

## Setting Up Facebook Group Pages - Thanks to Becca Anderson

1. To set up a group you will need to be on the "home" screen of your own Facebook page. If you look on the left side of the screen you will see the title "Groups" that lists all the groups you belong to. At the bottom of that list there is a link called "Create Group...". Click that link to get started.
2. You will want to name your group, add members, and decide what privacy level you want the group to have. If it's for your unit I would recommend closed or secret.

### Some tips for using your group:

1. Use it often. Don't just set it up and forget about it. Your unit members want to hear from you frequently. Use the group for recognition, announcements, file and photo sharing, and event sharing via the events tab (one of my personal favorites).
2. Consider creating multiple groups. A main group for your unit, one for new consultants, one just for files, one for pacesetter programs, one for offspring directors, etc.
3. Let your unit members know that they have the option of turning off the notifications for your group. They can do this by clicking the "Notifications" button in the top right corner of the group page. Consultants who are less active in their businesses may not want all the notifications but would have the option of visiting the group often to check for updates. I do not recommend this to new unit members and unit members who are actively working their businesses and attending events regularly.
4. I'm often asked if I ever remove consultants from my group. Yes, if they have returned product or have been completely terminated from the company.
5. Let unit members know that they are welcome to post in the group but only positivity and NO product requests :))))))
6. I recommend a group as opposed to a page. When you post in the group it shows up in your unit members' news feeds AND in their notifications. Pages only show up in news feeds (and may not show up in everyone's news feed) and do not allow you to post files (huge benefit of the group).
7. Be sure you are doing consultant recognition in your group AND on your personal Facebook page by tagging your unit members in pictures and status updates. Tagging them in the group allows only the group members to see the recognition. Tagging them on your own page allows ALL OF THEIR fb friends to see it. This is HUGE!
8. Consider using your fb group in place of a unit website. Your unit members are on fb all the time. They will see what you post on a fb group way more than what is on your website.
9. I LOVE the app called Spreaker! It's free and allows you to voice record yourself and then post directly to either your personal fb page or your group pages. Can be used with both iPhone and Android systems.