33.33%**	**33.33%**	**16.67%**		
Do you understand Copyright and Fair Use laws, and how they affect you?	1	0	2	2	1	6	3.33
Question #4	**50.00%**	**0.00%**	**16.67%**	**16.67%**	**16.67%**		
Do you know how to boost your post on the Business page?	3	0	1	1	1	6	2.5
Question #5	**66.67%**	**16.67%**	**0.00%**	**0.00%**	**16.67%**		
Do you know how to create an advertisement on a Facebook business page?	4	1	0	0	1	6	**1.83**
Question #6	**33.33%**	**33.33%**	**16.67%**	**0.00%**	**16.67%**		
Do you know the demographics of your market for your business?	2	2	1	0	1	6	**2.33**
Question #7	**16.67%**	**50.00%**	**16.67%**	**0.00%**	**16.67%**		
Do you understand how to create local awareness of your business by using your Facebook page?	1	3	1	0	1	6	2.5

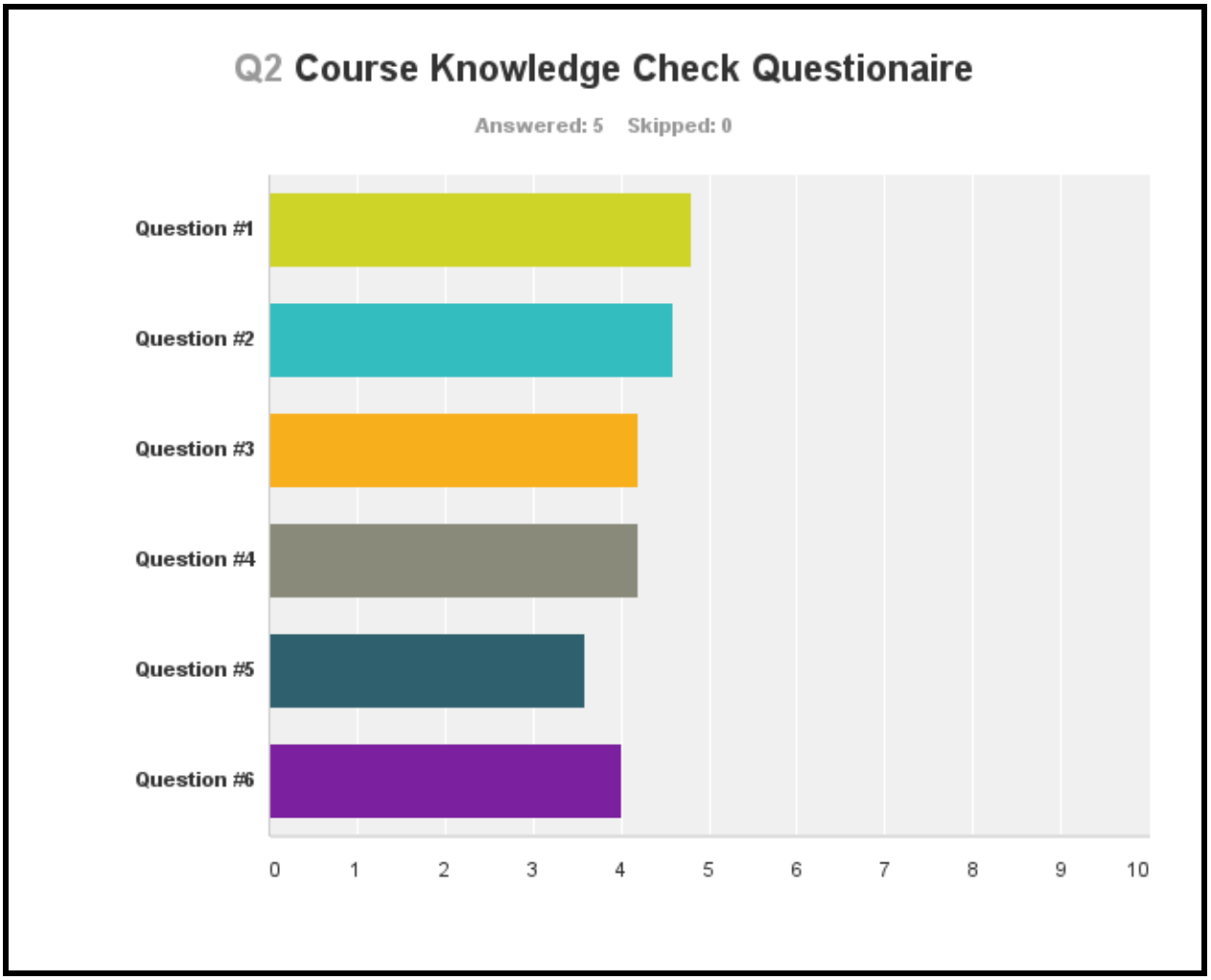
Below is a summary view of the Pre-Training Questionnaire. The pilot group collectively indicated a lack of knowledge pertaining to the areas of Facebook advertising and marketing demographics. The the summary data shows a strong knowledge in accessing Facebook via the Internet and logging into the Facebook Application.



Course Knowledge Check:

Overall, the results of the Course Knowledge Check shows that learning occurred among all learners compared to the Pre-Training Questionnaire results. The area that scored lowest was the use of Facebook Analytics to grow business demographics. I recommend a review of the training section on Facebook Analytics and the section expanded to ensure that it meets the customers' needs. Other areas that should be reviewed for content is creating local awareness and creating advertising on Facebook. The scores for those areas are lower and it is recommended that additional information and real-world examples be added to increase understanding and knowledge retention.

Q1 Course Knowledge Check							
	1 – Very unsure	2 – Somewhat Unsure	3 – Neutral	4 – Somewhat Confident	5 – Extremely Confident	Rating Average	Response Count
Question #1	**0.00%**	**0.00%**	**0.00%**	**20.00%**	**80.00%**		
Do you know how to log onto the Facebook website?	0	0	0	1	4	**4.80**	5
Question #2	**0.00%**	**0.00%**	**0.00%**	**40.00%**	**60.00%**		
Do you know how to create a Business page on the Facebook website?	0	0	0	2	3	4.60	5
Question #3	**0.00%**	**0.00%**	**0.00%**	**80.00%**	**20.00%**		
Do you know how to boost your post on the Business page?	0	0	0	4	1	4.20	5
Question #4	**0.00%**	**0.00%**	**0.00%**	**80.00%**	**20.00%**		
Do you know how to create an ad on the Facebook business page?	0	0	0	4	1	4.20	5
Question #5	**0.00%**	**0.00%**	**60.00%**	**20.00%**	**20.00%**		
Do you know the demographics of your market for your business?	0	0	3	1	1	**3.60**	5
Question #6	**0.00%**	**0.00%**	**0.00%**	**100.00%**	**0.00%**		
Do you understand how to create local awareness of your business using your Facebook page?	0	0	0	5	0	**4.00**	5



Course Evaluation Survey:

The Course Evaluation Survey results provided specific input for fine-tuning the instructional module. There is a great suggestion that we add a brief section at the beginning of the training module that gives an overview of how to navigate the module. This will also empower the learner by giving them the tools to complete the training module with less instructor assistance.

The suggestion to embed the videos instead of linking to the Facebook business webpage is problematic at this time since we do not have the rights to download and embed the videos. Consideration for a future enhancement to create our own instructional videos should be contemplated i if deemed cost effective. Currently the Facebook videos meet the needs and goals of the training module.

The addition of real-world examples of marketing demographics would enhance the training module and facilitate knowledge retention. Adding exercises to allow the user to interpret Facebook Analytics for different scenarios would also add value to the module and scheduled for immediate addition to the learning module. A review of the training videos will be conducted ensure that there are visual examples of the major learning goals of this module.

Overall learner responses showed the length of time to complete the training module was within the goal of thirty to sixty minutes. Additional materials could be added to the training module without causing the training time to exceed sixty minutes.

Course Evaluation				
	Learner #1	**Learner #2**	**Learner #3**	**Learner #4**
Question #1				
Did you feel the learning in the training module matched the instructional objectives given at the beginning of the course?	Yes	Yes	Yes	Yes
Question #2				
Are you able to take the knowledge that you learned in the training module and apply it for your business?	Yes	Mostly yes. I would probably have to watched the videos a couple more times before I felt fully comfortable in applying the concepts covered in the presentation.	yes, I feel like i can create a Facebook business page without any problems	I feel confident that I could create a business page if I wanted too.
Question #3				
How much time did this training module take you to complete? Did you feel this time was an appropriate amount of time?	40 Minutes	It took me 45 minutes to complete this module. I think this is a reasonable amount of time	took less then half an hour and i feel it was appropriate amount of time.	About 25 minutes. It was a little bit longer than I expected.
Question #4				

Did the activities and information presented in the training seem important and necessary to you for your success in completing the training?	Yes	I felt that the training was presented in a professional manner that is acceptable for the training of employees or other personnel.	yes but alot of it was repetitive	Yes, the videos were important.
Question #5				
What were of the strengths in the training?	I liked that the information was presented twice in two different mediums. Video and written information.	I think the slides of the presentation and the information they contained were laid out in an intuitive manner that helped the reader to better absorb the content. Videos were straight forward and easy to digest. The use of number bullet points to list steps also helped in increasing content readability.	I believe the videos on how to use Facebook business page. for example the insights button was very useful and helpful. also the boosts posts as well.	Definitely the videos. Also the ability to move at my own pace.
Question #6				
What were of the weaknesses in the training?	I had difficulty figuring out how to move through the module.	I would suggest redoing the introduction commentary for slide #1. The content was a little choppy.	Maybe embed the videos into the slides smoother	Not all of the videos showed examples inside Facebook. They just described the action.
Question #7				
Would you recommend this training to other business owners?	Yes	Yes	yes	Yes because there was some good information in it.

Proposed Revisions and Key Points: Embedded Audio File

"Two basic types of revisions you should consider with your materials are changes made to the content or substance of the materials to make them more accurate or more effective as a learning tool and changes related to the procedures employed in using your materials." (Dick, Carey & Carey, 2009) The pilot program for this learning module has identified several minor changes that would enhance the overall learning experience of the training module.

Proposed Revisions			
Training Section	**Proposed Revision**	**Justification**	**Outcome**
Introduction	Add a brief overview showing how to navigate the training module	Pilot group feedback indicated confusion navigating the training module *(Course Evaluation Q1, L1)*	Create a more positive learner experience using the training module
Introduction	Add video or audio introduction to the training module.	Eliminates the pre-training video conference with facilitator *(Implementation Feedback)*	Allows the learner more flexibility to take the training module
Facebook Ad Targeting	Add a real-world example of how to define your target audience	Evaluation data indicated limited understanding using Facebook Ads to target a specific audience *(Course Knowledge Check, Q5 Results)*	Increase learner confidence rate for retention and performance targeting an audience using Facebook Ads
Facebook Insights	Add a hands-on exercise on using and interpreting Facebook Analytics	Evaluation data indicated lower learner understanding of using Facebook Analytics *(Course Knowledge Check, Q5 Results)*	Reinforce learner knowledge and confidence by providing experience interpreting Facebook Analytics
Creating Local Awareness Ads on Facebook	Add a section that discusses best practices in local advertising on Facebook	Evaluation data indicated lower understanding of using local awareness ads on Facebook *(Course Knowledge Check, Q6 Results)*	Ensure greater learner confidence in understanding and creating Facebook local awareness advertising
Evaluations	Clarify the evaluation instructions to ensure the learners understand how to	Not all learners completed all evaluations due to possible confusion	Promote 100% completion of evaluations

	access the online evaluations	*(Implementation Feedback)*	
Implementation Plan	Remove reference to introduction via webcam and add introduction video to training module	The learner's time is valuable. The module introduction can be via recorded video to facilitate asynchronous learning *(Implementation Feedback)*	Provides more learner autonomy and allows the user to manage their time more efficiently
Implementation Plan	Adjust the training times to reflect the additional materials in the training module.	Additional materials will add time to the overall length of the training module.	Clearly reflect the time required for the training module for facilitation.

The revisions proposed in this plan are minimal and will take two days to complete. Overall, the response to the training module has been positive and the proposed revisions will increase the learner's retention and benefit the organization as a whole.

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