

M5L03

Shortcuts

So, one thing you could do to get your group members to come to your group more often is to nudge them to add your group to the shortcuts. So as you can see on the left hand side, I've got shortcuts to, well, quite a number of things, different groups I'm in, different pages that I manage, or pages that I view often. So, what I do is I add them to my shortcuts so that they're easy to get to.

Now there's a maximum of ten so we want to get on that real estate. So what you're going to do is you're going to go into more and then ask them to pin or unpin the shortcut. Now what you could do is take a screenshot of you doing this, clicking to pin from shortcuts. You would unpin, then pin again, and you could add it to a file that I've mentioned in the past called the *Start here file*. So anyone that's new to the group can go to the Start here file and see this.

So one of the things I do is say, "Hey, introduce yourself to the group. But so you don't miss a thing, pin this group to your shortcuts." And it's as simple as that. You can also take this, same idea, take the caption, put it into a post, and put it into your group. Okay? If you're starting out when engagement's really high, get them to do that. So like, "Hey, I know everyone's having a great time and I want you to be able to find the group often. So if you can go and do this so that you can pin this group to the shortcuts and it's really easy to find."

Do this not only when your group is hot, when it's first starting out, it might have a lot of engagement, but do it when there's engagement because you want the maximum amount of people to see it. But also if they're really excited and into the group, now's the time to tell them to pin it to the shortcuts. Another thing is, if you're going to run a challenge, you could do this too, make it as part of the instructions for them to do. Awesome.