

Facebook Group for Marketing your Congregation or Activity

A Facebook Group is the most active part of Facebook now. This is a time to invite people into your ministry. Facebook Groups are usually administered by the church's Facebook page administrator. An administrator can have up to 200 groups.

Your Facebook PAGE serves as the official, centralized voice of your congregations. Think of it as "External Marketing"

Facebook GROUP is a great way to facilitate conversation and engagement among your members. Think of Groups as "Internal Marketing"

Keep the page Private/Closed- These are often book groups, small group ministry. Closed groups are helpful for any ministry involving minors in that information about children and youth would not be shared publicly.

Facebook groups are like your church's living room. You don't let just anyone into your house without greeting them first. It's the place that you can invite people inside of your ministry. You can get to know them. They can get to know you. Most importantly, they can get to know each other. The power of ministry is not what happens when you come and sit in the audience and hear somebody teach. It's what happens when you connect with other people who are in the same life season as you are and you discover that you're not alone. You're able to mature in your faith relationally.

A Public Group might be a way to facilitate a broader community discussion around a specific event or issue, particularly one whose reach is beyond your congregational community.

How To Create a Facebook Group for Business

If you've already created a group using the method above, you can just add your Facebook business page as an admin. If you're starting from scratch, read on.

Your page can actually be the admin of up to 200 different groups, so once you get the hang of it, you could make a new group basically every day if you wanted.

To create a group with your Facebook page as the admin from your computer:

1. Click **pages** in the left menu and select your page
2. Select the **groups tab** in the left column. (Can't see it? Head to manage your page's tab and sections to adjust your visible tabs and try again.)
3. Click **create group**.

4. From here, you can add members and customize your page with a photo, description and policies

To create a group with your Facebook page as the admin from your phone (iPhone or Android):

1. From your news feed, tap the **menu button** (three horizontal lines) then select **pages** and select **your page**
2. Click **more** (three horizontal dots) at the top, then tap **groups**.
3. Click **create group**.
4. From here, you can add members and customize your page with a photo, description and policies.

Create a clear Code of Conduct/Group Rules

If you want your group to be a civilized clubhouse and not the Wild West, setting some rules is a good place to start.

In the “moderate group” settings, you can set up to 10 rules. These are rules about who the target of this group is (Are you a youth member of Christ’s Lutheran Church, behavior (“Be respectful”) or terms of service (“You have access to this group until the book is completed”), this is a chance to make sure everyone’s on the same page about expectations.

You can state that using “like” symbol is a way of acknowledging a prayer request and they you are praying for the person, instead of it saying that you like that this person is having a challenge.

There is always a time in a group, when the administrator/moderator must address a person who has been hurtful or inappropriate. Consider how much time you have to spend monitoring content, and be prepared for intervention needs. You can look at this as a way to meet with pastoral conversation with this person, preferable one on other or in-person. You may need to delete a post or comment, or turn off comments on a post. Make sure this comes with damage-control language explaining your actions. Having a set of guidelines for content is important so that the difficult choice to police someone by deleting their content is objective rather than subjective.

Post Regular Welcome Messages

Ideally, newcomers are going to be flooding into your group regularly. To make sure key information doesn’t get lost in the fray, check in with a welcome post every so often. This is a chance to reiterate expectations, point new users to the rules or resources and reassure the rest of the gang that you’re actively involved.

Engage Consistently- but not too much

That being said, this is really a space for fans to connect and engage. If they're a naturally chatty bunch, let the masses dictate where the conversation is going. Ideally, you're a benevolent leader who chimes in with support or wisdom when needed, or sparks a juicy debate with an occasional open-ended question.

Posting within the guidelines of a consistent content calendar can help — encouraging members to do a little self-promotion on Shameless Saturdays, for example. Find some more [simple tips for increasing your Facebook engagement over here](#).

Schedule Posts for Peak times

Your Facebook page and group insights can pinpoint the best times to post for your specific audience so they'll actually see (and engage with!) your great content. Hootsuite has created analytics that says the best time to reach individuals is Monday-Wednesday Noon-4pm. Constant Contact updated their best times for churches to email in May 2020 to say congregations engage more on Wednesdays at 9pm.

Keep the Content of your Page and Group Unique

There is likely going to be some overlap between your page followers and your group members, so make sure you're offering something special for each experience — no cross-posting allowed.

You might announce a new product on your page with a video, but over in the group the same day, kickstart a conversation about most anticipated new features. Give people something different in each space: a reason to follow both accounts.

Keep out Bots and Trolls with a Questionnaire

For private-and-visible or secret groups, you'll have the opportunity to set up a mini application form for members. It doesn't have to include brain-busting questions — something as simple as "How long have you known our Pastor?" or "What's your favourite breakfast food?" will do — but it's an opportunity to filter out spam bots and trolls.

Give them Something Special

Exclusive content gives members a reason to be engaged and check in regularly. That could be a Q&A or AMA or, in non-pandemic times (remember those?), invites to offline events or networking opportunities.

Invite Members from other Platforms

If you've got fans hanging out in other corners of the internet — Twitter, email, your 2001 Geocities e-guestbook, wherever — invite them to come join the fun, too, by sharing a link to your group.

Don't Just Set It and Forget It

For your group to thrive, it needs regular attention. It's basically a Tamagotchi (remember those?)

You'll want to check in frequently to answer questions, add members, delete spam or moderate flagged content. I'll be honest: it can take some work. But you don't necessarily have to keep watch alone. Assign a colleague or trustworthy superfan a role as admin or moderator to lighten the load.

Your fans have a place to hang out and connect with like-minded souls; you've got a loyal audience all in one place. It's official: your Facebook Group might just be the happiest place on the internet.

Easily manage your Facebook groups using Hootsuite or similar program. From a single dashboard you can schedule posts, share video, engage with followers, and measure the impact of your efforts—all from the same platform as your other social channels. Try it today.

Sources:

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