**Understanding Facebook Activity: From the Personal to the Organizational**

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1. Go to Facebook, click on the down arrow in the menu, and select "Activity Log" (For help finding: <https://www.facebook.com/help/289066827791446?helpref=faq_content>). Evaluate what made you engage or respond on Facebook during the last month, or, if you are very active on Facebook, look at your most recent 20 actions.

Note how many of these types of posts you liked, commented on, shared, or posted a reaction to:

1. Pictures of family/friends:
2. Pictures without family/friends:
3. Humor:
4. Text status:
5. Video:
6. Linked article:
7. Event:
8. General info about a program/event:
9. How many of these are from a personal account like family/friends/people you know?
10. How many of these are from a page by a library/business/organization?
11. From looking at your Activity Log, what did you learn about yourself and how you use Facebook?

How do you think this would apply to the patrons who follow your Library's Facebook page?

1. Visit a Library Facebook Page and look for a post that has at least 10 likes/emoji reactions to it. What kind of post is it (refer to question 1 for types)? Why do you think it got a reaction from patrons? If you want a list of Library Facebook suggestions, you can visit The Shareable Clique and click on a hyperlinked library name: <https://www.facebook.com/groups/ShareableClique/>
2. Using that same Library Facebook Page, look for two posts about a library service or program. One of these posts need to have 10+ likes/emoji reactions and the other needs to have zero likes/emoji reactions (or close to zero). Compare the two. How are they different?

Why do you think one got a popular response and the other did not?

1. Go to your Library's Facebook Insights and click on "Followers" on the left. How many total followers does your page have?
2. Look below and click on "Posts" on the left. Scroll through and look for your 5 most popular posts last month. What type of posts were they?

What day and time were they posted?

How many reactions did you get to each?

**Bonus Points:** Browse through another library's Facebook Page and see if you can find any popular generic posts that you can share on your own library's page. Right click on the time stamp (the date and time) and save that URL. Go to your page and paste the URL, then share to your patrons. See how to does!