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| 1. **NAME** of the resource / tool | Palmdale Facebook Engagement Report |
| 1. **WHAT** is the purpose of the resource / tool? | Presentation tool for community members to detail how Facebook is being used as a tool for engagement. |
| 1. **WHO** developed the resource / tool? (If it was adapted from an existing document, please include a citation for the original source.) | Best Start Partnership Support Team |
| 1. **HOW** should the resource / tool be used? 2. *What circumstances are ideal/appropriate?* 3. *By whom and when?* 4. *Is a particular skill set or special preparation needed?* | This tool should be used to present to community members the level of engagement on Facebook. |
| 1. **WHY** is this resource being recommended? (What makes is especially effective or useful for community-based work?) | This document is useful as it details hard data on engagement through Facebook for a particular community. This can help the group better understand their impact through social media. |