Creating and Administrating a Facebook Group for Unit Use

How Do I Create a Facebook Group for Unit Use?

This article will give a starting place, reflecting best practices we've seen in the various Groups being setup within WBCCI at the Unit level. Follow them and you'll be off to a good start!

However as a Group Administrator (what you'll be) you can change most of the settings of your new Group. But unless you have some different, specific objectives, we recommend you start here.

Overview (Five Simple Steps)
1. Log into your Facebook account
2. Create a Facebook Group
3. Ensure the Privacy Settings are correct
4. Publicize your Group to your Unit or Region
5. Add additional Group Administrators (optional)

Step #1: Log into your Facebook account

**Step #2: Create a Facebook Group**

1. Go to your your [home page](#) and click Create Group in the left hand column. If you have existing groups, you may need to click More before you see this link.

2. A pop-up box will appear, where you will be able to add a group name, add members and select the privacy setting for your group. Click the Create Group button when you're finished.

3. Once the group is created, you will be taken to the group's page. To get started click ⚙▼ at the top right of the page and select Edit Group. From here you can add a group description, set a group email address, add a group picture and manage members.

Step #3: Ensure the Privacy Settings are correct

Conversations within Unit Facebook groups often reference specific travel plans by our Unit members. Because of concern our members have around privacy, Unit Facebook Groups are often setup as "Closed". This means that although any Facebook user can see that the Group exists (and who's in it), only Group members can see posts (what's being discussed in the Group).

Under the tool icon, select "Edit Group Settings". Here is where you will see the option to set your group to "Closed".
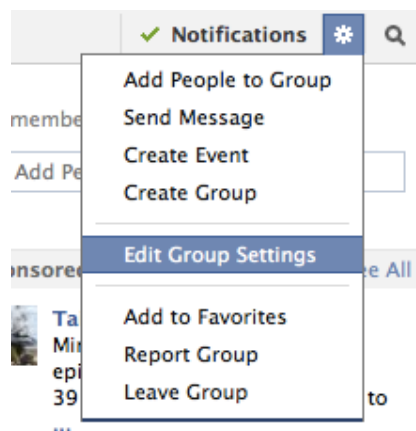
Creating and Administrating a Facebook Group for Unit Use
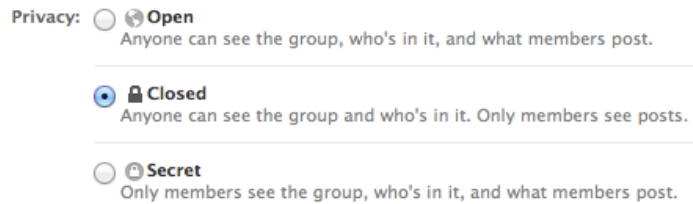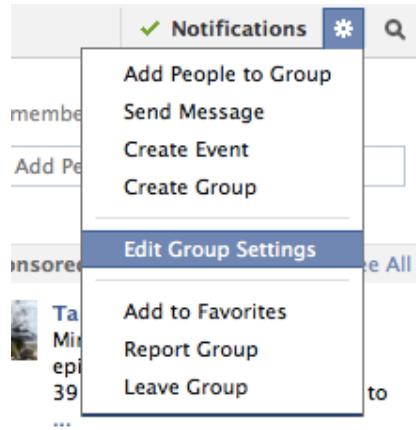
Step #4: Publicize your Group to your Unit or Region

Because your Group is a "Closed" group for privacy reasons, it's important that you let people in your Unit know it exists and how to find it. Also because it's a "Closed" group, other people can request to join your Group but they must be confirmed by an admin before they can join. Here's how it works:

1) Find out what your Group Address is - it's located under the Tool icon near the top of your page (see below). This is the address you should use in your newsletters, on your website, etc.

Creating and Administrating a Facebook Group for Unit Use

2) Copy the URL (the second one that starts with "http://") and use that URL in your announcement of your new Unit Group. When a person clicks on that link, they will be taken to your Facebook Group where they can request access.

3) As Group Administrator, you'll occasionally get notifications that you have a member requesting access to your Group. When this happens and you've verified they should have access, just click the appropriate box in Facebook to give then Group access.

4) Lastly, you might consider discussing and deciding on your Unit Facebook Group philosophies (and settings). See below for an example Social Media Objectives and Priorities. You may wish to share what you've decided with your members (even post on your website).

Step #5: Add Additional Group Administrators (optional)
Your Group is now setup so that any new members must be approved by you first. You may wish to add additional people as Administrators such that they can also approve new members.

See the following page within the Facebook Help area on Group Admin Basics, but a member must have joined the Group prior to being elevated to a Group Administrator.

http://www.facebook.com/help/418065968237061/

Creating a Facebook Group for Regional Use

A Region is slightly different than a Unit in that most travel-specific discussion occur at the Unit, rather than the Regional Level. Because of this, many Regional Facebook Groups have looser privacy settings. Specifically Regional Facebook Groups are often "Open" rather than "Closed".

Frequently Asked Questions and Support Resources

To "Friend" or Not? (This is really important for your members):
Joining a Facebook Group does NOT require that you "Friend" anyone in the Group. A new user simply has to request access from the Group Administrator. <u>In fact we recommend that you do NOT "Friend" anyone in the Group unless you actually are their friend in the real world!</u>

Why? Becoming a Facebook "Friend" means your personal information will be shared. You may not want this. Instead, just start off joining the Group. Your personal information will remain private.

What's the difference between a "Page" and a "Group"?
For Units and Regions, we recommend a Group, rather than a Page

Pages
- Privacy: Page information and posts are public and generally available to everyone on Facebook.
- Audience: Anyone can like a Page to become connected with it and get news feed updates. There is no limit to how many people can like a Page.
- Communication: Page admins can share posts under the Page's name. Page posts appear in the news feeds of people who like the Page. Page admins can also create customized apps for their Pages and check Page Insights to track the Page's growth and activity.

Groups
- Privacy: In addition to an open setting, more privacy settings are available for groups. In secret and closed groups, posts are only visible to group members.
- Audience: Group members must be approved or added by other members. When a group reaches a certain size, some features are limited. The most useful groups tend to be the ones you create with small groups of people you know.
- Communication: In groups, members receive notifications by default when any member posts in the group. Group members can participate in chats, upload photos to shared albums, collaborate on group docs and invite members who are friends to group events.

SAMPLE: WBCCI Unit Social Media Objectives and Priorities
- Our #1 priority is to maintain the privacy of our WBCCI Unit members. Especially with respect to NOT allowing our travel plans and/or private contact information to be visible outside of our Unit.

- Membership in our WBCCI Unit Facebook Group will only be open to the following individuals (and their spouses/partners)
  - Our Unit Members

Creating and Administrating a Facebook Group for Unit Use

- ○ Our Unit Affiliates
- ○ Our Region Officers

- We will use our Unit Facebook Group to augment our main Unit website. The website will remain the main repository of Unit information, with our Facebook Group used to "push" website information or other timely information to our members. Said differently, our Facebook content will often be of a "heads-up" variety, but encouraging our members to go to this website for more information.

- Following in the example of the WBCCI International and other Region Facebook Groups, we are trying to expand the "social" commentary we have in person to our Facebook Group.

Need More Facebook Help?
Facebook has a very useful help area (http://www.facebook.com/help/) that gives basic overviews of key issues such as "Getting Started", "Privacy", etc.