

The WHY and HOW to for Creating Facebook Groups



By Tammy Hudgin



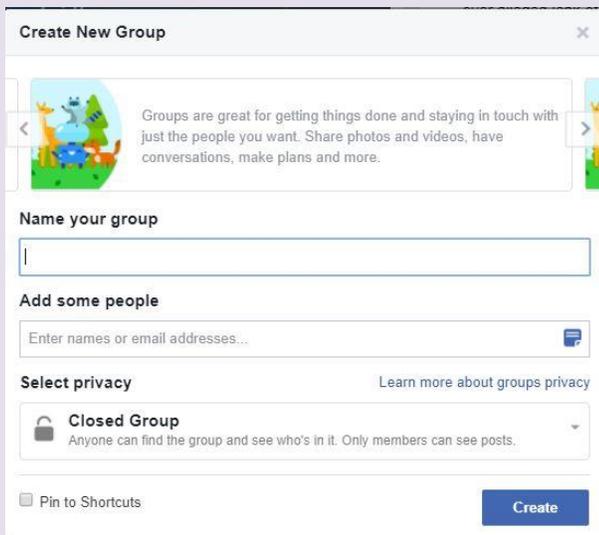
Why Create a Group?

With the ever changing world of Facebook, our business pages don't seem to be getting the traction it once did. What I have seen happen is more and more business owners are creating groups to engage with their existing and potential clients. This is a great way to engage, ask questions, motivate, inspire, show them you are the expert and promote your products/services. Throughout this document, I will show you how to create a group from start to finish.

How to Create a Group

On the blue bar across the top of Facebook, click on the "Create" tab, then "Group".

Once you click on the option to create a group, this window will appear:



The screenshot shows the 'Create New Group' dialog box on Facebook. At the top, there is a close button (X) and a header 'Create New Group'. Below the header is a carousel of images with a text overlay: 'Groups are great for getting things done and staying in touch with just the people you want. Share photos and videos, have conversations, make plans and more.' The main form has four sections: 1. 'Name your group' with an empty text input field. 2. 'Add some people' with a text input field containing 'Enter names or email addresses...' and a plus icon. 3. 'Select privacy' with a dropdown menu set to 'Closed Group' and a link 'Learn more about groups privacy'. 4. A 'Pin to Shortcuts' checkbox and a blue 'Create' button at the bottom right.

At this point, you will need to fill out the required information to get the group up and running.

- Name your group – You want to think about what this group is going to be about (not just your business name) and create a name focused around that. For example: Open Mic Marketing Support Group, My Makeup Bag, Ladies Lounge, Being More than Ordinary Every Day
- Add some people – In order to move past this step, you do need to add at least one person to the group (even though your group isn't ready for you to launch), so maybe pick your best friend, your hubby, your mom, someone who won't mind being added. As a side note: You can remove them once you create the group
- Select privacy – This is really KEY as the type of privacy you choose will reflect what happens outside the group.
 - Closed Group – This type of group can be found through the search engine in Facebook, therefore, anyone can request to join (definite bonus) and anything that is posted in the group, is only visible to those members who are part of the group. However, anyone can check the members list to see who is part of the group. Please note that the only news feeds that any of these posts will go into, are those members who belong to the group
 - Public Group – This type of group can be found through the search engine in Facebook, however anything that gets posted in this group is public to anybody (but if they are not a member of the group, they cannot interact with the posts), which also means that it will be posted in news feeds of all your friends, so really think about how that may affect you. All members' names are visible to the public as well.
 - Secret Group – This type of group can NOT be found through the search engine in Facebook, everything is secret and only visible to the members of the group. Having said that, the downfall is that people cannot request to join the group, you must be their friend to add them OR a member can request to add a friend.

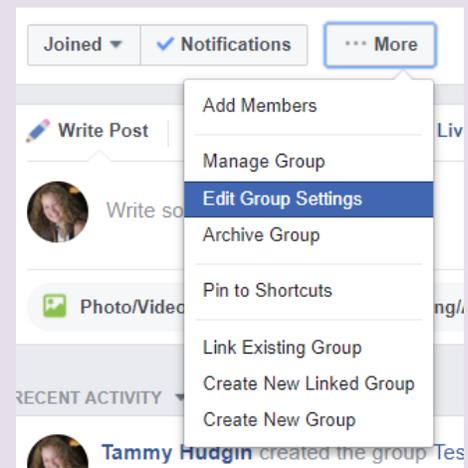
Please note: You will see in the bottom left hand corner, a check box if you want to add this group to your "shortcuts" so it is easier to find.

Now click “create”.

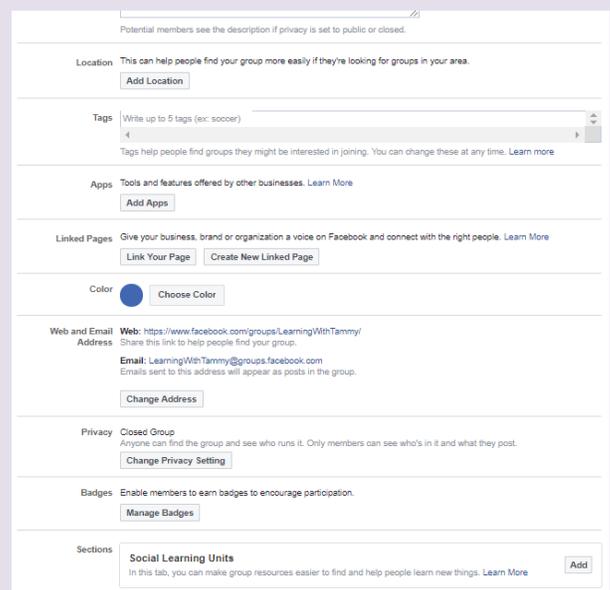
Once inside the group, you will most definitely want to add a cover photo that best represents what the group is about. Check out www.canva.com to create Facebook Cover Photos.



Now, you are still not done, there is more information that you need to make sure you add to the group. Click on the 3 dots/More, next to the “notifications” tab and choose “Edit Group Settings”.

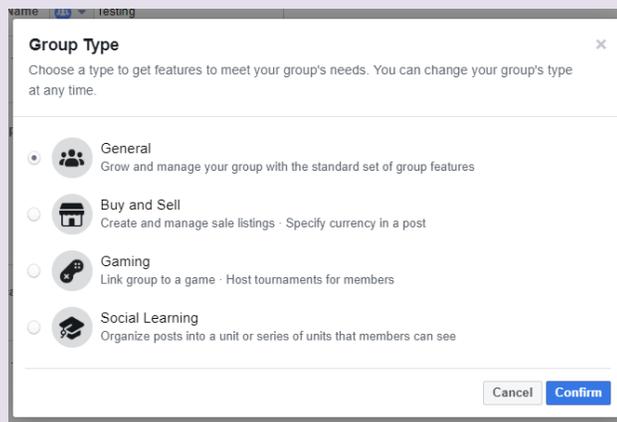


There are many elements in this section that you will need to go through BEFORE you add members to the group.



Sections in “Edit Group Settings”:

- Group Name – already established when you created the group, however this is where you would go if you want to change the name of the group at anytime
- Group Type – Social Learning is great if you want to run a Challenge, a Mastermind style program, etc. as it has an area for creating Units where you can upload any type of file, video, image, etc.



- Description – this is where you want to tell people what the group is about, be very detailed on what will be posted and what cannot be posted by the members
- Location – You can choose to set a location for your group, to also help when people are searching for specific groups
- Tags – you can add tags to your group to help people understand what it’s about. Adding tags also help people search for groups by topics that they are interested in
- Linked Pages – You can choose to link your Business Page to your group, which will allow you to post within the group, as your Business Page name instead of your Personal Name (this is only available to groups you are the Admin on)

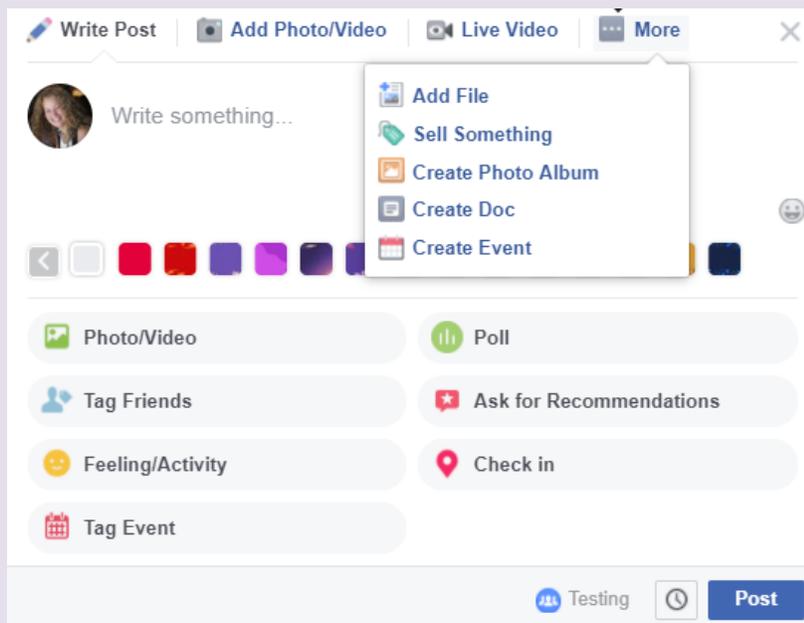
- Web Address – you can create a customized web and email address for a group you Admin. When a member sends an email to your customized email address, the message is posted in the group and other members are notified. If a group member responds to an email notification, the response also shows up as a comment on the group post. Only group members can post in the group using the customized address
- Privacy – this will have already been done when you created the group, however if you decide to change the privacy later on, this is where you would do it
- Membership Approval – Personally I believe this should be set to “only admins and moderators”. Reason being is that it can be very annoying for the other members when someone requests to join the group, as they will receive a notification PLUS, you want control over who is being accepted into the group to avoid any spammers
- Chat Creation Permissions – Do you want all members or just the Admin be allowed to create Group Chats?
- If you have created a Closed or Public group, you will see the option “Membership Preapproval” – You can turn this feature on BUT I would not recommend it at all. I think it is important that you screen each new member request to make sure they fit with your group mission and that they are not a fake account
- Membership Requests – You have the opportunity to ask each person who requests to join your group 3 questions. I personally love this feature as the questions we ask can give us an idea about the person and what the ultimate goal is for joining the group
- Membership Requests from Pages – You have the option to allow Business Pages to join your group as well as personal profiles
- Posting Permissions – I would suggest leaving this set to the default BUT if at any time you do not wish to have any of the members posting on the wall, you can choose “only Admins can post to the group”
- Post Approval – you may want to control what is being posted on the group wall depending on what restrictions you may have put in place as to what people can or cannot post about

- Story Posting – Decide if you want members or just the Admin, to post any stories
- Story Post Approval – If you decide to let members create stories, this will give you the control by having to approve them before they get posted

Posting

You have a couple of options available for posting.

- Add a photo
- Add a video
- Create a poll
 - This is great when you want to ask the members a question that contains a variety of answers for them to choose from
- Under the More button, you have a variety of options



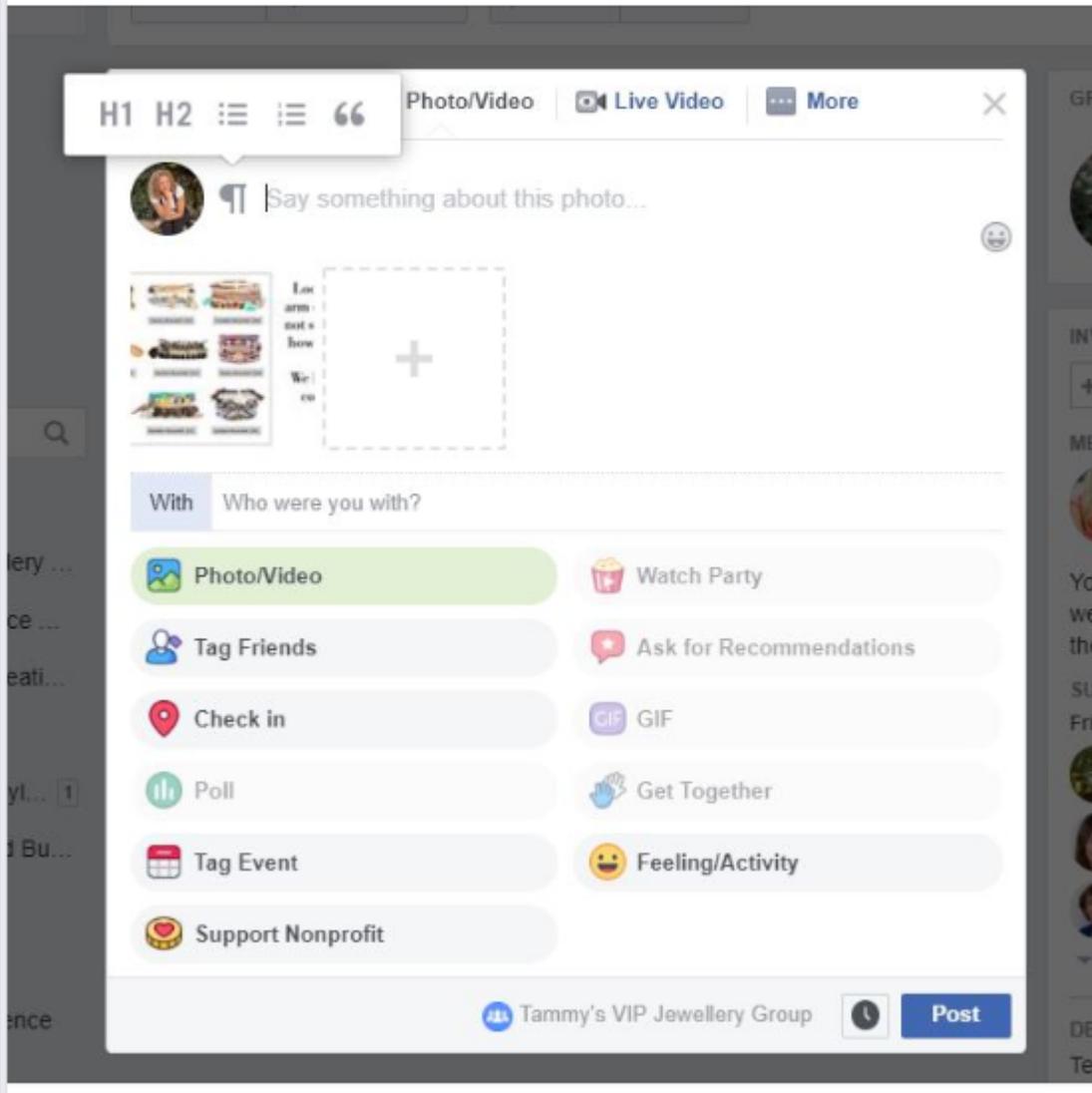
NEW FEATURE: As the Admin of your group, you can now schedule your posts. When you click in the box to write your post, you will see a clock next to the “post” button, click the clock and schedule (once you write the post).

We also have a **NEW** feature that allows you to format your written text!!

CHECK OUT THE NEW FORMAT!!

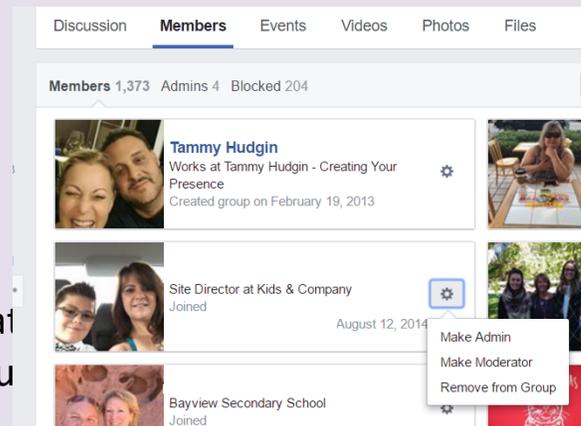
- You can do bullets now
- **You can bold**
- *You can use the Italics*

| Or maybe you would like to write a quote....try it out, love this!!



Members

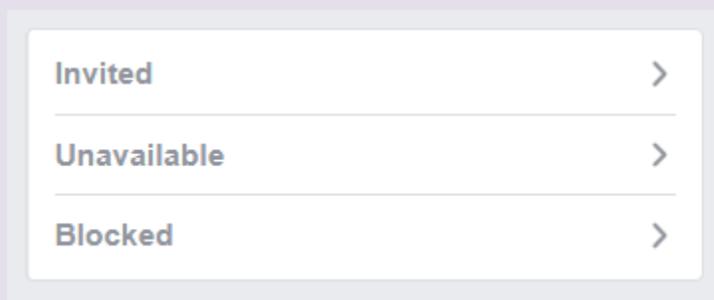
If at anytime you need to remove a member, make a member an Admin or Moderator, you can do this by clicking on the Members Tab and choose an option from the gear, next to their name. Congratulations, you have successfully created your group forward and add people to the group, I would



- Email your current clients and tell them about the group and ask for permission to add them to the group
- Send private Facebook messages to clients and potential clients telling them about the group and asking permission to add them to the group
- Do a post on your personal timeline inviting people to join the group
- Do a post on your business page inviting people to join the group and share the post into some of the business networking groups you are part of

I do not recommend that you automatically add people to the group without their permission as many get offended by this, best to get their approval first.

You can also monitor who has been invited into the group but has not yet accepted and then you can remove them if it has been too long from the initial request. You will find this to the right, when you are on the "Members" tab.



Here is to great success with your group!! Be sure to post at least once a day and mix it up. Provide them with information that can help them with the product/service you offer, promote specials/discounts, ask questions, post visuals, do interactive videos, keep the group alive and participating.

Learn more about me, Tammy Hudgin, at www.tammyhudgin.com and be sure to follow me on Facebook at www.facebook.com/tammyhudgincreating for more tips.