

Tips for Your Agency

Groups: Tips for FB groups Admins

Get Members involved

Here are a few simple tips to help you increase likes, comments, and posts from the members of your group. These tips are based on what other Facebook group admins have found to be successful in their own groups. Enjoy this video with Hunter!



Click screen to view video.

List of tips:

1. Tell people why the group was created.
2. Give some examples of things to post.
3. Welcome the new people that join.
4. Let members know they can invite others anytime.
5. Give the group time to grow. Kindly be patient.
6. Comment on posts by members.

7. Look for interesting things to post within the group.
8. Ask questions and show interest in the members.
9. Tag people in posts and make them feel welcome.
10. Check in at least once per week. Don't abandon the group.
11. It's ok to have another admin assigned to help with approvals etc.

1. Tell people why you created the group

What is the purpose of the group? What do you want members to do? A short post that shares what the group is for helps the people you invite understand what to do when they get to the group page. It's good practice to pin this post so it's always at the top of all posts.

PINNED POST



Martin Hamilton
8 hrs · Edited

Hi all! This group is open to writers of any type and is intended to show us what works to create successful stories that tell, sell, compel, make us feel well or like hell. Great stories move emotions. They touch our feelings. It's not about controlling necessarily.

There are 2 books endorsed by Writers Digest (this group is not affiliated with the company) that take many years of storytelling and extract why good stories are famous and why.

Story Engineering and Story Phy... See More

2. Give some examples of things to post

Tell people a few specific things you'd like them to share. Is this a group for photos of ducks? Pictures of a castle? Or maybe you want to encourage conversation about books?



Martin Hamilton
8 hrs

What makes great stories, screenplays, best selling novels, or copywriting great?

The vast majority of writers begin the storytelling process with only a partial understanding where to begin.

Sadly some labor their entire lives without ever learning that successful stories are as dependent upon good engineering and physics as they are artistry. ... See More

3. Welcome new people

Let new members know they're welcome. Ask them a question or invite them to introduce themselves. By engaging with them directly, you put them at ease that they're in the right place and create a sense of community from the first interaction.



Martin Hamilton

Just now

Great to see Tom Brady joined the group! Great job in the Super Bowl Tom. Even though I'm not a Patriots fan I enjoyed watching. Introduce yourself to the How To Write Bestsellers group for those that may not know you.

4. Let members know they can invite others

Not everybody knows they can invite people to a group. Give them permission! Let them know the types of people to invite (for example, if it's a group about writing novels, then people interested in story /book writing).

5. Give the group time to get going and room to grow.

It takes a while to build a sense of community within a group. Don't get discouraged. It's common for successful groups to start out with admins posting regularly, 17 times or more before people start participating in the group.

6. Comment on posts by members

Let people know you're paying attention to them and the group! Commenting on posts, even just to acknowledge you're happy they posted and are involved, encourages members to keep posting.



The screenshot shows a Facebook post from Martin Hamilton, posted 'Just now'. The post contains a photograph of the front page of 'The Derby Gazette AND COUNTY JOURNAL AND ADVERTISER', dated Friday, December 18, 1863. The newspaper's masthead is in a large, ornate gothic font. Below the masthead, it says 'No. 206.' and 'FRIDAY, DECEMBER 18, 1863.' The price is listed as '(Price with Supplement)'. The office of publication is 'Wilkins & Ellis, 10, Queen Street, and 12, St. Paul's Churchyard, Derby.' The main advertisement is for 'W. S. ADAMS, 17, VICTORIA STREET', who is advertising 'COFFEES' and 'RIPON NUTBERRY'. The advertisement text includes: 'WILKINS & ELLIS, 10, QUEEN STREET, AND 12, ST. PAUL'S CHURCHYARD, DERBY. OFFICE OF PUBLICATION. FOR TRANSMISSION ABROAD. "MAKE A GOOD BREAKFAST." W. S. ADAMS, 17, VICTORIA STREET. "ZENA as a Diet." "Excellent for Food." "COFFEES" a Trial of the very Choice fresh roasted Coffee he has now on sale, and which he confidently recommends. Good Plantation Ceylon - 1s. 4d. per lb. Ripe Nutberry - - 1s. 8d. per lb. Congha, Colde, Arthma. Rich Jamaica - - - - - 1s. 6d. WILKINS & ELLIS to express their thanks support they have given meet the REQUIREMENTS of OPENSEN

Martin Hamilton, Author: Welcome To The Writer's Official Website

Click To Sign Up For Free Book Chapters and Newsletter. Learn About Writing and Publishing With Weekly Updates. Join Over 7,600 Others! Being a Writer...

MARTINHAMILTONAUTHOR.COM

7. Look for interesting things to post

Help get participation stirring by sharing something you know people will enjoy or want to talk about. That could be a video, a picture, a quote someone made, a meme, an article or whatever makes sense for your group. Some admins look for things in other similar groups, some search Google and some take a few photos themselves.



MAH Digital Marketing shared a link.
February 20

Promote books for free right on Facebook. A list of some great pages.

"If you want to be successful online, the only essential skill is being a good copywriter."
- FORBES.COM

The express way to promote your free days: 24 Facebook freebies groups to almost instantly...
www.expandbeyondyourself.com

PART II: THE LIST || PART III: HOW TO USE THE LIST || PART IV: MY RESULTS PART I: INTRODUCTION I have an impression that indie authors usually detest marketing. We all

8. Ask questions

Questions are a fun and direct way to invite conversation. Ask something simple, like what people are up to. Or ask something more direct, like what type of content they want to see in the group. Open ended questions spur conversation. Examples of open ended questions are ones that begin with who, what, when, how, where, and why. Don't over do it but weave these types of questions into the posts.



Kelly Blanchard shared INature's post.

42 mins

"Equilibrium, what is your power?"

"I...balance things."



INature added 10 new photos.

The Art of Rock Balancing by Michael Grab

9. Tag people in posts

If you want to hear from someone, tag them in your post using the '@' symbol. It's a direct way to ask members what they think about a topic or just to check in and let them know you're thinking of them. Just type in the symbol and then their name.

10. Check in at least once a week and maybe more.

Pay attention to your groups to help make them successful. By checking in weekly with a post, question, or by sharing something, you build consistency. This encourages members to revisit the group and participate.

11. Optional. Assign an admin to help you manage the page.

Now is the time to get a group started on Facebook. It's tons of fun and you may be surprised how large your group gets.

Keep in mind the spam rules and if others use less than appropriate etiquette there is a simple and easy way to ask them to please refrain.

Do a google search of proper posting etiquette. I know of several articles on this topic but I'm sure you can come up with one or better yet write one of your own. It's a good idea to have someone else post it however so it doesn't look like you are coming down on them.

This little technique works most of the time. Of course you hold the reigns in the group and keep in mind the tone and personality of your members tend to take on the same one of the leader.

If you are interested in writing a novel or just getting better at copywriting or learning what makes books become best sellers then come over to the group.

We focus on 2 books that are recommended by Writers Digest and there is some very valuable information in them. There really is a formula that humans follow. It may not be what you think so come on over and pay a visit.

Martin Hamilton Marketing Director