

## TLA50: Engaging Adults through Programming and Social Media Week 2, Option 3: Scavenger Hunt of Library Facebook Pages

### Instructions:

- ✓ Choose at least three Facebook pages to explore as **if you were a library user seeing them for the first time**. Use the questions below to guide you in your exploration of the Facebook pages.
- ✓ Write your comments on the Scavenger Hunt explorations on the second page, and save this document. *(Before you save this assignment, delete this first page of instructions.)*
- ✓ Go back to Moodle, and follow the instructions there to submit your summary and post your comments.

Questions to Guide Your Scavenger Hunt	List of Facebook Pages to Explore (choose three or more to “scavenge”)
1. How does the library use Wall posts to engage with its users?	<a href="http://www.facebook.com/pvlibrary">Palos Verdes Library District</a> www.facebook.com/pvlibrary
2. When questions for the library are posted on the Wall, how quickly does staff respond? What do you think about the staff responses?	<a href="http://www.facebook.com/santaclaracitylibrary">Santa Clara City Library</a> www.facebook.com/santaclaracitylibrary
3. Does the library use Polls or Questions to get input from its users? How could these features be used?	<a href="http://www.facebook.com/sfpl.org">San Francisco Public Library</a> www.facebook.com/sfpl.org
4. Do you see specific audiences, such as teens, targeted? Mid-life adults?	<a href="http://www.facebook.com/pages/Los-Angeles-Public-Library/8543076113">Los Angeles Public Library</a> www.facebook.com/pages/Los-Angeles-Public-Library/8543076113
5. Does the library use its Facebook page to raise awareness of volunteer opportunities? If so, how?	<a href="http://www.facebook.com/FullertonPublicLibrary">Fullerton Public Library</a> www.facebook.com/FullertonPublicLibrary
6. What types of programs are promoted? Do you see any targeted to mid-life adults?	<a href="http://www.facebook.com/LongBeachPublicLibrary">Long Beach Public Library</a> www.facebook.com/LongBeachPublicLibrary
7. How does the library encourage the use of its other social media such as blogs, Twitter, etc.?	<a href="http://www.facebook.com/SeattlePublicLibrary">Seattle Public Library</a> www.facebook.com/SeattlePublicLibrary
8. What are your overall impressions of the library’s goals for its Facebook presence?	<a href="http://www.facebook.com/denverpubliclibrary">Denver Public Library</a> www.facebook.com/denverpubliclibrary
	Use your own library’s Facebook page or choose a library’s Facebook page from the list of “Likes” on the <a href="http://www.facebook.com/TLA50">TLA50 Facebook Page</a> www.facebook.com/TLA50

(continued on next page)

## My Scavenger Hunt Summary

Your name:

**1. Facebook page visited:**

**Comments on visit:**

**2. Facebook page visited:**

**Comments on visit:**

**3. Facebook page visited:**

**Comments on visit:**

Add more Facebook pages, if you wish!

**What to Do Next:** Return to **Moodle, Week 2, Option 3**, and follow the instructions there for submitting this assignment.