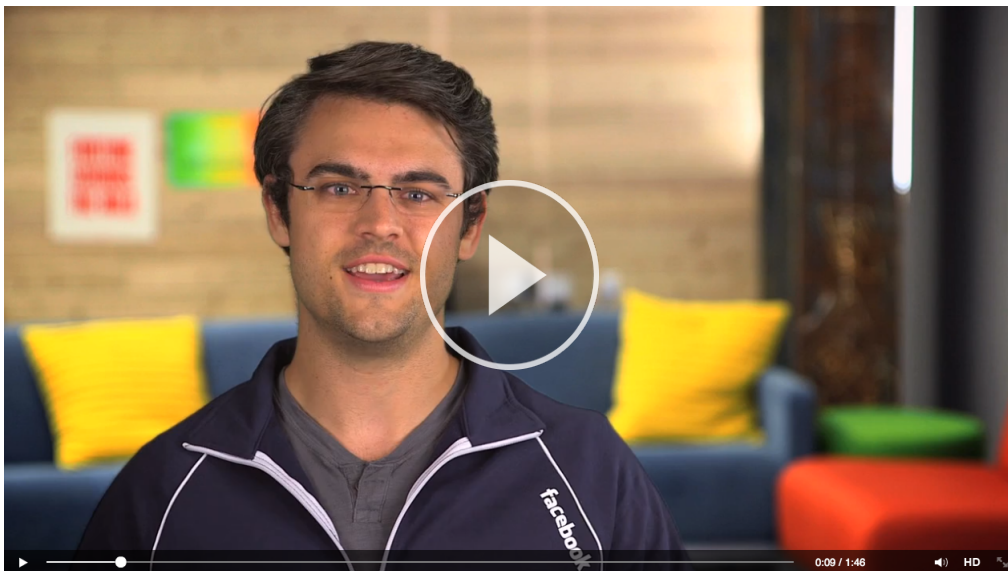


### Groups

#### Get Members Involved

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



#### LIST OF TIPS

1. Tell people why you created the group
2. Give some examples of things to post
3. Welcome new people
4. Let members know they can invite others
5. Give the group time to get going
6. Comment on posts by members
7. Look for interesting things to post
8. Ask questions
9. Tag people in posts
10. Check in at least once a week



## 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 there.



## 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 motorcycles? Pictures of a great meal? Or maybe you want to encourage conversation about books? Whatever it is, consider pinning a post to the top of the group to let members know.





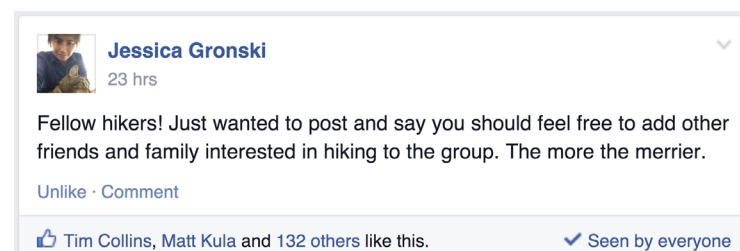
### 3. Welcome new people

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.



### 4. Let members know they can invite others

Not everybody knows they can invite people to a group—so give them permission! Let them know the types of people to invite (for example, if it's a group about knitting, then people interested in knitting).



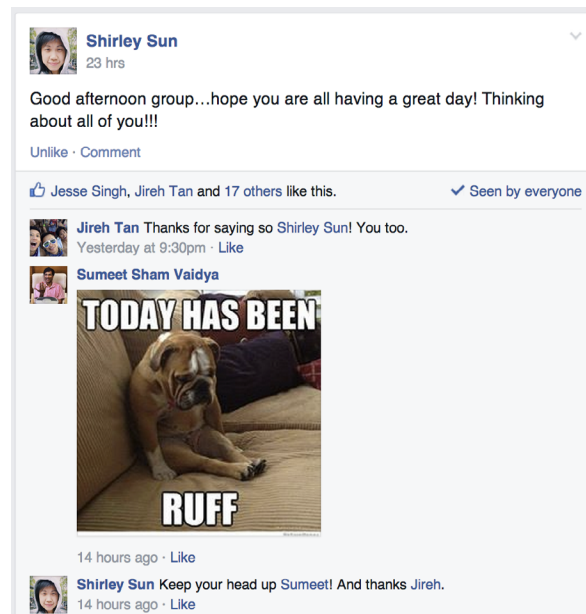
### 5. Give the group time to get going

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—15 times or more—before people start participating.



## 6. Comment on posts by members

Let people know you're paying attention! Commenting on posts, even just to acknowledge you're happy they posted, encourages members to post again.



## 7. Look for interesting things to post

Help spur participation by sharing something you know people will enjoy or want to talk about. That could be a video, an image, a quote, 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 photos themselves.





## 8. Ask questions

Questions are a fun, 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.

**Caio Valentim**  
23 hrs · Edited

So here's a question for you all. Wanting opinions. I'm thinking about investing in a Shimano drivetrain for my roadbike. I currently have a SRAM but it's old and I feel like it's wearing out. Instead of a Shimano, I could just get a new SRAM or a Campagnolo. What do people think? What drivetrains do people have?

Unlike · Comment

Hunter Horsley, Clara Wu and 71 others like this. Seen by everyone

## 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.

**Ben Max Rubinstein**  
23 hrs

Did you all see! They announced a Batman vs Superman movie at Comic-Con!  
<https://www.youtube.com/watch?v=76ueP5-U5eQ>

**SDCC 2013 - Warner Bros. Pictures - 'Batman vs. Superman' Announcement**  
Here it is. One of the biggest moments, not only of this Comic-Con, but of any Comic-Con. It's the...  
YOUTUBE.COM

Unlike · Comment · Share

Brent Francia, Jane Chung and 39 others like this. Seen by everyone

**Brent Francia** Woah eppiiiiicccc! Vlad, Bob, Loi, you gotta check this out!!  
23 hrs · Like



## 10. Check in at least once a week

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.

For questions, visit [facebook.com/help/groups](https://facebook.com/help/groups)

