

A top-down view of a wooden desk. In the top left is a small potted plant with green leaves. In the top center is a white keyboard. In the top right is a white mouse. In the middle left is a white spiral notebook. In the middle center is a silver pen. In the bottom right is a white cup of coffee on a green saucer.

MODULE ONE

GROUP PLANNING SHEET

» **Group Purpose**

Why do you want to create a group?

What is the topic of your group?

Who does it help?

How will your group be different from other groups?

» **Name Your Group**

Name of your group that is easily self identifiable.

» **Add Some People**

Choose a friend to add to your group to start. This can be a friend or team member but give them a heads up.

» Select Privacy

Closed, Secret or Public

Suggest: Closed.

» Group Type

Suggest: General.

» Description

Start with who the group is for and what they can expect in the group. List your rules. Type this in a document so you can easily copy and paste it when you need it. Resource: Group Description PDF via “Group Description” lesson.

» Location

Add your location if your group is location based such as a Mommy group for the town you live in. If your group is open to anyone in the world then do not add a location.

» Tags

Add tags to free groups only.

» Apps

Do not add Apps for now.

» **Linked Pages**

Add your business pages that apply so that your team can post and comment as your business page and so that your community appears on your Facebook business page.

» **Colour**

Choose a colour that represents your brand but avoid bright colours that may hurt people's eyes when they are visiting your group in darker rooms, such as yellow, orange, bright orange and any neon colours.

» **Web Address**

You will be able to change the url of your group to something more meaningful. **Suggest:** the name of your group (shorten it if it's too long) *Groups over 5000 members won't have this option.

» **Privacy**

Choose closed.

» **Badges**

Suggest: select all badges. People are expecting them now.

» **Sections**

Suggest: "Add" Social Learning Units (optional). You can select it when you are ready. I do not suggest Instant Games and Mentorship.

» Membership Approval

Choose “Only admins and moderators”.

» Membership Preapprovals

Free groups: You can pre-approve anyone in any of your other groups.
(optional) Paid groups: upload a list of buyer emails (optional).

» Membership Requests

Add the three questions you will ask potential members.

1.

2.

3.

» Posting Permissions

Highly suggest “anyone in the group” for a highly engaged group.

○ » Post Approval

If you need to review each and every post before it is published into the group choose “Only admins”. You’ll be able to review posts and decide if they are a fit for the group before publishing. This decreases engagement but good for groups that have been spammed or groups where advice cannot be given by anyone but a trained professional (ie. medical, legal etc) **Suggest:** “Anyone in the group”.

○ » Keyword Alerts

Input words and phrases that you want to be alerted to in order to take care of your members quickly. For example: emergency, frustrated, celebration, help, refund, spam, promotion, sale.

Engaged & PROFITABLE GROUPS
with Sandra De Freitas