

# Best Practices 101

## 1 Choose group settings

- Choose the best settings for your group: privacy level, post approval and who can add new members.

## 2 Clearly communicate your group's purpose and culture

- Use a cover photo that communicates your group's brand.
- Post group rules and a description that conveys the tone of the group and expectations of members in the group.
- As an admin, post often in the group to illustrate your commitment to the community.

## 3 Carefully choose your first members

- Even if you will add others soon, start with a core handful of engaged people who will help create the foundation and who will add exemplary content before others arrive.

## 4 Assemble a team of admins and moderators

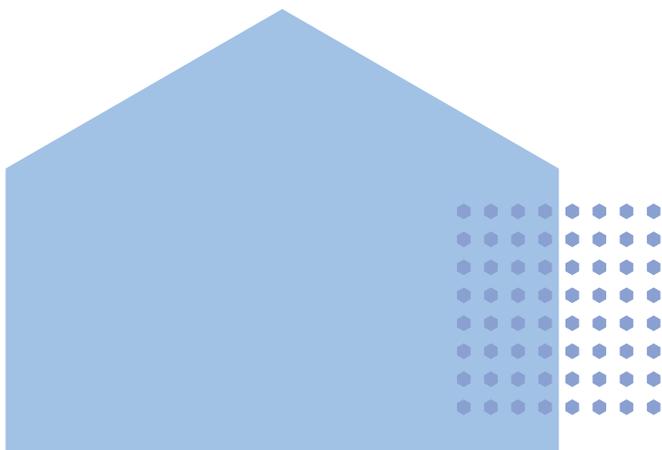
- Add channels of communication criteria for moderators.
- Have a secret mod/admin group or messenger thread.

## 5 Show up and participate to set the tone

- Demonstrate to members the importance of being active as admins.
- Have a content calendar.
- Comment and engage on member posts.

## 6 Encourage easy member participation

- Posting in a group as a new member can be intimidating -- make people's voices feel heard using polls, FB Live, asking open-ended questions, etc.



# Best Practices 201

## 1 Create a clear mission for your group

- Prominently state the group's mission so all members are aware and aligned with it as they engage in this community.
- Clearly communicate the rules of the group to members with a dedicated rules section -- this ensures that your group will stay on topic and remain a safe space for all members.

## 2 Build an audience

- Promote the group on your existing channels (Facebook page, website, email newsletters, and any other social channels).
- Invite people to join the group. Use the "people you may invite" module to invite fans of your page to join the group and, with permission, invite your supporters using their email addresses.
- Welcome new members when they join. Ask them a question or invite them to introduce themselves. Direct interaction helps put people at ease and fosters community.
- Reflect the identity of your community by selecting a personalized color that will be displayed throughout the group.
- Easily share updates and promotion by posting group announcements, which let you post up to 10 announcements that appear at the top of your group, and allow you to set expiration times for each to make sure they're timely and relevant.

## 3 Increase engagement

- Ask questions. Simply asking what people are up to or asking for advice can help start a conversation and involve members.

- Create rituals. Consider a weekly recurring post that becomes a staple of the group. Perhaps this is a question, a quote, or an article that sparks conversation and encourages members to engage weekly.
- Comment on members' posts. This lets them know you're paying attention and encourages them to post again.
- Collaborate. Get input from your members with a Poll, work together in a shared document, organize activities with Events.
- Manage interactions. If you receive negative comments or feedback in your group, address it head-on. If a member is repeatedly posting spam or abusive content, you have the option to remove that user from the group and/or to delete the posts in question. All of the tools to manage your group can be found in the admin tools feature.

## 4 Encourage in-person meet-ups

- Are there events you can host? Local meet-ups you can encourage? As group members build relationships with one another, it boosts overall engagement and is more likely to be a place they return to consistently and recommend to others.

## 5 Measure results using Group Insights

- Understand when members are most active and schedule posts at peak engagement times.
- Identify and acknowledge your top contributors and encourage meaningful comments.
- Celebrate achievements and milestones with fellow admins and moderators.
- Learn what types of posts are popular in your group and encourage more of them.

# Best Practices 301

## 1 Know your community

- Engage with people, groups and organizations who share your values.

## 2 Share your personal story and tailor asks to members' interests

- Find common values or experience, and connect that to what you've decided to take action on.
- Everyone has something to contribute. It is the job of an organizer to tailor the role, project or task to each member's interest or skillset.

## 3 Emphasize shared identity and experience

- We make choices based on our sense of identity. We are more likely to respond to someone with whom we can relate.

## 4 Choose activities that foster social bonds

- People should view participating as a social occasion. Create spaces and events that encourage lasting connection and community.

## 5 Make people feel a part of something bigger

- Communicate so that supporters and members understand how they fit into the larger vision and why their contribution in the community is important.

## 6 Invest in unlocking potential in others

- Effective work happens when members feel ownership of a project. Show members you're investing in them by offering tools, training and resources they can use.

## 7 Frame your asks as opportunities, not favors

- When you ask others to get involved, you are providing an opportunity to make an impact on the world, and to engage in meaningful (and fun) work with members of their community.

## 8 Define roles and expectations

- Invest time upfront in ensuring that potential members know exactly how community members participate, and what opportunities will present themselves in the future.

