

Engaged & PROFITABLE GROUPS

with Sandra De Freitas

M7L02

Your Role

Let's talk about your role as your groups grow. So initially when you created your free groups or your first few offers, you were probably wearing a lot of hats. You had support, you were the community manager, you were creating all the content, you were scheduling everything out. You may have dropped a few things because there was just so much going on. That's okay. It happens to all of us. Forgive yourself. Let's move on.

Your role in the community will change as things grow and you develop a team. So, what are the things I want you to focus on? Well, number one, **you can either get your content scheduled by your community manager or you do it.** And one of the reasons why I want you to do it is because when it shows up as your name versus your page name or versus your community manager's name, it'll get a lot more engagement.

I know this because it happened to someone in our membership. Same thing was happening with them, that when the host of the group posted the content and scheduled it out under her name, it got way more engagement than their chief operating officer and then also their community manager.

So that's one thing I would like you to do, but if you don't have time for it, that's fine. You get someone else to do it. I'm just saying it might tweak your engagement.

Okay. Other things I want you to do is also **post other content.** So if you've got content going out that's engaging them, you know, twice or three times a week, great. But what about your own content? Do you have videos that you've created? Do you have other freebies that you have out there that you can post in your group? Do you have tips or strategies? Or can you go on and do Facebook lives and training? This is in your free group or your paid group. So what Facebook lives and training can you do? This is about you. I want you to do the Facebook lives and the training. I don't want members of your group doing it, and I'd prefer it not to be coming from anyone on your team. You are a leader of these groups. I want you to do them.

So other things I want you to do is once your content goes out there, I want you to **engage with your members**. You know, some people make the mistake of having these huge groups or even smaller groups and they'll post things and then they never go back and like comments or reply or cheer them on or help them when things are down. They just kind of let it be. That's not going to be your role, and that's not what I hope for your communities too. I want you to be a true leader in that group and for you to be a true leader, you have to engage with your members.

Other than Facebook lives and trainings, what else are you wanting to do? You're going to **lead the group in many different ways**. I want you to have your content out there, whatever it is that you're promoting or if you're not promoting anything, perhaps you have some other tips and training that can come out for them.

Another thing I want you to do is **protect your group and reinforce rules**. Now in an upcoming lesson, we're going to talk about your community manager and what role they have and one of the things they're going to do is they're going to delete any comments or posts that go against the rules and you're going to post every once in a while, "hey, we had some rule violators", etc. But if things get bad, here's where you need to come in and you need to either do a Facebook live or a post saying: "This community is about A, B, and C. We do not accept anything that falls under or goes against our rules. And this is to protect the environment of the community, to protect the members of the community and to really have an integrity within our group."

Those are the main things I want you to do for your group and I want you to **inform your team when you're going to be launching**. They need to know those launch dates so that they know how to schedule content in your group. And so that they can adjust their own lives because launch time, let's face it - it's busy. It's a busy time.

All right, you've got this. Let's go on to the next lesson.