SUCCESS WITH FACEBOOK GROUPS WORKBOOK

CONTENTS

INTRODUCTION

According to Facebook itself, around 10% of Groups on the platform are communities that "quickly become the most important part of someone's experience on Facebook". There are more than 90 million businesses and non-profits with Facebook Pages, according to the social network.

When you consider that more than a billion users belong to at least one Group, that's a lot of potential engagement for you to harness.

IS A GROUP RIGHT FOR YOUR BRAND?

If, like many brands, you already have a Facebook presence in the form of a Company Page, you might be wondering why it's worth launching a Group as well.

Setting up a Facebook Group allows you to:

- Share posts, photos and related content with other members.
- Notify members about upcoming events.
- Encourage people to share opinions and discuss issues.

Groups also give you the chance to showcase your expertise and dedication to your customers, especially since many will be asking questions that are extremely visible to other Group members.

DEFINE YOUR OBJECTIVES

If you want to create a community or fanbase that is more invested than the average follower of a Page (who often can't be reached en masse without paying for an ad), creating a Group should be a serious consideration. It allows collaborative conversations, with shared links, photos and documents.

No advertising is allowed, which allows a greater focus on the conversations and topics at hand. The conversation is one-to-one than the 'broadcast to all' feel of a Company Page. Group members are also notified of each activity, creating a greater sense of inclusion and encouraging a response.

CONSIDER DEVELOPING MORE THAN ONE GROUP

More of a long-term consideration, you can create multiple Groups to cover different aspects of your business or different customer Groups, so you don't need to try to make your first Group a catch-all. This way, you cater your content to more specific, niche segments of your audience. People can find your Group through the Discover tab on their personal profiles.

For example, exercise bike brand Peloton runs a number of Groups aimed at audiences with differing interests and aims:

Groups by this Page

Official Peloton Member Page
Closed group
167,179 members
Welcome to the Official Peloton Member Page! In this group, you can connect with f…
+ Join group

Official Peloton Mom Group
Closed group
27,693 members
Welcome to the Official Peloton Member Page! In this group, you can connect with f…
+ Join group

Official Peloton Power Zone Pack
Closed group
29,338 members
Welcome to the Official Peloton Power Zone Pack! In this group, you can connect wi…
+ Join group

Official Peloton UK Member Group
Closed group
745 members
Welcome to the Official Peloton UK Member Group! In this group, you can connect …
+ Join group

TYPES OF FACEBOOK GROUPS

There are three types of Groups on Facebook, depending on the Group's privacy settings:

• Open: Anyone can view the Group, its members, and their posts.

• Closed: Anyone can view the Group and its members, but only members can see Group posts.

• Secret: Only members can see the Group or any of its information. People who are not members won't even be able to see that the Group exists (obviously, this option isn't advisable if you want people to be able to find the Group easily).

You can set that privacy level when you set up your Group. Also, as a Group admin, you can pick and choose which members don't have to have content approved and can post automatically, which is great if you have trusted members who post a lot, but do not wish for them to be an admin.

GETTING STARTED

To create a Group:

• Click ▼ in the top right of Facebook and select Create Group.

• Enter your Group name, add Group members and then choose the privacy setting for your Group.

• Click Create.

Personalisation

Add personalisation and credibility by uploading a cover photo and adding a description.

Choose something that highlights the unique purpose of this specific Group, rather than a generic image for your business. Make sure your image is good quality - the recommended size is 1,640px by 856px (or 1.91:1 ratio):

96px

856px

1,640px

96px
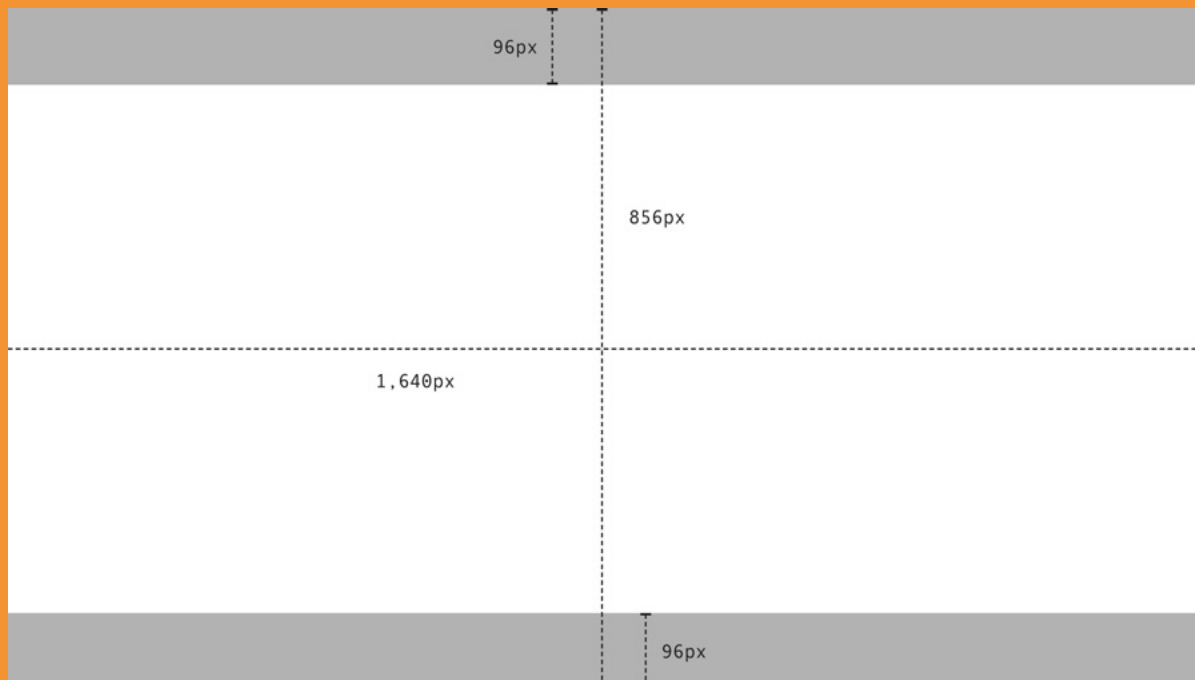
Your Group description should clearly state what the aim of your Group is (ie, what the benefits are of joining), and, if applicable, who is allowed to join or invite others. Any Group rules and policies should be placed here, and you can you can add up to five tags to help your audience to find you (for public or closed Groups).

Men's Health Training Guides is very succinct:
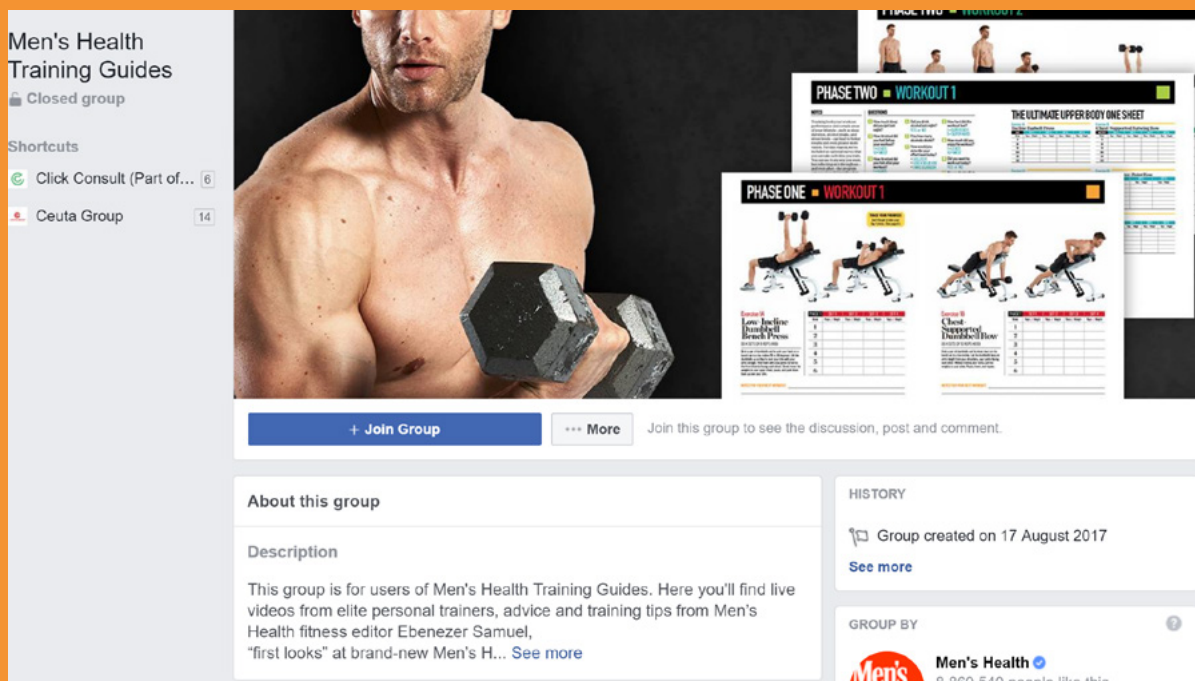
While Peloton's Official Member Page Group goes into much more detail regarding its code of conduct and the type of posts it will accept:

| + Join Group | ··· More | Join this group to see the discussion, post and comment. |

About this group

Description

Welcome to the Official Peloton Member Page! In this group, you can connect with fellow Peloton Bike, Tread, and Digital Members and stay up to date on Peloton announcements and features. For support info and FAQs please go to support.onepeloton.com.

Please carefully read our guidelines below, so that we all can continue to foster a supportive, positive and safe community. Know that by joining this group you are expected to follow these guidelines and help us maintain a respectful environment. Failure to follow these guidelines may result in removal from the Group.

This group's content restrictions and code of conduct are governed by our terms of service found here: http://bit.ly/PelotonTC. Peloton is not responsible for the content of any post to the Group not made on its own account. When interacting with other Group members, you should exercise caution and common sense to protect your privacy, just as you would when interacting with other people you don't know. Your participation, correspondence or dealings with any third party in or through the Group are solely between you and such third party. You agree that Peloton is not responsible or liable for any loss, damage, injury, or other matters of any sort incurred as the result of such dealings.

SUPPORT: For any support related questions or issues that require our attention and immediate response, please contact our Support team at support.onepeloton.com.

RESPECT: Please be respectful and courteous to the Members of this group. Spam posts and harassment toward other Members or any other person will not be tolerated and will be removed.

FEEDBACK: We welcome constructive feedback on your Peloton experience. We strive to improve and be better in all aspects of the experience.

SOLICITATION: Offering products and services for sale is prohibited. You are not permitted to share your Peloton referral code within the Group. Other than with respect to sales or fundraisers posted directly by an administrator of this page, Peloton does not sponsor or endorse any charitable or other fundraising efforts on this page, and participation in any such efforts is at each Member's discretion/risk. Peloton reserves the right to remove any post that violates this rule or is otherwise inappropriate or objectionable in Peloton's sole discretion.

REPORT POST: If you notice any content that you believe to be in violation of the above guidelines, please report it to the administrators by using the "Report post" drop down menu at the top right corner of the post or email community@onepeloton.com.

HISTORY

Group created on 19 February 2015

Name last changed on 13 April 2018

See more

GROUP BY

Peloton ✔
458,707 people like this

🛡 Shop Now

CREATE NEW GROUPS

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Create Group

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Facebook © 2019

How formal and specific you want to make your Group description will depend on your business type and what you want to achieve from running it. Remember that this information is publicly visible for public and closed Groups.

Adding locations: If your Group is tied to a specific geographic area (or several), you can indicate so here. If not, you can choose to mark you Group as "global."

ATTRACT MEMBERS

A Group with no members isn't very enticing. To get the ball rolling, try inviting colleagues, employees, or LinkedIn connections. You could also reach out to some of the more active participants on your Facebook Page and let them know you're creating a Group you'd love them to get involved with. You can customise your invitation with a note to let people know how they can expect to benefit from participating.

You can choose to customise your invitation with a note—this is a good way to let people know why you are inviting them to the Group, and how they can expect to benefit from participating. Click the paper icon in the bottom right corner of the invite box to add your note, which will go out to all invitees.

When new members join, you can use a built-in welcome message feature allows you to tag new members automatically, so you can introduce them to the Group and let them know you're happy they've joined. For example:
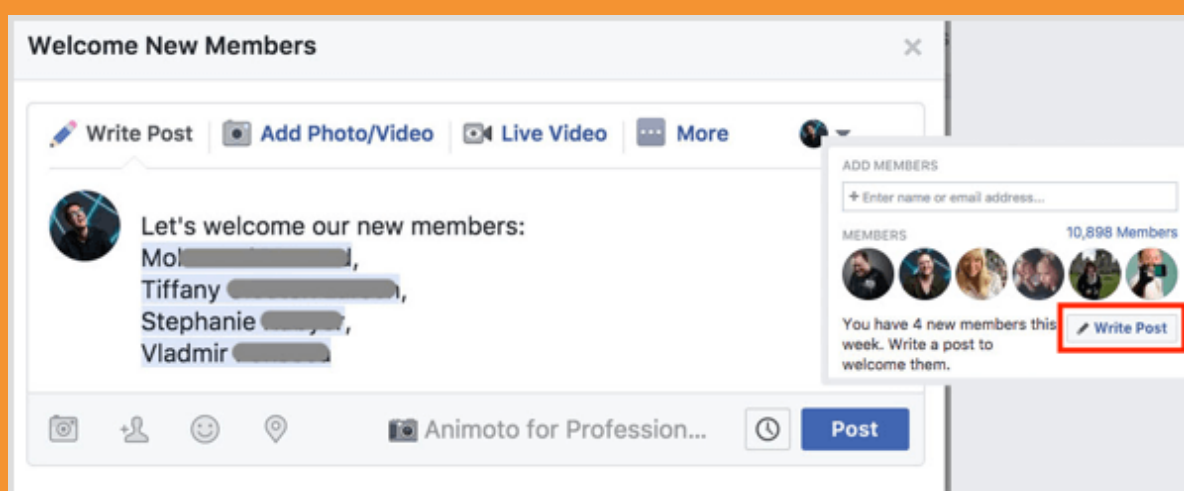
GROW YOUR GROUP

Within a Group, you can create and upload documents like text files and spreadsheets – a great resource for organising information and keeping it in one easy-to-find location. Group documents are also helpful for UGC (user generated content) purposes, such as collaboration on projects and brainstorming, which can help establish your Group as a place where ideas can flourish and connections can be made.

You can also send Group announcements - posts that appear at the top of your Group in an announcements section. You can have up to ten announcements at a time.

MONITOR AND REFINE ENGAGEMENT

- To keep an eye on what's working, Facebook's Group Insights tool provides information about which posts are most engaging, and what times create the best engagement among members. You can view

- Growth (total members, pending members, approved requests, etc)
- Engagement (posts, comments, reactions, active members, top posts, etc)
- Members

CONSIDER THE RESOURCE AVAILABLE TO MODERATE AND MANAGE YOUR GROUP

Don't get so caught up in starting and growing your Group that you fail to consider the time and resources needed to maintain momentum. This is especially true if you're planning to create unique content just for your Group, such as images and video, or run competitions.

ESSENTIAL TRAITS FOR SOCIAL COMMUNITY MANAGERS

For your community to run smoothly, you need some specific characteristics:

- Solid understanding of social networking.
- Patience, empathy and people skills.
- Thorough knowledge of your brand and its offering.
- Ability to multi-task and think quickly.
- Ability to grasp how social media activity aligns with business goals.

As with any social media marketing strategy, listening carefully to your audience and creating shareable and memorable content that's emotionally engaging, or that will spark a discussion, is key to success. Share content that people will want to read and share with their friends and colleagues; that's relevant but different and memorable enough to make you stand out from your competitors.

- Ask for opinions

- Encourage conversations

- Respond to questions

- Offer exclusive content, such **live streaming** is a useful tactic for helping to build up anticipation before the event and generating FOMO (fear of missing out)

- We've scratched the surface of ideas for social media marketing - for more information on optimising your social posts and your sharing strategy in general, download our eBook **Success with social sharing.**

GET IN TOUCH WITH US TODAY

ABOUT US

Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO); and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named Search Agency of the Year 2018, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

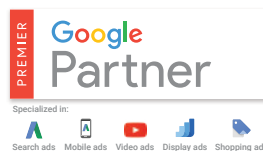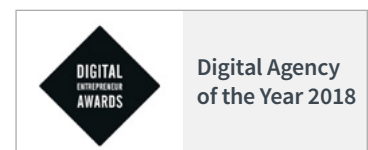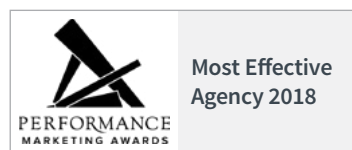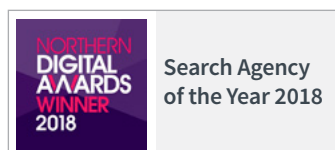## YOUR BESPOKE SOCIAL MEDIA ANALYSIS AND REVIEW

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PERFORMANCE MARKETING AWARDS — Most Effective Agency 2018

DIGITAL ENTREPRENEUR AWARDS — Digital Agency of the Year 2018

OUR TECHNOLOGIES

monitor **TRAX**   rank **TRAX**   feed **TRAX**   link **TRAX**   pro **TRAX**   page **TRAX**