

ENGAGED

GROUPS

With Sandra De Freitas



What To Post

When Your Group Is Quiet

When your group has gone quiet, it's time to ask yourself these two questions:

1. Is my group quiet because I haven't been active in it?
2. Is my group quiet because I have lost my passion?

These are usually the reasons why a group has lost its spark. The good news is you are in control of your activity level and you just got to light your own spark again. Perhaps just sparking up your group again will spark up your passion once more.

The First Step

Inform your group that yes the group has been inactive and that you have a plan to liven it up. Inform them what they can expect in the group going forward including deeper conversations, group events (see below) and more.

How to Spark up Your Group!

Engaging Posts

Post one or more of these highly engaging posts (a few days apart):

- Where is everyone from and where do you live now?
- Where is everyone from? I'll add flags representing each country as we go.
You can use the emoji flags in Facebook or copy and paste these:
<https://emojipedia.org/flags>
- What will you be working on this week? Where do you need help or support?
- What are you most passionate about?
- What was the best book you have read?
- What's your mood today? Show us with a gif.
- Where was your last vacation?
- Furry Family members! Show us a picture of your pet(s)
- Show us your work! Share what you have been working on lately. Show us pics, links etc.
- Show us your workspace! Show us your desk, your studio, your outdoor office, the couch you work from...
- What's your number one thing that you always carry with you when you are traveling?

Polls

Create a poll in your group that is related to your group content. Here are some examples:

What service are you using for Email Marketing? What do you love and not love about it?

- Active Campaign
- Drip
- Convert Kit
- Etc

What payment processors are you using? What do you love or not love about it/them?

- Stripe
- PayPal
- Etc

If you could hire someone to help in your home what role would they take on?

- Chef
- Cleaning person
- Massage Therapist
- Landscaper
- Handy person

Teaching

I am a big fan of teaching something to my free group at no cost to them. It shows them how much I value them for being loyal members. It's easy to do this. Pick a topic, create 3 teaching points, create a summary and some action steps for them to take (and report back).

Let your members know a few days to a week in advance, that you will be teaching them about [insert topic here]. You can either create an "event" in your group or just create a post in your group. Schedule a reminder post about your event the night before and an hour before (optional). Be sure to tell them where your training will be held such as a Facebook live in the group or a Zoom/webinar.

They will love you for this.

You can also email your list and post in your social media channels that you will be doing this special training in your group. You will increase your group size while also increasing engagement.

Coffee Chat

This is one of my favourites. I tell my group that I will be holding a Coffee Chat in Zoom on a particular date and time. The idea is that this is a social time and they can come to the call with questions, suggestions, jokes, resources etc.

I do these once every two months or so.

Important

Keep your activity level in the group going or delegate it to another team member (notifying your members of the new leadership). You want the engagement level to continue to go up or stay at a good level. Please don't work hard to increase your engagement level and let slip away.