Facebook Groups Tips

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Facebook groups are a way to connect with people who have the same interests as you do. Groups are often specialized topics such as barbecue cooking, specific product customer service or an upcoming event. Here are 50 tips to help you make the most of your Facebook group.

1. Get help with running your Facebook group. Add other people as admins to help filter out spam and abusive members.

2. Set your Facebook group privacy setting according to the type of group you're running.

3. Closed and private groups help filter out spammers to your Facebook group.

4. Closed groups are good for loosely connected people, which accept friends of friends into the Facebook group. Content is private until members join.

5. Facebook groups' secret privacy setting is good for family or close friends, and when you want to keep information private.

6. Keep Facebook group posts varied: alternate between pictures, text, questions, events, and useful links to keep members interested.

7. Facebook groups allow you to initiate group chats or messages with all the members or certain ones.

8. Use the Events tab to create events for members of your Facebook only.

9. Create a Facebook group to reward your customers for purchasing a specific product.

10. Facebook groups are great for discussing the current events in your industry.

11. Use a Facebook group to keep those who attend an event a way to network and share photos and ideas.

12. Create a Facebook group to help your remote team members keep in touch with each other and what is happening in the company.

13. Use the resources inside your Facebook group to collaborate with group members. Files, photos, documents, and email are all available.

14. Don't be overly promotional. Focus on building value for your Facebook group members.

15. Use Facebook group's cover photo as ad space. Charge a set price for someone to own that spot for a month.

16. Keep your Facebook group active with various activities every week to keep your group in the minds of people.

17. Provide valuable content for your group members. It can be funny but still be useful.

18. A pinned post outlining what your rules are for using the Facebook group and what members can expect from you.

19. Set up more admins to control spam, give feedback, and greet new members of your Facebook Group.

20. Don't add your friends to your Facebook group without their permission. Be respectful when adding members.

21. A Facebook Group is a good place to share ideas, files, and links when used with the right privacy settings.

22. Posts are seen based on activity is hidden and you can search for a specific post in a Facebook group with keywords.

23. Use Facebook groups for crowdsourcing. It provides a two-way means of communicating. Gather ideas from others.

24. Reduce spam in a Facebook group by allowing only certain people to become members.

25. Set up rules for posting promotional stuff by having one pinned link just for promotion in your Facebook group.

26. Reduce spam by choosing to make your Facebook group closed or secret.

27. Set up a Facebook group for committees to bring people together and provide follow up to meetings.

28. Use groups to create exclusive memberships. Use it as an add-on to your products or services.

29. Use a Facebook group to convert prospects into buyers by funneling prospects to your products.

30. Create a Facebook group to mentor others. Members can connect and share ideas, as well as support and inspire each other.

31. Facebook groups have better control over who joins due to its privacy options than Facebook pages.

32. Invite people to join your Facebook group. In the "About" section, click on the "Invite by Email" link.

33. Are you participating consistently in your Facebook groups? Don't just sit back and watch. Take part in what's going on.

34. Create massive, targeted value for your Facebook group members to use immediately.

35. Address members with their first name whenever possible in your Facebook Groups. This helps people feel they are important to you.

36. Stay on top of your Facebook group by checking in with members often.

37. Don't bombard members of your Facebook group with too many messages. Keep it simple but consistent.

38. Facebook groups have made it easy for you to send messages to the Facebook inboxes of all group members.

39. Add more admins as your Facebook group increases in size.

40. Choose people as admins for your Facebook group that you know and trust.

41. You can easily make someone an admin in your Facebook group by clicking on the gear icon under their name.

42. Set the posting rights on your Facebook group as admins only, any member or admins must approve post.

43. As the admin of a Facebook group, you should keep notifications on.

44. Keep your group active and looking great. Choose the right name and photos.

45. Instead of a photo for your Facebook group cover, use the default of members' avatars as the cover.

46. Actively promote your group and keep the content fresh with photos, polls, events, questions, and tips.

47. Cross-promote your Facebook group on Twitter, your website, in your email signature, and other marketing materials.

48. Provide valuable content for your Facebook group members. It can be funny but still be useful.

49. Create viral content for your group. Create meme images that your members can share on their Facebook newsfeed.

50. Offer discounts to paid web events. Give group members a discount for signing up early for a paid event.

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