

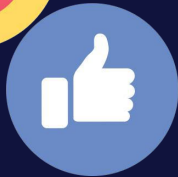


Building Community with Groups

Jennifer Corcoran

My Super Connector

Croydon / London



My Journey with Enterprise Nation





AGENDA


1. Create a community beyond your Page
2. Tools for building your group
3. Tips for success



Value of Facebook Groups



Build a community



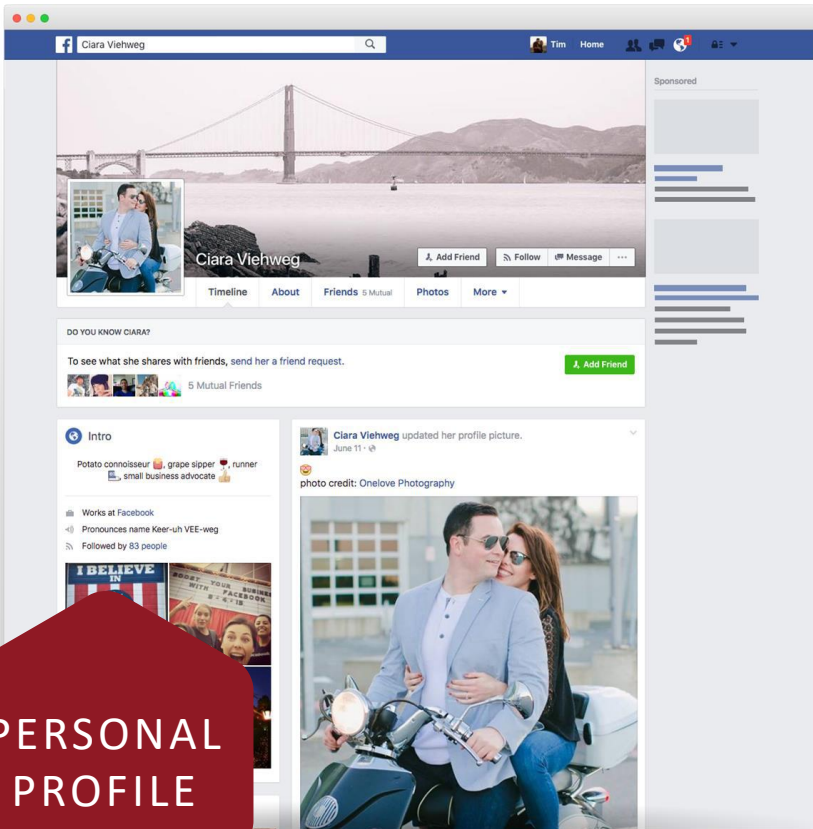
Provide a safe
space for people
to talk



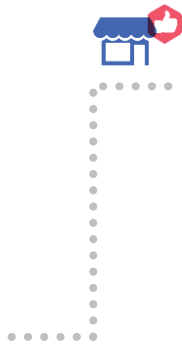
Learn about what
matters to your
community



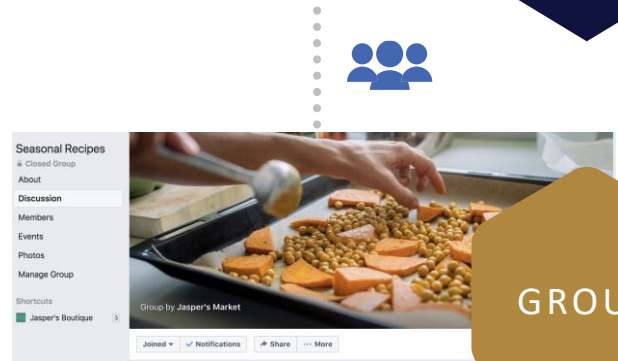




PERSONAL
PROFILE



BUSINESS
PAGE



GROUP




A young man and woman are looking at a smartphone together, smiling. The man is on the left, wearing a dark sweater over a blue collared shirt. The woman is on the right, wearing a light-colored sweater. They are both looking at the phone held by the man. The background is a blurred outdoor setting, possibly a bus stop or a public area, with a green and white sign visible. The text "How do you know if a Group is right for your business?" is overlaid in white on the image.

How do you know
if a Group is right
for your business?



Groups

- Are they right for you?




I'm a first-time gardener. Winter is coming and I'm not sure what to do with my outdoor plants. Any tips?

Write a comment...




I'm an avid gardener and am happy to host a gardening night once a month. Any takers?

Write a comment...




Learn from my mistakes: Make sure you give young plants plenty of water, but always avoid wetting the plant's leaves!

Write a comment...



Post as your Page






Jasper's Market created a poll. ...
Published by Shirley Lau [?] · 1 hr

With the holidays around the corner, what's your favorite kind of pie? Let us know and you may see a fresh selection of them at the market this weekend!

- Berry
- Apple
- Pumpkin
- Peach
- + Add option

Seen by 1

 Like  Comment  ▼





The Peach Truck

The Peach Truck Recipe Swap

The Peach Truck Recipe Swap
Public Group

About
Discussion
Members
Events
Photos

Shortcuts
Jasper's Boutique 4

Group by The Peach Truck

+ Join Group More Join this group to post and comment. Search this group

About This Group

Description
Welcome to The Peach Truck recipe swap! This is the best place to exchange your favorite peach recipes!

GROUP BY
The Peach Truck
113,490 like this
Shop Now



The Peach Truck

The Peach Truck Recipe Swap

“It’s a great way to get your fans talking. People want the opportunity to be a part of something bigger than themselves, and this is a great opportunity to do that.”

– Stephen Rose

Top Recent Posts



Wei Freitas

July 11, 2017 at 9:27 PM · 🌐

Lunch this hot, TN day...a sliced Peach Truck Peach sandwich with Galbani Mascarpone Fresca, Treehouse Kitchen Peach Preserves and a drizzle of honey!!! Refreshing.



👍❤️👤 14

2 Comments 1 Share



Renee Fang

June 24, 2017 at 12:47 PM · 🌐

First time I ever got peaches from this Truck i was in Avon and stumbled upon them. THE BEST PEACHES I have ever bought.

👍❤️ 9

3 Comments



Danielle Cohen

July 2, 2017 at 6:23 PM · 🌐

Brunching at home this morning. Made a Dutch baby and filled it with ham, pecans, peaches, fried eggs and queso fresco. Thanks The Peach Truck for the peaches!!



👍❤️ 15

1 Comment





Love Your Melon

Love Your Melon Campus Crews



Love Your Melon Campus Crews

Closed Group

About

Members

Shortcuts

- The Chadders, Carmod...
- Jasper's Boutique 6
- The Inspirized Co... 20+
- CS98 - 20th anniversar...
- Survival: Man vs. Nature
- Golden Boot
- Cut The Fruits
- Panda Fighting

[+ Join Group](#) [... More](#) Join this group to see the discussion, post and comment.

About This Group

Description

This is the combined group for Campus Crew Members. In here, we will post leaderboards, challenges, updates, ideas and upcoming event opportunities. You can share photos from your events,

CREATE NEW GROUPS
Groups make it easier than ever to share with friends, family and teammates. [Create Group](#)

Suggested Groups [See All](#)



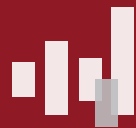
**Create
Community**
Beyond your page



Tools
For building a group



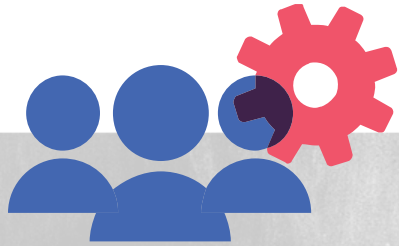
Tips
For success



Tools: Overview



Tools: Overview



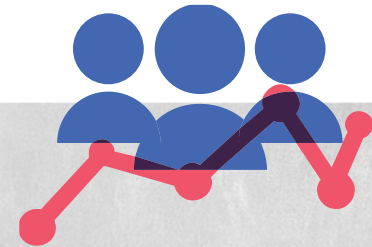
Group roles

Choose to have Group admins and moderators



Privacy settings

Create a public, closed, or secret group



Group Insights

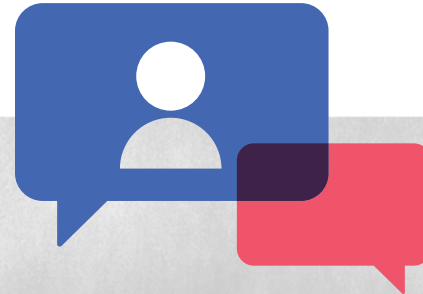
See metrics on the growth, activity, and membership of your group



Tools: Group roles



Admin

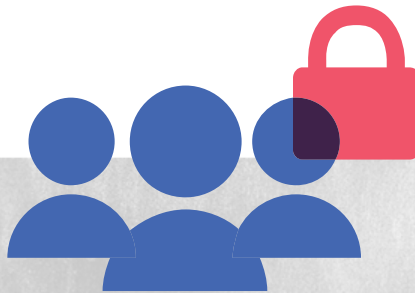


Moderator

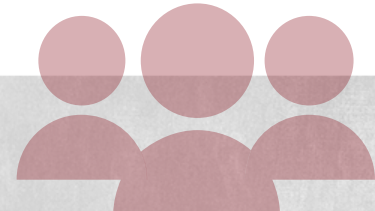
Tools: Privacy settings



Public



Closed



Secret

Seasonal Recipes

- 🔒 Closed Group
- About
- Discussion
- Members
- Events
- Photos
- Manage Group**

- Shortcuts
- 🍷 The Inspiralized Comm...



Group by Jasper's Market

Approve All

Admin Activity

Search this group 🔍

Ask Pending Members Questions

- Member Requests** 6
- Reported to Admin
- Reported to Facebook
- Request Notifications

Newest First ▾ Groups ▾ Invited ▾ Gender ▾ Location ▾ Friends ▾

Joined Facebook Recently

6 Requests

Approve All Decline All



Requested Feb 23, 2018

👥 262 Friends

👥 14 Groups

📅 Joined Facebook on Feb 16, 2018

📍 Lives in Phnom Penh

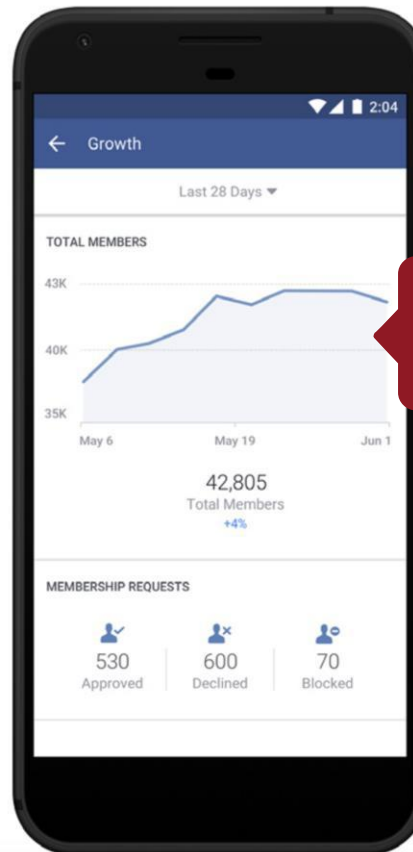
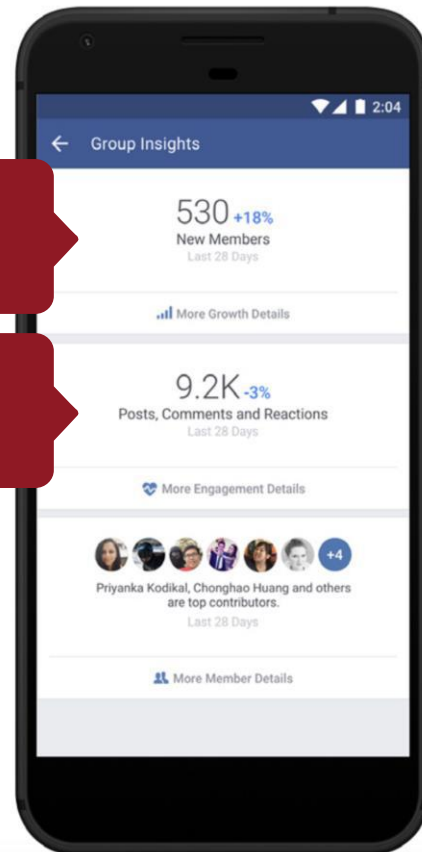
Approve Decline ▾



Group Insights

Growth of your community

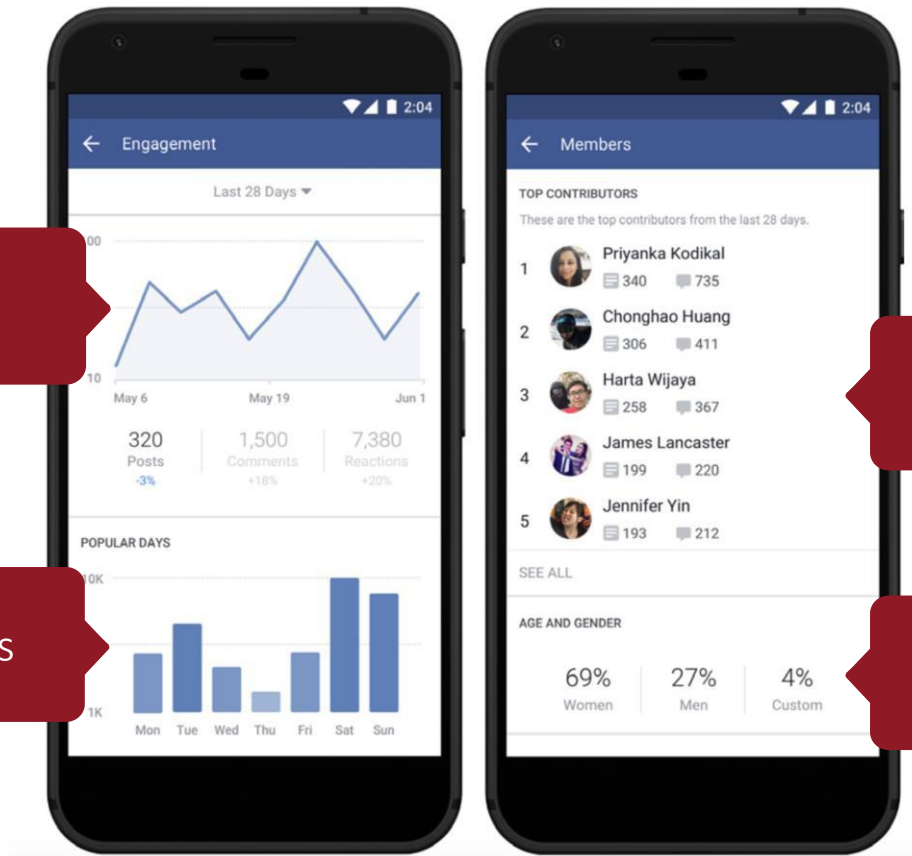
Growth in engagement



Graph view of community growth



Group Insights



Engagement on posts

Most popular days

Top contributors

Member demographics



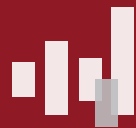
**Create
Community**
Beyond your page



Tools
For building a group



Tips
For success



TIPS FOR SUCCESS



TIP
1

Get new members involved

Include a description of the group



Description

Share your best recipes with our community of food lovers and baking enthusiasts. We'd love to hear from you!

Group by



Jasper's Market
Fruit & Vegetable Store
Local Business
810,789 like this

Welcome new group members



Thanks for joining, Colby!

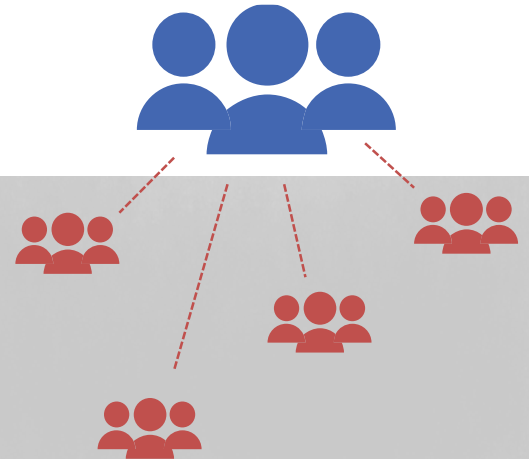


Great to have you as a part of our community, Megan.



Happy Friday, everyone! Let's welcome our newest members: Katie M., Tara B. and Matt A.

Encourage people to invite friends





Ask questions



Waterford Luxe Resorts What tips do you have for traveling internationally? Share them in the comments below!



Jane Freitas I always try to fit everything in to a carry-on bag. Nobody wants to deal with lost luggage!



Bob Sun I carry antibacterial wipes with me to avoid getting sick on the airplanes and in hotels.



TIP
3

Comment and tag people in posts



Waterford Luxe Resorts What tips do you have for traveling internationally? Share them in the comments below!



Jane Freitas I always try to fit everything in to a carry-on bag. Nobody wants to deal with lost luggage!



Great tip, [Jane](#). We totally agree!



Bob Sun I carry antibacterial wipes with me to avoid getting sick on the airplanes and in hotels.



Thanks for sharing, [Bob](#). Great idea!

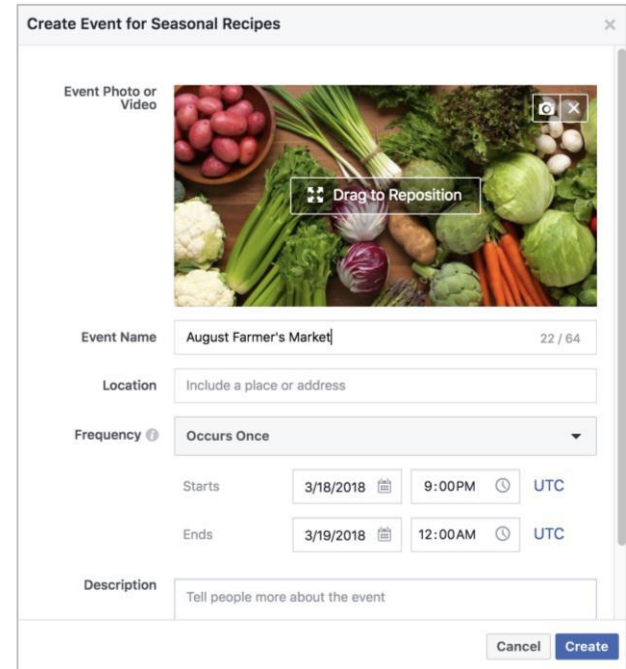


TIP
4

Collaborate with members



Create a poll



Create an event



TIP

5

Turn on membership approvals

Linked Pages



Jasper's Market

4.3 ★ · \$\$ · Fruit & Vegetable Store

Give your business, brand or organization a voice on Facebook and connect with the right people. [Learn More](#)

Edit Linked Page

Create New Linked Page

Web and Email Address

Customize your group's contact info so you can create posts using email or quickly share a link to your group.

Customize Address

Privacy

Closed Group. Anyone can find the group and see who's in it. Only members can see posts.

Change Privacy Settings

Admins of groups with fewer than 5,000 members can change the group privacy settings at any time. [Learn More](#)

Membership Approval

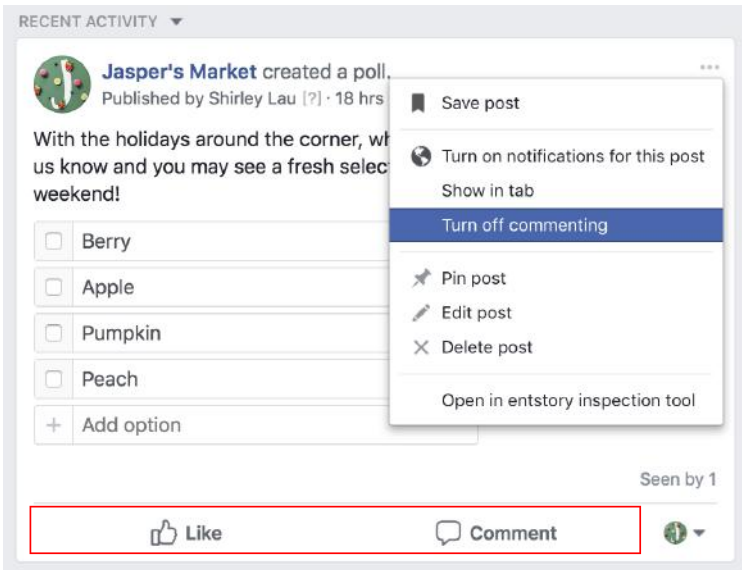
Anyone in the group

Only admins and moderators

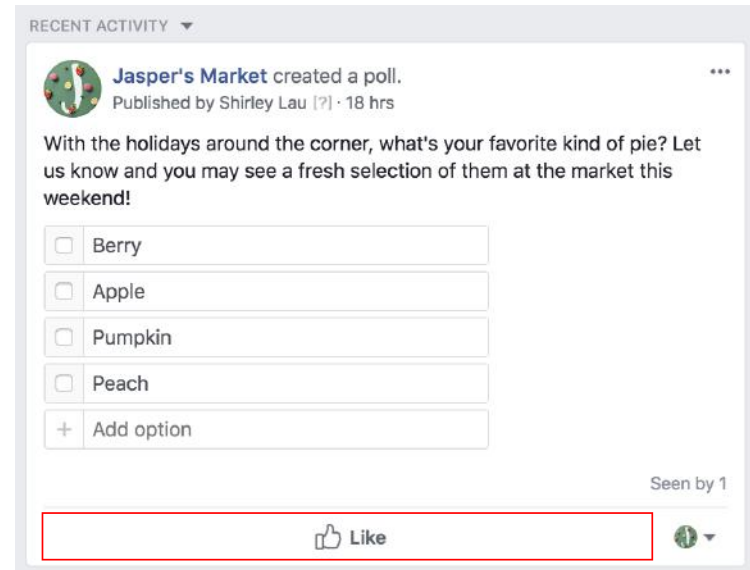


TIP
6

Moderate posts



Commenting is **on**



Commenting is **off**





KEY TAKEAWAYS

1. Create community beyond your page
2. Tools for building your group
3. Tips for success



facebook blueprint



Thank you!



www.linkedin.com/in/jennifercorcoran1



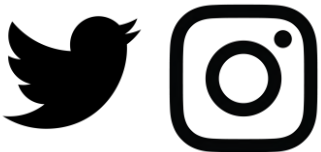
www.superconnector.co.uk



jennifer@mysuperconnector.co.uk



My Super Connector



@SuperConnector

