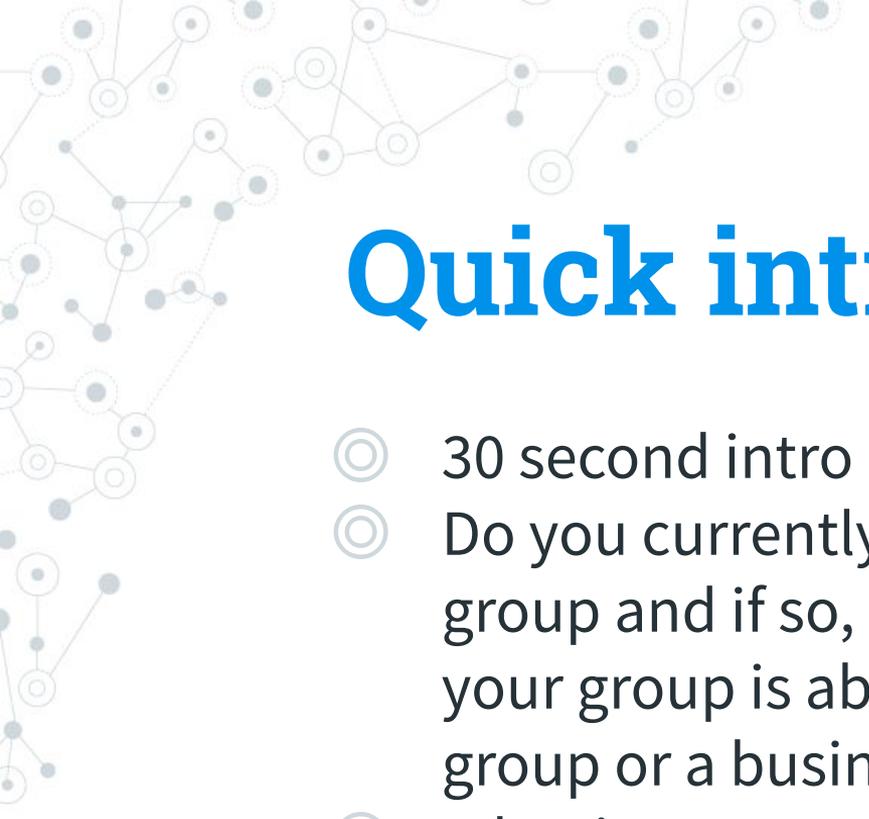




Top Tips for Facebook Group Admins



Quick introductions!

- ① 30 second intro
- ① Do you currently admin a Facebook group and if so, briefly describe what your group is about and if it's a personal group or a business/brand group
- ① What is your #1 question or frustration about Facebook groups?

Hello!

I'm Melissa Fassel Dunn.

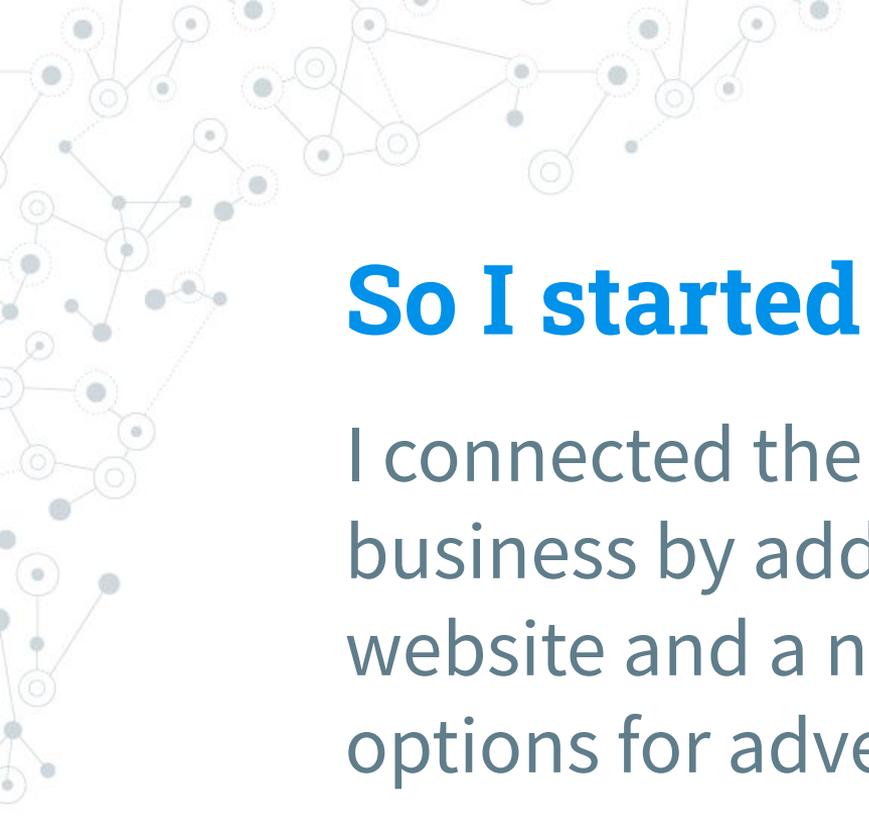
My background is in web & communications. In 2013, I started a local community Facebook group and it completely changed my career & life trajectory.





Originally it was a group intended for a few friends

But by 2015, I had grown a little tired of working for free as admin, and feeling like I had 5,000 bosses.



So I started a side hustle.

I connected the group to a new online business by adding a companion website and a newsletter, plus a suite of options for advertising.



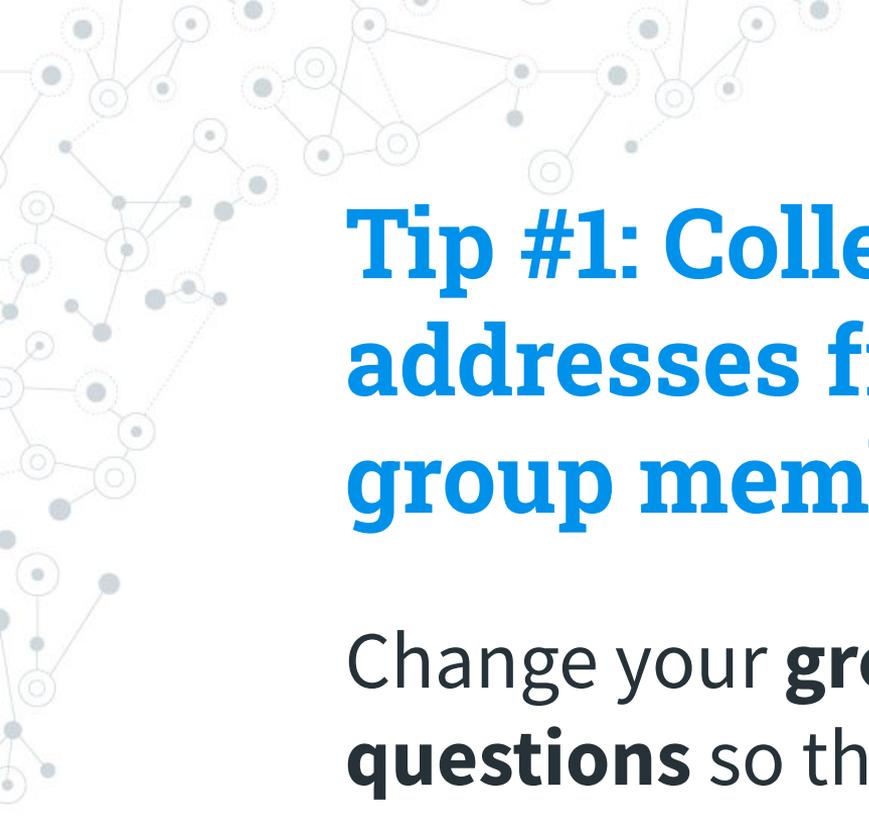
And then I got laid off.

I was unexpectedly laid off from my “real job” at Harvard in early 2016, and decided at that point to make the new Facebook-group based business into my new job and to begin my entrepreneurial life.

I never went back to my office job.

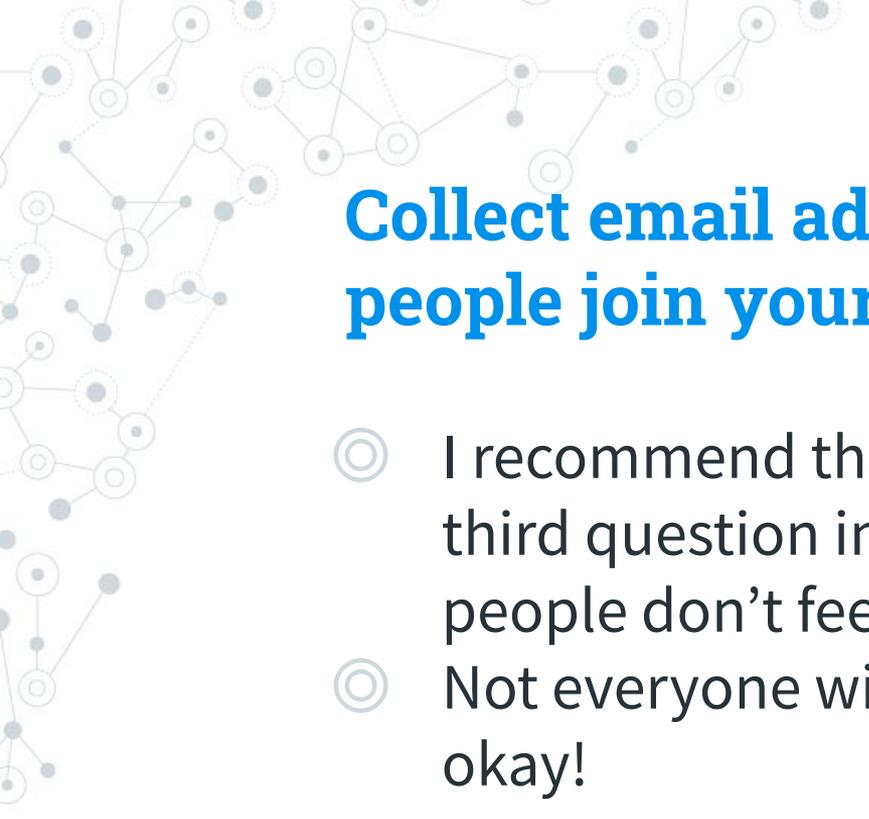
I learned a lot on my social media journey and am still learning, so I'd like to share some best practices for Facebook group admins.





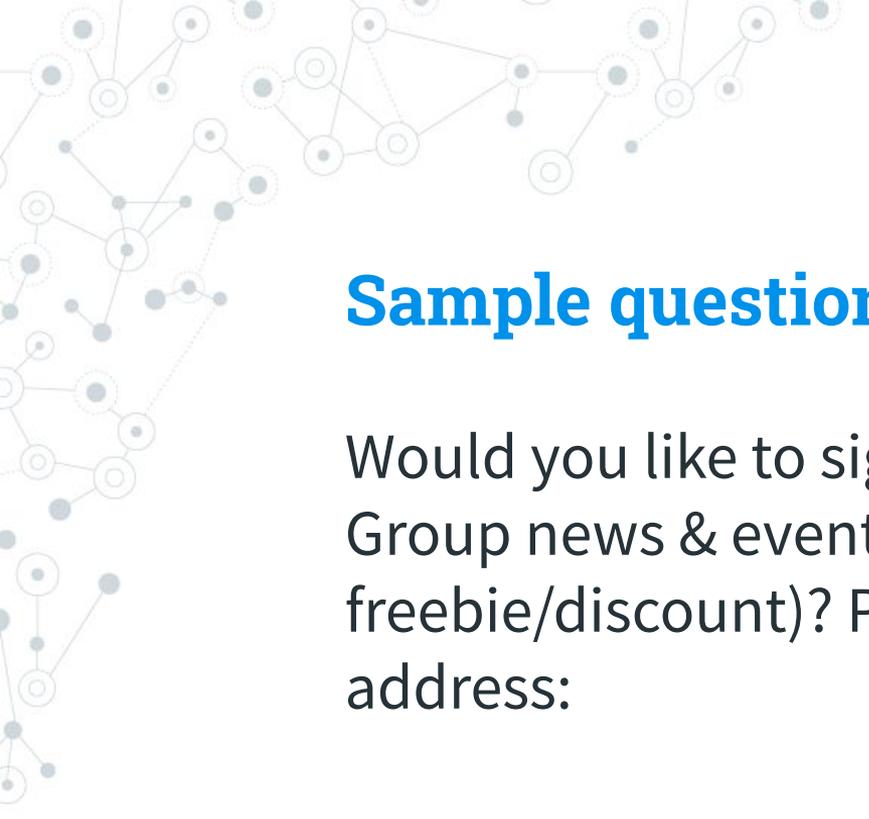
Tip #1: Collect email addresses from new group members.

Change your **group membership questions** so that one of them is for getting an email address for updates.



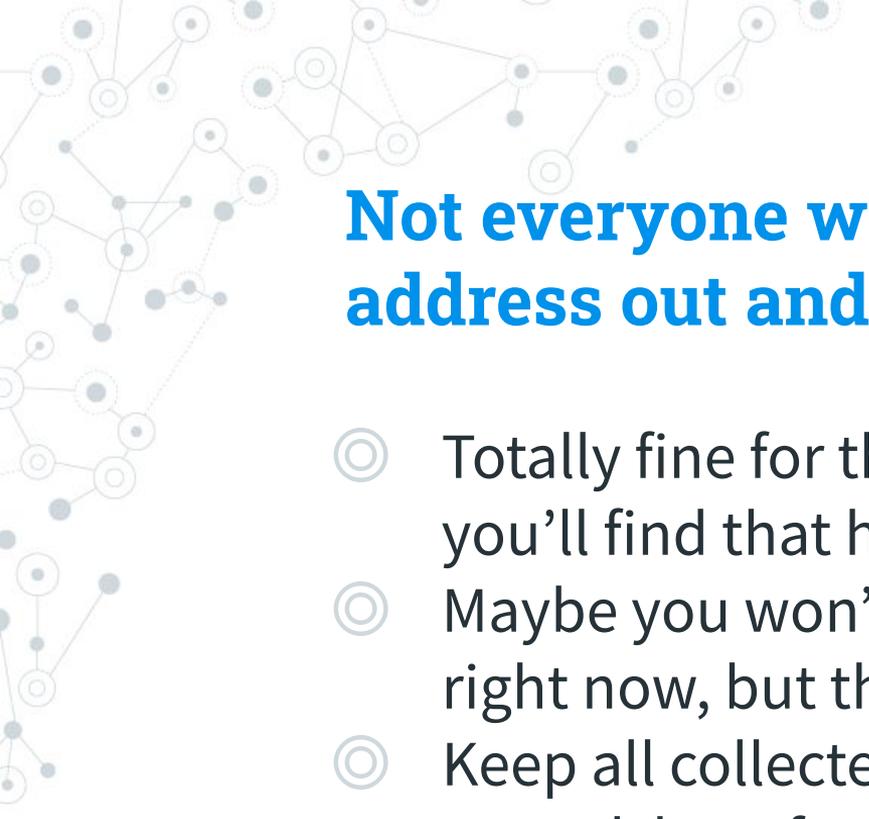
Collect email addresses when people join your group.

- ◎ I recommend that you ask this as the third question in your group so that people don't feel immediately “sold to.”
- ◎ Not everyone will answer it and that's okay!



Sample question text:

Would you like to sign up for FREE Widgets Group news & events updates (or receive a freebie/discount)? Please leave your email address:



Not everyone will give their email address out and that's okay.

- ◎ Totally fine for them to say “no,” but you’ll find that half say yes.
- ◎ Maybe you won’t be using the emails right now, but this is fine!
- ◎ Keep all collected emails in a google spreadsheet for a newsletter and/or for any future Facebook targeting.

Changing Membership Questions

Manage Group

Home

Admin Tools

Member Requests
284 requests

Automatic Member Approvals

Membership Questions

Pending Posts
4 posts

Post Topics

Scheduled Posts
13 posts

Activity Log

Group Rules

Member-Reported Content

Moderation Alerts
394 alerts

Group Quality

Write your answer...

Edit Delete

Question 2

This group is about and for MILTON, MASSACHUSETTS: 2) In what town or city and state do you currently live?

Write your answer...

Edit Delete

Question 3

Leave your email address if you'd like to sign up for updates on Milton news & events.

Write your answer...

Edit Delete

Group Rules

Ask people to agree to group rules.



A decorative graphic in the top-left corner consisting of a network of interconnected nodes and lines, rendered in light gray and blue tones. The nodes are represented by small circles, some solid and some hollow, connected by thin lines.

Tip #2: Turn on Post Approval

I didn't turn on "post approval" until my Facebook group grew to over 10,000 members, **but I wish I had turned it on sooner!**

A decorative graphic in the top-left corner consisting of a network of interconnected nodes and lines, rendered in light gray. The nodes are represented by small circles, some solid and some hollow, connected by thin lines.

Post approval can decrease admin stress

- ⦿ When you turn on post approval, you can prevent any stressful posts from happening.
- ⦿ If you anticipate that your group won't have a lot of drama, you may not need it.

The background of the slide is a light blue-grey color with a complex network pattern. It consists of numerous small, light grey circles (nodes) connected by thin, light grey lines (edges). Some nodes are slightly larger or more prominent than others, and the overall pattern is dense and interconnected, resembling a molecular structure or a data network.

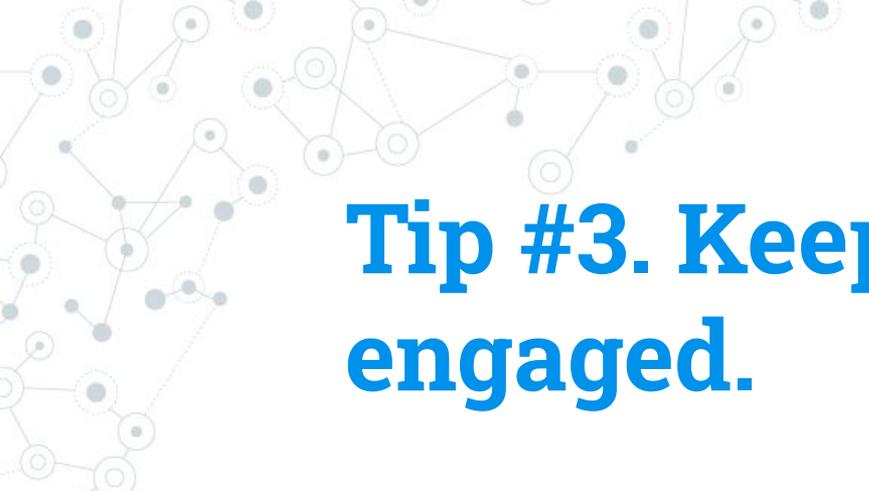
**Think of post approval as
preventing a bad car
accident.**

Post approval is easy to turn on:

- Group Rules
 - Member-Reported Content
 - Moderation Alerts
394 alerts
 - Group Quality
 - Settings**
- Insights

Manage Discussion

Who Can Post Anyone in the group	
Approve All Member Posts On	
Approve Edits On	



Tip #3. Keep the group engaged.

Facebook live is *amazing* for engagement (If you have not already, watch Mari Smith's presentation, where she gives tons of stats on why **LIVES are #1 for engagement.**)



Facebook live ideas... share?

Amy Airon just hosted a chat about this - hopefully you attended!

Anyone want to share?

Group Facebook live ideas

- ⦿ Showcase a new product
- ⦿ Tips/tricks related to your brand or group
- ⦿ General life hacks
- ⦿ Create a recurring show about updates, tips, your brand
- ⦿ Humor! (pranking an office mate, etc.)
- ⦿ Answer blog or social media comments live
- ⦿ Host a Q&A
- ⦿ Host & stream an exclusive interview
- ⦿ Explain and display a product
- ⦿ Give a live tour
- ⦿ “Behind the scenes”
- ⦿ Announce breaking news
- ⦿ Broadcast live events
- ⦿ Run a contest then announce results - live!

Group Engagement post ideas

- ◎ “This or that” with brand options
- ◎ Polls - irresistible
- ◎ Show us your mug! (coffee mug pics)
- ◎ Happy Hour - Friday - pic of cocktail, tea, dessert, etc.
- ◎ Share your reaction to (whatever product, etc.) with a gif

PETS!

Day of the week posts like

- ◎ Meme Monday - people find this hard to resist
- ◎ Winning Wednesday - share “wins” for the middle of the week!
- ◎ Fabulous Friday - something fabulous that happened to you this week

When you are OUT of fun post ideas, check out my favorite easy go-to:

Daily calendar: nationaldaycalendar.com

How are you celebrating March 11?

- ⊙ National 311 Day
- ⊙ National Funeral Director and Mortician Recognition Day
- ⊙ National Johnny Appleseed Day
- ⊙ National Oatmeal Nut Waffles Day
- ⊙ National Promposal Day
- ⊙ National Worship of Tools Day
- ⊙ World Kidney Day



Tip #4: Establish rules

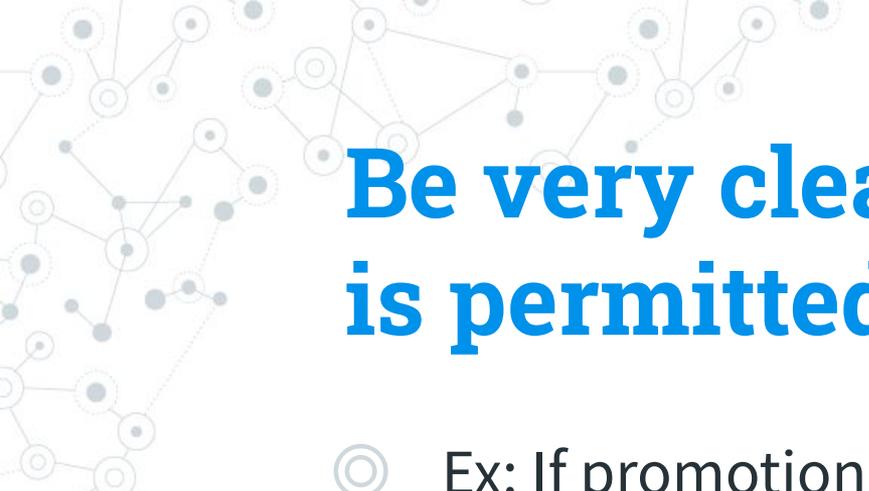
You need solid rules to keep the group's focus on target and to make sure the group is a positive representation of the brand or organization.



“

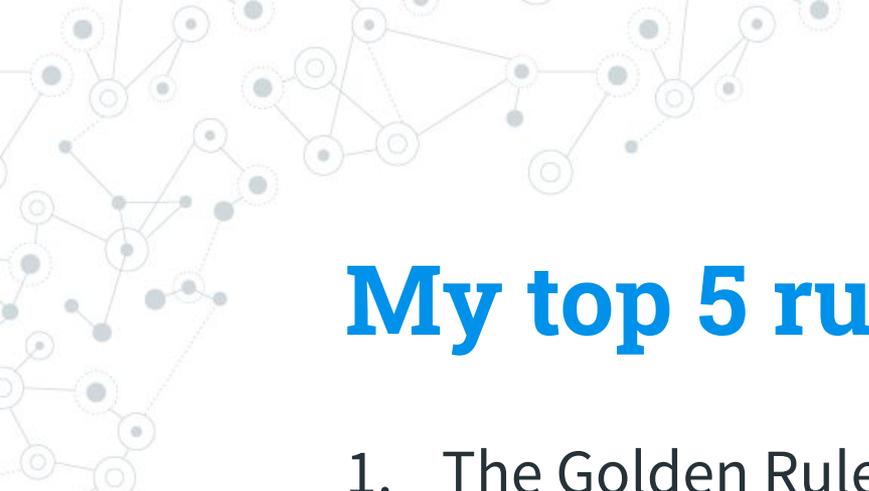
“Having commonsense rules that are applied consistently and a diplomatic turn of phrase are the most important things for an admin of groups.”

- J. W.



Be very clear about what is permitted in the group.

- ⦿ Ex: If promotion isn't allowed, be sure your rules clearly indicate that, **and enforce them.**
- ⦿ Announce the rules periodically and/or pin them to the top of the page.



My top 5 rules:

1. The Golden Rule
2. No hate speech/bullying/shaming
3. Do not block the admin
4. No advertising or promotion
5. Some posts are best kept on personal pages

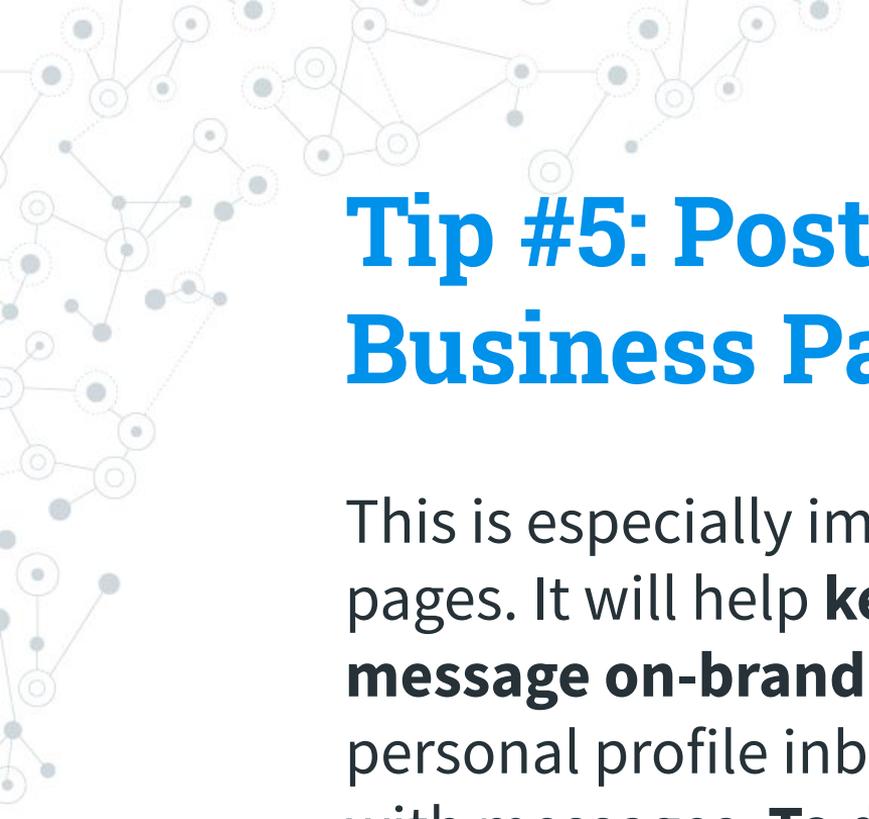
The background of the slide is a light blue-grey color with a repeating pattern of a network graph. The graph consists of numerous small, light grey circular nodes connected by thin, light grey lines. Some nodes are highlighted with a slightly darker grey or blue color. The overall effect is a dense, interconnected web of points and lines, suggesting a complex system or network.

**Do not make exceptions
to your rules.**



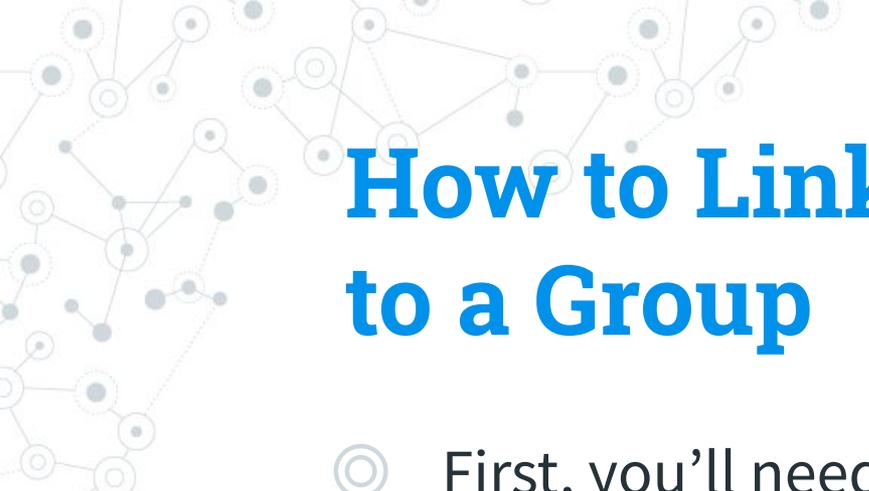
**Check out my five
essential rules:**

grouptize.com/ruleguidelines



Tip #5: Post as the Business Page

This is especially important for big-brand pages. It will help **keep the group's message on-brand** and will prevent your personal profile inbox from being inundated with messages. **To do this, you'll need to link your page to the group.**

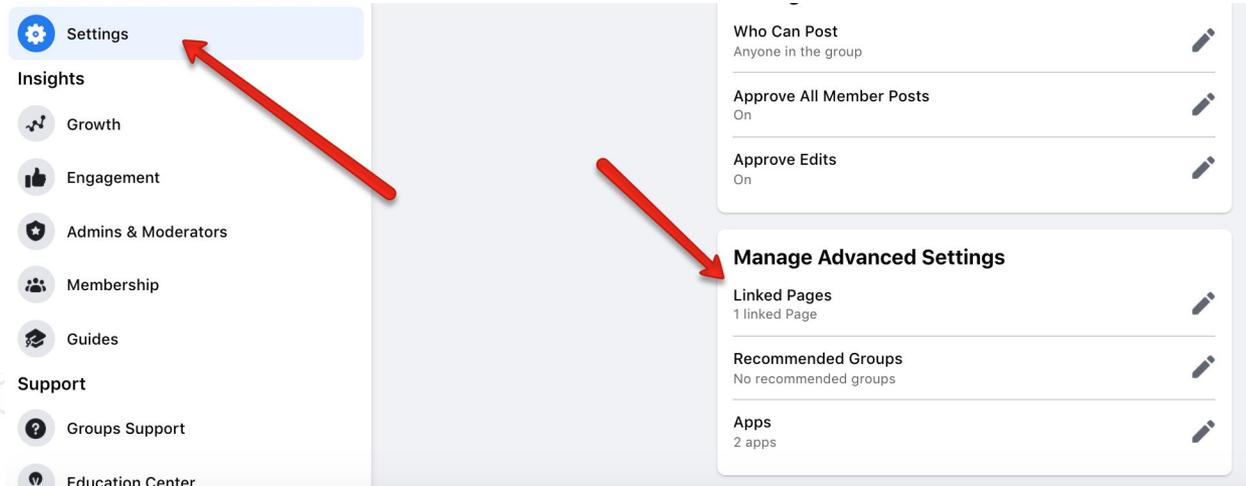


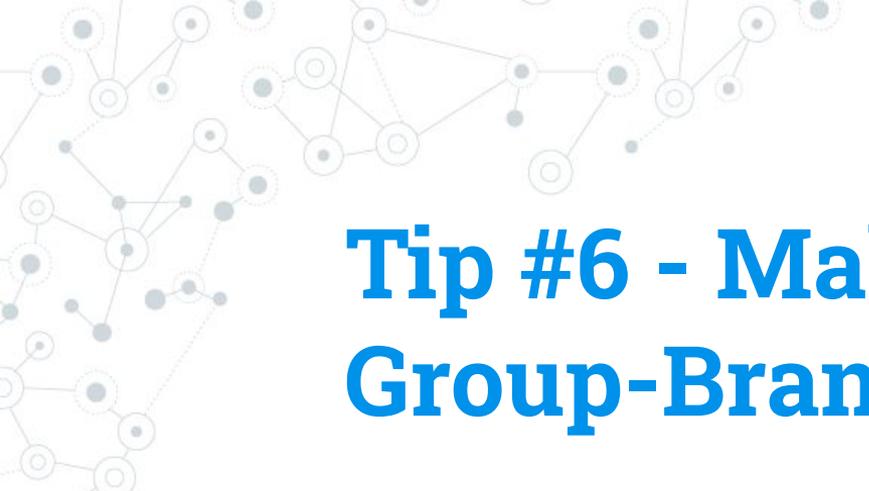
How to Link a Page to a Group

- ① First, you'll need to **join the group as the page.**
- ② Then, you'll need to **connect the page to the group** which will give you the ability to toggle back and forth between your personal profile and the page profile.

How to Link a Page to a Group

- Go to the group, and then **Settings** on a desktop
- Scroll all the way down to **Linked Pages** - here you will see a list of pages that you admin
- You can link any of the pages that you already admin here



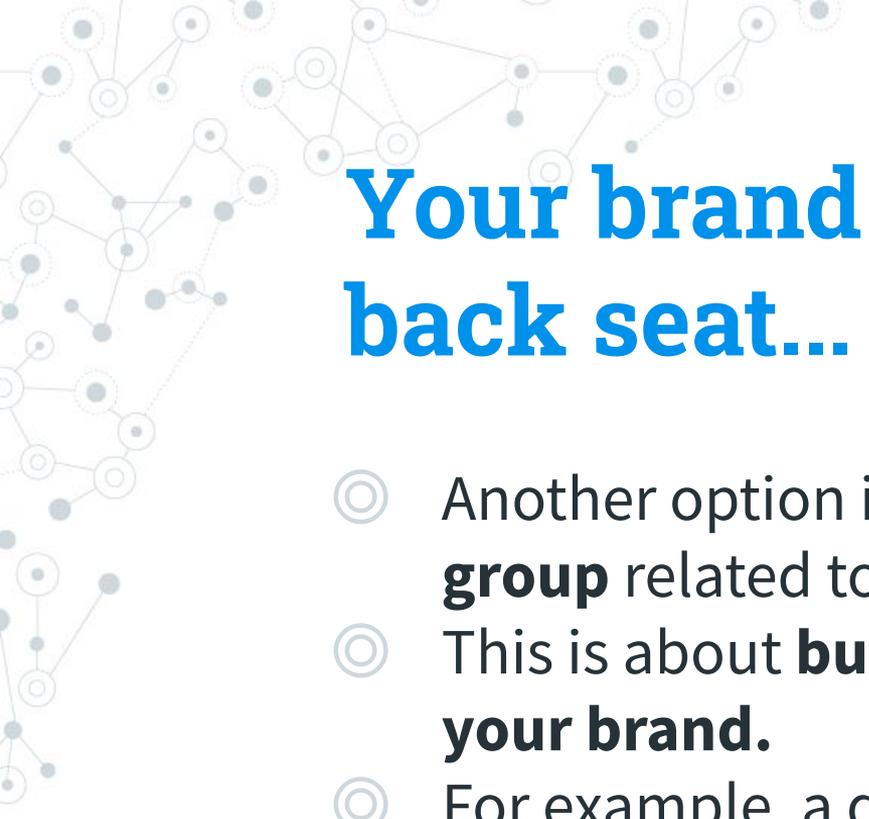


Tip #6 - Making a Group-Brand Connection

Think of the Facebook group as
the **brand's biggest fans.**

Ideas for Creating the Group-Brand Connection

- ◎ **Create scarcity:** if you're starting a new group, you might "sell" the group as only being open to a limited amount of the brand's fans
- ◎ **Incentives:** special discounts or offers just for group members
- ◎ **Recognize loyalty:** Make group members feel like they have a say in the brand
- ◎ **Free research!** You have the brand's biggest fans and a willing audience - why not use group for market research?



Your brand might also take a back seat...

- ◎ Another option is to create a **subject matter group** related to the brand.
- ◎ This is about **building community around your brand**.
- ◎ For example, a design firm could have a discussion group about the latest/greatest in design trends, latest styles, materials, etc.

Resources

I created a page with all tips (and some bonus ones!) here:

grouptize.com/smmw21

Questions?

You can find me at:

info@grouptize.com

or in my Facebook community group:

Monetizing & Strategizing Your Facebook
Group, [facebook.com/grouptize-community](https://www.facebook.com/grouptize-community)