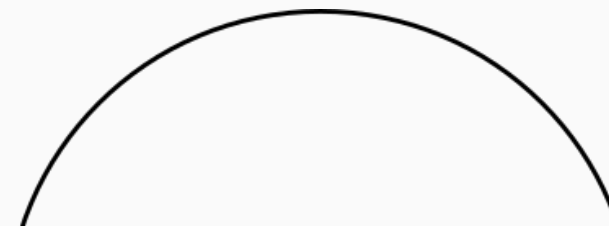
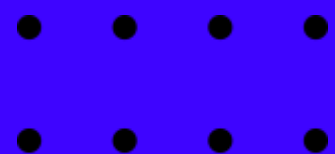


Using Facebook Groups for Discipleship

WHAT'S IN STORE FOR US?

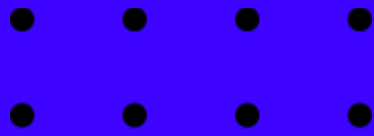


**Communication
is central in
how we live.**

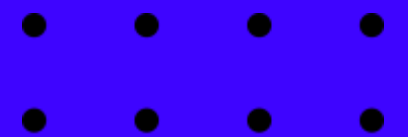




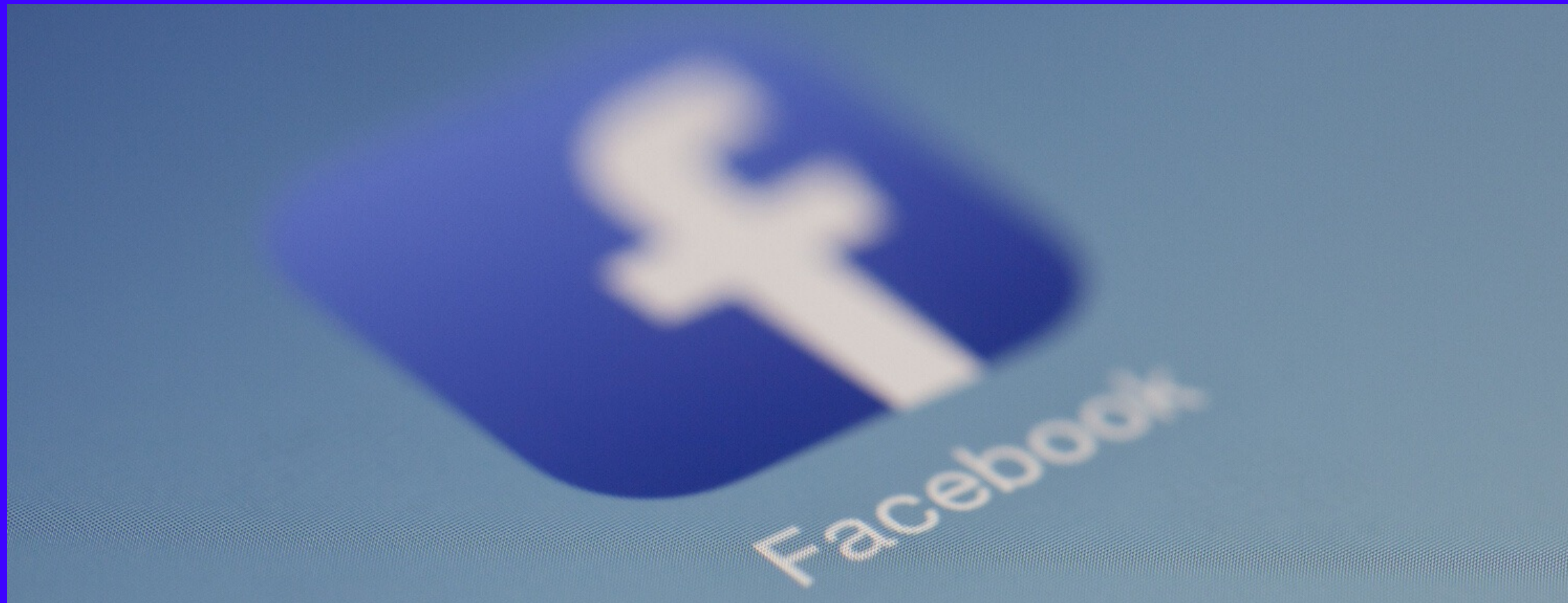
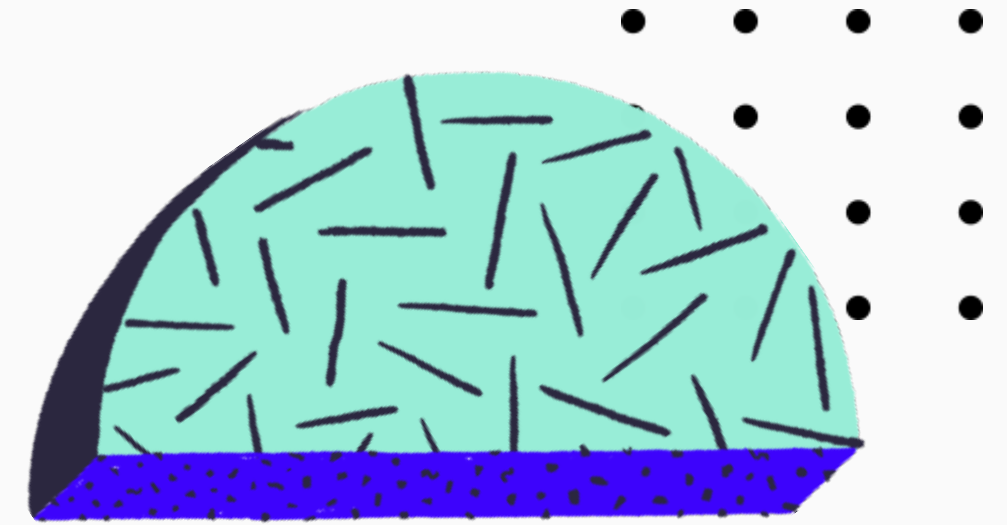
**But you can't expect
things to stay the same.**



HOW CAN WE DO DISCIPLESHIP WELL ONLINE?



LET'S TALK ABOUT FACEBOOK



PAGES VS GROUPS



Almost every church has a page.

Pages are great and necessary for reviews, check-ins, and ads. A page is like the front door of your church. A page should be a celebration of what God is doing in your church. But Pages have limited reach.

Most pages get 9% organic reach.

A group, on the other hand, is like the living room of your church. This is where fellowship and discipleship can happen.

FACEBOOK IS INVESTING IN GROUPS



Mark Zuckerberg ✓

about 6 months ago



One of our big focus areas for 2018 is making sure the time we all spend on Facebook is time well spent.

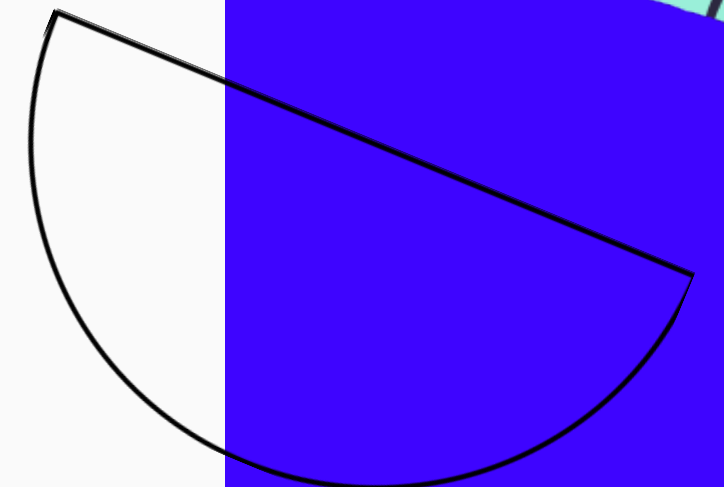
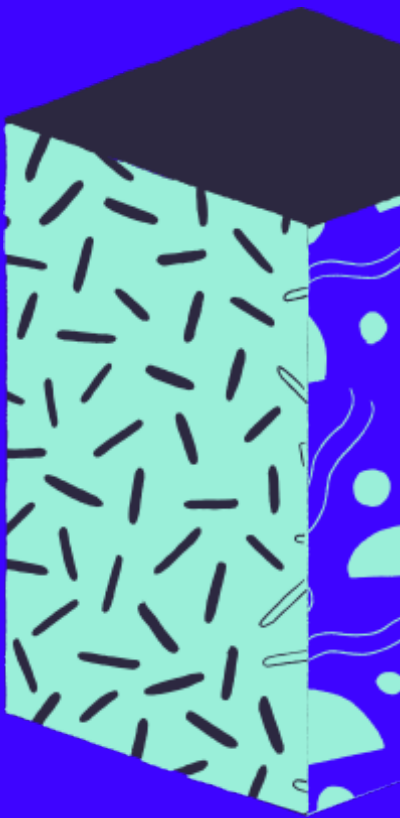
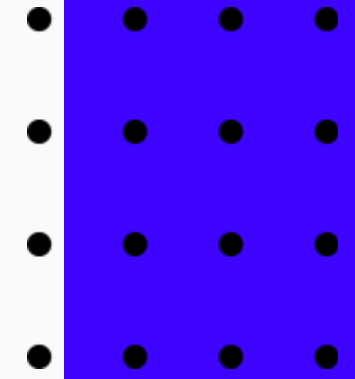
We built Facebook to help people stay connected and bring us closer together with the people that matter to us. That's why we've always put friends and family at the core of the experience. Research shows that strengthening our relationships improves our well-being and happiness.

But recently we've gotten feedback from our community that public content -- posts from busine... [See More](#)

👍 215K

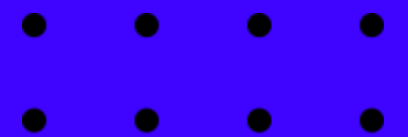
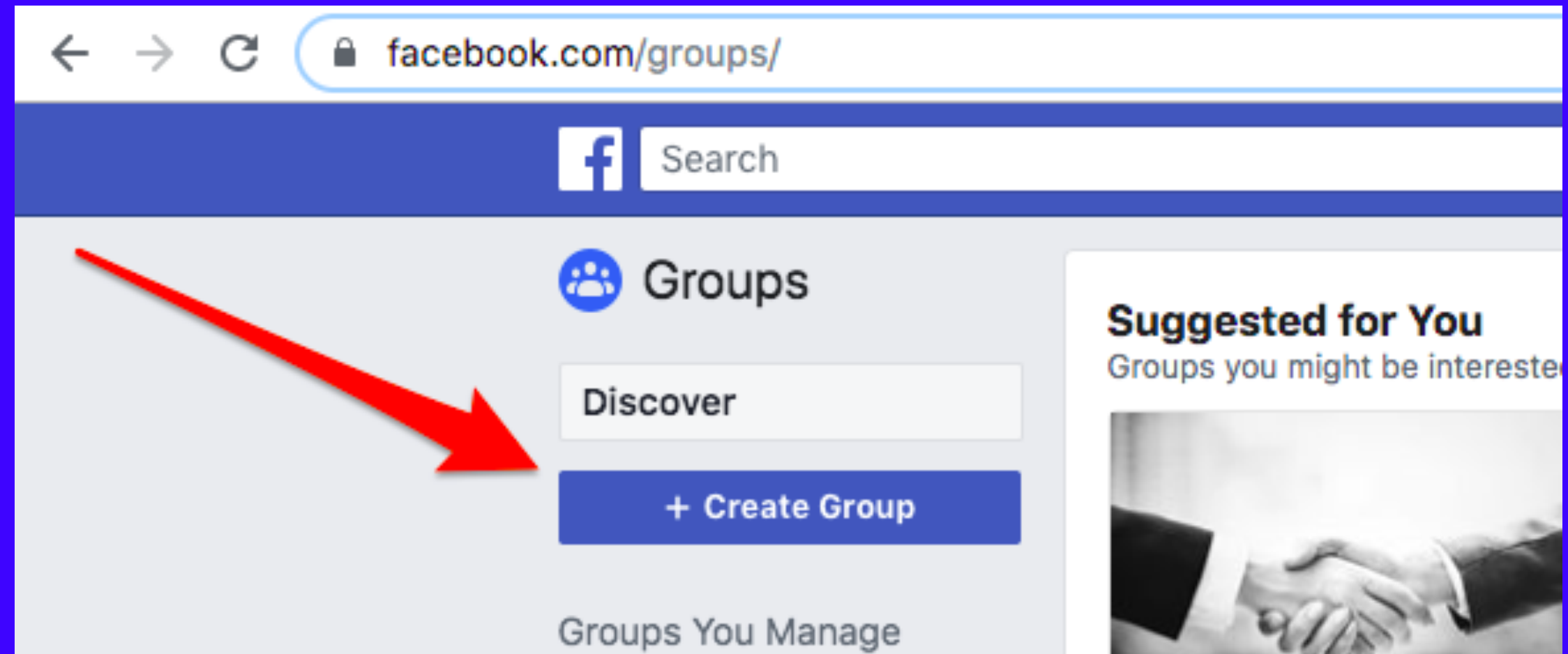
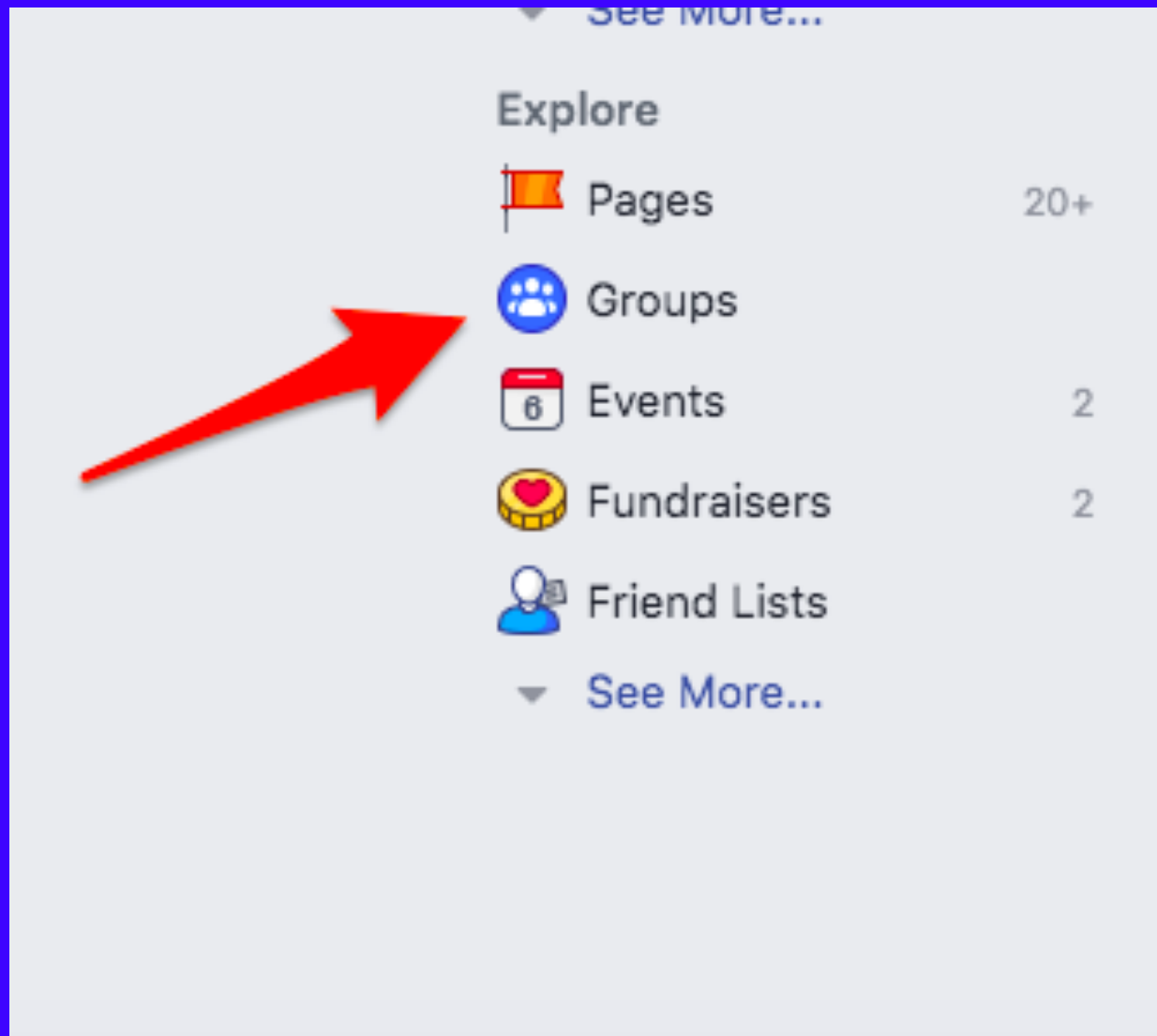
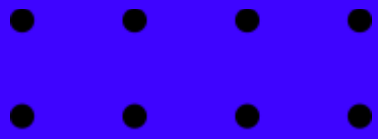
💬 19K

➦ 29K





How do I create a group?



Create New Group



Groups are great for getting things done and staying in touch with just the people you want. Share photos and videos, have conversations, make plans and more.

Name your group

Add some people



Select privacy

[Learn more about group privacy](#)

Private

Only members can see who's in the group and what they post

Hide group



Visible

Anyone can find this group

☐ Pin to ShortcutsCreate

Select privacy

[Learn more about group privacy](#)

Private

Only members can see who's in the group and what they post



Public

Anyone can see who's in the group and what they post



Private

Only members can see who's in the group and what they post

Hide group



Visible

Anyone can find this group



Visible

Anyone can find this group



Hidden

Only members can find this group



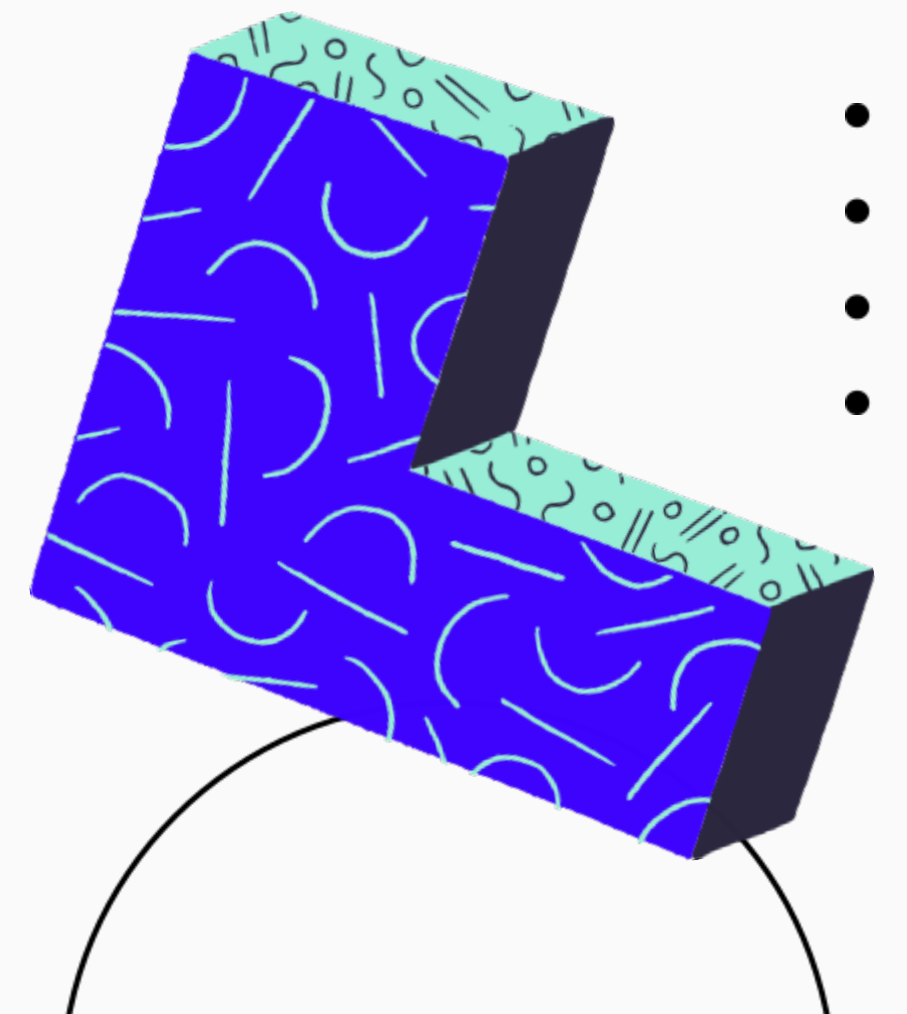
PUBLIC OR PRIVATE

You can choose for your Group to be either Public or Private.

For Public Groups, anyone can see who's in the Group and what they post.

For Private Groups, only member can see who's in the Group and what they post.

Private Groups tend to have better community and engagement, as there are many people on Facebook that do not want their friends and family to see their comments made in a Public Group.



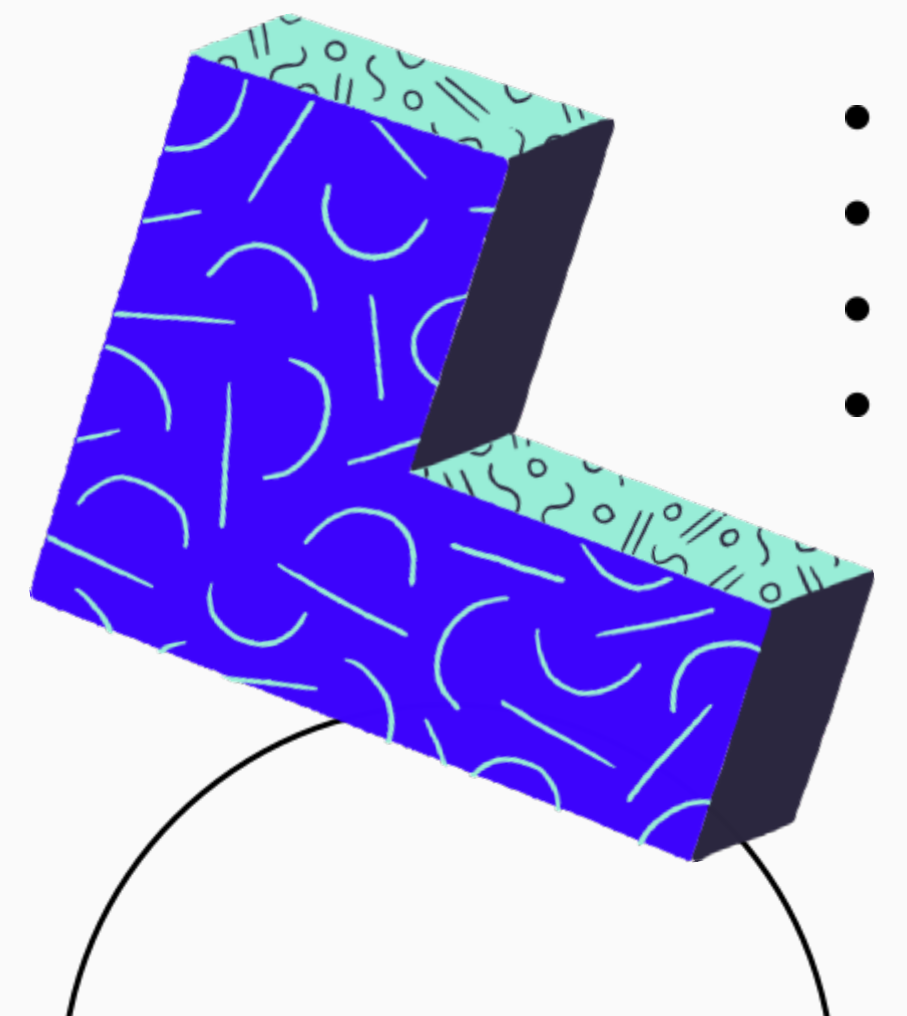


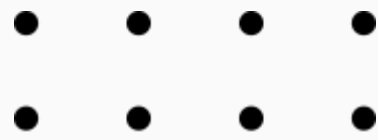
VISIBLE OR HIDDEN?

Visible Groups means anyone can find the Group.

Hidden Groups means only members can find the Group, and people can only join via invitation.

If you want to grow a large Facebook Group, it is recommended to choose Visible.





MEMBER REQUEST ADVICE

I would not recommend using a Public Group unless you really love spam, robots, and trolls.

As mentioned previously, with a Private Group, anyone can request entry or get invited, but they must be approved.

There are two options under the Membership Approval setting: anyone can approve requests/invites or Group admins and moderators only.

I would recommend having admins and moderators handle approval so that you can be sure the people joining are actually connected to your community.



MEMBER REQUESTS

You can add a short survey (up to three questions) for people to fill out when they request entrance.

This is a great way to gather information like:

- How did you hear about the church?
- What would you love to hear a sermon about?
- What is your favorite part of being a member of *your church*?
- What ministries, topics, or resources do you wish the church offered?





FACEBOOK GROUP RULES

New groups can benefit from having rules to set expectations of the group culture early. Use the group rules feature to add up to 10 rules for your group.

- Great rules tell members how they can engage with the group.
- Rules can help prevent conflict as your group grows and provide a feeling of safety for group members.

FACEBOOK RULE EXAMPLE



Be Kind and Courteous

We're all in this together to create a welcoming environment. Let's treat everyone with respect. Healthy debates are natural, but kindness is required.

No Hate Speech or Bullying

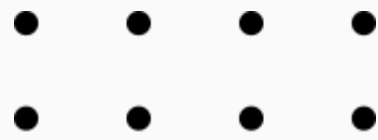
Make sure everyone feels safe. Bullying of any kind isn't allowed, and degrading comments about things like race, religion, culture, sexual orientation, gender or identity will not be tolerated.

No Promotions or Spam

Give more than you take to this group. Self-promotion, spam and irrelevant links aren't allowed.

Respect Everyone's Privacy

Being part of this group requires mutual trust. Authentic, expressive discussions make groups great, but may also be sensitive and private. What's shared in the group should stay in the group.



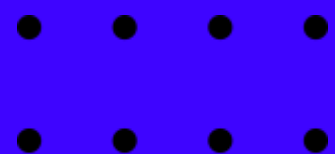
CREATING CLEAR RULES HELPS BUILD YOUR GROUP'S CULTURE AND PREVENT MEMBER CONFLICT.

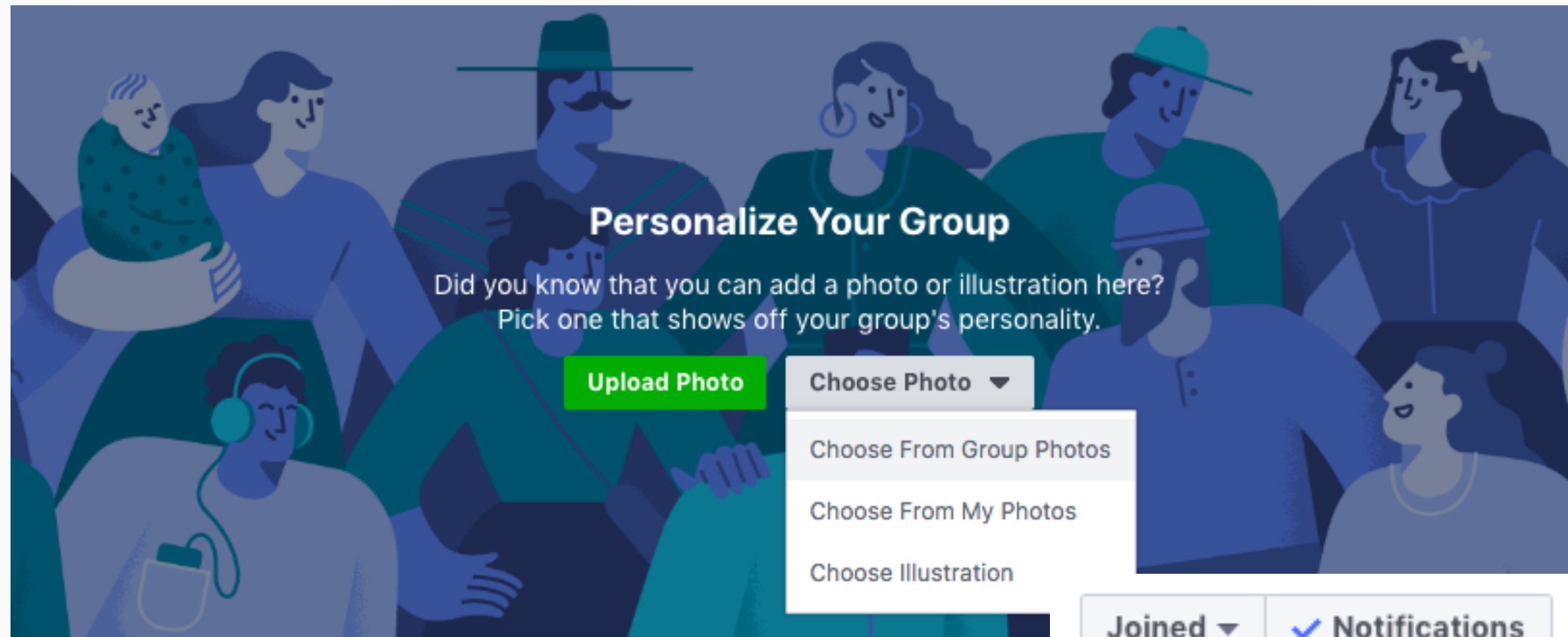
Great rules are more than just a list of what's not allowed. Experienced admins recommend using rules to tell members what is encouraged in the group, so members know how they can positively engage with the community.

Admins tell us they remind members of the group's rules by posting them in the group on a regular basis. If needed, restate specific rules in the comments of any heated conversations when managing member conflict.



Basic Group Setup





Joined ▾

✓ Notifications

➦ Share

⋮ More

About This Group

Description

Add a Description



Private

Only members can see who's in the group



Visible

Anyone can find this group



General

Invite Members

Moderate Group

Edit Group Settings


Archive Group

Pin to Shortcuts

Link Existing Group


Create New Group



Group Name  Group on Facebook

Group Type  General [Change](#)

Description



Potential members can see the description unless your group is hidden.

Location This can help people find your group more easily if they're looking for groups in your area.

Add Location

Tags Write up to 5 tags (ex: soccer)

Tags help people find groups they might be interested in joining. You can change these at any time. [Learn more](#)

Apps Tools and features offered by other businesses. [Learn More](#)

Add Apps

Linked Pages Give your business, brand or organization a voice on Facebook and connect with the right people. [Learn More](#)

Link Your Page

Create New Linked Page

Color  Choose Color



Bible Basics



Katie

Home

Create



Bible Basics

Public group

About

Discussion

Announcements

Members

Events

Videos

Photos

Watch Party

Search this group



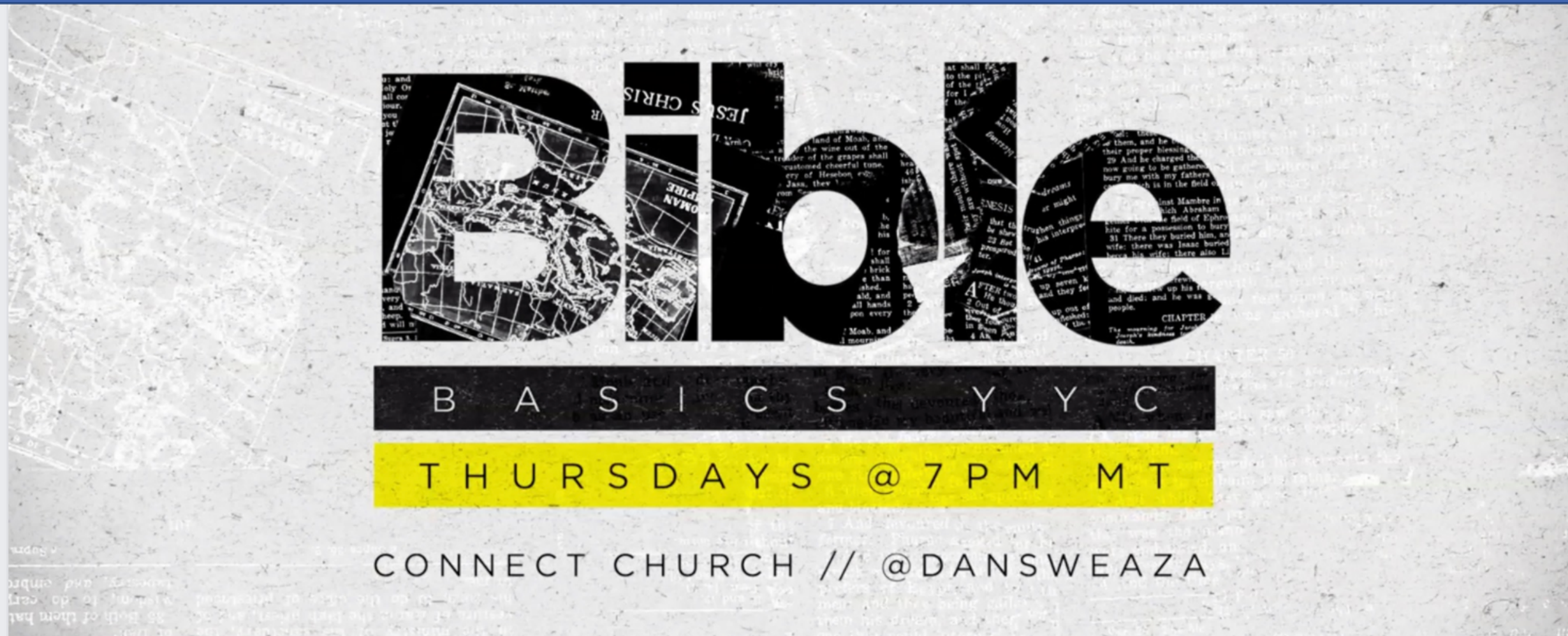
Shortcuts

Entrepreneurs on Mi... 5

Good Work Agency 9

Boss Women

CC Moderate



Joined ▾

✓ Notifications

➦ Share

⋮ More



Write Post



Photo/Video



Live Video



More



Write something...



Photo/Video



Watch Party



Tag Friends



GROUP BY



Connect Church

1,578 like this

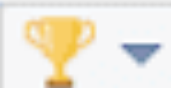


Learn More

INVITE MEMBERS

Group Type	What it Does
General	This is the default group type and includes the standard set of tools.
Buy and Sell	This sets the default post type in the group to sales listings, allows you to set a default currency and gathers all sales listings in one place in the group.
Social Learning	This allows you to create quizzes and lessons and track members' progress.
Video Games	This allows you to link your group to a specific game and host tournaments for members.
Work	This lets you post shifts you'd like other people to cover and gives you the option of allowing other members to contact you without being friends.
Job	This shows a list of all open jobs and includes templates with job salary, location and hours.

Group Name



Social Success Society

Group Type



Social Learning

[Change](#)



Group types help people see what the group is about.

Landing Tab



Discussion: Facebook sets the order of posts in this tab.



Units: You can choose the order and organization of posts in this tab.

Description

A community for emerging entrepreneurs and small business owners searching for success with social media!

When you have (or are starting) a small business it's important to have a social presence. You do not have to be on every social platform, but your business should have a strong presence on 2-3 social networks. There are many factors that may impact which 2-3 you choose - but, without a doubt one of them MUST be Facebook.

Potential members see the description if privacy is set to public or closed.



Your Group has Social Learning Units

Units make it easy to share knowledge and organize group resources. you can:

- * Create an agenda with ordered posts.
- * Sort resources by themes and categories.
- * Track group participation (optional).
- * Help people learn something new.



Create Unit

Learn More

Create Unit

Unit Name

Intro to Social

Unit Description

Helping solopreneurs and small businesses learn the basics of Social Media.

☒ Make this unit optional. 


Cancel


Create Unit


UNIT 1


Giving Series | Church Comm Podcast (Optional) ...


10 posts · 49 comments

 Episode 1- Why You Shouldn't Be Afraid to Talk About Giving

 Episode 2- Why Communications Staff Need to Care About Online Giving

 Episode 3- Effective Ways to Communicate Why People Should Give to You


 Episode 4- Does texting effect giving? Why you should do more texting

 Episode 5- Why the Follow-up is Crucial to Future Generosity

 Episode 6- The Importance of Developing a Plan for Legacy Givers

 Episode 7- Why Churches Need to Create a Communication Calendar and Wh

 Episode 8- Millennials and Giving

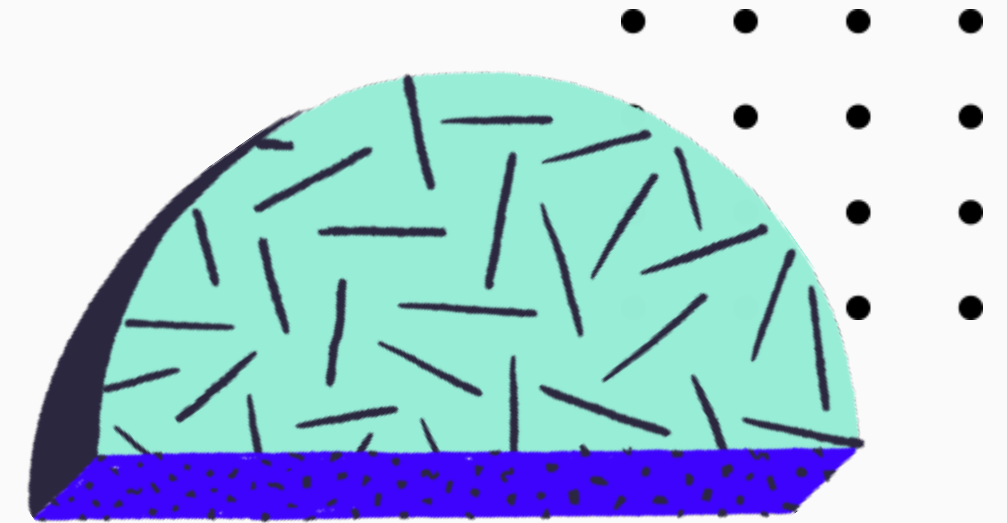
 Episode 9- Engagement Techniques Fundraisers Use

 Episode 10 | Interview with Kacie Frazier, Kindrid

   Kenny Jahng, Josh Taylor and 10 others

5 Comments

A FEW MORE TIPS ON USING FACEBOOK GROUPS



POST APPROVALS



Post approvals allow you to decide what posts appear in your group.

Depending on the type of group you run, post approvals may help group conversations stay on track.

If you are going to use post approvals, be sure to review pending posts quickly to let members feel heard.

POST APPROVALS



All posts from group members appear in your group by default unless you turn on the post approval option. With post approvals, admins can review all pending posts within a group and must approve them before they appear. Experienced admins tell us there are different reasons to use post approvals:

- You're on holiday and you can't moderate posts effectively.
- An inflammatory topic is taking the group away from its intended purpose.
- People post about the same thing over and over again.

Admins agree that whether or not you use post approvals can depend on the nature of the group. A supportive group, where members need to talk immediately and freely, might not want to use post approvals. A small family or friend's group may not want to limit member participation in any way. A group that is about one specific topic may use post approvals as a way to prevent members from posting about something off-topic and unrelated.

On the rare occasions when group conflict occurs, admins recommend temporarily turning on post approvals until tensions have eased as a way to manage member conflict



HOW DO I MAKE AN ANNOUNCEMENT IN A FACEBOOK GROUP I ADMIN?

Group announcements are posts that appear at the top of your group in an announcements section.

You can have up to 10 announcements at a time.

To announce something:

- From your News Feed click Groups in the left menu and select your group.
- Find the post you'd like to announce and click the arrow to the right.
- Select Mark as announcement.



ADMINS AND MODERATORS

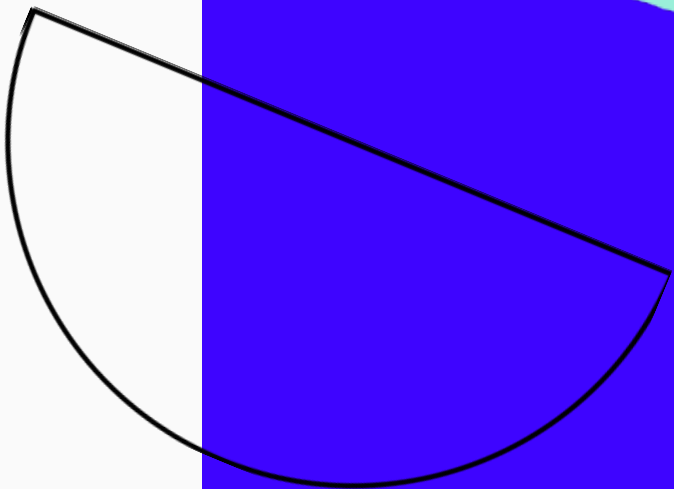
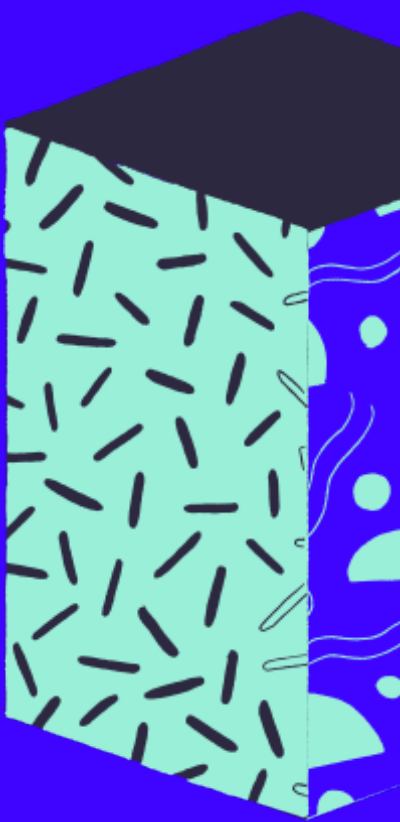
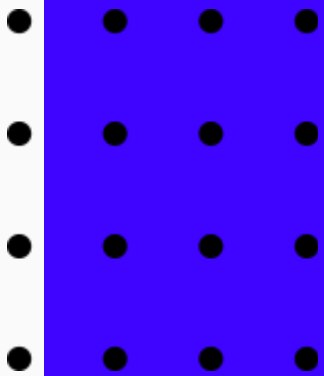
Choose your team wisely

Your moderation team will be most effective if every member is engaged and invested. To start recruiting, ask your most active members. You can find these top contributors using your group Insights. You can broaden your search with a public post looking for volunteers or asking for nominees. Evaluate your volunteers by comparing what you know about them against your mission, looking at their time and activity in the group and their history interacting with other members.

Support and mentor

As your team grows, support them with tools and resources that will help them succeed. Start a Messenger chat or group for your team.

Build community within the community – provide a place where your team can share stories and best practices and bond over challenges. You can even get everyone together for an event (either online or off).



CREATE A PLAYBOOK



Your team playbook could include things like:

Your mission

What is your group's purpose? Who is it for, and why? For more on how to create a strong mission statement, check out [Branding your community](#).

Voice and tone

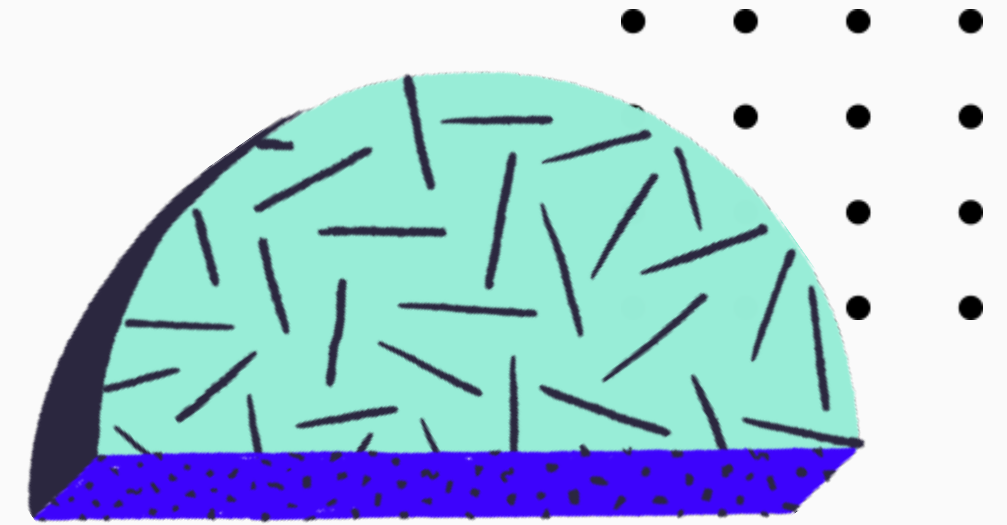
How do you communicate with members? What tone do you take as an admin team? Are you the authority or the best friend? A voice and tone guide teaches your team how to communicate consistently and maintain boundaries.

Response guides

Conflicts often follow predictable patterns and responding is as simple as following a script. By creating simple conflict resolution guides for your admin team, you can make sure rules are enforced fairly and consistently.

Including FAQs about your community will help to provide context. Remember, these documents can always evolve as your group grows.

3 MORE WAYS TO USE FACEBOOK GROUPS





COMMUNICATE CRITICAL MESSAGES TO CHURCH MEMBERS WITH A HIGHER REACH RATE.

Without getting into the weeds too much on the inner workings of the Facebook algorithm, it is important to know that your church's Facebook page has a limited amount of "reach."

So when you post an announcement about your church to your Facebook page, it isn't reaching everyone who likes your Facebook page. In fact, it is likely reaching less than 10% of the people who like your Facebook page.

However, Facebook Groups have a much higher average reach than a Facebook page does. The metrics vary, but while a Facebook page likely delivers your content to 5-8% of the people who follow it, Facebook Groups deliver your content to 60-80% (and often more) of the people who are in the group.



GO LIVE WITHIN THE GROUP TO LEAD BIBLE STUDIES OR OTHER CHURCH MEETINGS.

Believe it or not, the Sunday morning church service is the easiest part of the weekly church experience to move to the internet. Moving counseling sessions, Bible studies, and other more person-to-person ministries can be a lot more difficult.

One way churches could use Facebook Groups is to have a Facebook Group for each small group.

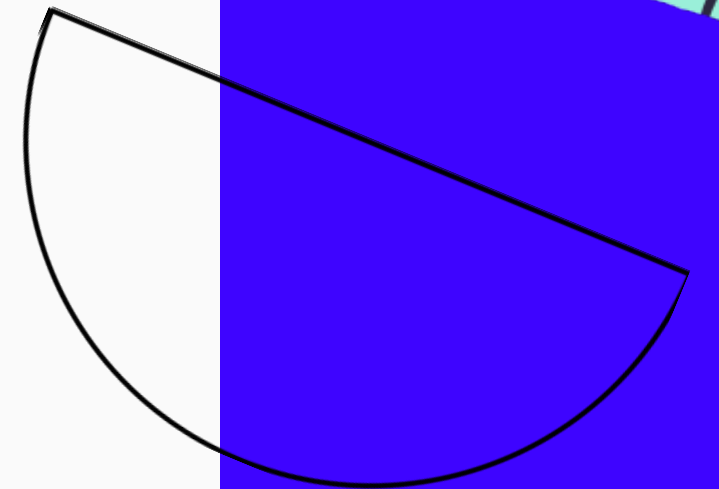
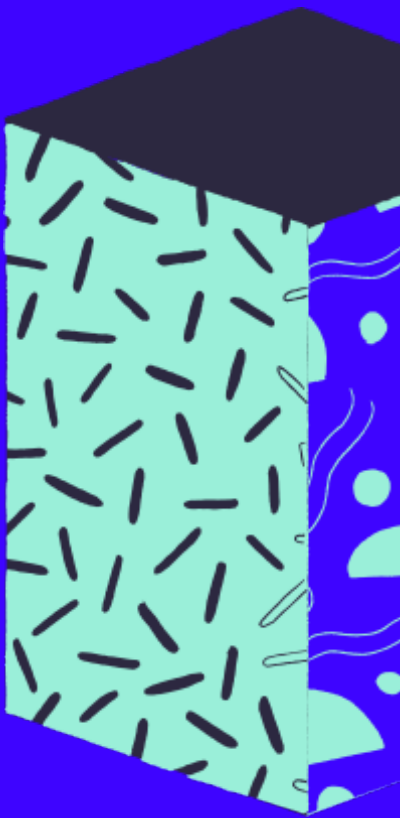
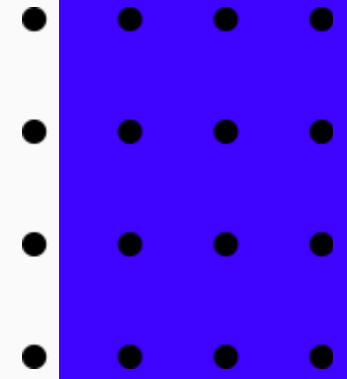
In the short term, the Sunday School class Facebook Group can be used to actually conduct the Bible study. In the long term, the Sunday School class Facebook Group can be used as a means of communication for the group throughout the week.

FOSTER CONVERSATIONS AND CARE FOR EACH OTHER AMIDST ISOLATION AND LONELINESS

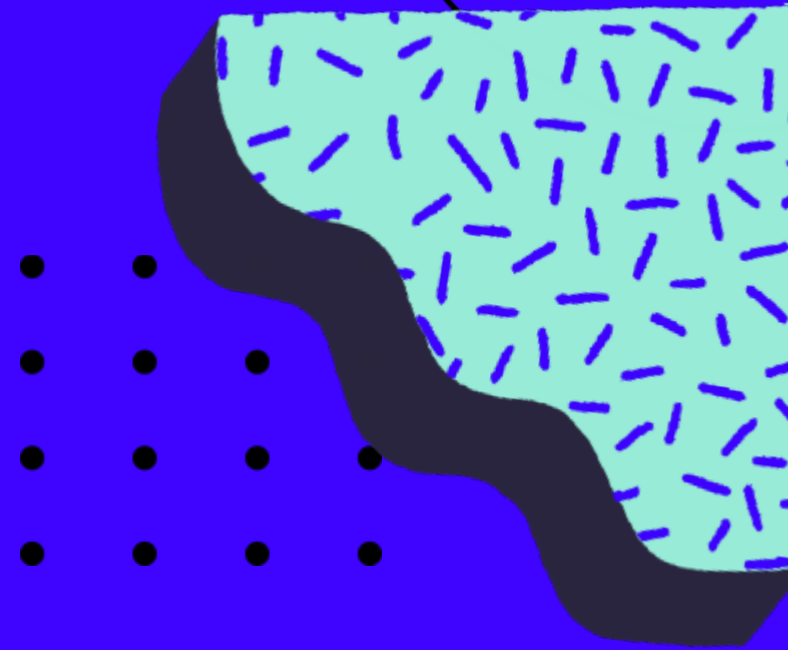
Many church members will be quite lonely during this time of isolation and social distancing, especially those older members who are best off staying home in general.

A church Facebook Group can provide a more concentrated community of local church members to communicate and love each other while we remain apart from one another.

Church members can communicate prayer requests in a group. Or perhaps they can ask for groceries to be delivered or other errands to be run as necessary.



KATIE ALLRED



Katie Allred is an assistant professor of software development and marketing at the University of Mobile, a Southern Baptist university in Mobile, AL.

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