

Growing Your Facebook Group

Moderator:Alaina Capasso
aecapasso@uri.edu
RI Small Business Development Center
Webinar Coordinator

Presentation by:
Amanda Basse



We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.



THE
UNIVERSITY
OF RHODE ISLAND
DIVISION OF RESEARCH
AND ECONOMIC
DEVELOPMENT



Picture This

Imagine having a group with hundreds of active members – interested specifically in what your business solutions provide.

Imagine having a group with hundreds of active members – looking to you as the authority in your industry.

What is a Facebook Group

Facebook Groups are free communities within Facebook's platform that users can join and participation is encouraged. Groups are built around common interests or goals, like pet training or gardening, but there are plenty of business-focused groups too.

Facebook Groups are not new. In fact, they've been around for a decade, making them one of the social network's oldest features. But after the Facebook algorithm update that de-prioritizes brand content, these groups have become even more important for connecting with a brand's followers.



Group by Rhode Island Small Business Development Center

RISBDC Business Launch & Discussion Group

Private group · 326 members



+ Invite



TUES/THURS/SAT: 8AM-8PM (UK Time)

Jan joined DTAS.

Jan agreed she would read the
UNITS before posting.

Jan read the **UNITS**.



Group by Dog Training Advice and Support

Dog Training Advice and Support

🔒 Private group · 195.9K members

More than half of the network's users (1.4 billion) are members of Facebook Groups.

One in seven users (about 400 million) belongs to what Facebook calls “meaningful Groups” – those that play a key role in their members' daily lives.

These are groups spend extensive time in per day, and feel part of a community within these groups.

By 2024, Zuckerberg wants to see the number of users in such meaningful groups climb to one billion. ““We’re focused on building the digital equivalent of the living room, where you can interact in all the ways you’d want privately—from messaging and stories to secure payments and more.”

FACEBOOK for Business

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Create an Ad

C

 Announcement · October 2, 2020

Announcing a New Certification for Community Management From Facebook Blueprint

What Are the Differences Between Profiles, Pages and Group?

FACEBOOK PROFILE	FACEBOOK PAGES	FACEBOOK GROUP
Personal	Promote Your Website	Be the Authority
Establish Your Character	A Billboard for Your Business	Build Community
Entry Point of Your Funnel	Run Ads	Support
Establish Your Characters	Optimization	Monetization
Engagement	Call to Actions	Networking

10 Things you Can Use Your Facebook Group For:

1. Building Relationships
2. Growing a Community
3. Establishing Yourself as an Expert
4. Share your Blog Posts
5. Drive Traffic to your Website
6. Grow Your Subscriber / Email List
7. Launch New Programs / Products
8. Host Trainings
9. Find Partners
10. SELL YOUR PRODUCTS

How to Create a Facebook Group

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1. Log in to Facebook.
2. Open the + icon to view the Create menu.



3. Choose Group, then provide some basic information about your group.
4. Create a 'Group Name' that is clear about WHO your group is for and what content you will post. (TIP: You might also want to click on 'Pin to Shortcuts.' This will ensure that the group can be found in the left-hand sidebar of your Facebook profile.) **Pick a Facebook Group name that includes keywords.**

Amanda



Create



Post

Share a post on News Feed.



Story

Share a photo or write something.



Life Event

Add a life event to your profile.



Page

Connect and share with customers or fans.



Ad

Advertise your business, brand or organization.



Group

Connect with people who share your interests.



Event

Bring people together with a public or private event.



Marketplace Listing

Sell items to people in your community.



Fundraiser

Raise money for a cause you care about.



Groups > Create Group

Create Group

Admin

Group name

Choose privacy

Invite friends (optional)

Suggested:



Desktop Preview



Group Name

Group privacy · 1 member

About Posts Members Events



Keywords in Your Group Name

The Facebook Group names are **searchable**. People looking to join a group will search on Facebook for groups that are a good match for them. Think about what your target group would be searching for and add these keywords to your name. So make sure you include the right words in the group name, so people who are looking for you can find you. This is a way to get people to join without the need to promote it. I've found that your group can already start showing up in the search results with as little as 30 or 50 members! You can only change your group name once every 28 days, so think before you change the name.

5. Choose the privacy level. I suggest setting the group to Private so only people who join will be able to see your content. This makes the group exclusive and gives people a reason to actually join.

6. Choose whether you want your group to be visible (anyone can search for it and request to join) or hidden (only members can see the group exists.) I suggest visible so people can find your group in search.

7. Click Create. You'll be taken to the page where you can update your featured image, manage posts, schedule posts, and add a description.

Privacy Settings

You can require people to answer questions before they join. This is handy to learn more about your members and see if they would be a good customer fit for your business.

Membership request settings



Ask pending members questions

Ask pending members some questions. They'll have up to 250 characters to answer each one, and only admins and moderators will see the answers.

[+ Add a question](#)

Cancel

Save

Optimizing Your Group

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Use the 'About' Section

You can find the 'About' at the top left of the Group page – to explain exactly what makes your Group so great. Detail the Group's purpose, the sort of content you'll post there and the kind of experience that users can expect. You've only got 3,000 characters to play with, so use them wisely.

Sign Up Incentive

Lead with your value proposition. This is not saying you have to give away a discount code or free shipping. Let them know if you run weekly giveaways, competitions and promotions that are exclusive to Group members or example, or promise to give them the first look at your upcoming product launches. Give them a feel for the variety of content they'll be able to find in your Group, including resources like lead magnets, scripts and templates.

Images

The perfect Facebook group cover photo size is **1640 x 856 pixels**. These banner dimensions give a **1.91:1 aspect ratio**.

If you don't use these exact dimensions, you could end up having your photo cropped and cut out crucial information, like this:



[+ Join Group](#)

[... More](#)

Join this group to see the discussion, post and comment.

Growing Your Group

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Post Your Group Link in Your Social Media Profiles

Post links to your group on all your social media profiles> Facebook, Twitter, Instagram, Pinterest, LinkedIn, YouTube...ALL of them.

Use every opportunity to cross promote your new group.



Creating the Perfect Group Cover

Create an eye catching, engaging group cover. Facebook will suggest your group to people (for example in the right hand column on desktop and under "suggested groups" in the app, and when it does that, it will show your group cover in a list with other groups. So make sure your group cover is attractive, stands out and explains what your group is all about! This, together with the name will help you get more members.

*Facebook generally doesn't suggest super small groups, but you might as well be prepared for when it starts doing that, because that is when the number of members will skyrocket!

Update Your Group Cover



the **Live
Launch**
METHOD

SCHEDULE FOR
TUESDAY
DECEMBER 15TH

- ▶ **10am: Jack and Michelle Bosch - 7 Figures in Less Than a Year**
- ▶ **12pm: Bonus Session with Kelly Roach**
- ▶ **2pm: Allyson Adam Chavez - Made 130K with the Live Launch Method**
- ▶ **4pm: Lorraine Schuchart - UE Transformation**
- ▶ **5pm: Iva Paleckova - 6 Figures in 7 Days**
- ▶ **6pm: Evelyn Knight - 6 Figures in 7 Months**
- ▶ **6:30pm: Q&A Session on Zoom with Kelly Roach**

Build a Community

Daily interaction is key to keeping your Facebook group alive and growing. The admins of your group should keep the ether packed with regular and positive interaction and engagement.

Answer most (if not all) of the questions they have about your service, product, or industry. This will give them a sense of belonging and will make them feel like they are genuinely part of the community.

Invite People to Join Your Group

Start by inviting your friends and family to your group. Ask your members who else should be in the Group, and incentivize them to bring in new members by offering them a free e-book, a place on an exclusive webinar or even some type of promo code. This can be particularly effective when your members are in other relevant Groups, providing them with an easy platform to promote your own Group.

Run Facebook Ads To Your Group

Create a Feebie or Optin Ad using the Lead Generation objection in Facebook Ads. On your Thank You page, invite users to join your Facebook group.

Thank You for Signing Up!

Keep your eye on your inbox for the 1st email in the series.

Also, please join the [Life Unplanned Community](#) where we talk about everything blogging and then some. Here, you'll get extra support and camaraderie on your blogging journey.

CONGRATS! YOUR LOGIN DETAILS HAVE BEEN SENT TO YOUR EMAIL INBOX!

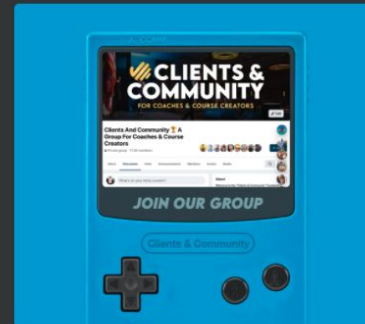
You Made It! Welcome To The Group Clients Mini-Course!

To Login, Follow The Instructions Below...

✓ Step 1.) Join Our Free Facebook™ Group...

Join 17,000+ other Coaches & Course Creators in our Clients & Community Facebook™ Group. Inside, we host weekly livestreams, drop value posts, & answer your client acquisition questions. Tap the button below to join our group today.

 [Join Our Free Group](#)



Send an Email to Your List

You can use your existing list to invite members to join your Facebook group. You can also welcome new members by inviting them to join your group.

Now for some fun stuff! Come join other aspiring mompreneurs in my collab [Facebook group!](#)
I'm co-hosting it with Miranda Nahmias and I can't wait to help all you mamas!

If you're totally new to blogging and want to start a blog, check out my [step-by-step tutorial on how to start a mom blog!](#) You can start a blog when your little one naps!

Do the Math

Group Sales Goals

[Make a copy of this sheet to edit and save to your drive \(Click on File -> Make a copy\)](#)

Launch Details and Revenue Targets

Program Cost Total	\$6,000	# of Weeks before Launch	6
Goal for Launch	\$100,000	# Work Days Per Week	5

Clients Needed 17

Registration/Group Targets

	Total Registrations Needed	Number of People Registered	Registrations Still Required	Weekly Registration Needed	Daily Registration Needed	Min. Invites needed per day
Registrations Needed (2% Conversion)	833	0	833	139	28	56
Registrations Needed (3% Conversion)	556	0	556	93	19	37
Registrations Needed (5% Conversion)	333	0	333	56	11	22

Engagement Strategies

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Welcome Post

Welcome Post

- Tag new members in the welcome post
- Encourage them to comment on the post
- Inject humor

Welcome Post



Amanda Basse

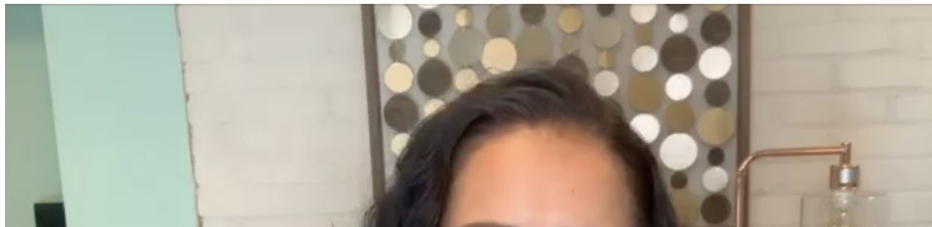
October 4 · 🌐



Start Here!!

Welcome!

1. Watch this video
2. Tell us where your joining from and what the local dish that you can only get in your home town.
3. What type of business you will use Facebook Ads to grow
4. What is one major roadblock you have with Facebook Ads
5. Have fun here! Ask questions, share feedback and tag or DM me if you have any questions.



Types of Engagement

Facebook Groups are as strong as their engagement and intimacy. If you're able to be intimate with your audience, they will come back for you. If you're able to engage with your audience, they will come back for the content. If you do both, it's a match made in heaven.

1. Interviews
 - a. High Intimacy
 - b. High Engagement
2. Trainings
 - a. Medium Intimacy
 - b. Medium Engagement
3. Questions
 - a. Medium Intimacy
 - b. Medium Engagement

Do's and Don'ts

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DO

1. Offer your members valuable content and targeted offers
2. Interact with your members and ask questions
3. Set clear rules so your members know what to expect
4. Send links to the Group to Facebook users you think would be interested
5. Create a strong theme to the content you post

Don't

1. Spam members with constant discount codes
2. Post dozens of times a day (you'll risk driving members to switch off their Group notifications)
3. Overstretch by trying to handle all the admin yourself- when your groups starts generating income, hire a community manager
4. Allow regular rule-breakers to spoil the Group for everyone else
5. Add people to a Group they know nothing about (or encourage others to do so)
6. Veer off topic and latch onto irrelevant trends

Conclusion

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As with any organic marketing tactic, Facebook Groups don't just blossom overnight. You need to put the effort in to make your Group a success and give users a reason to sign up (generally because you are providing unique, authentic content).

If you don't have the time or resources to commit to your Facebook Group, you can't expect to build a strong, engaged community on the platform.

Resources:

[How To Grow Your Facebook Group](#)

[Community Management Certification](#)

[Facebook Moderator Training](#)

[Facebook Image Sizes](#)

[How to Promote Your Facebook Group](#)

[Calculator](#)

Questions?

Type your question to the chat box

Contact Us:

401-874-7232

<https://bit.ly/regRISBDC>

aecapasso@uri.edu

