

Facebook Groups

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FACEBOOK GROUPS STEP BY STEP CHECKLIST.

Feel free to print this page and check each task as you complete it.

- ☐ Create a Facebook group and ask your friends to join. Just a simple marketing group is ok to start with, this will give you valuable experience in running a group.
- ☐ Look out for Facebook groups you can join. Check other people's profiles, invites, etc.
- ☐ Link to your Facebook groups from your blog. Just a simple link from your blogroll will do but you can also mention any groups you have in the odd blog post.
- ☐ **Be active**, make sure you post valuable content to your own groups and any groups you are part of, avoid just posting 'spammy' links to your websites. You can post links to your websites, blog posts, etc but only if you are known for delivering good value first.
- ☐ **Encourage conversation**, ask people for their opinion, start polls and encourage conversation in general.
- ☐ Share your content. Use the Sharebar plugin to post your blog links to your groups. Encourage others to share your content and they will if they like what they see.

Tip. Don't add people to your groups without their permission, this is a big no no. Simply ask people to check out your groups and let them decide if they want to join.