

MIL14

# Your Cover Photo

Let's talk about your cover photo, the dos, and the don'ts. So your cover photo is one of the very first things that people will see before they join your group. So sometimes Facebook will show this on the right-hand side as the suggestion, maybe they're doing the search, and they see it, and we really want them to identify whether or not this group is for them. So let's talk about the dos and the don'ts.

## *The Dos*

So the do is add your group name to it, especially if it's a longer name but also because Facebook's no longer showing the text on top of your group image to tell them what the group name is about. So put your group name on it. Add your own name onto it as well if that's helpful for brand recognition as well as your face on it.

Do add text that tells people who the group is for, if the group name isn't obvious. So if your group name: isn't really stating and helping them figure out whether or not this group is for them, it's not specific enough, or it doesn't help them identify whether they want to be in this group ... then write a smaller text of what the group is about.

Have a compelling and relatable image on the cover. So yes, have your face on it, but also have something else on the cover that is really compelling and looks good.

Your cover image should be a positive image and one that shows something of success. So once they join your group, are they going to be happier? Great. So it should be happy faces on your image, not sad faces. You get the idea.

## *The Don'ts*

But do not do this. Have a Facebook cover image that is solely your face and that your face takes up the entire cover image or that it's multiple pictures of you. Remember this group is about them. They want to know that they're coming in for them, and you're going to be taking care of them not just a self-serving group. Ooh, hard words, right? But it's true.

And don't, don't use the default image. Have something up there. Even if you could just go to Canva and create a very simple Facebook cover image, do it. It'll make a big difference. It shows that you're very serious about your group.

All right, go get 'em.