

GUIDE

Managing a Facebook Group

WHAT YOU NEED TO KNOW



Introduction





On Facebook, you can create many groups relating to almost any topic, and these are a fantastic tool to get a conversation started around specific topics.

There are always new tools and features coming online for group administrators, and I have looked at a few we believe are helpful and offered a few suggestions for those who are currently running a group or looking to start their own soon.

1 | Useful Facebook Group Features

Facebook has put higher regard on family, friends and groups over business pages and this means having a dedicated group page is beneficial as you are **more likely to get your posts read** and users interacting with them.

As Facebook holds groups in such high regard, they have a few features that will help group administrators out and save them time. Be sure to tell all the administrators and moderators in the group what tools are available.

-  **ADMIN CUSTOMER SUPPORT** – This is a feature that allows group admins to ask Facebook a question directly, this is nothing new, but they will reply in one working day which is a significant step forward for the company.
-  **ADMIN RESOURCES** – This is a portal where administrators of groups can watch video tutorials on the best practices for running a group and answer questions many admins have.
-  **GROUP RULES** – This new function allows admins to pin a rule to a post which they deem inappropriate or breaks their rules, and the pinned rule will only be seen by the violator, so won't distract other users.
-  **PRE-APPROVED POSTS** – This is essential for large groups with many contributors, you can set previous posters to pre-approved so that you don't need to screen every post that goes up. This is maybe unsuitable for groups who have many posting violations but great for the majority.

2 | Standard Features for Groups

Here are a few cool features that make groups easy to maintain and monitor, giving you more time to focus on excellent content.



MEMBERSHIP REQUEST FILTERING

This is where you can **ask a few questions of users** who want to join the group, it will help to make sure that all your members understand what the group is about and how they should behave in the group.



MEMBER CLEAN UP

You no longer need to take multiple steps to **remove a member**, so this gives you more time to focus on the group.



SCHEDULING POSTS

In the same way as you can schedule posts on your business page, you can now do the same in your group, this helps to **keep the content fresh** and the conversation moving along.

3 | Posting Features

- ✔ You can post in groups much the same as you do on your private or business page.
- ✔ Share photos with group members.
- ✔ Chat to group members although you are not friends on Facebook.
- ✔ Create Events on the group page.
- ✔ Post files and documents to the group.
- ✔ Host a Watch Party in the Group.
- ✔ Make announcements.

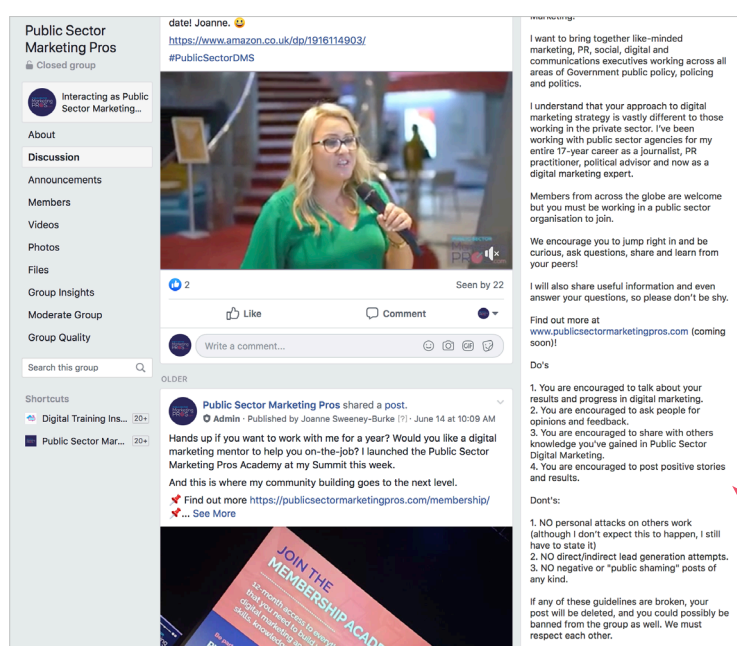
4 | Managing a Community

When you set up a group, you are trying to generate a conversation that members will find informative and interesting.

It may take a little time for your new group to gain traction, but by sticking to some fundamental basics and using a few techniques, you will have a useful group that your members will enjoy.

➤ Set the Rules

You will need to make it clear what the **guidelines** are for the group and the **purpose** of the page. Keep your members informed to what they can or can't post on the page and place your rules where every member will see them.



Use the **membership request** function to weed out any unwanted users before you allow them access to your page, this page is your lifeblood, and you don't want a rotten apple spoiling it for all.

➤ Utilise #Hashtags

Hashtags are an excellent way for members to **share posts that relate to a particular topic or theme**, they have become popular, but you will need to be proactive in the beginning to encourage your members that this is a great way to post as it gets more attention than a standard post.



➤ Stay on Topic

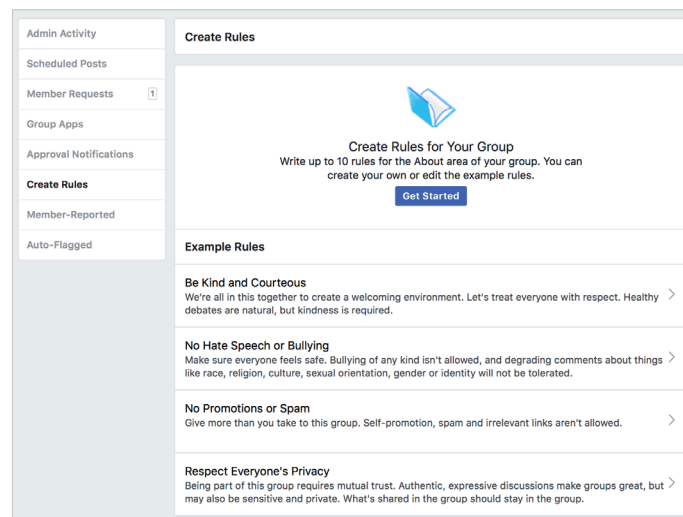
When you are managing a large group, it can very quickly get off topic and run away from you. **Let members know** if they are posting content that doesn't relate to what the group's purpose is.

If you want to allow specific posts that are off topic, but still good content ask the members to include a **specific hashtag** such as #socialgov, so everyone understands it is not about the group topic but just some fun. Your members will appreciate you keeping the group conversation going as this is the reason they joined your group in the first place.

➤ Always be Monitoring

A Facebook group can be like watching a children's playschool group, if you take your eyes off it for two minutes, it will soon become unruly and they will be sticking crayons in their ears. It is impossible to monitor all your groups 24/7 but **set aside a few minutes each day** where you can check over the content and get a general feel for the tone of the group conversation.

You don't need to be a headmistress, just remind the users the **reason** for the group and encourage them to **stay inbounds** of where the discussion should be going.



➤ Keep Everyone Informed

If you are running a large group, you may have many administrators and monitors to help manage the group, **keep the lines of communication open** between them all. All the interested parties should have a full understanding of what the group's purpose is, what the rules are and guidelines on how to enforce them.

An excellent administration team should work seamlessly to monitor the content and comments so that users don't realise more than one person is administrating the group. The most effective way to keep all your group member happy and interested is by **setting clear rules and guidelines at the start**, so everyone involved a clear idea of what you are trying to achieve.



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