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

<table>
<thead>
<tr>
<th>Questions to Guide Your Scavenger Hunt</th>
<th>List of Facebook Pages to Explore (choose three or more to “scavenge”)</th>
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</table>
| 1. How does the library use Wall posts to engage with its users? | **Palos Verdes Library District**
  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? | **Santa Clara City Library**
  www.facebook.com/santaclaracitylibrary |
| 3. Does the library use Polls or Questions to get input from its users? How could these features be used? | **San Francisco Public Library**
  www.facebook.com/sfpl.org |
| 4. Do you see specific audiences, such as teens, targeted? Mid-life adults? | **Los Angeles Public Library**
  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? | **Fullerton Public Library**
  www.facebook.com/FullertonPublicLibrary |
| 6. What types of programs are promoted? Do you see any targeted to mid-life adults? | **Long Beach Public Library**
  www.facebook.com/LongBeachPublicLibrary |
| 7. How does the library encourage the use of its other social media such as blogs, Twitter, etc.? | **Seattle Public Library**
  www.facebook.com/SeattlePublicLibrary |
| 8. What are your overall impressions of the library’s goals for its Facebook presence? | **Denver Public Library**
  www.facebook.com/denverpubliclibrary |

(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.