

FACEBOOK GROUPS UNLEASHED



CHECKLIST

Create your Facebook group

- Go to 'groups' or 'manage groups' and then create group
- Choose a name for your group
 - Pick something that will reflect the nature of the discussion that happens here
 - Choose a niche that is very specific to your target demographic
- Choose an image for your group
 - This will be your first impression so make it eye catching
 - Make sure it works in a small format
 - Choose something that expresses what your brand is about
- Choose your privacy settings
 - The options are:
 - Public
 - Closed
 - Private
 - Choosing public makes it easier for more people to find and join your group, thereby helping you to grow your numbers quickly and effectively.
 - Choosing private means only people who are members can see what is posted and can find the group.
 - Private groups do have appeal for potential members who will be curious to know what goes on inside.

Consider other settings and factors for your Facebook group

- Think about the group type:
 - General
 - Buy and sell
 - Gaming
 - Social learning
 - For most businesses, general will be the right option
- Choose a location – this can help if you run a local business
- Choose tags in order to help make your post more discoverable
- Create settings for your members - who can and can't post, who can and can't invite members.
- Do you require approval for new members and new posts?
- How about group chats?
- How about group stories?

Post regular content

- Post content that is unique or exclusive and not available via your page
- Post regular content you find online that might interest your audience
 - Tools like AppSumo can help you to find things that people might be interested in in your niche
 - Create content and schedule it to post in order to avoid empty patches
 - Choose content where possible that will encourage conversation and discussion
 - Make sure to post regularly
 - In general, posting around twice a day is often what is recommended
- Also post social content
 - Start conversations: ask opinions
 - Get feedback about your content
 - Run polls
 - Invite people to share their experiences and ask questions
- Run events and promotional activities.
 - For example, why not run an AMA and invite someone who is big in the industry into your group?
- Share other forms of media: videos, Gifs, and stories
 - Stories provide a great way for you to share what you are doing and to give people more of a glimpse of your lifestyle and character, or behind the scenes of a business
- Share live video
 - Again, this can increase engagement massively by letting you speak to your customers directly

Why you need a Facebook group

- Facebook groups are used by over 1 million people
- Facebook groups allow a highly personal and direct form of discussion with your audience
 - They are therefore ideal for getting feedback
 - And for increasing your brand engagement and loyalty
- Facebook groups allow for the use of different types of content, like group stories
- Facebook groups are more likely to show up in the newsfeed and therefore get seen by more people than pages.
- Facebook groups also have a lot of other potential uses for businesses:
 - Create a highly engaged 'exclusive members club'
 - Inform users of new deals and upcoming events
 - Run online training courses
 - Get feedback and market research
 - Talk to members of your own organization and use this as an internal conversation tool

What makes a successful group

- The key to a successful Facebook group is to have a real value proposition and a strong buyer persona
- Know precisely what it is that you want to offer and who you are selling it to
- Use this to create a highly engaged group of like minded people
- Don't try to appeal to everyone
- Make sure to ALWAYS provide value

Some limitations

- Facebook group posts cannot be shared to a user's wider network as can Facebook page post
- Facebook groups lack a call to action which Facebook pages have
 - You shouldn't think of this as an either/or kind of thing – you should use both!