

FACEBOOK GROUPS

Running a Rockstar Group

Start a Facebook Group

- Go to Facebook
- Click Groups then +Create
- Make the group public or private – CANNOT BE CHANGED
- Create a description of the group and include any rules there.
- For example, your rules could be as simple as: No spamming or other business's promotional posts please unless asked to by the group admin. Be positive and supportive. You could also share a little bit about who you are in the description. Let your group members know that this is a place where we have a lot of fun and promote enjoyable conversation about your business's topics.
- Add any other relevant information like your website or appointment booking calendar.
- Choose "Any member can add members, but an admin or a moderator must approve them." That way you can be selective about who gets into your group!
- Allow others to post in your group – you want it to feel like a community! (You should keep an eye; pending posts require more monitoring.)
- Add a unique cover photo!
- Write an intro or pinned post! This is a great place to share a sign-up link to que an email automation series for more information about travelling with your business.

Planning Out Different Group Posts

- Here are a few post topics and ideas:
- **Share valuable resources + tips:** This is a great place to share travel tips, PDFs, and your experiences. Don't go crazy with off-the-wall tips! Think of reliable tips!
- **Ask conversational or controversial questions** to get group members talking. Ask things like "would you rather" questions!
- **Welcome new members to the group** on a regular basis and ask them to introduce themselves and one destination they would love to visit in the comments!
- **Share giveaways** to ask people to join your group! You can giveaway gift cards, gifts from other local businesses that you partner with (do some scouting), waive fees, etc. Just be creative and give away something smart.
- **Go live or share pre-recorded videos** in your group. You could offer a Q + A (ask q's ahead of time for extra engagement or make your own up), share helpful tips, do a preview, whatever! Facebook is giving priority to video and FB Lives so these are a great way to ensure your group members see your posts and your face!
- **Offer exclusive deals.**



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- **Promote joining your group elsewhere.** Share your group link on your website, your email signature and campaigns, your FB page, your personal profile, your Instagram page, and anywhere else you can.
- The idea with groups is to be more engaging than just your normal marketing. It is important that this information differs from what is on your page.

Scheduling Posts in your group

Scheduled with Facebook.com. There are free third-party tools like Buffer (non-affiliated with SS).

- Go to Facebook Group
- Open Menu then navigate to Scheduled Posts
- Click +Create Post
- Choose what type of post you are creating
 - Photo, Video, GIF, Poll, Event, File, Writing Prompt, Host a Q&A and more.
- Add content
- Click post or click the calendar to schedule
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Add Group Monitoring to Your Schedule

1. Group marketing may add an additional 1-3 hours of marketing time to your weekly tasks. Dedicate 1-2 hours more to your FB page posting time. Time management is the main part of successful page management.
2. In your 1-2 hours create 4-10 additional posts for your page. Here are great examples to do on a weekly basis for your page: (Recycle this list over and over)
 - a. Start with the **righter columns of your social media content chart.**
 - b. **Add a poll!** Ask about something people love to talk about! Think about food, drinks, entertainment, options, holidays, and trending ideas.
 - c. Share a meme that relates to your business! Be in good taste and humor!
 - d. **Use a gif** or ask people to describe a picture in the comments with a GIF.
 - e. **Share a tip** every Tuesday and call it Tip Tuesday!
 - f. Don't forget about **throwbacks!**
 - g. You do not have to use the same hashtags or day-related hashtags every week consistently. It can get tiring for everyone involved.
 - h. **Make a giveaway** once a month or once a quarter.
 - i. Share **your experiences** and **ask others about their experiences.**
 - j. Talk about **what you are working on** this week. (It's okay that you are sharing it in the future. Recycling is good.)
 - k. Choose to **start going live** for ten minutes once a week.

