

Engaged & PROFITABLE GROUPS

with Sandra De Freitas

M2L05

Topics

If you ever had a blog you know that you could have written blog posts and then you could categorize them under particular categories that you've created. So, when someone went onto your blog and they wanted to know more about, let's say, 'apples', they would click on apples under categories and they would see all the blog posts related to apples.

Well, topics are very similar in that way. If I had any posts under here, I'd click it and it would take me to all the topics, all the posts that have to do with launches. Now, in order to see whether or not you've got this enabled in your group, because Facebook started rolling it out then they stopped, and now it looks like when you create a new group you get it. But you can go into more, edit group settings, scroll down, and check off post topics to see if you've got it.

If you don't have post topics, you could also use hashtags. You can create a list of categories or topics and a list of hashtags to use. If you're going to use hashtags, it would just be the number sign ... Let me show you here, #launches, as opposed to our topics, which is here. With hashtags people will be able to search for them, but topics are much more easier. Like I showed you. You could just click on it and people can go and see all the posts that have to do with launches. The way that I like to use these is if I'm having a launch or a challenge, then I'll create a topic based on that launch or challenge. It could be the 'Grow Your Group' challenge, and then I would create a topic 'Grow Your Group' topic, and then every time I post about growing your group, I can then put it in that topic.

You could also use it for more conversational topics like, as you see here, we've got launches, engagement, and growth, because I know those are going to be hot topics within the group. Now, when someone comes in and they post in my group, they're going to see that they can add topics, and the only ones that they can add are the ones that I've already created. Anyone can tag their post but they can't create their own topics.

All right. If you're going to use hashtags, my only thing that I'm going to say is create an image with all the hashtags and tell people how to use it, and then also put it in the announcements. Now, I created a video for you in HTV, which shows you how to create topics and how to use them. So, go ahead and check that out, and I'll see you in the next video.