

Everything you need to know about Facebook Groups

Today's article will look at everything you need to know about Facebook Groups, including new group updates, why you should use them, how to create and maintain groups, and how to best apply to practice.

How many groups are you currently on Facebook? Most people will probably not know the exact number and cannot list it individually.

However, there are a few groups you can name immediately. These are groups that really bring value to you, in which you directly participate and build relationships with other members. This is the standard that all groups want to maintain.

Today's article will look at everything you need to know about Facebook groups or groups on Facebook, including new group updates, why you should use them, how to create and maintain groups, and how to best apply to practical and much more.



When you finish reading this article, you will have everything you need to help your team not only work but also grow stronger in the future!

Many businesses do not realize that Facebook Groups is not just for online stores and vague industry connections.

Businesses and brands of all sizes, including small stores on Etsy, can also create and censor groups for their customers or target audience. These groups can have a strong impact on your users and businesses.

Everything you need to know about Facebook Groups

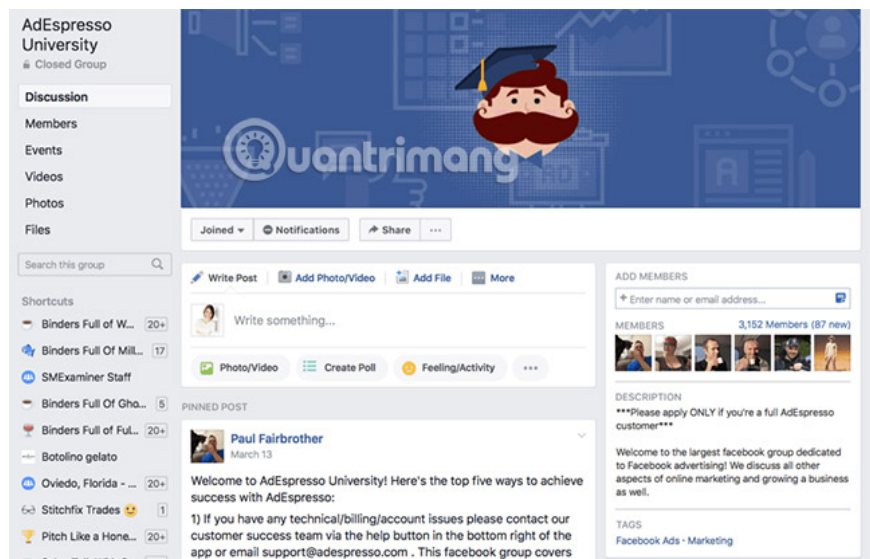
1. Why should you create Facebook Groups for your business
2. Facebook Groups & Algorithm: Why are they important to businesses?
3. The difference between Facebook Page and Facebook Groups
4. New feature of Facebook group in 2018
 1. Watch Party
 2. Learning Units
5. How to create a group on Facebook
 1. Set up your Facebook group
6. What type of Facebook group should I choose?
7. Should group policy be set up?
8. Essential Facebook group features
9. Should a questionnaire be used for screen members?
10. How to remove and block people from your Facebook group?
11. Moderate the Facebook group
 1. How to add administrators and moderators to Facebook groups
12. Facebook Group Insights
 1. Growth
 2. Engagement
 3. Members
13. How to provide value in your Facebook group
14. Two ways of doing business can make money from Facebook Groups
 1. Provide group membership with purchase transactions
 2. Use the group to advertise paid products or services
 3. Registration content (Coming soon?)
15. Tips for increasing Facebook group activity

Why should you create Facebook Groups for your business

All tutorials about team creation, development and monitoring are all about explaining why you should really create a group.

Overall, Facebook Groups are extremely valuable, and they can have a huge impact, if used in your marketing strategy. Businesses focus on a group of people based on their brand - whether it is part of the subscription service or not - and build a community around it.

This makes your brand and product more valuable to customers. And what's better than having a group of people who love your products together?



Groups also give you the opportunity to show your expertise and dedication to your customers, especially when many people will ask questions that other team members can see.

By answering these questions, encouraging, asking for feedback and creating networking opportunities, you can create valuable personal connections with your customers to keep them coming back. your page.

Think about digital sales channels. Not only do you want people to buy products once, but you also want customers to be loyal to your products. A group on Facebook can help you do that.

There is another very important reason why businesses should use Facebook Groups, move on to the next section for more details.

Facebook Groups & Algorithm: Why are they important to businesses?

You may notice some significant changes in the content being distributed in the News Feed over the past year, both as marketers and users.

The period of Facebook Zero turned the Internet (at least from a marketer's point of view), more posts from groups appearing on News Feed, could even account for more than 50% of News Feed.

The new algorithm further lowered the reach of most pages, at the same time prioritizing the posts of the group more.

This is because Facebook Zero plays a role of 'nurturing' the community and relationships, as well as providing users with more content they want to see. Most people join groups for some reason and participate enthusiastically.

Zuckerberg himself even said frankly that people want to know more from family, friends and groups, and that's exactly what they will offer users in 2018.



Simply put, this means that the site's reach has exponentially decreased, while group posts have the opportunity to be posted on top of the News Feed of members.

By using the group correctly, you will be able to continually make your content higher in the News Feed.

When you combine this with all the other benefits of groups, you will know why they are so valuable, although it is necessary to invest time to implement it properly.

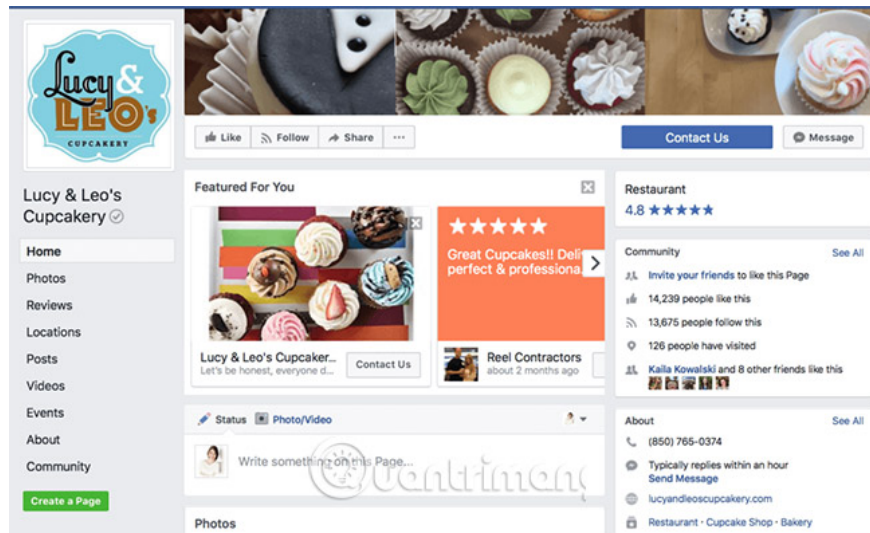
The difference between Facebook Page and Facebook Groups

One of the first thoughts of many people is that there is a page, why is there a group (group)? Should I use a group to replace a page?

In fact, you will need both. The great benefit of group algorithms cannot deny the necessity of pages.

1. You need a page, which is a point of contact for users at all stages of the digital sales channel.

Having a page allows you to run advertising campaigns for your business, receive reviews and have many public updates, including blog posts, UGC and more. It will show up in search engines and provide valuable information such as maps and contact information for your business. Users can also message directly to you.



1. On the other hand, a group focuses more on the community.

When a user posts to your site, it will be stored in the "**Community**" tab . When they post in the group, on the other hand, it is pushed up and stay central in the News Feed, so that other users can easily view and interact. Moreover, groups will invite to interact and discuss more often, because that is its goal and it makes users feel more comfortable. This is especially true if you show a desire to ask users to ask questions or share detailed information in group descriptions.

The image is a screenshot of a Facebook post. On the left is the profile for 'Lucy & Leo's Cupcakery'. The main post is from 'Kemari Lyn Films', dated July 1 at 10:22am. The text of the post reads: 'Franceska (aka Frankey) & Dan are truly a one of a kind and genuine pair! They are such a joyous and fun couple and I am so honored to have had the pleasure of getting to know them and create films for their special day. These two have loved one another for years and their love has only gotten stronger since their first date in 2008. Frankey and Dan actually have been married for a 3 years now, but on April 1st, 2017 they had the big dream wedding they had always wanted s... See More'. Below the text is a video thumbnail showing several wedding cards, including one for 'FRANCESKA & DANIEL' and another for 'BBQ'. The video player shows 1.4K Views and 37 likes. Below the video are several comments: 'Amplify Entertainment' says 'What a fun wedding! Love this video! Congrats again, you two!', 'Kemari Lyn Films' replies 'It really was such a fun day! Thanks so much!', and 'Franceska Drinkovic' says 'I can't get enough!! Soooo happy to have this video. Thank you Kemari and Jacob!!!'. The page is viewed on a mobile device in Chrome.

In general, groups also provide more value. This is especially true for closed groups, like AdEspresso University (reference link: <https://www.facebook.com/groups/AdEspressoUniversity/>) where members can get comments and sentences. Answer by experts quickly.

Even if the question is "What kind of fabric are you using and why is it shrinking in the dryer?" or "How can I expand my company with a marketing budget of \$ 400?", when you answer them, it will also bring value to all other team members.



So you definitely still need a page. A group will never replace that. But at the same time, you won't be able to build the same kind of faithful and honest online community without a Facebook group.

New feature of Facebook group in 2018

In 2018, some great new features have been added to Facebook groups.

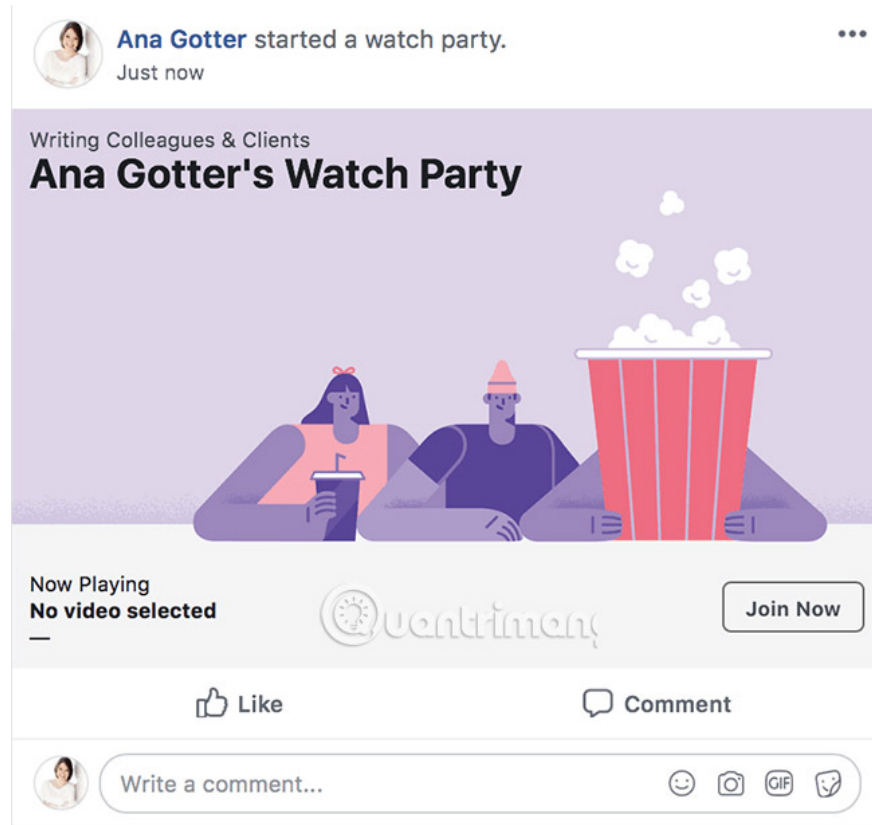
There are several censorship features with the support of recently announced administrators. These features can be accessed by clicking the "**Admin tools**" tab below the group image. This feature is currently available on mobile devices.

1. **Admin customer support** : Allows group administrators to report problems or ask questions directly to Facebook. The goal is to give an answer within one working day, and to anyone who has asked a question on Facebook, this is really great. This is a necessity with closed groups being tested. Either way, it's a great feature.
2. **Educational resources for admins** : If you are familiar with Facebook's Blueprint courses, the idea here is quite similar, for the administrator of the group. Facebook is compiling the instructions, so that it can research and more information on how to better manage the group from experienced administrators who have successfully applied this. This will be a valuable tool, because there are so many groups that operate in different ways, so it can help you find the perfect strategy for your business.
3. **New group rules feature** : This feature will allow administrators to easily inform members about the rules they have violated, when they delete the post. You will be able to do this by adding a note to the post, the member can view the offending post.
4. **Pre-approval of posts from select members** : Some groups require posts to be approved by the administrator before being shown on the group. In certain groups - especially where controversies can occur often - this is a necessity, but if your group is large and dynamic, it can also be a stressful time for administrators. Being able to pre-approve posts from selected and trusted members will save you a lot of time and maintain your censorship where it is needed most.

In addition to these great new features, there are also two new features called General View and Learning Units. AdEspresso has done them, but it seems that most of the group administrators have missed these features completely. Look carefully at both of these features shortly!

See general

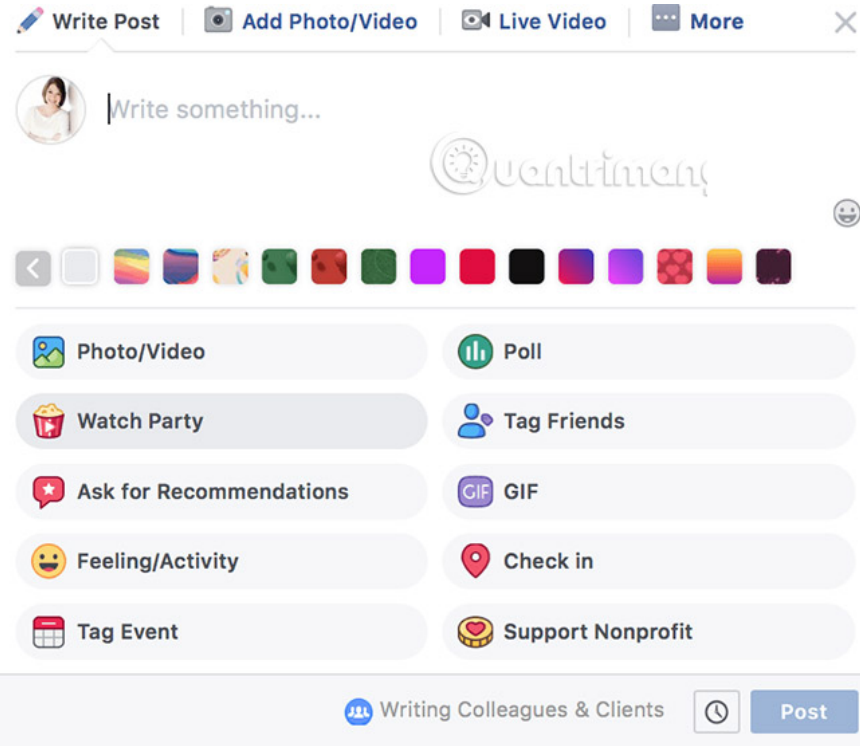
Overall, a really interesting new feature was released earlier this year. They allow you to share public videos on Facebook with a group and watch the video in real time, along with other team members. You will be able to view and respond to all videos at once, similar to how users can interact while watching live broadcasts.



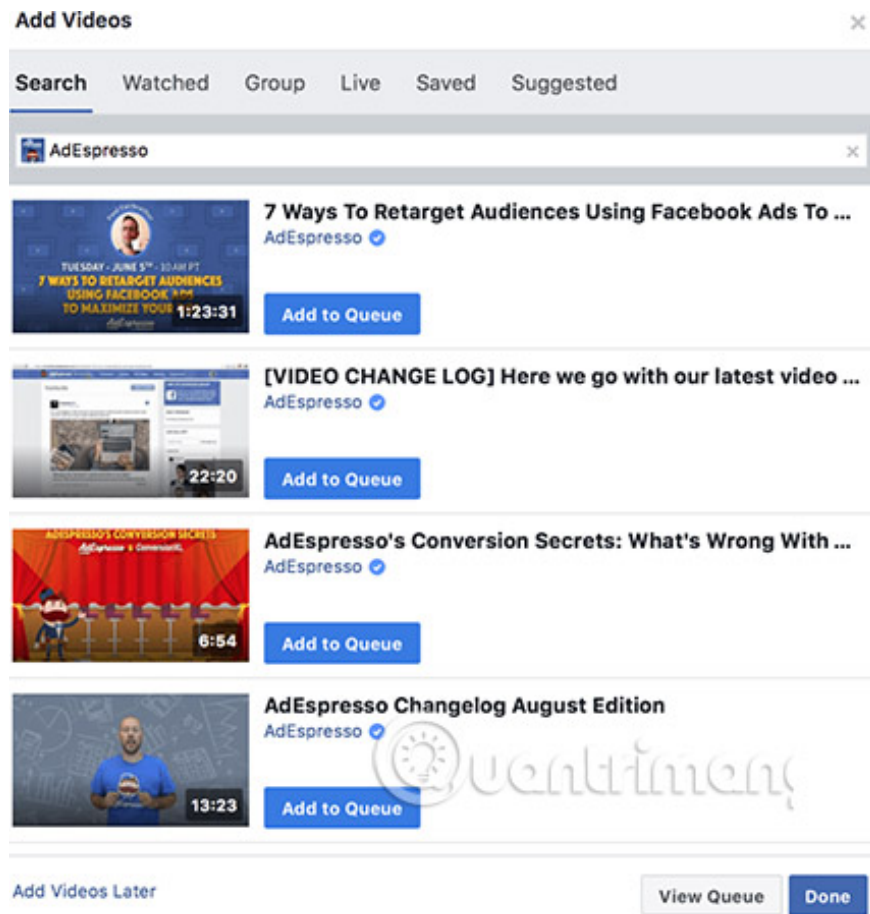
The idea is that this perspective and social response will help nurture a sense of community and build relationships. The AdEspresso University team used it several times to introduce relevant videos and discuss them with team members.

1. How to embed videos and articles from Facebook into any Website

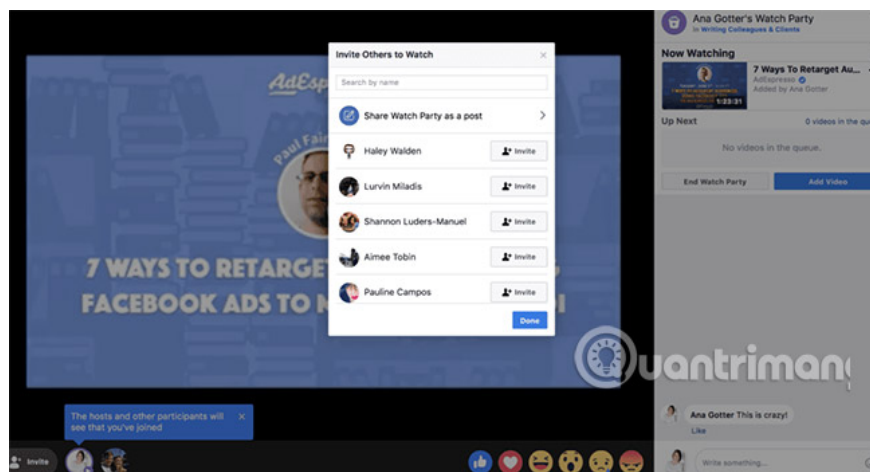
Hosting a General View is extremely easy. When you're in your group, create a post. You will see the option to add "**Watch party**".



Next, you will be asked to choose a video. Note that this is not your own video, they are public videos that you can share with your team. You can search for videos and add multiple videos to the queue. If you want to have a General View for every introduction from your favorite show, you can do it.



When you are ready, you will start your General View and you will see a screen like the one below. Your team members will see a post in the group with a watch party already started, but you can also invite people to watch to attract their attention and interests.



When it comes to businesses, this feature is especially powerful when used to discuss industry news or educational content. You can give your point of view and be ready to answer questions when they appear.

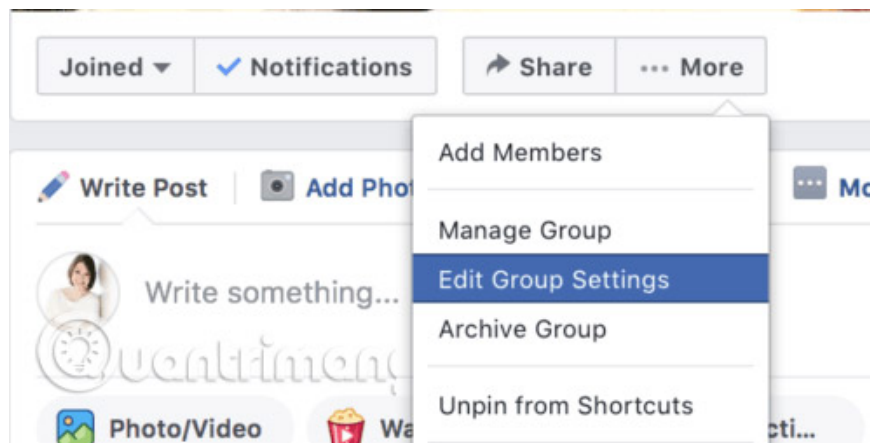
A conspicuous thing right now, even after about six months since this feature was first published, is that most of the team members don't understand what a general view is. That's not what they have seen before, especially

because many groups don't seem to know how to use it. To combat this, notify the General View in the previous post, let people know what it is, when it happens and how to get involved. If there is a specific benefit - like you or another expert who is willing to answer questions or facilitate the discussion - let people know about it to increase participation.

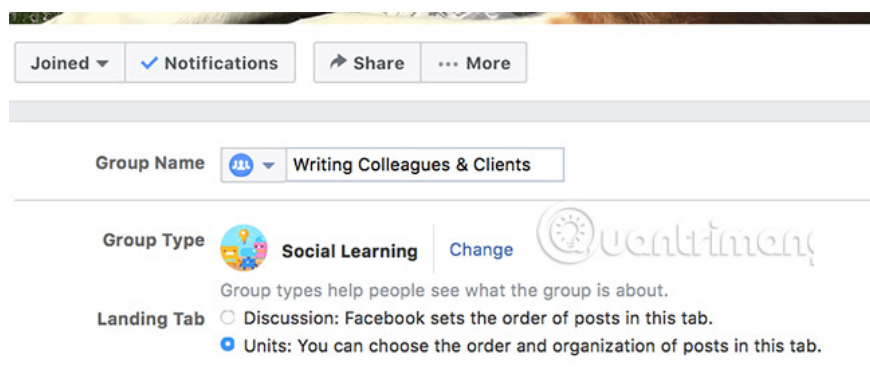
Learning Units

Learning Units is another feature that does not seem to be used as often as you think, in most groups. This feature is available through Social Learning group type and allows you to create content like the course is structured according to different units. All this can be stored through your Facebook group.

To use this feature, you need to set your group as a Social Learning group. To do this, go to '**Edit Group Settings**'.




















Then consider the group type. Click "**Change**" to change if you have not selected Social learning. If you have enabled the Social learning feature, you will see the ability to set up units in your destination tab. Continue and click it as soon as you see this option.



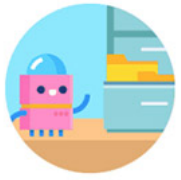

If you have not selected your group type, you can find **Social learning** in the top right corner.

Pick a Group Type ✕

<input type="radio"/>  Buy and Sell Adds features to the group	<input type="radio"/>  Neighbors	<input checked="" type="radio"/>  Social Learning Adds features to the group
<input type="radio"/>  Close Friends	<input type="radio"/>  Parents	<input type="radio"/>  Support
<input type="radio"/>  Club	<input type="radio"/>  Project	<input type="radio"/>  Team
<input type="radio"/>  Events and Plans	<input type="radio"/>  School or Class	<input type="radio"/>  Travel
<input type="radio"/>  Family	<input type="radio"/>  Study Group	<input type="radio"/>  Custom
<input type="radio"/>  Video Games Adds features to the group		

As soon as you do this (and click save), you will see a prompt to set up your learning units.

Social Learning Settings

Your Group has Social Learning Units!

You can now:

- * Create an agenda or curriculum
- * Put posts in your own order
- * Track completion of posts
- * Help people learn new things

First, you will be asked to write the title and description of your first unit. You can also make it optional, allowing users to skip it to see other content instead.

Create Unit

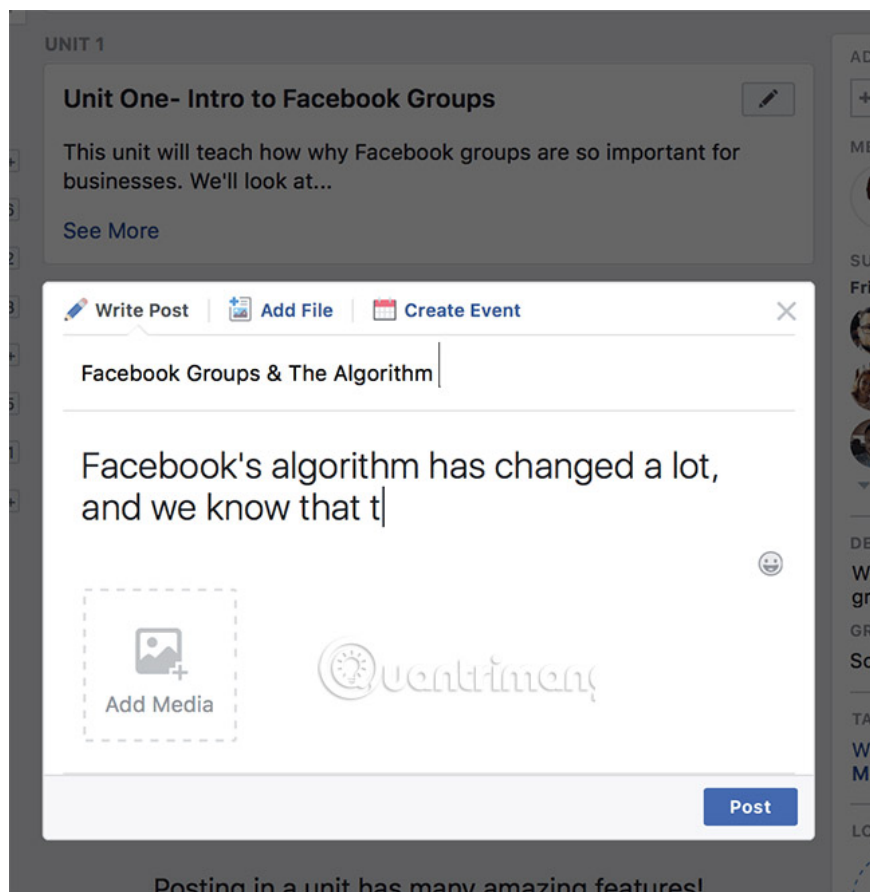
Unit Name
Unit One- Intro to Facebook Groups

Unit Description
This unit will teach how why Facebook groups are so important for businesses. We'll look at
-community building effects
-why it's different from a Page
-algorithm benefits

Make this unit optional. **i**

Cancel Create Unit

When you create your unit, you can add more posts in it. For example, you can write a post for each category in **My description**. Users will be able to comment on these posts and ask questions. You can also add media if you want.



On the unit's home page, you can add a description to the Overall course section and add more units. Note that you can create multiple units as part of a set, like this example, or have a unit for Facebook Groups, a unit for Instagram Ads and a unit for Pinterest.

AdEspresso uses this feature to let users know how to make the most of products with Facebook Ads. This helps customers make the most of the software, which is necessary because the goal of the business is to make customers happy and that will keep customers longer. It also relates directly to groups and values, both important.

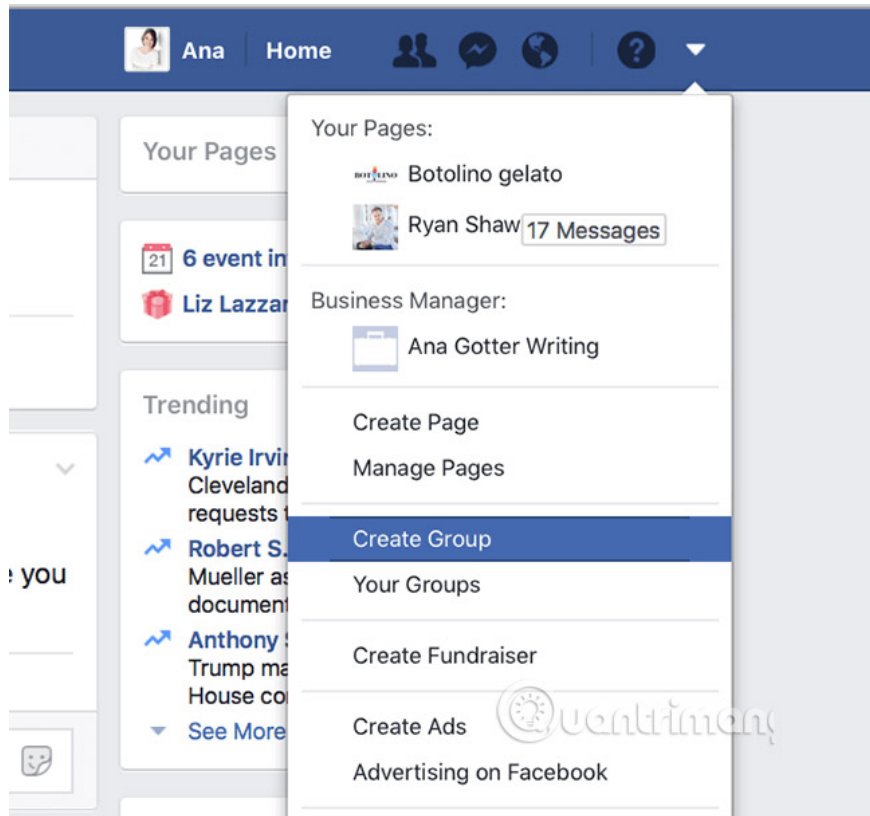


The image shows a screenshot of a course interface. At the top, there is a 'DESCRIPTION' section with a light blue header. Below it, a white box contains the text: 'In this course you'll learn how to get the most out of AdEspresso, from creating your first campaign to using it's most advanced features to test and optimize your Facebook Advertising Campaigns. If you're just getting started with AdEspresso take this course now!'. Below the description is 'UNIT 1' with a light blue header. Under 'UNIT 1', there is a section titled 'Getting Started (Optional)' with '2 posts' and a three-dot menu icon. Below this are two video lessons: '1) Connecting Your Facebook Accounts (Optional)' and '2) Understanding The Interface'. Below 'UNIT 1' is 'UNIT 2' with a light blue header. Under 'UNIT 2', there is a section titled 'Campaign Creation (Optional)' with '4 posts' and a three-dot menu icon. Below this is a video lesson: '3) Selecting The Right Campaign For Your Objectives'. A faint 'Quentin' logo is visible in the background of the 'UNIT 2' section.

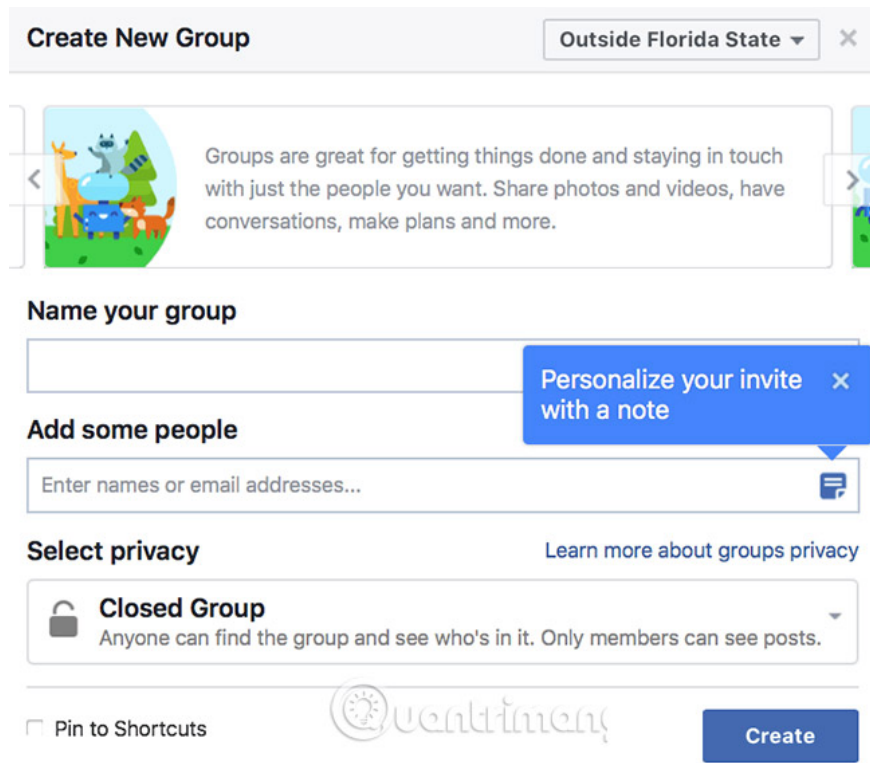
Administrators will be able to see each member's progress, so if you use this feature for your business, you can see how many team members are participating.

How to create a group on Facebook

To create a group, you can start on your profile page. Open the menu in the top right corner, where you can view your activity log or log out. You will see '**Create Group**'.



To get started, name your group and then invite some people. If your group is for business purposes, keep in mind: You want it to be easy for both existing and potential customers. Great examples include 'The Six Figures Freelancer' (reference link: <https://www.facebook.com/groups/sixfigurefreelancer/members/>) and, of course, 'AdEspresso University'.

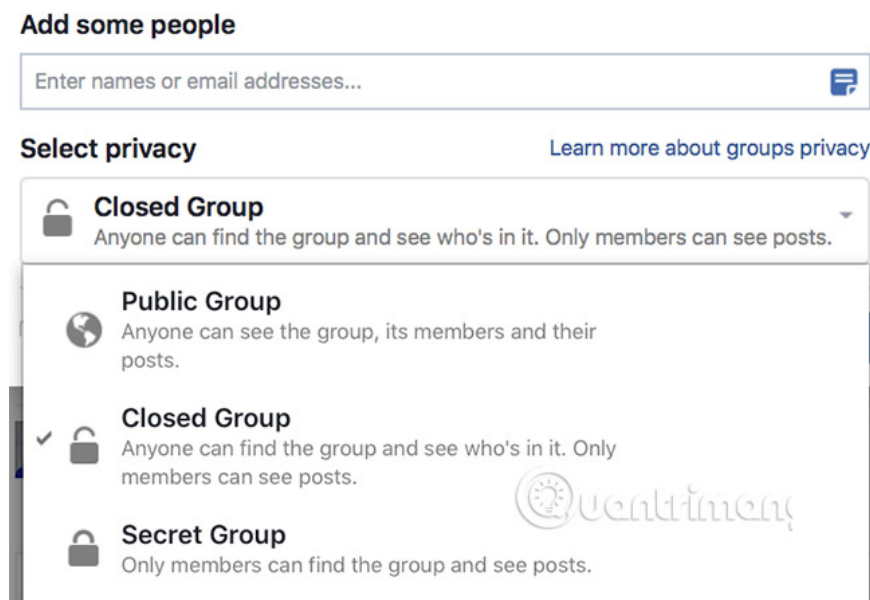


Next, add people to the group. You can invite people by entering their name and finding them on Facebook or by using their email address. For business purposes, it would probably be easiest to use email addresses from your email list and you should leave a note like 'Congratulations! You have been invited to join AdEspresso University! '. You can wait to invite members until the page is set up (you should really do this).

Finally, select the type of group you want to create. You can choose from the following options:

1. Public groups, where people can view all content and members.
2. Closed groups, where people can see group and member names, cannot view the group's content.
3. Secret groups, where you must be invited to join the group.

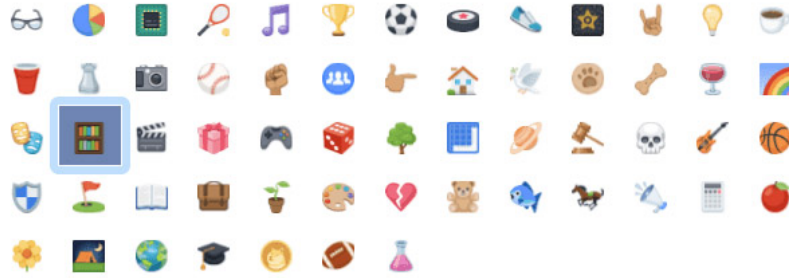
The article will delve into how to choose the type of installation / security group in the next section.



You also have the option to select an icon for your group. This icon is located next to the group name in the Shortcuts section.

Writing Colleagues & Clients

Choose an icon:



Skip



OK

Set up your Facebook group

When the group is created, you need to complete the group setting. Most of this can be done by editing the sections on the right hand side of the screen, under the members' names section.

First, add the group description. This section should specify what the purpose of the group is and, if so, who is allowed to join or invite others. Any group policy should be put here.

ADD MEMBERS

+ Enter name or email address...



MEMBERS

10 Members (4 new)



SUGGESTED MEMBERS

[Hide](#)



Cameron Glover

Add Member



Jasmine Thomas

Add Member



Irina Gonzalez

Add Member

[See More](#)

DESCRIPTION

[Edit](#)

Welcome to the writing colleagues & clients group!
This group is for my writing colleagues and clients
so we can all network and do some great work
together!

(Real talk: only a sample group that I will soon
delete after writing my blog post. Thank you all for
putting up with the notification)

TAGS

[Add Tags](#)

Add a few descriptive keywords.

LOCATIONS

[Add Locations](#)

Add locations for this group.

Below, you'll see the option to add tags or keywords. If you want your group to be public or closed, these keywords can help relevant users find you. You can add up to 5 tags.

TAGS

Writing Magazine



Writing

4,318,192 like this



Writing Stories

3,191 like this



Writing Magazine

22,174 like this



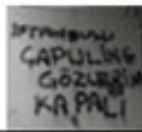
Dar El Beïda

3,251 like this · 21,105 people check...



Writing-on-Stone Provincial Park

629 like this · 5,381 people checke...



Writing

643 like this



At the end of this section, you will have the option to add a location to the group. For most businesses, this will not be a feature to use, but it will be there if you need it.

Finally, add a cover photo. This must be a complete representation of the interests of the group, not a random image. If it's a business-focused group, you should definitely incorporate your brand logo somewhere.



This photo will eventually become the main photo of the group, so keep that in mind.

Groups You Manage



Writing Colleagues & Clients
(0 pending actions)

To add members, all you have to do is enter their name or email address in the 'additional bar', found on the right hand side of the page. Other members may add additional membership requests.

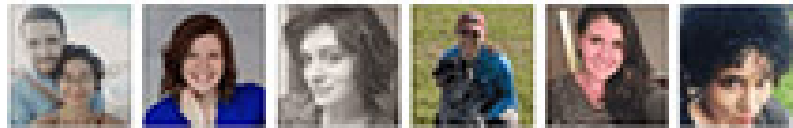
ADD MEMBERS

+ Enter name or email address...



MEMBERS

10 Members (4 new)



SUGGESTED MEMBERS

[Hide](#)



Cameron Glover

Add Member



Jasmine Thomas

Add Member



Irina Gonzalez

Add Member



DESCRIPTION

[Edit](#)

Welcome to the writing colleagues & clients group!
This group is for my writing colleagues and clients
so we can all network and do some great work
together!

(Real talk: only a sample group that I will soon
delete after writing my blog post. Thank you all for
putting up with the notification)

TAGS

[Add Tags](#)

Add a few descriptive keywords.

LOCATIONS

[Add Locations](#)

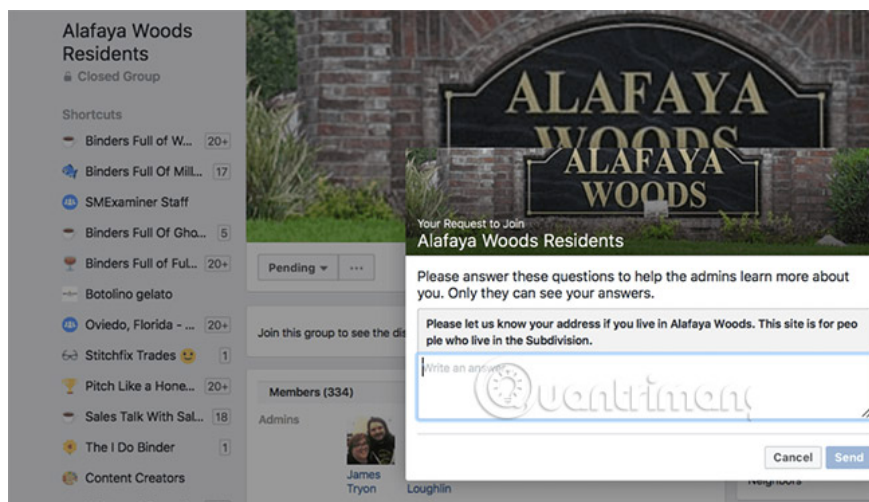
Add locations for this group.

What type of Facebook group should I choose?

As mentioned above, there are three different types of Facebook groups: public, private and confidential. Public groups have everything displayed to all Facebook users at any time, secret groups won't even show up in search. So which one do you choose?

In general, it is best for businesses to use Facebook groups to interact with customers so choose a closed group. In this way, groups can be found, but users must request permission to participate.

Closed groups give you the opportunity to maintain group visibility, while also preventing users from being in the group (including bots and people who like spam) from accessing. It also protects the group and its members. Whether your group is free or has to register, this is a good choice.



Secret groups ideal for small businesses, using groups for internal teams.

If your team is only for your employees, having a secret group can be a benefit. If your revenue is not high and easily add people manually, the secret group is perfect for this purpose.

You should not create public groups for business or marketing purposes, because it is too difficult to censor. That suits the common interest group, but that's not what you want to associate with your business.

Should group policy be set up?

For some Facebook Groups users for business or marketing purposes, it will be helpful to set up group policies. These content will be published in the description or placed on a pin post on the top of the group.

The general policies of Facebook groups run by businesses include:

1. Do not blatantly advertise without the permission of an administrator or moderator.
2. Potential service terms, like 'you only have access to this Facebook group as long as you are a registered member'.
3. Respect other members, and don't abuse or become too impatient.
4. Do not share any information, including screenshots or tips, from this group to the outside
5. You can only be granted membership if [insert conditions here].

You do not need to set up group policy if you do not want to. If you feel the need to do this, it may help you eliminate a lot of trouble later. An example can be found below, from the **Sales Talk with Sales Pros team** :

We run this group with an iron fist.

If you think you have what it takes, then contribute more and ask less. The real money is not made by spamming anyway, it comes from engaging people in the comments.

Don't ask us if we like MLM. We don't.

There are no political posts allowed

Don't ask us to repent and go to church. We don't talk religion in here either.

Don't ask us to sell you a pen. We sell shit that costs more than that here.

This is not a place to pitch your product or leave a link to your program.

If you want to leave a link to your site or whatever back here, you need to get permission from Roxanne Hoover first.

This group is for blog posts, videos, memes, and other things concerning sales only.

Essential Facebook group features

Some new group features have just been deployed at the end of June (and one of them is still being tested). These features are amazing, making it easier for you to monitor and censor your group. The article will go into each feature, but now, let's summarize what they are:

1. **Group Insights** : This is very interesting. We have this feature for the site and know how valuable they are. These details can provide membership, growth and interactive data.
2. **Membership request filtering** : You can now ask all potential members to answer questions before joining, such as 'why do you want to join' or 'how long have you been in this industry'? or "What is your

customer email address so I can verify?". This can help eliminate bots or people who probably shouldn't be in the group.

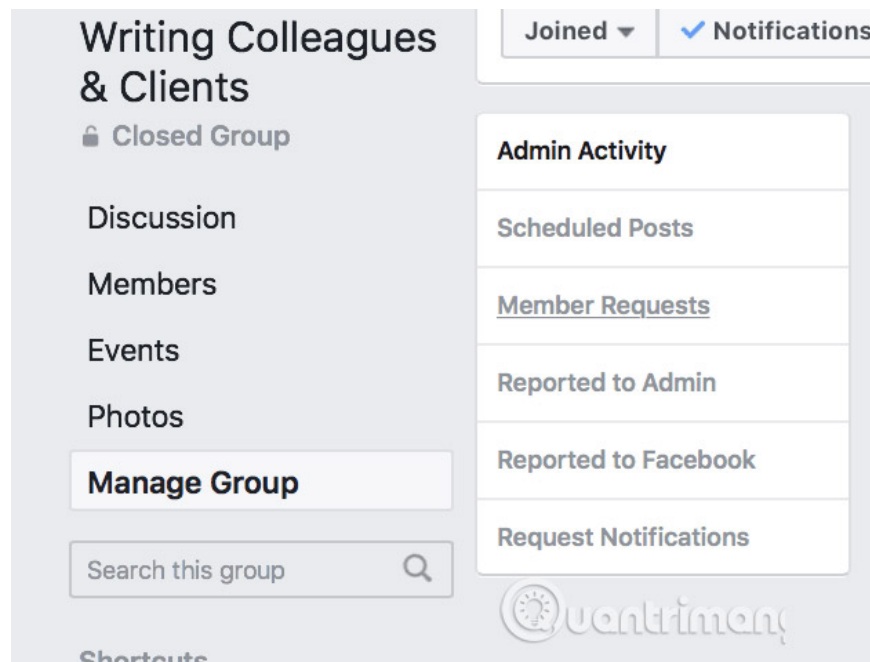
3. **Scheduled posts** : Now you can schedule posts in your group, just like on your page. This can help keep things moving.
4. **Simplified member clean-up** : There are no more steps to remove a member and all their content; Now that is an easy process.
5. **Group-to-group linking** : This is still being tested, allowing a group to propose similar groups. The link feature can be extremely useful if you split a large group into different small groups. According to Paul Fairbrother, "You can split a large group into different small groups, based on topics of interest, product use cases or even languages."

Should a questionnaire be used for screen members?

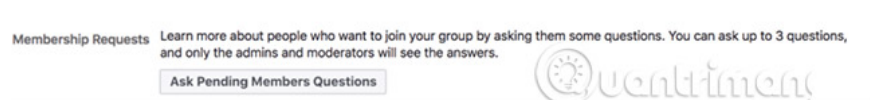
Thanks to the new question screening feature, teams can decide if they want to ask users to answer questions, before they can be accepted as members. You should ask users to fill in some questions.

After all, if someone is too lazy to answer the question 'Please log in with your email to register' or 'How long have you been in graphic design industry?', They are not worthy of being a part of the group. Even if you allow them to participate, they will not be active contributors. This harms the group for a long time because it increases the number of members and the interaction rate is lower.

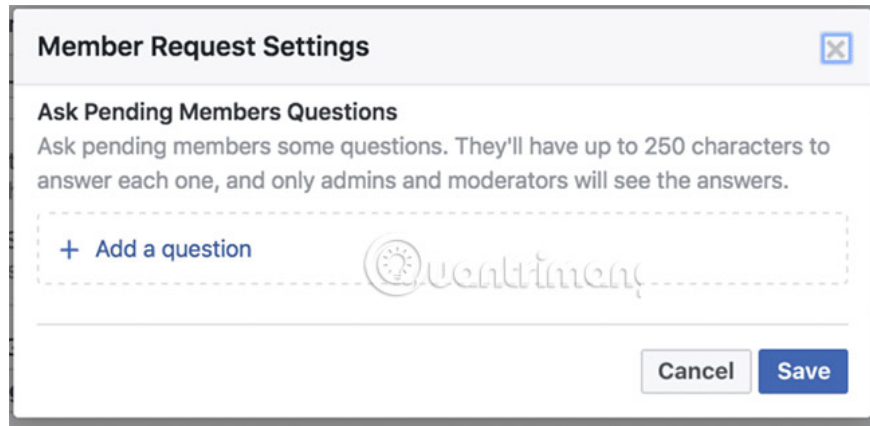
To add a questionnaire, go to **Members** section and then **Member Requests**.



Here, you will see the ' **Ask Pending Members Questions** ' option.



You can ask some simple questions, because users only have 250 characters to answer each question.



How to remove and block people from your Facebook group?

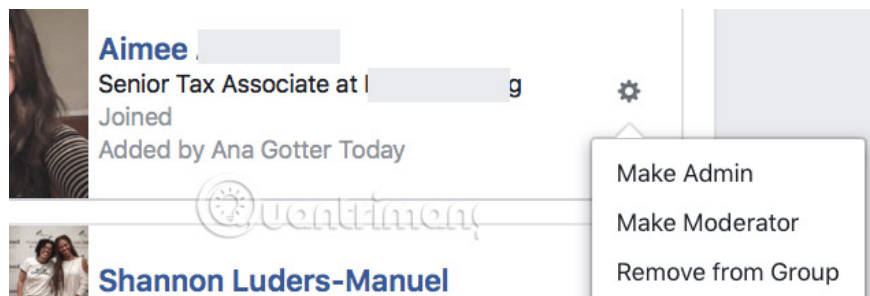
Sometimes, despite the best efforts to be accepted as a team member, there are still a few users who cause problems.

You should absolutely not hesitate to remove members from the group (and block them) if they:

1. Violation of group policy
2. Post spam in the group, including self-promotion, if that is not recommended
3. Abuse other members

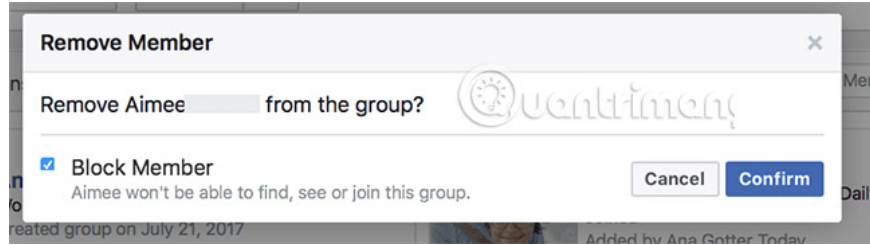
Although you may not want to participate in what seems like personal or political problems, keep in mind that 100% group activity reflects you as a business. If you do not exclude someone who is racist, sexist or offended to other members for any reason, the participation of people in the group will decrease and everyone may be less Know your brand better.

If a member is deleted or blocked, find them in the members' screen. You can search if needed. On the opposite side of their profile picture, you will see a small button. When you click on it, you will see the option '**Remove From Group**'. Click it.



If you remove someone from the group, they may ask to rejoin later. This can be used to "suspend" a member. If you are sure you never want to see them in your group again, you can select '**Block member**' at the bottom of this page. They won't even be able to see the group name or find the group name in the search box, if you block

them.



Bên có thể xem lại các thành viên bị chặn bất kỳ lúc nào trong khu vực tìm kiếm thành viên.

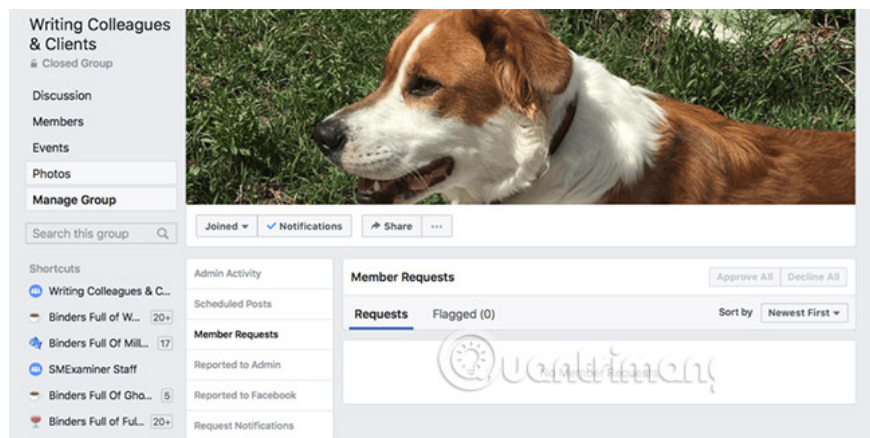


Kiểm duyệt nhóm Facebook

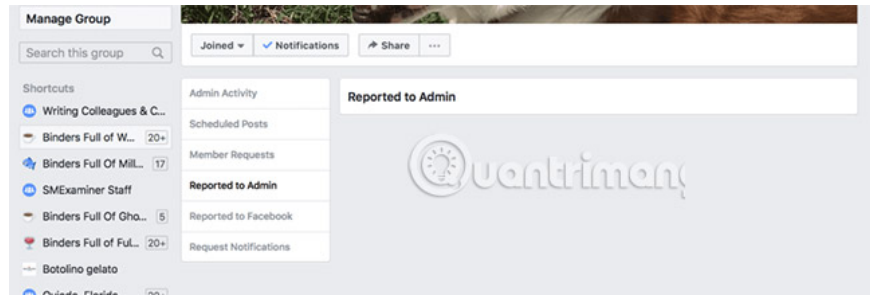
Việc kiểm duyệt nhóm Facebook có thể là một nhiệm vụ lớn. Và bạn không nên bắt đầu một nhóm cho đến khi bạn thực sự sẵn sàng để tiếp tục. Vì vậy này không có nghĩa là bạn cần phải luôn bên cạnh chỉ có máy tính, chỉ vì bài đăng hiển thị lên, nhưng nếu bạn dùng một câu hỏi cho bạn hoặc nếu có vấn đề, bạn sẽ sớm có một quy định nó.

Nhiệm vụ lớn nhất của người kiểm duyệt nhóm bao gồm:

1. Theo dõi nội dung để đảm bảo không có nội dung nào vi phạm chính sách của nhóm, không có spam và không có xung đột lớn.
2. Thêm (hoặc loại bỏ) thành viên mới khi cần thiết. Vì vậy này bao gồm việc phê duyệt yêu cầu thành viên. Để chấp nhận thành viên mới, bạn có thể chuyển đến 'Manage group' và sau đó 'Member requests'.



1. Xóa spam hoặc nội dung không mong muốn khác khỏi nhóm.
2. Xem xét nội dung đã bị 'gỡ' nội dung khác ảnh hưởng. Bạn có thể tìm thấy nội dung này trong 'Manage group' và 'Reported to admin'.



Các tác giả khác có thể bao gồm việc đăng tải thông tin xuyên tạc duy trì sự tin tưởng tác và trả lời các câu hỏi, mối quan tâm và tham gia các bài đăng chung.

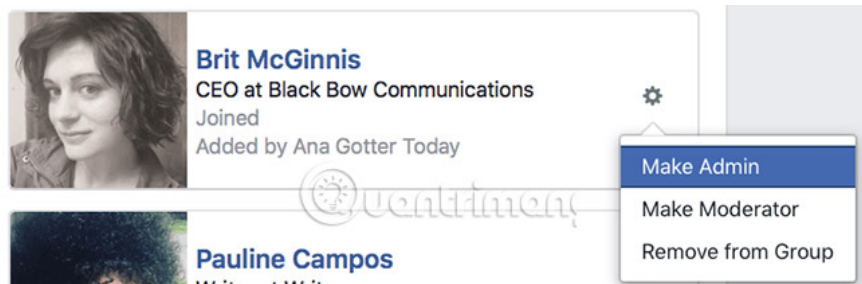
Cách thêm người quản trị và người kiểm duyệt cho nhóm Facebook

Có hai loại tin nhắn khác nhau kiểm soát nội dung trên trang: Người kiểm duyệt và quản trị viên. Người kiểm duyệt có khả năng phê duyệt tất cả thành viên (và xóa hoặc chặn thành viên), cũng như xem lại các bài đăng và nhận xét trong nhóm. Họ cũng có thể ghim hoặc bỏ ghim bài đăng, hay xem hợp thể tin nhắn?

Quản trị viên có thể thực hiện mọi nội dung mà người kiểm duyệt có thể làm và hơn thế nữa, bao gồm thêm hoặc xóa quản trị viên hoặc người kiểm duyệt. Họ cũng có thể thay đổi cài đặt của nhóm, bao gồm cài đặt báo m?, tag và mô tả.

	Admin	Moderator
Make another member an admin or moderator	✓	
Remove an admin or moderator	✓	
Manage group settings (ex: change the group name, cover photo or privacy settings)	✓	
Approve or deny membership requests	✓	✓
Approve or deny posts in the group	✓	✓
Remove posts and comments on posts	✓	✓
Remove and block people from the group	✓	✓
Pin or unpin a post	✓	✓
View support inbox	✓	✓

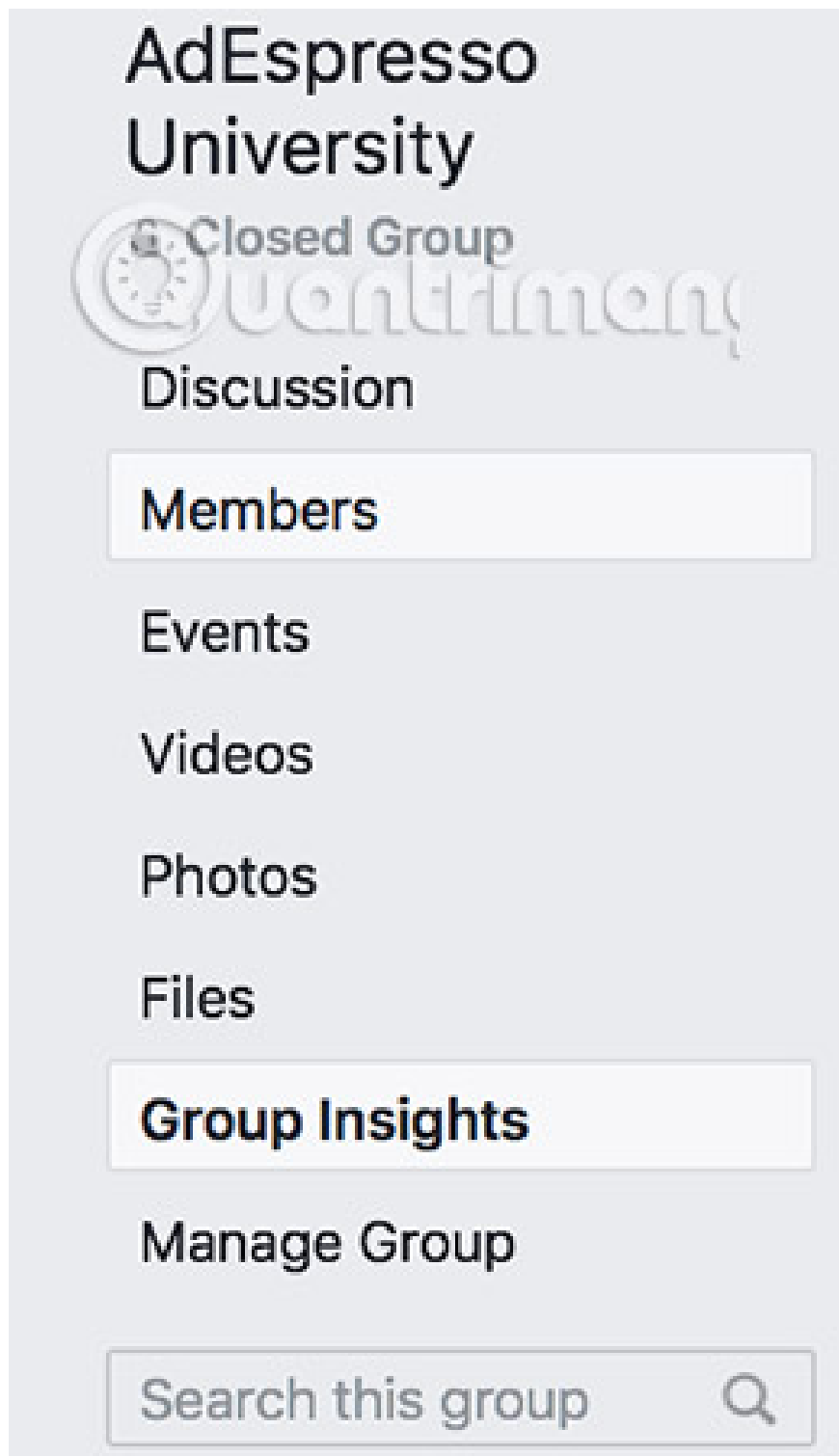
?? thêm qu?n tr? viên ho?c ng??i ki?m duy?t m?i, hãy chuy?n t?i màn hình thành viên. Nh?p vào nút bên c?nh tên thành viên và ch?n ' **Make Admin** ' ho?c ' **Make Moderator** '. B?n có th? thay ??i tr?ng thái c?a h? b?t k? lúc nào.



Facebook Group Insights

Thông tin chi ti?t v? tính n?ng Group insights m?i c?a Facebook th?t ?áng kinh ng?c.

?? truy c?p thông tin chi ti?t v? nhóm n?u có, b?n s? th?y tab này ? phía bên trái thanh ?i?u h??ng c?a nhóm. Ngay bây gi?, ch? qu?n tr? viên m?i có quy?n truy c?p vào thông tin chi ti?t nhóm, còn ng??i ki?m duy?t nhóm không có quy?n truy c?p vào ?ó.



(**Lưu ý** : Group insights không khả dụng ngay lập tức như Page insights cho doanh nghiệp mới. Bạn cần phải chờ một thời gian trong một khoảng thời gian hoặc chờ một số lượng thành viên nhất định.

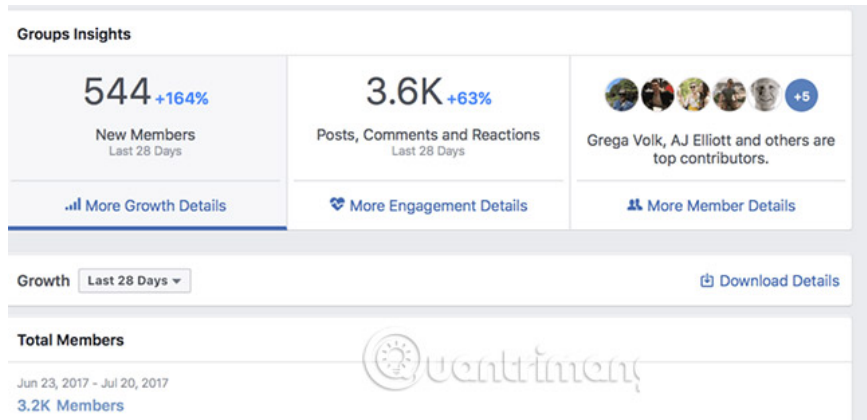
Facebook chia sẻ một lượng thông tin chính xác, nhưng theo thời gian, bạn có thể thay đổi và thông tin chi tiết có thể có sẵn ngay lập tức giúp ích cho các sự kiện).

Khi bạn truy cập vào trang Facebook group insights, bạn sẽ thấy tổng quan nhanh về tổng thể nhóm, mức độ tương tác và chi tiết thành viên. Vì vậy bạn hãy các thông tin chi tiết rất hữu ích, được chia thành 3 nhóm sau

ây.



Bên có thể xuất thông tin chi tiết của mình bất kỳ lúc nào bằng cách nhấp vào **'Download details'**.



Bên có thể chọn tải xu hướng thông tin chi tiết từ một, hai hoặc cả ba phần.

Download Details ✕

What details would you like to download?

Growth
Total members, pending members, approved requests and more.

Engagement
Posts, comments, reactions, active members, top posts and more.

Members
Top contributors, age, gender and location.

All

Date Range
Last 28 Days ▾

File Format
Excel (.xls) ▾

[Cancel](#) [Download](#)

Growth

Trong tab **Growth**, b?n có th? xem nhóm c?a b?n ?ã có bao nhiêu thành viên.



B?n c?ng có th? xem s? l??ng thành viên b?n ?ã ch?p nh?n và s? l??ng b?n ?ã t? ch?i.



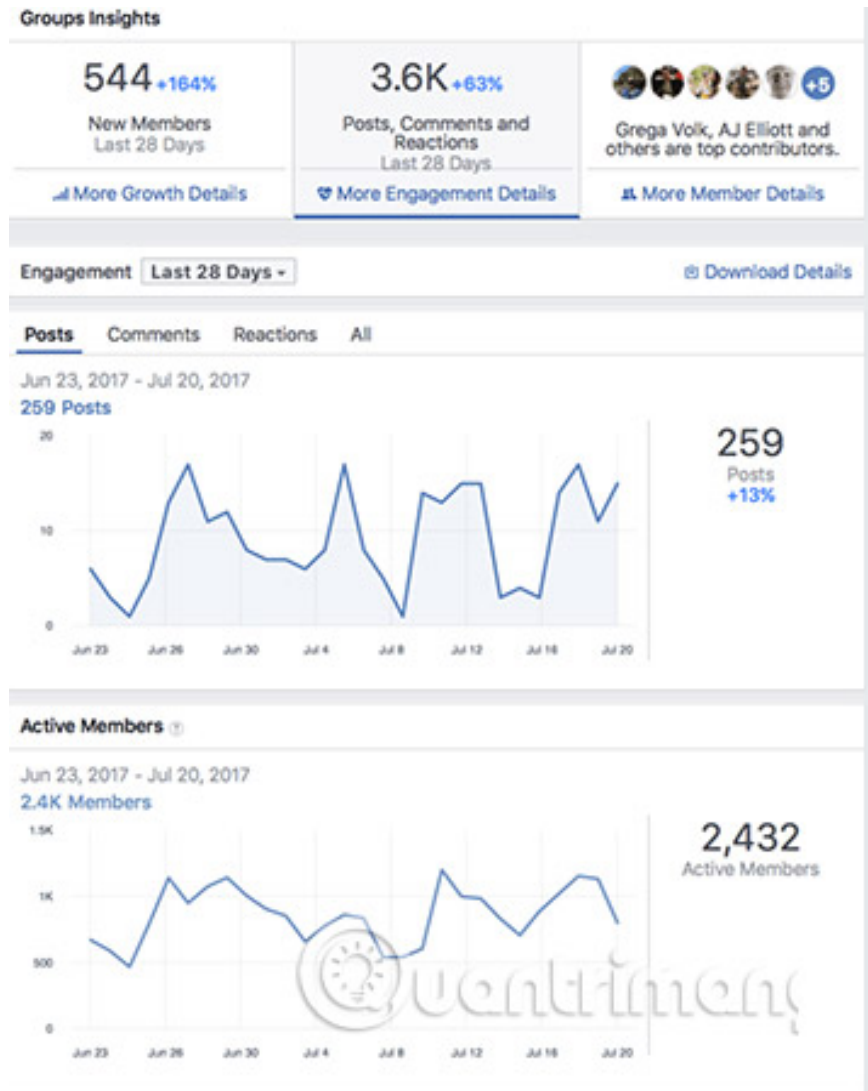
?i?u này có th? giúp b?n ?ánh giá m?t s? ?i?u, bao g?m:

1. N?u nhóm c?a b?n phát tri?n nh?t quán
2. T? l? yêu c?u t? thành viên có liên quan và không liên quan mà b?n nh?n ???c
3. N?u m?i ng??i quan tâm ??n vi?c tham gia và tìm nhóm c?a b?n

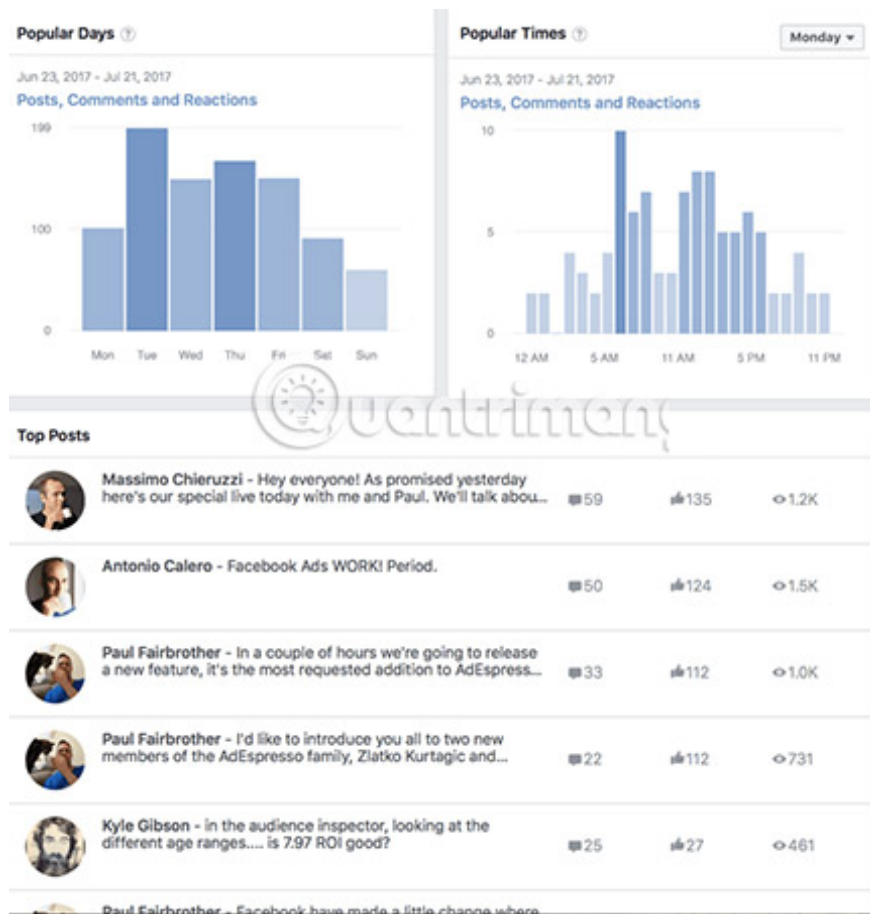
Engagement

Tab **Engagement** là ?i?u quan tr?ng nh?t c?n chú ý. Nó cho b?n th?y s? l?ng ho?t ?ng mà các bài ?ng c?a nhóm ?ang nh?n ???c.

B?n có th? xem thông tin nh? s? l?ng bài ?ng ???c chia s? trong nhóm (b?i b?n và các thành viên khác), s? l?ng nh?n xét và s? l?ng ph?n h?i (bao g?m l?tt thích). Bên d???i, b?n s? th?y s? l?ng thành viên hi?n ?ang ho?t ?ng trong nhóm. ?ây là m?t con s? quan tr?ng, vì v?y b?n có th? theo dõi s?c kh?e t?ng th? c?a nhóm.



Bên d???i này, b?n s? th?y nh?ng ngày ph? bi?n và th?i gian ph? bi?n, giúp b?n ?ánh giá th?i ?i?m ?ng bài, ?? bài ?ng có ???c kh? n?ng hi?n th? cao nh?t. B?n c?ng s? th?y các bài ?ng hàng ?u c?a nhóm, nh?ng ng?i ?ã ?ng chúng và kh? n?ng hi?n th? c?ng nh? m?c ?? t?ng tác c?a nhóm.



Members

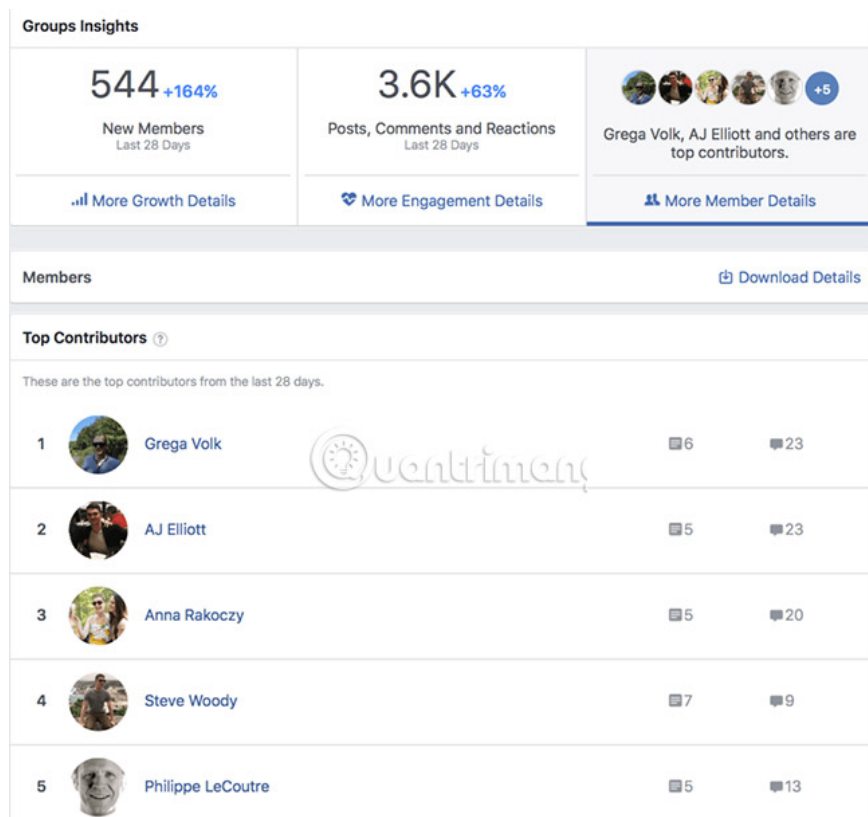
Thông tin chi tiết của thành viên có thể cung cấp cho bạn thông tin chi tiết hơn về những người thực sự là khán giả trung thành. Giống như Audience Insights, tab này sẽ hiển thị cho bạn thông tin thành viên như:

1. Tuổi tác
2. Giới tính
3. Các ngôn ngữ
4. Các thành phố



Thông tin này có thể cung cấp cho bạn thông tin chi tiết về nhân khẩu học của khán giả, và cho phép bạn cung cấp các bài viết và nội dung có liên quan nhất đến họ.

Bạn cũng có thể xem ai là cộng tác viên hàng đầu của mình nói chung.



Cách cung c?p giá tr? trong nhóm Facebook c?a b?n

Nhóm c?a b?n hi?n ?ã ???c thi?t l?p chính th?c và (hy v?ng) ?ang ch?y. Hi?n t?i, b?n quy?t ??nh cách b?n mu?n cung c?p giá tr? hay vai trò cho các thành viên c?a mình. B?n mu?n có ???c nh?ng l?i ích tr?c ti?p t? nhóm, th? mà h? không th? nh?n ???c t? trang. ?i?u ?ó là hi?n nhiên.

Ví d?, AdEspresso University có m?t s? chuyên gia chi?n d?ch AdEspresso (Paul Fairbrother ch?u trách nhi?m các kho?n phí) ?? tr? l?i b?t k? và t?t c? các câu h?i v? qu?ng cáo trên Facebook mà nh?ng ng??i khác bên ngoài nhóm s? ph?i tr? phí t? v?n n?u mu?n ??t câu h?i.

Có nh?ng chuyên gia và thành viên khác c?a nhóm AdEspresso ??u có quy?n nêu ý ki?n, n?u có th? gì ?ó m?i ?? cung c?p. Ngay c? các thành viên nhóm khác c?ng có th? ??a ra cái nhìn sâu s?c tuy?t v?i và cung c?p các câu tr? l?i tuy?t v?i, làm cho nó tr? thành m?t c?ng ??ng m?nh m?.

Lý t??ng nh?t, b?n nên nh? ai ?ó trong nhóm tr? l?i các câu h?i sau m?i vài gi?.

Rebecca Wright 17 hrs

I have a video with a lot of views and am wondering if I can create a re-target ad to anyone who watched...is that possible? The video was uploaded as a post, not an ad.

Like Comment

1

Ashwin Satyanarayana Paul Fairbrother is the best person to answer but one of the new options available with FB now is to select those exact people who watched your video.
Like · Reply · 17 hrs

Paul Fairbrother Go into Business Manager, select Audiences and then Create Audience and then Engagement Audience and then you'll see the option.

Create a Custom Audience

What do you want to use to create this audience?

Upload custom data you've imported into Facebook

- Video** (2019)
- Upload a list of people who have spent time watching your video on Facebook or Instagram
- From: 10

- Lookalike** (2019)
- Upload a list of people who have spent time watching a video in your feed across all Facebook or Instagram
- From: 10
- Events**
- Upload a list of people who have spent time watching your Facebook or Instagram
- From: 10
- Facebook Page**
- Upload a list of people who have interacted with your Page on Facebook
- From: 10
- Instagram business profile** (2019)
- Upload a list of people who have interacted with your Instagram business profile
- From: 10

Like · Reply · 1 · 17 hrs

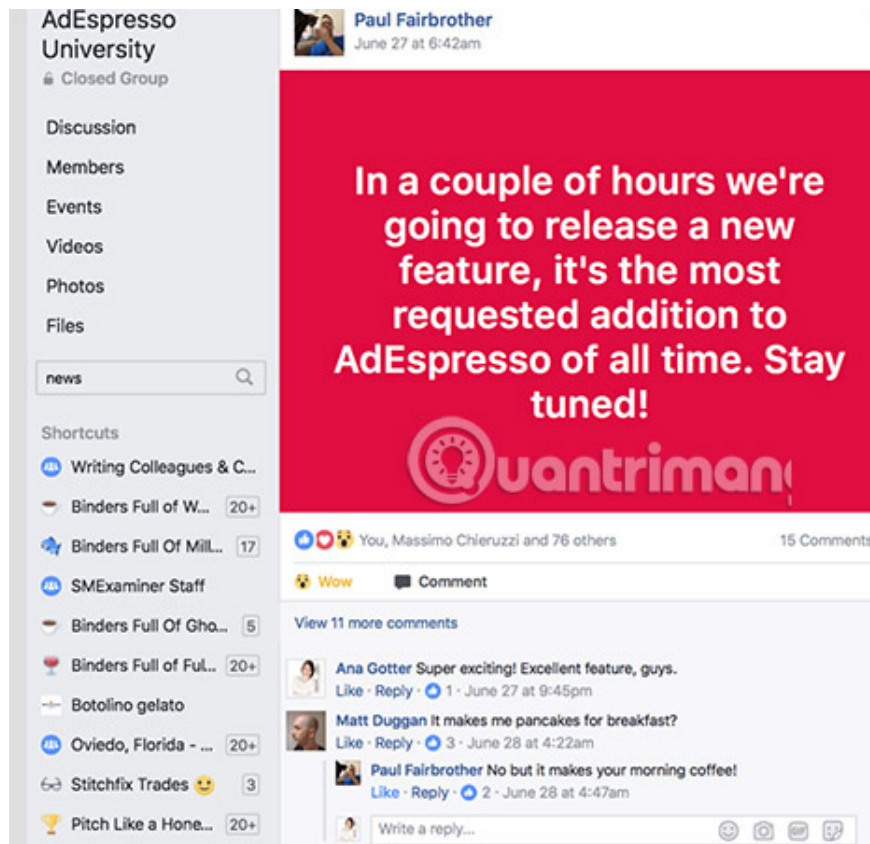
Rebecca Wright replied · 1 Reply

Write a comment...

Có n?i dung ??c quy?n theo nhóm c?ng là m?t cách tuy?t v?i ?? bu?c m?i ng??i ph?i có t? cách thành viên nhóm ?? có ???c n?i dung ?ó.

Cho dù b?n ?ang chia s? tin t?c n?i b? hay cung c?p các c? h?i ??c quy?n ?? xem xét nh?ng tính n?ng m?i mà b?n ?ang phát tri?n, ?i?u này c?ng t?o ra cho m?i ng??i m?t lý do ?? tham gia vào nhóm và tích c?c chú ý ??n nó.

M?t ví d? tuy?t v?i v? cách th?c hi?n ?i?u này là nói 'Này, chúng tôi ?ã có nh?ng tin t?c thú v? s?p công b?, hãy s?m xem nó nhé!'. ?? m?i ng??i c?m th?y nh? h? có thông tin ??c quy?n, mà b?n c?ng không s? ai ?ó làm rò r? thông tin quá s?m.



Quan tr?ng nh?t, gi?i quy?t t?t c? các câu h?i và bình lu?n.

Ít nh?t h?y ??m b?o các câu h?i c?a cá nhân ???c nh?ng ng??i dùng khác tr? l?i ??y ???. M?i ng??i dùng c?n c?m th?y mình quan tr?ng và n?u b?n có th? làm ?i?u ?ó, toàn b? nhóm s? tr? nên có giá tr? h?n r?t nhi?u.

Hai cách kinh doanh có th? ki?m ti?n t? Facebook Groups

B?n c?n th?c s? c?n th?n, n?u b?n ?ang c? g?ng ki?m ti?n t? Facebook Groups c?a mình, b?i vì m?i k?t n?i và t??ng tác ??u c?n s? t?p trung tuy?t ??i cho khách hàng.

Các nhóm tr? phí d??ng nh? ?ang gi?m xu?ng nhanh chóng, khi ng??i dùng c?m th?y nh? doanh nghi?p quan tâm nhi?u h?n ??n giao d?ch tài chính so v?i các câu h?i c?a h?.

L?u ý r?ng trong khi hi?n ch? có hai cách ?? ki?m ti?n t? Facebook Groups, v?n còn m?t l?a ch?n th? ba ?ang ???c th? nghi?m. Vì nó ch?a ???c công b?, nh?ng có th? ti?t l? tr??c r?ng, ?ây th?c s? không ph?i là ph??ng th?c ki?m ti?n.

1. Cung c?p t? cách thành viên nhóm v?i giao d?ch mua

M?t cách ?? t?ng l?i nhu?n thông qua m?t nhóm Facebook là bao g?m nó v?i m?t giao d?ch mua ho?c thành viên khác, nh? ví d? v? AdEspresso University.

Community



Community

How would you like to have some of the most advanced Facebook and Instagram advertisers in the world answer your questions on a daily basis? Our private Facebook group allows you to do just that!

All members - regardless of their ad spend level - get access to this group! This means you'll have a range of marketers from all corners of the online industry at your fingertips.

- ✓ Learn from the greatest minds in the advertising industry
- ✓ Over 2,500 (and growing) members discussing Facebook and Instagram strategy daily
- ✓ Great opportunity to network and create new friendships!



MEMBERS 2,500+
POSTS 50,000+

Ví dụ, tác giả đã học một lớp về kỹ năng viết vào năm ngoái, và khi nó kết thúc, tất cả học sinh của giảng viên đều được mời vào nhóm Facebook bí mật. Đây, ngay khi họ đang dạy cho nhóm những công việc quy định hàng ngày và trả lời các câu hỏi khi học sinh nêu ra. Nhóm này có giá trị như một lớp học thế nào?

Tuy nhiên, nhiều doanh nghiệp có thể sử dụng các nhóm theo cách này và quảng bá cho họ trước khi trả giá trị những gì bán hàng bán, hay làm việc kinh doanh bán hàng như họ. Bạn thậm chí có thể trả giá của sản phẩm vào lợi ích nhóm.

Một số sẽ কিন có nhóm chuyên biệt để bán vé. Các nhóm này có thể là các hội kết nối tùy tiện (và đôi khi cũng có giá trị như các hội nghề nghiệp).

2. Sử dụng nhóm để quảng cáo các sản phẩm hoặc dịch vụ có lợi ích

Nếu bạn muốn nhóm được tạo ra và không cần cam kết mua hàng, thì đó là một điều! Nếu đó không có nghĩa là bạn đã hết các hội kết nối thì nhóm. Thay vào đó, bạn có thể sử dụng nhóm để quảng bá các sản phẩm và dịch vụ khác mà doanh nghiệp của bạn bán.

Ví dụ, bài đăng được ghim của AdEspresso University gửi thiêu thông tin về các dịch vụ tiếp thị có lợi ích khác của AdEspresso mà ngay khi dùng có thể mua. Điều này được thực hiện một cách thông minh và không tích cực, vì vậy ngay khi dùng biết rằng họ không có nghĩa vụ hoặc yêu cầu sử dụng các dịch vụ này, nhưng các dịch vụ sẽ có sẵn? Đó, nếu bạn có nhu cầu sử dụng.

Đây là sự cân bằng hoàn hảo cho mạng xã hội, giảng dạy một nhân viên bán hàng tốt - đó nếu bạn muốn, còn nếu bạn không có nhu cầu, bạn sẽ được yên tâm.

AdEspresso University
Closed Group

Discussion

Members
Events
Videos
Photos
Files

news

Shortcuts

- Writing Colleagues & C...
- Binders Full of W... 20+
- Binders Full Of Mill... 17
- SME Examiner Staff
- Binders Full Of Gho... 5
- Binders Full of Ful... 20+
- Botolino gelato
- Oviedo, Florida - ... 20+
- Stitchfix Trades 😊 3
- Pitch Like a Hone... 20+
- Sales Talk With SaL... 13
- The I Do Binder 1
- Content Creators 1
- Writers of Central... 20+
- See more

Paul Haidrothner
March 13

Welcome to AdEspresso University! Here's the top five ways to achieve success with AdEspresso:

- 1) If you have any technical/billing/account issues please contact our customer success team via the help button in the bottom right of the app or email support@adespresso.com. This facebook group covers marketing and business strategy rather than technical issues.
- 2) Make use of the University; we have video training guides, webinars, an ads gallery with over a quarter of a million ad examples and detailed experiments. The University is available from the University tab within the app.
- 3) For in depth help with a specific campaign you can submit a campaign review using the yellow button on the campaign dashboard. In return an AdEspresso expert will record a 10 minute screencast guiding you through every step of the campaign and you'll get it back to you within one business day.
- 4) To really take your campaigns to the next level book one to one coaching with an AdEspresso and Facebook marketing expert where we can discuss overall account strategy, review your campaigns in depth and answer and questions you may have. For more details please email paul@adespresso.com.
- 5) Our VIP service is the concierge service where an AdEspresso and Facebook expert can run the facebook campaigns on your behalf, we also provide pricing much cheaper than full service agencies and very flexible contact terms. For more information please contact paul@adespresso.com, places are limited so we advise applying in advance in case there's a waitlist.

An overview of our marketing services can be found on here: <https://adespresso.com/tour/marketing-services/>

AdEspresso
WELCOME TO
ADESPRESSO UNIVERSITY
Quantiman

Bạn có thể thấy rằng xuyên chia sẻ thông tin sản phẩm hoặc dịch vụ mới. Thậm chí những thông tin này ví dụ như 'Chúng tôi vừa hạ giá cho dịch vụ VIP vào phút cuối, hãy cho chúng tôi biết ngay lập tức nếu bạn quan tâm. Ai nào trước sẽ được ưu tiên' có thể làm nên hiệu quả nếu bạn biết những người dùng xuyên tham gia với bạn.

Nội dung quảng ký (Sếp ra mắt?)

TechCrunch gần đây đã công bố những tin tức nói rằng Facebook hiện đang thử nghiệm một tùy chọn nhóm quảng ký. Tính năng mới này sẽ cho phép các nhóm tính phí từ 4,99\$ đến 29,99\$/tháng truy cập vào các nhóm phi có trả tiền cho nội dung quảng ký.

Đây là hiệu quả đáng ngạc nhiên, vì vì các nhóm trên Facebook bạn có thể nhận được.

Tính năng này vẫn đang được thử nghiệm, do đó, có rất nhiều người chúng ta không biết, nhưng có vẻ như trong quá trình thử nghiệm, Facebook không có lợi nhuận, như iOS và Android.

Cho dù hiệu quả này vẫn như cũ hay có thay đổi gì không thì chi phí gian mới có thể cho chúng ta câu trả lời chính xác, nhưng sự thất vọng kinh ngạc, nếu bạn thân Facebook không tìm cách kiếm tiền từ tính năng mới này.

Khi bạn có thể tính phí cho một nhóm người, bạn có thể cung cấp giá trị cho giá trị của họ. Interesting! Tuy nhiên, bạn còn một câu hỏi là, liệu người dùng có sẵn sàng trả tiền cho nhóm hay không, hoặc có một thứ gì đó thu được trong ví dụ về AdEspresso University không.

Đây sẽ là nội dung cần xem và chúng ta hãy chờ đợi những thông tin khác trong thời gian sắp tới.

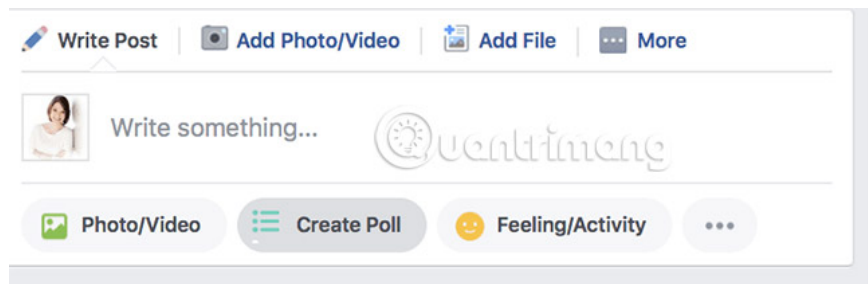
Một số cách để tăng hoạt động trong nhóm Facebook

Một phần của việc gì cho nhóm của bạn có giá trị là duy trì sự tham gia và hoạt động trong đó. Có một số cách để khuyến khích hoạt động và gì cho nó một chút quán, bên cạnh việc cung cấp giá trị rõ ràng như đã đề cập ở trên.

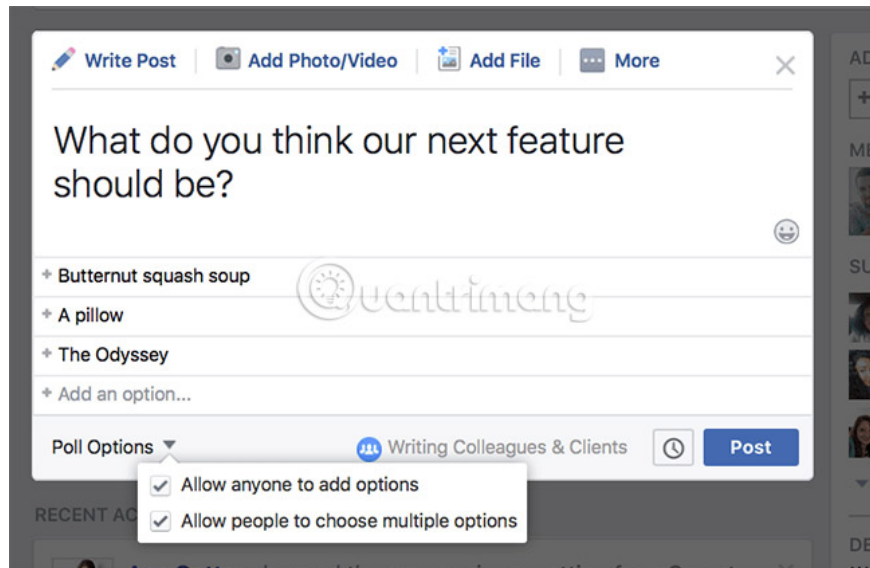
Một số cách tốt nhất để khuyến khích hoạt động và tham gia vào các nhóm trên Facebook bao gồm:

1. **Sử dụng các loại media đa dạng** : Người này có thể tạo nên sự khác biệt lớn, bởi vì dù bài đăng của bạn có tốt và nội dung nào, chúng vẫn sẽ phải cạnh tranh với tất cả các bài đăng khác trong News Feed của người dùng. Hãy đưa vào một số video và hình ảnh để tăng khả năng hiển thị và tương tác.
2. **Yêu cầu phản hồi, sử dụng phiếu thăm dò ý kiến** : Mọi người thích đưa ra ý kiến của họ, và trong bối cảnh nhóm, yêu cầu phản hồi cho thấy bạn thực sự quan tâm đến ý kiến của các thành viên. Nếu các thành viên mới có thể cân nhắc về các tính năng hoặc bạn hỏi họ khi mới tìm một số kiến thức, thì ai mà không muốn tham gia vào nhóm đó chứ?

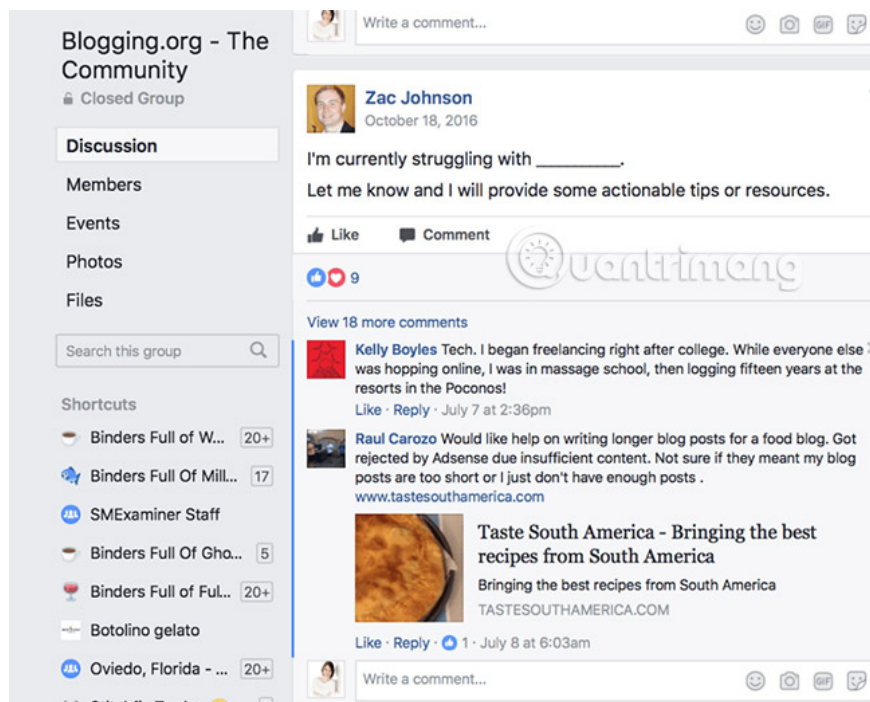
Tạo ra một thăm dò ý kiến là một cách tuyệt vời để làm điều này, và nó rất hấp dẫn, trực quan và khi người dùng dùng chú ý đến nó. Bạn sẽ thấy tùy chọn ' **Create a poll** ' gì ngay khi bạn thấy tùy chọn upload hình ảnh lên bài đăng thông thường trong một nhóm.



Bạn sẽ thấy câu hỏi nếu bạn đang tạo một bài đăng và sau đó bạn có thể thêm các tùy chọn khác bên dưới. Bạn cũng có thể chọn xem bạn có muốn cho phép mọi người thêm các lựa chọn của riêng họ hoặc chỉ nhiều tùy chọn hay không.



1. **Hãy c?c k? nh?y bén** : N?u b?n ?? nh?y bén thì ?ôi khi s? tham gia c?a riêng b?n c?ng có th? giúp duy trì nh?p ?? c?a nhóm. Nh?ng ng??i dùng khác s? th?y r?ng b?n r?t vui khi ???c ? ?ó, khi?n h? có nhi?u kh? n?ng t??ng tác h?n. M?i ng??i th??ng ? l?i n?i có r?t nhi?u ho?t ??ng.
2. **??t câu h?i m?** : ?i?u này giúp vi?c ph?n h?i ti?n m?t b??c xa h?n và tr? nên t?ng quát h?n cùng m?t lúc. Câu h?i m? có th? giúp cung c?p cho b?n nh?ng ý t??ng m?i v? n?i dung và bài ??ng ?? làm vi?c, và h? c?ng có th? kích thích nhi?u cu?c th?o lu?n gi?a b?n và các thành viên khác h?n câu h?i 'có ho?c 'không' ??n gi?n. Nhóm tr??ng c?a Blogging.org, Zac Johnson, ã th?c hi?n m?t công vi?c tuy?t v?i trong nhóm, nh? ???c th? hi?n sau ?ây:



1. **??ng ng?i g?n th? các thành viên khác trong bài ??ng** : Ví d?, m?t nhóm các nhà v?n n? li?t kê các công vi?c t? do, và nh?ng ng??i ki?m duy?t và các thành viên khác s? cùng giúp s?c ?? ?ng c? viên phù h?p tìm ???c công vi?c. T??ng t? nh? v?y, nhi?u nhóm n?i các thành viên g?n th? l?n nhau ?? có ý ki?n v?

chuyên môn, ngay cả khi đó chỉ là một cuộc thảo luận. Vì vậy đây cũng có giá trị, và khi bạn gặp các thành viên, nó cho thấy bạn vẫn nhận được và đánh giá cao ý kiến của họ. Đó là một cách tuyệt vời khi bạn thấy tác động xuyên suốt.

Facebook Groups luôn có nhiều tiềm năng mà các doanh nghiệp có thể sử dụng để tận dụng lợi ích của mình, và gì? Đây, với các tính năng nhóm mới, chúng giúp bạn và doanh nghiệp của bạn bao quát hơn.

Bạn không nên chỉ dựa vào trang hoặc nhóm, thay vào đó hãy sử dụng cả hai để xây dựng sự chú ý và tính cộng đồng và tăng cường hiệu quả của bạn. Sử dụng các quy trình và mang tính cá nhân của nhóm sẽ giúp bạn thực hiện điều này.

What do you think? Bạn có sử dụng Facebook Groups cho doanh nghiệp của mình không? Bạn đã biết điều gì về nhóm liên quan hoặc tập trung vào tăng cường hiệu quả của mình chưa? Làm cách nào để tăng mức độ tương tác và gắn bó theo dõi trong nhóm của bạn? Tôi rất vui lòng cho chúng tôi biết ý kiến và suy nghĩ của bạn trong phần bình luận bên dưới nhé!

See more:

1. 5 best extensions for Facebook on Chrome
2. Instructions on how to create Facebook Fanpage for online sales
3. How to back up Facebook data to your computer

You finished reading the article "**Everything you need to know about Facebook Groups**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.