

Engaged & PROFITABLE GROUPS

with Sandra De Freitas

M5L13

Top Contributors

I love to reward the top contributors in my group. And the way that I do that, is at the beginning of each month, I go into... And I'll show you in an HT video, but I go into my stats and I pull up my top nine or ten contributors. And I take a screenshot, and I go into my group and I say, "Hey, here are our top contributors from the last 28 days," or, "our last month. Thank you for contributing to the group with your comments, questions, and more. I love this group." And then it shows the top people.

Let's look at the first three. So [Cheryl] had 53 comments. Thank you, Cheryl. But, she didn't create any posts... But she got number one, because of so many comments. Because what happens is the comments have weight to them. But what's really important or what has more weight, kind of what Facebook sees as more important, is the number of new posts they created. So if you go and see number two and three, this person created two posts and 22 comments, where the next person created more comments but no posts. So that puts her in a spot above because she created more brand new posts than comments. So you see how that works.

So I love doing this because not only does it acknowledge the members for being in the group, it acknowledges that I see them. And it acknowledges that I appreciate their contribution to the group, even if they're asking questions or if they're answering questions. But, it also starts to create a little bit of competition within the group. So for some people who aren't on the top 10 lists, it might encourage them to come onto the top 10 list. Some people that are in the top 10 list want to kind of fight for number one. And the person at number one wants to stay in number one. So if you like competition and you like to really connect with the people in your group and appreciate them, words of acknowledgement go a long way. This is one way to do it.

You can also tag all of them. You can see I tagged them here, or you can tag the image by their faces too. And in fact, when you post this in your group, Facebook will start to tag them for you, tag their faces for you, because it recognizes them. Pretty cool.