

Engaged & PROFITABLE GROUPS

with Sandra De Freitas

M5L15

FB Lives

Okay. You want some engagement in your group? Go live in your group. Now, I go live in my group to do a Q&A, but I might go live with my group if I've got a special announcement or if I've got a brand new tip. Then what I do is I post on my group that I'm going to be going live in a few minutes or 45 minutes or in an hour or whatever time I'm going to go live, I give them the heads up. This gets people to then look out for the announcement that I've gone live or that I'm going live in the group, and it gets them to come because they want to know what I'm announcing or what tip I'm going to give or what's going on.

So do this. So post ahead of time, go live and the great thing about going live in your group is it's instant engagement because people are already commenting things like, "Hi, it's so-and-so, I'm watching from here. I'm watching from there." You're asking questions and they're answering them in there. So like, "Has anyone tried to do this yet? Let me know with a yes. Or put your hand up if this is you." That encourages engagement. "Give me a heart if you like what I'm saying." Or, "Give me a thumbs up if you can hear me." All those tactics increase engagement on Facebook live.

Facebook lives increase engagement over all. And then when the Facebook live is over, and of course they're going to ask you questions in the Facebook live too, also increasing engagement, but when that Facebook live is over, they're going to be re-watching that Facebook live and new people watching it will start commenting and that'll actually bring up Facebook live higher up in your group, like in the posts, and then what this is going to do then is it's going to also increase more engagement because what happens with engagement? Well, the more engagement you have in a group, the more your posts are going to show up in their feed, even if they're not visiting, even if they're not inside your group. How's that?

All right, get your Facebook lives going, spontaneous or scheduled or otherwise, it will help you boost engagement in your group.