

FACEBOOK GROUP CHECKLIST

Use this checklist to make sure you have all the elements for a great Facebook group!

- Clear, creative group name
- The privacy setting you want (closed is recommended)
- Contact information
- Website URL
- Banner image (high resolution)
- Clear description of what the group is, who it is for, and what to expect
- Tags (keywords) for SEO
- At least one other admin or moderator
- Member request questions (optional)
- Rules (optional)
- Post at least 3 times each week
- Respond to comments
- Respond promptly to inbox messages

This list is full of ideas to promote your Facebook group and invite new members!

- Invite people from your friends list (Don't just invite your whole list! Invite the ones you think would benefit from being in the group and add to the group.)
- Ask group members to invite people from their friends list.
- Use paid Facebook ads to get visibility. You get to choose your target audience and your budget for the ad.
- Talk about your group on your personal Facebook page and invite people to join.
- Join other Facebook groups and IF THEY ALLOW IT, mention your group in comments - only when it makes sense. Do not self-promote or spam other groups. But if the rules of the group allow you to share yours, or someone in the group asks for your help, or when your group could add value in a comment, go for it.
- If you have a separate blog, announce your group to your blog readers and provide the link to join.
- Post the link to your group on other social media platforms like Twitter and Instagram and invite people to join it.
- Add the link to your group to your email signature. Ask influencers to join or promote your group. This may be an exchange, a favor, or a paid deal.
- Do a contest or giveaway to promote your group and attract new members.
- If you see people you think would be a good fit for your group, directly message them inviting them to join.
- When doing a guest post article or podcast interview, promote your group and encourage readers/listeners to join.

Need a little more? Download our DIY Facebook Planning Guide [here](#) for a fillable planner to help you gather all of the information you need to create an amazing Facebook community!