



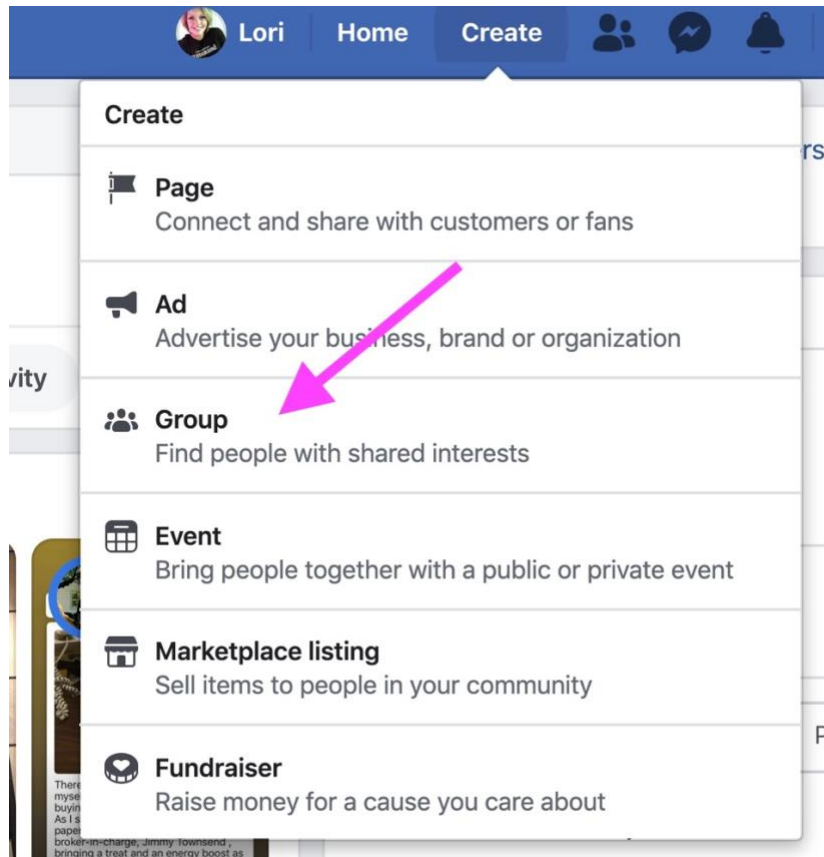
LORIBALLEN.COM

HOW TO GROW YOUR FACEBOOK GROUP

If you haven’t done so already, you might want to consider starting a Facebook Group. Facebook groups are a powerful way to connect with a specific niche audience. For [real estate agents](#), Facebook groups can be a great place to build [hyperlocal](#) groups (neighborhoods or zip codes) specifically.

Here’s how: to build a Facebook group and grow it so that it [leads](#) to contacts, [leads](#), and sales in your business.

How to Create a Group on Facebook



Log into Facebook Find the Create option in the top right of Facebook (next to your name and home) and click Group. Name your group, add current friends you would like to be group members and then decide on the privacy option for your group. Click Create.

1. Log into Facebook
2. Find the **Create** option in the top right of Facebook (next to your name and home) and click **Group**.
3. Name your group, add current friends you would like to be group members and then decide on the privacy option (see below) for your group. You can also enter emails of people you want to invite
4. Click **Create**.

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Group Settings [More Tab]

This section allows you to edit the settings for your Facebook group. You can invite more friends by clicking on “invite members” and enter their names or emails. You can also add a personalized message.

The second option is to moderate the group.

It is a comprehensive section that displays the group’s creator; you in this case. You can add notes on different sections. This section also offers a platform where you can interact with a member in terms of what is posted. It also allows admins to create rules and discipline or flag off errant members.

There is also the edit group settings that allow you to make changes to your description. You can also add your location so that people can quickly locate your group in your areas. There is an option of adding tags to help new members find groups of their interest. For instance, football tags and this option allow you to add up to five tags.

The apps feature is useful, especially if you are creating a group for business. You can also create a new linked page if you would like to connect and engage with the right people for the growth of your business.

You can also customize the color depending on your preference. The customize address option allows you to share links to your Facebook group.

There are tabs where you can make the ‘groups’ information or resources readily available. It also helps members learn and expand their knowledge. There is an option of adding games and receiving invitations.

You can moderate in the posting permissions where you allow members to post or limit posting to admins only. Also, you can set group posts approval before they appear on the wall. You can set permissions for stories, videos, and images added by the members to the group.

Other tabs are archiving group where members can still visit the group but cannot post. You can also pin to shortcuts where your group will appear on the homepage. There is also an option for linking to an existing group and creating a new group.

You can turn on the notifications tab to receive essential updates when a member posts. If there is spam, you will be notified and respond promptly. Your Facebook group is now ready for you and members to post and share.

Privacy Options

Most admins choose closed for their Facebook Group. A closed group allows for a searcher to find it, look at who runs it, but can't see posts unless they are inside the group.

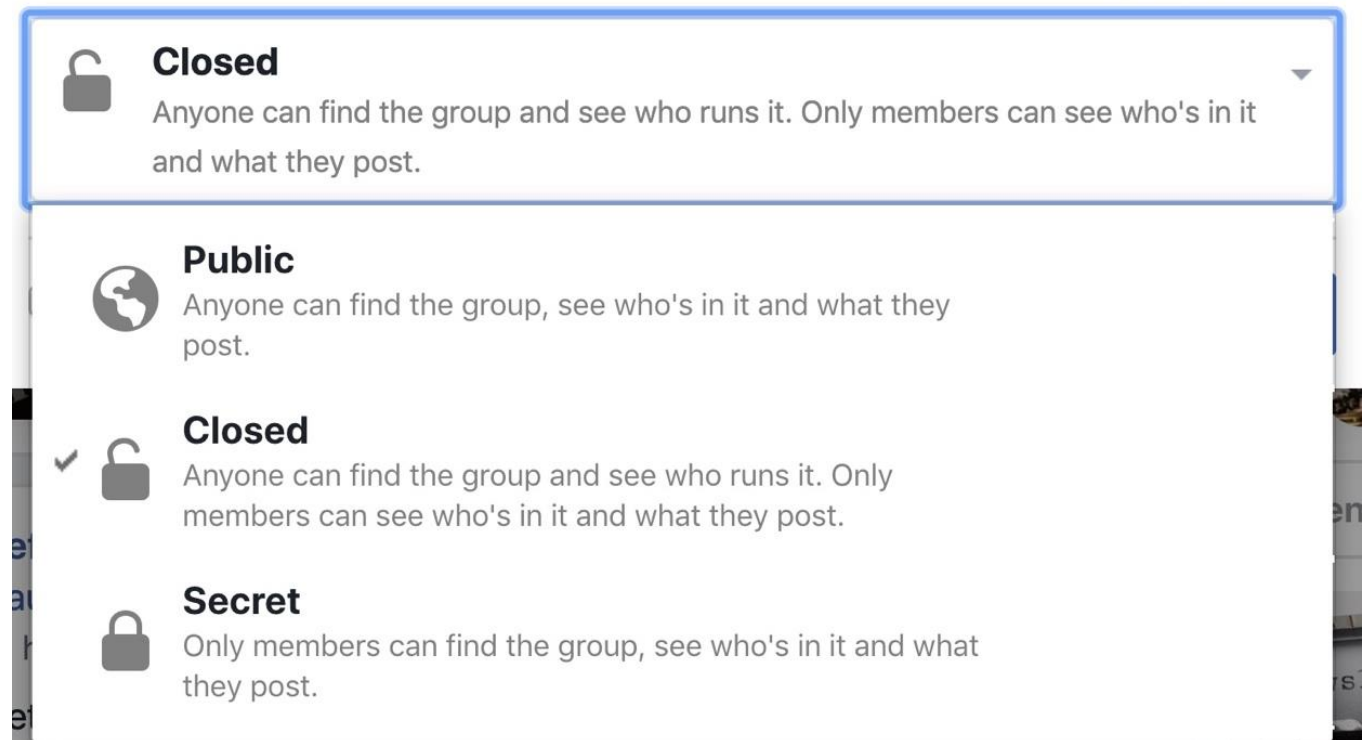
A secret Facebook group basically means it's unlisted. Nobody can find this group by searching Facebook. They would have to be given a link.

If you choose to keep your group Public, remember that the general public can see everything that's posted in the group.

If you decide to change the privacy of the group later, you can do that by editing the group settings and scrolling down to privacy.

Select privacy

[Learn more about groups privacy](#)



Facebook Privacy Options include closed, secret, and public

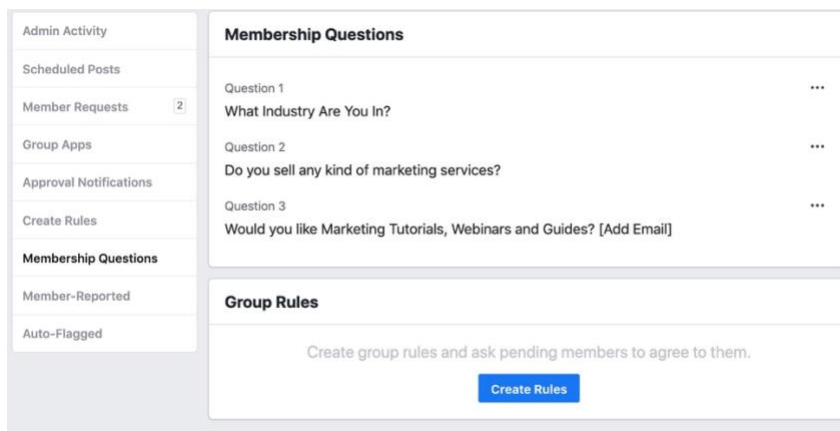
Membership Approval

Without a doubt, this is one of the most powerful features. In your settings, you’ll see that you can allow anyone to approve a member, or only you.

If you truly want to use the group for marketing, and for building a powerful marketing list, it’s best to leave that only to the admins.

You can ask questions in your group to potential members.

This can be used to build your list.



If you truly want to use the group for marketing, and for building a powerful marketing list, it’s best to leave that only to the admins.

Pin to Shortcuts

The pin to shortcuts option you see when creating your Facebook Group allows you to create a shortcut on your personal Facebook page.

Only you see this and they are available when you click the home button.

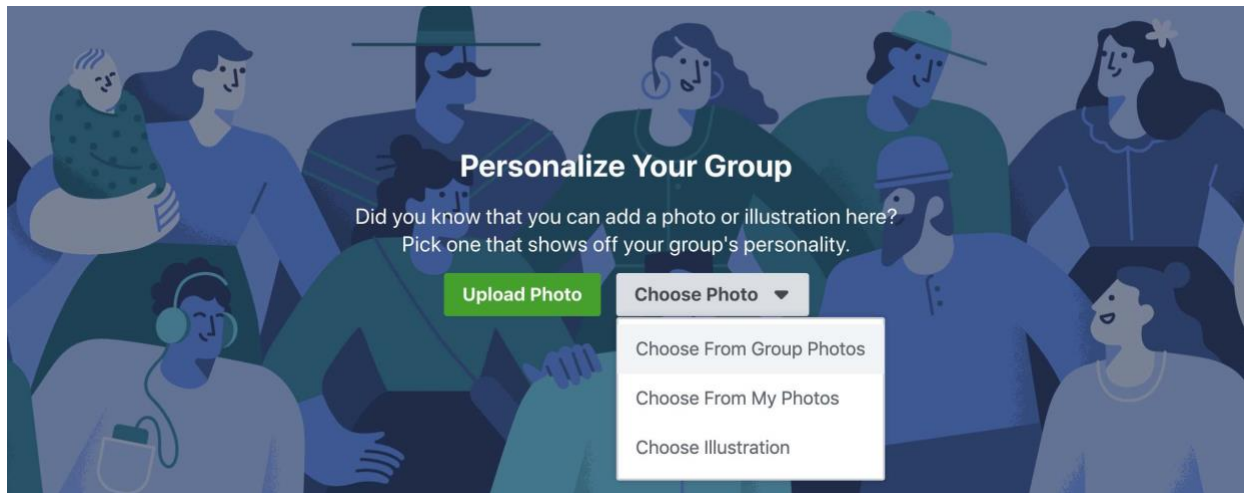
They include pages, groups games, and events you are interested in. You can pin up to 10 items.

The pin to shortcuts option you see when creating your Facebook Group allows you to create a shortcut on your personal Facebook page. Only you see this and they are available when you click the home button. They include pages, groups games, and events you are interested in. You can pin up to 10 items.

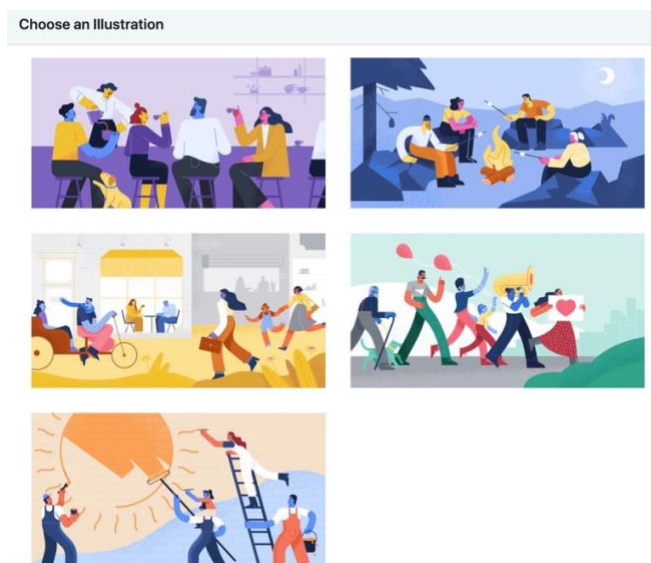
The Proper Group Cover Photo Size

You’ll want to choose a cover photo for your Facebook Group. You have the options to choose from group photos, which you won’t have when you first create your group, an illustration created by Facebook, or photos from your own Facebook profile, your personal page. You can also upload a photo of your choice.

PERSONALIZE YOUR GROUP PHOTO



CHOOSE AN ILLUSTRATION

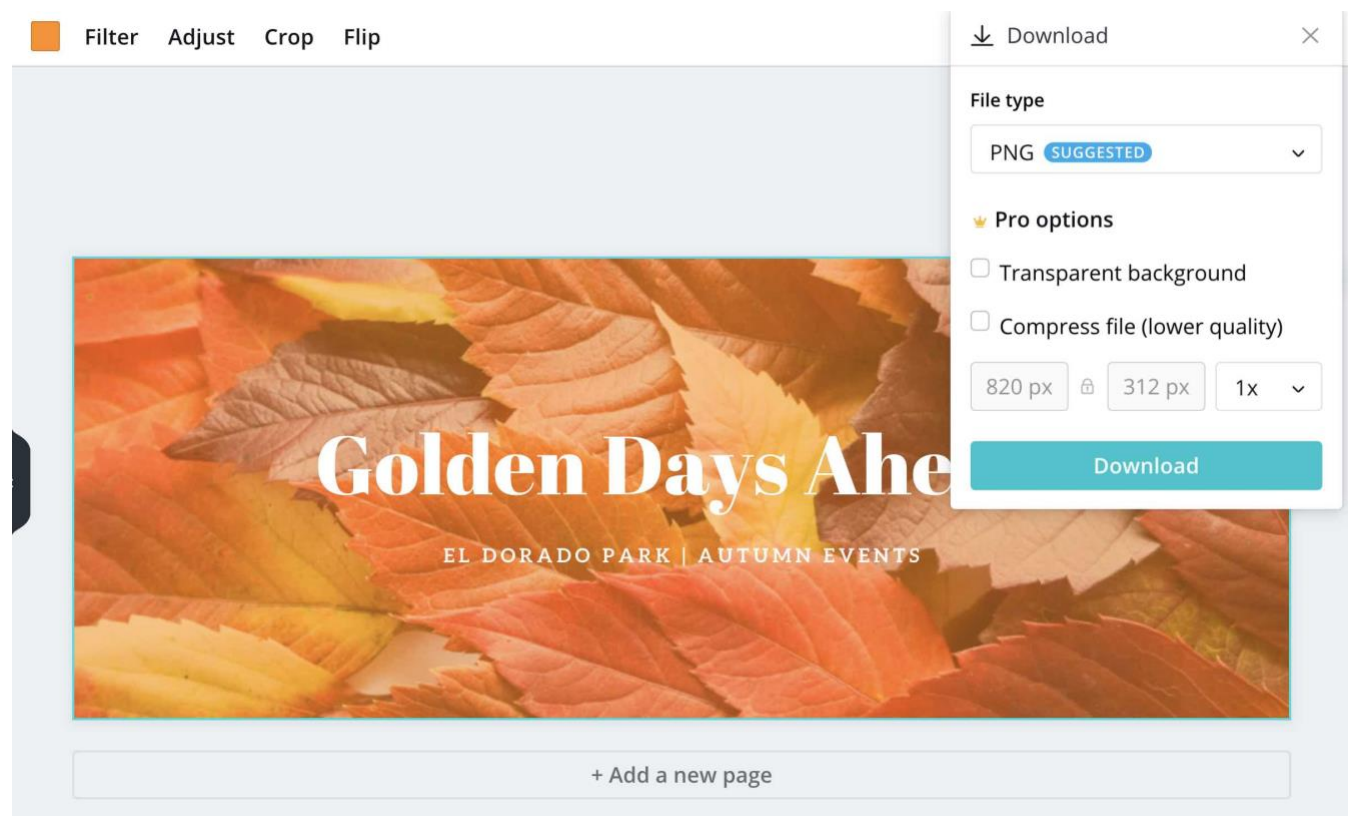


When Uploading an image, it’s important to use the correct Facebook Cover photo size. It’s tough to upload in a way that is both desktop and mobile-friendly as far as sizing is concerned.

Although Facebook suggests a larger version, A best practice would be to load an image that is 820px by 360px. If you are using text, center it as best as possible as to not cut off on a smartphone or tablet.

Canva makes this easy. Log into Canva and just choose custom dimensions. You can add 820px by 360px, add your image and download for your Facebook Cover.

If you choose the standard “Facebook Cover” option from Facebook, it is 820px x 312 px which could be fine. Make sure to test the view on all devices once you have uploaded your image.



FB Page Vs. a Group

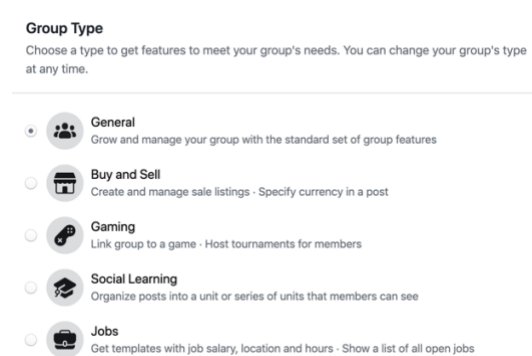
Many people ask which is better, a Facebook Page or a Facebook Group. The answer is “both”. It isn’t “either-or”. A Facebook page represents a brand. It’s a place to collect reviews, show contact information, and post about the company’s events, articles, curated content and so forth. When you run Facebook Ads, they are done through your page.

A group is a social environment where conversations happen generally amount, multiple people, although the group settings can control who posts.

While ads may appear in a group, the admin usually is not controlling that. Facebook chooses which ads show in a group.

Facebook Group Types

Choosing a particular Facebook group type adds features to that specific group. There are currently 4 types of groups you can choose from other than general.



You can change the group type at any time:

1. Find your group (left menu on your home page)
 2. Below the cover photo, find the menu and choose More, then Edit Group Settings.
 3. Find Group Type and click Change.
 4. Choose your new group type and then Confirm.
 5. Scroll down to click the Save option
-

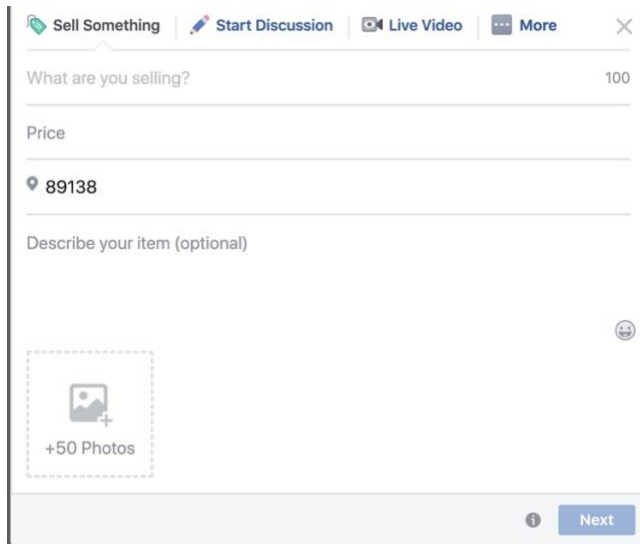
BUY AND SELL GROUPS

In a buy and sell Facebook Group, members can:

- Post items for sale
- Mark items sold
- Use the group to find items to buy

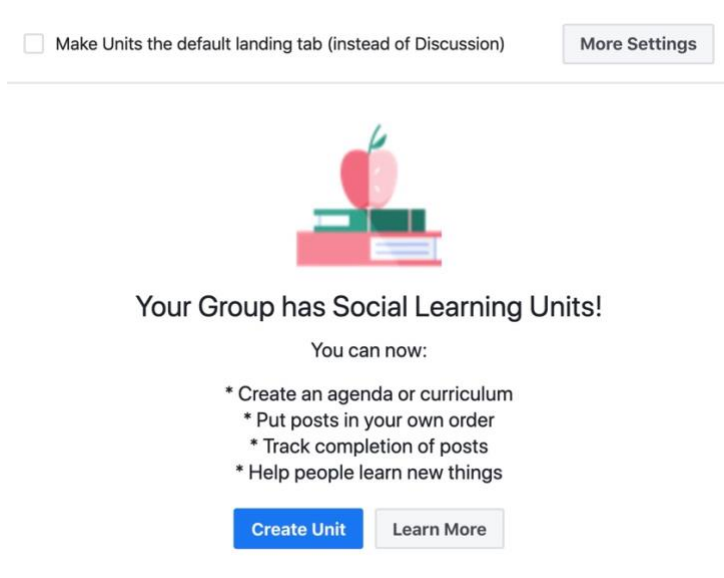
Facebook is strict about not allowing the sale of items such as weapons, counterfeit items, drugs, animals and anything that might be considered “intellectual property” of another person or entity.

You can change the group later to general or another type to remove the “Sell Something” option from the posts.

A screenshot of the Facebook 'Sell Something' post creation interface. At the top, there are tabs for 'Sell Something' (selected), 'Start Discussion', 'Live Video', and 'More'. Below the tabs is a text input field labeled 'What are you selling?' with a character count of 100. Underneath is a 'Price' field. Below that is a location pin icon followed by the text '89138'. Then is a text area labeled 'Describe your item (optional)'. At the bottom left, there is a dashed box containing a camera icon and the text '+50 Photos'. At the bottom right, there is a 'Next' button with an information icon to its left.

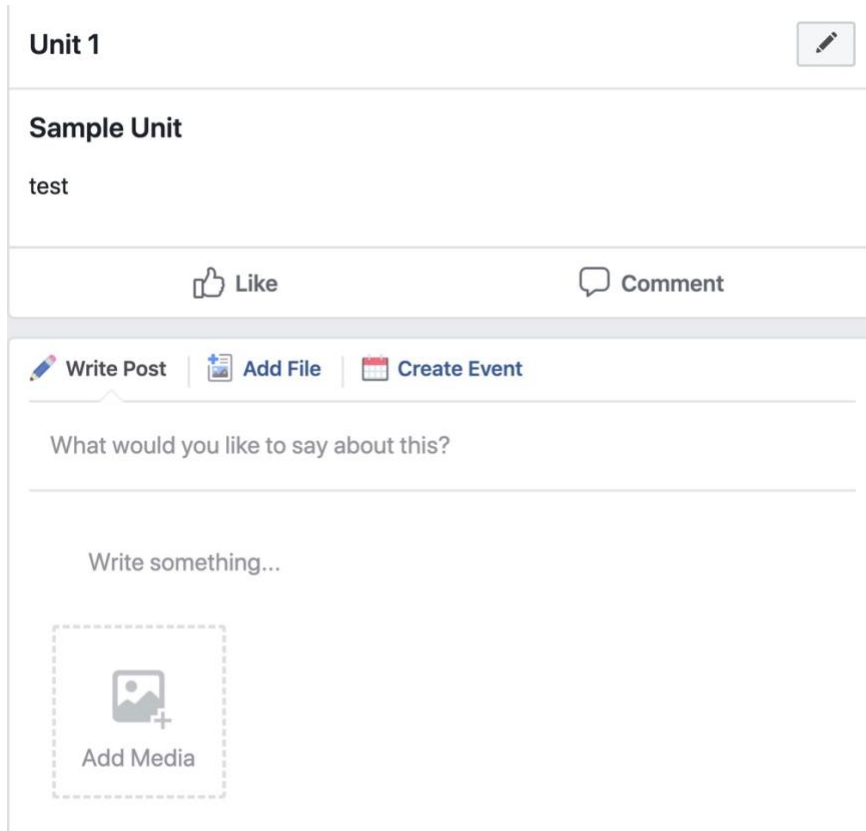
Social Learning Group Types

The social learning group is a general group with added features to create a learning environment. This allows the admin to create learning units, sort them and require them to be viewed. The group has insights which allow the admin to see post-completion and gain information about how students are engaging with the content.

A screenshot of the Facebook Social Learning Units settings page. At the top, there is a checkbox labeled 'Make Units the default landing tab (instead of Discussion)' which is currently unchecked. To the right of this checkbox is a 'More Settings' button. Below this is a large illustration of a red apple sitting on top of a stack of books. Underneath the illustration, the text reads 'Your Group has Social Learning Units!'. Below that, it says 'You can now:' followed by a bulleted list: '* Create an agenda or curriculum', '* Put posts in your own order', '* Track completion of posts', and '* Help people learn new things'. At the bottom, there are two buttons: a blue 'Create Unit' button and a grey 'Learn More' button.

Recently, Facebook added the ability to add social learning units to any group. When you edit your group settings, you can scroll down to sections and add social learning Units.

UNITS ARE LESSONS



The screenshot displays a Facebook 'Unit' interface. At the top, it is titled 'Unit 1' with an edit icon. Below this is a 'Sample Unit' section containing the text 'test'. Underneath are 'Like' and 'Comment' buttons. A horizontal bar contains three options: 'Write Post' (with a pencil icon), 'Add File' (with a plus and document icon), and 'Create Event' (with a calendar icon). Below this bar is a text input area with the placeholder 'What would you like to say about this?'. Further down is a larger text area with the placeholder 'Write something...'. At the bottom is a dashed box containing an image icon with a plus sign and the text 'Add Media'.

Lessons are Created in Units and can include a post, image, video, events, and files.

How to Delete a Facebook Group

Facebook groups can only be deleted when they have no members. It's best to archive the group. When a group is archived, nobody can join it and it's not findable in a Facebook search.

	If a group is deleted...	If a group is archived...
Will the group appear in search?	No	No, unless you're an existing member, admin or moderator.
Is this action reversible?	No	Yes, groups can be unarchived by any admin.
Can any group admin perform this action?	No. Only the group's creator (who is also an admin) can delete the group. If the creator admin is no longer a group member, any admin of the group can delete it.	Yes
Can new members join the group?	No	No
Can admins or group members post, comment or add photos and videos?	No	No
Can admins remove posts, comments, photos and videos?	No	Yes
Can admins remove and block people from the group?	No	Yes
Can admins edit group details including description or photo?	No	No

TO DELETE A GROUP:

- Find your Group
- Click Members (Left)
- Find the members name and click remove
- Once everyone has been removed, leave the group
- Nobody is notified

TO ARCHIVE A GROUP

- Find your Group
- Click MORE
- Choose Archive Group
- Confirm
- All members are notified

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Facebook Group Badges

An admin of a Facebook Group can allow for badges to be part of the environment. Badges are somewhat of a social score and are used to highlight the type of member.

TO TURN BADGES ON OR OFF IN A GROUP:

- Locate your Group
- Click More
- Find Edit Group Settings
- Scroll down to badges and choose Manage Badges
- Choose which badges you want to enable and choose save.

Badges are displayed on eligible members' group posts, comments and group profile. Group admins can turn badges on or off for their entire group, but not for individuals.

Individuals can also choose whether or not badges should be shown for them.

TO TURN OFF YOUR OWN BADGES IN A GROUP:

- Find the group you want to remove badges for yourself in
- Create a post or find a post you previously made that has a badge
- Click on your picture
- Choose Manage Badges

TYPES OF BADGES

- Admin and Moderator: identify the group's administrative leaders
- New Member: Identifies a new member that has been added in the past 2 weeks
- Group Anniversary: Appears only on the day of the members anniversary of joining the group
- Conversation Starter: These people are the heartbeat of your group. They are conversation initiators which means their posts get engagement.
- Founding Member: These are given to members that join the group in the first 3 days.
- Conversation Booster: These are the members that get the most engagement on comments they make on other people's posts.
- Visual Storyteller: These members frequently use images.
- Greeter: These members frequently engage and welcome new members.
- Link Curator: People who bring top news to the group which in return gain reactions and comments
- Rising star: This is a 1st-month member that contributes and gains the most reactions and comments.

How to Add an Admin to a FB Group

To add a member as an admin of your Facebook group is a straightforward process.

Make sure of which you want to make someone, an admin or a moderator. An admin has the right to change the group settings as well as adding or removing another admin.

HERE’S HOW TO MAKE SOMEONE A FACEBOOK GROUP ADMIN OR MODERATOR:

- Find your group
- Click the Member’s Tab
- Select the person you want to make an admin, and choose “Make an Admin”

	Admin	Moderator
Make another member an admin or moderator	✓	
Remove an admin or moderator	✓	
Manage group settings (ex: change the group name, cover photo or privacy settings)	✓	
Approve or deny membership requests	✓	✓
Approve or deny posts in the group	✓	✓
Remove posts and comments on posts	✓	✓
Remove and block people from the group	✓	✓
Pin or unpin a post	✓	✓

The differences between a Facebook admin and a Facebook Moderator

[Source](#)

HOW TO CHANGE A FACEBOOK GROUP NAME

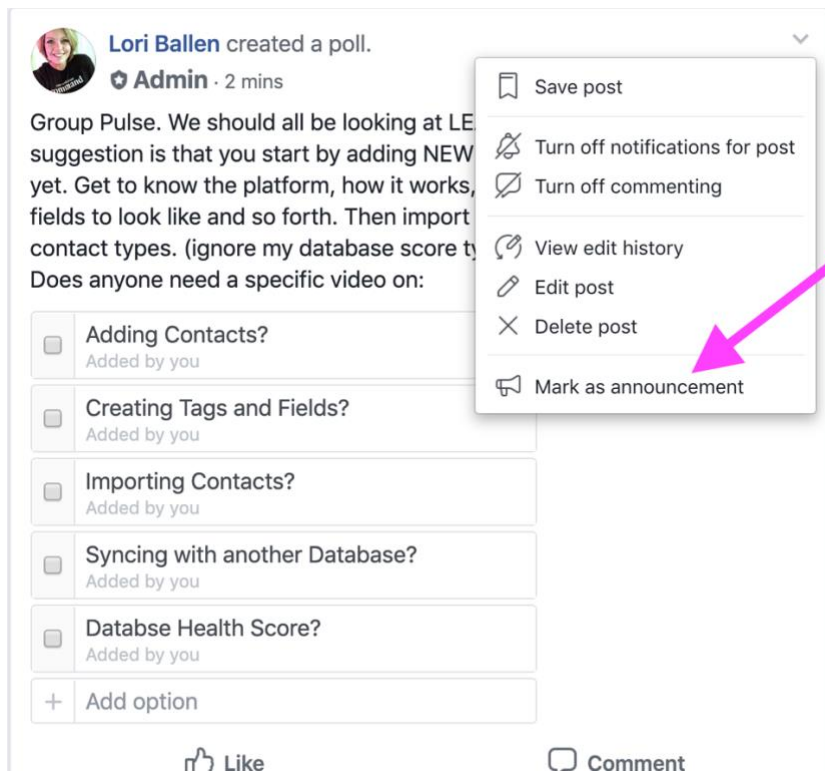
Changing your group name is a simple procedure. From the news feed, go to groups on the left side. On the group just below the cover photo, click on the tab more. Now select the option Edit Group Settings, just next to your group name, select change, and click. Rename your group and click on save.

How to Make an Announcement

Sometime back, admins would use a pinned post to announce members. However, it is now possible to mark an announcement without pinning.

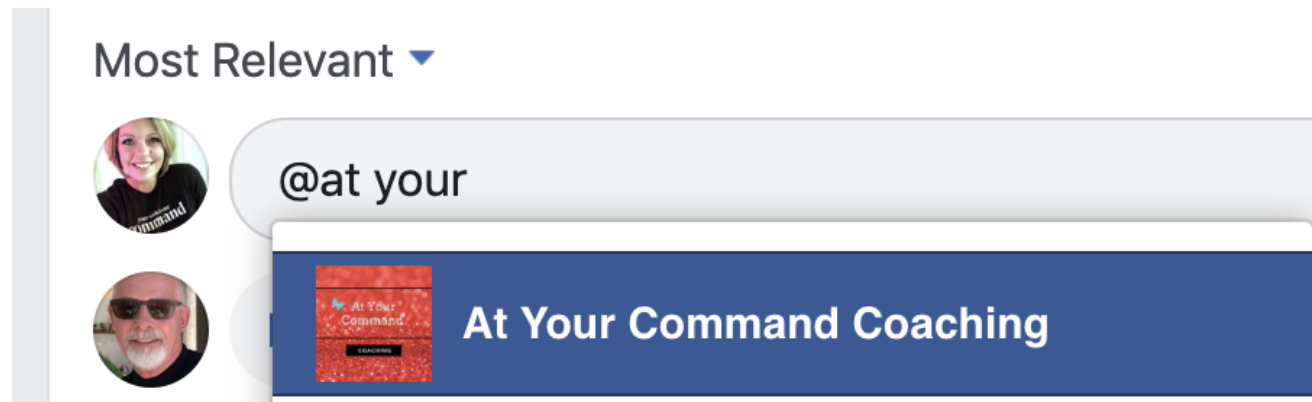
Here's how:

- On your Facebook news feed, click on the Groups tab on the select.
- Select the group and look for a post you would like to make an announcement.
- Click on its right side and select the tab, Mark as announcement.



How to Tag a Group on Facebook

Tagging on Facebook allows members to grab attention on a post or object. It also helps in notifying other members on important matters.



You can identify photos, people, videos, or places using this feature. Tagging is also available to groups, and it is a powerful tool, then it comes to managing and coordinating group activities.

You can identify photos, people, videos, or places using this feature. Tagging is also available to groups, and it is a powerful tool, then it comes to managing and coordinating group activities.

Here's How:

- On your Facebook account, scroll down to the item you would like to tag.
- Next click on the comment section beneath the image or the status you would like to tag.
- For you to tag a group, click on the status tab.
- The next step is to type @ in the comment or status tab and type the group name.
- Facebook automatically detects the group you would like tag, and the name will appear next to @.
- Click on the post and submit the update to the group you have tagged.
- When it comes to comments, just press Enter to post and the respective tag.

When tagging photos or videos, you only need to scroll to the object and right-click to tag. Inside the field, now type in the name of the group. You can still type using @ followed by the group's name, and it automatically appears in the field.

How to do a Facebook Group Video Chat

This question is not really related to Facebook groups as much as it is a “group chat” on Facebook. It’s included here to satisfy someone that may search for how to do a group video chat that finds this page.

Video chats in a group are more or less the same as usual chats.

Here’s how to do a Group Video Chat on Facebook

- You start by joining a group discussion or come up with a new one.
- Next, tap on video on the right side.

A video chat will appear, and everybody in the chatroom will get a notification of the impending chat. Any person when joins the conversation will tap on the video. However, video chats are limited to fifty people per session.

How do you Leave a Group on Facebook

If you want to leave a group, no one will know you are leaving. Here’s How:

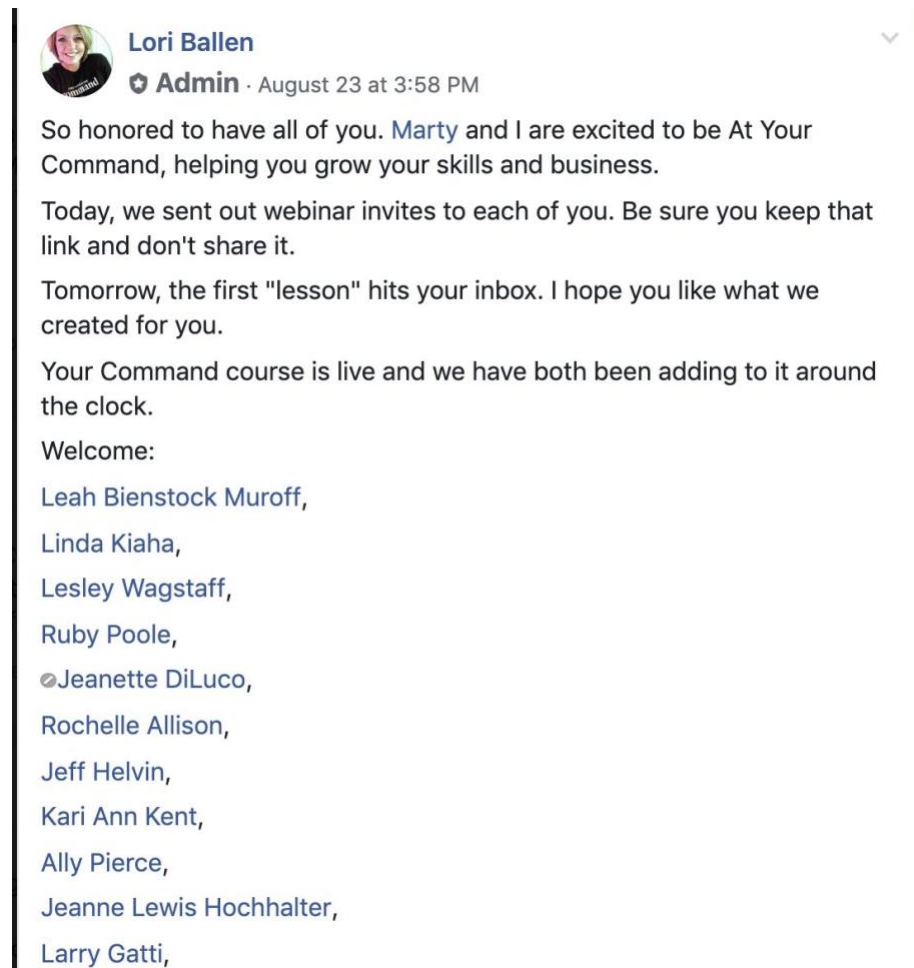
- Click on the Groups icon on the left.
- Then select the group you would like to leave.
- Just below your cover photo, select joined feature and click on leave group.
- You will be notified on whether you want to leave the group. You can click leave the group to exit.

How do you add a new Member to a Group

Inviting new members will lead to the growth of your group. As an admin or moderator, you have all the rights to add new members to your FB group. Here’s How:

- On the Group menu on the left, tap on the group, you would like to add a new member.
 - Then click on more just below your cover photo and scroll to invite members.
 - You can then enter the name you would like to add and tap on the invite.
-

Announcing New Members



When you have new members joining your group, you can welcome them by creating a welcome post. Here's How:

When you have new members joining your group, you can welcome them by creating a welcome post. Here's How:

- On the group icon, start by selecting the group you would like to make an announcement.
- Scroll to the members' list on your right side and click on write post tab.
- Write a custom message and post for others to see.

This feature is only available to a group admin, and you will see a prompt message to welcome up to 100 recent members.

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Facebook Group Rules

Rules are necessary for a group as they help admins moderate discussions, posts, and tags. New members can understand what the group is all about and their expectations. Rules are mainly created depending on the discretion of the admin. They allow everybody to treat each other with respect.

Rules		Create Rule
01	No Private Messages All coaching is done by group only so we can learn together. Private messages will not be responded to.	...
02	Be Kind and Courteous We're all in this together to create a welcoming environment. Let's treat everyone with respect. Healthy debates are natural, but kindness is required.	...
03	No Hate Speech or Bullying Make sure everyone feels safe. Bullying of any kind isn't allowed, and degrading comments about things like race, religion, culture, sexual orientation, gender or identity will not be tolerated.	...
04	No Promotions or Spam Give more than you take to this group. Self-promotion, spam and irrelevant links aren't allowed. Please do not refer to 3rd party people or platforms without Lori's explicit permission.	...
05	Respect Everyone's Privacy Being part of this group requires mutual trust. Authentic, expressive discussions make groups great, but may also be sensitive and private. What's shared in the group should stay in the group.	...
06	Affiliate Links Lori is a known affiliate marketer. At times she shares links to software in her teachings. If you make a purchase through her links, she benefits. She's also an Amazon Associate and benefits.	...

They also prevent the spreading of hate speech and bullying. Spams, promotions, and random posts are kept at bay. Further, there is respect to a member's privacy.

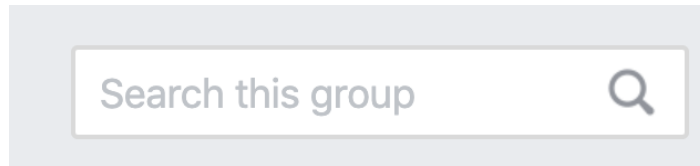
To create a group rule, you can click on the group's icon on the left side. Tap on the Moderate group menu item and scroll to create rules. Next click on create a rule or get started and write the rule. You can add a title and a small description.

Finally, click on confirm. Deleting the rule will follow the same procedure, only that this time you will click on the edit or delete rule menu item. You have an option of adding up to ten rules.

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How to Search a Facebook Group

Searching for posts in a Facebook group is easy. From your group menu, there is a search box where you can enter the name or keyword you are searching. Next is to filter the search results by simply selecting all the options.



Fun Games for Facebook Groups

Facebook groups are interactive platforms where members can engage and have fun. They are numerous fun games for group members. Some of these games will capture ‘members’ attentions. For instance, the profile photo contest is easy to handle.

A good image is essential, and as an admin, you can come up with a creative profile photo and ask members to change their photos too. You can give awards to the one with the best profile photo. If it goes a notch higher, you can integrate the group’s brand with their image.

The scavenger hunt is another game that will thrill group members. Here you can post some few clues randomly and scatter them on Facebook. You can ask friends to find them by posting links. The first to hunt will win prizes. If there are many fans, it may get complicated, and there may be many comments.

The photo game is also a fun game, which will encourage group members. Here they can post photos in different locations, and the contest can get viral and fun too. You can also search through some addictive games where the scores are a bit high.

Next, pose a challenge to the members to beat the top score. It is simple and may generate lots of attention and response.

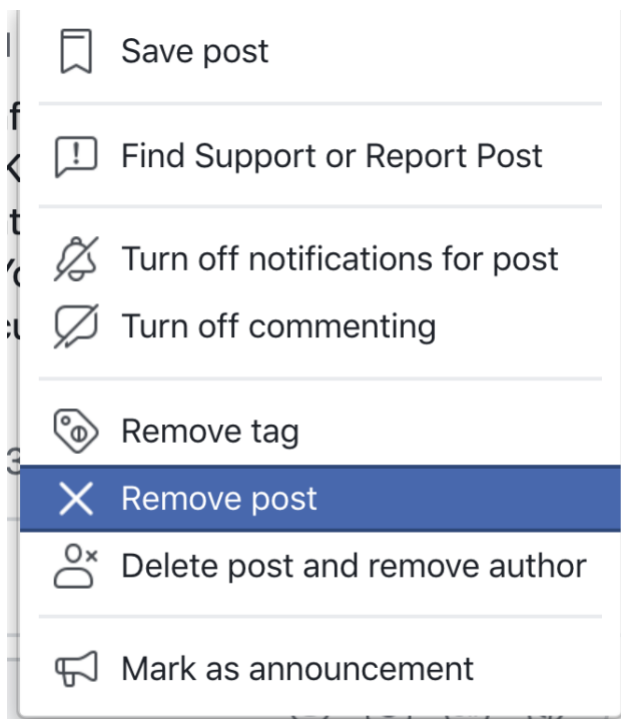
You can try the acronym game by coming up with random names and challenging the members to respond. This game can be addictive as they search for similar names.

Facebook Guides

- [Facebook Groups](#)
- [Facebook Retargeting Pixel](#)
- [Facebook Ads Campaign Budget Optimization Strategy](#)
- [How To Advertise An Open House On Facebook](#)
- [How to Turn Off Facebook Notifications](#)

How to Remove a Post

You can remove a post at any time. You can opt to give feedback at that time as well by using the group rules. You can also remove the user at the same time.



Here's How:

1. From Feed, find **Groups** in the left menu and choose your group.
2. Find the post you don't want and click the right corner
3. Choose **Remove Post**.
4. Decide on which rule or rules that the post violated and add a note to the user if you would like.
5. Check the box then to provide the feedback about why you removed the post
6. Click **Remove**.
7. The note remains for 14 days and shows from as being “admin”
8. You can also remove the member here rather than sending feedback

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How to use Keyword Alerts

Keyword alerts let you know when a member uses a particular word or phrase in the group so you that can take-action quickly if needed. The member is not made aware that you have been alerted.

Keyword Alerts Keyword alerts tell you when members use certain words or phrases in your group so you can react quickly if needed. Members who use keywords won't know you've been alerted.

Enter words or phrases. Separate them using commas. Limit: 3,000 characters.



Separate keywords with commas (for example: "happy birthday, emergency, sale").

About Lori Ballen



Lori Ballen is a marketer, speaker, trainer, and entrepreneur.

She earns 6-figures in affiliate income and has generated 7 streams of income. She has a Las Vegas Real Estate Business and [Ketogenic Lifestyle business](#).

While she specializes in creating content that ranks on Google, she also loves proving her methods with social media channels such as Facebook, [Youtube](#), and Pinterest.

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