



CLOSED FACEBOOK GROUP TIPS

Tips for staying connected with members during the COVID-19 pandemic

Closed Facebook Group Tips

- Always use a call to action like “Post a reply below!” (Otherwise, members may not understand you’d like them to participate.)
- Write a post to welcome new members to the group; pin to the top of your group page.
- Review your group’s “Insights” tab to find out more about your members’ likes, dislikes and viewing habits.
- Try to post at least two times a week.

Try these Facebook post ideas during the COVID-19 crisis!

- Post a few easy, meaningful, virtual volunteer opportunities. Encourage members to search pointsoflight.org or volunteermatch.org and serve on their own time. (Ask them to share later what they did/are now doing to help others.)
- Invite members to share how they’re spending their time sheltering-in-place. (Or: Ask them to post photos showing how they’re sheltering-in-place.)
- We can all use a smile now! Ask members to post a funny meme, cartoon, video, photo or story that made them laugh.
- Invite members to post an encouraging video, photo or story during this tough time.
- Facebook poll: Ask members to vote for a service project (or Matching Fund project) they’d like to take part in. (Offer options and encourage members to add their own.)
- Invite members to share how they’re caring for themselves during this stressful time.
- Ask members to share a quote they’ve found meaningful during COVID-19.
- Have members share tips for keeping their mind active during COVID-19.
- What national or local COVID-19 response has been most inspiring to you? Share it with members and encourage them to share their own.
- Share a “Remember when...” post. Ask members to reply with a favorite chapter/club memory – and include a photo if they have one!
- What’s the #1 thing you miss about the “outside world” right now? Ask your members.
- Have each member send you a photo showing their funny or serious “true self.” Assemble them in one or more photo collages, along with a “We’re In This Together” or similar unity-themed slogan. Upload the new collage as your group’s cover photo.

Facebook Live ideas

Viewers watch Facebook Live posts three times longer than other videos. Facebook Live also get 10 times as many comments. So, use it when you want to grab members' attention to:

- Spark enthusiasm for service projects and Matching Fund activities.
- While dropping off collected items to organizations. Offer information about the organization and how many donations were received – and be sure to thank members!
- Address topics like managing stress, preserving mental health, surviving shelter-in-place. Have a prepared script. (Record while walking in the park, relaxing at home, etc.)

Facebook Live How-To's

1. Promote your Facebook Live event before *and* after you go live.
2. Look at your “Insights” tool to find out when most of your members are engaged with your closed group page. Plan to go live sometime during that timeslot.
3. Go to your closed group page.
4. Click the “Live” icon (located under the “Write something ...” textbox).
5. Make your video engaging!
 - Find a good spot to go live – maybe outside, or in an inviting spot in your home.
 - Consider having “props” of things you’ll be talking about (photos, sample items, etc.).
 - Be sure to face a window so viewers can easily see you.
 - Use horizontal view – it looks better.
6. Be spontaneous but have a plan. Be respectful of members' time; don't ramble aimlessly.
 - Make a list of your talking points. Have it in hand just in case you draw a blank while you're live.
 - Don't be afraid to do a practice run if you think you need one.
7. Encourage members to respond during the live video with comments, questions and emojis.
8. Don't just hit the “Finish” button when you're done speaking. Be sure to:
 - Thank viewers for watching.
 - End with a “call to action” (something you'd like them to do as a result of watching the live video), a word of encouragement or another memorable takeaway.
 - Then say goodbye!