



Maximizing Your Facebook Group

Handout and slides will be available in the Alliance library.

Here's what we'll cover:



- > Know Your Goals
- > Optimize Your Setup
- > Grow Your Group
- > Engage With Purpose
- > Observe and Adjust

The background is a solid teal color. It features several white speech bubbles of various shapes and sizes. Three of these bubbles are designed as hanging tags, each with a small hole at the top and a piece of orange rope tied through it. The rope hangs down from the top of the frame. The text is centered within a white rectangular box with a dark teal border.

**Know Your Goals
for Your FB Group**

Why Have a FB Group?

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*Reach and help more
homeschool parents*

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*Provide accurate info and
freedom-minded messaging*

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*Create community within the
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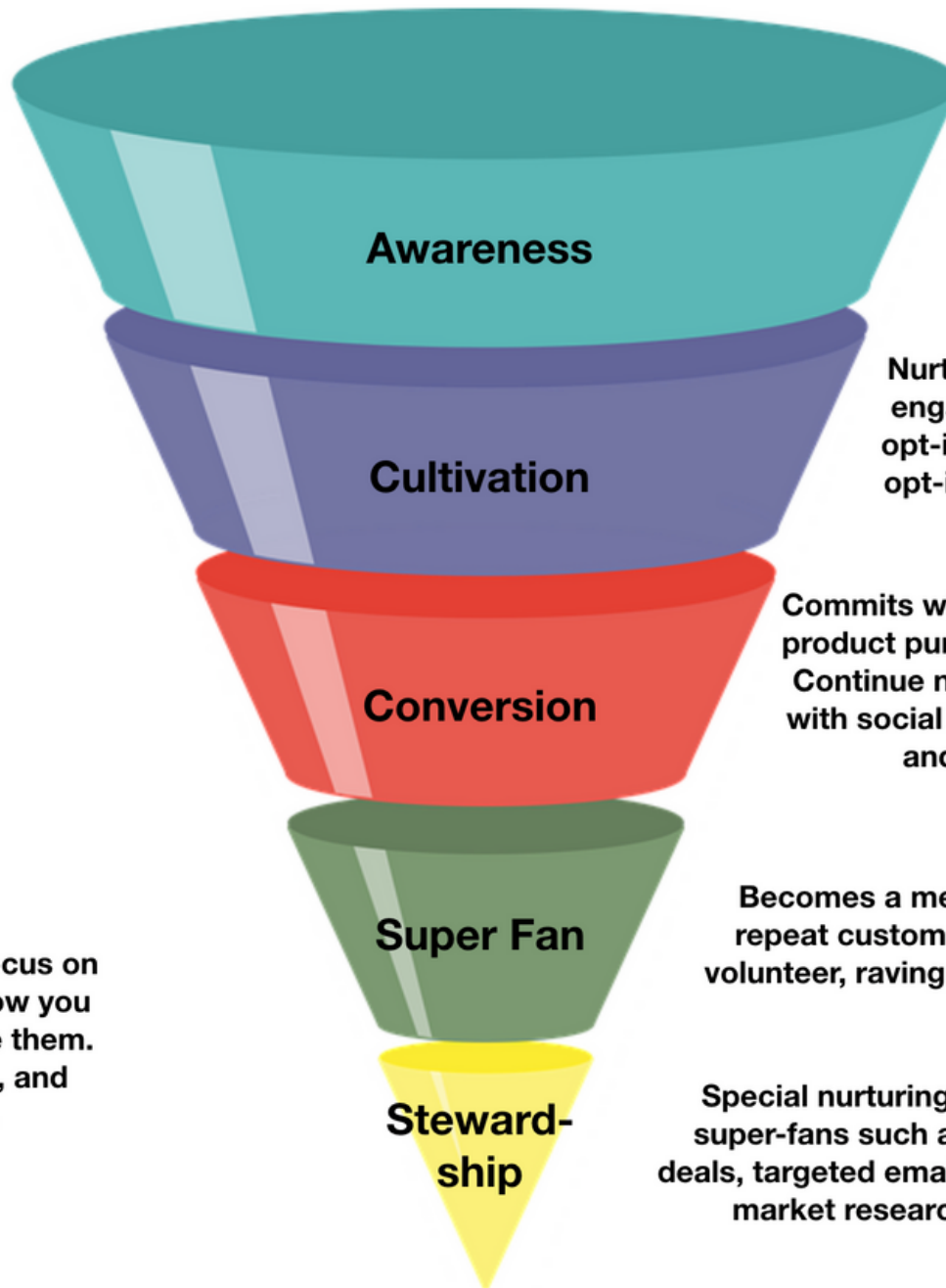
*Provide accurate info and
freedom-minded messaging*

*Create community within the
context of your brand*

*Nurture deeper engagement
with your organization*



Each step of the way, focus on their pain points and how you as their guide can solve them. Use simple, impactful, and clear messaging.



Get on their radar via FB, Pinterest, Google search, etc. (organic reach or paid ad)

Nurture social relationship with engagement, capture email via opt-in (may deliver tripwire after opt-in), put into email sequence with goal to convert

Commits with event registration, product purchase, donation, etc. Continue nurturing relationship with social and email, cross-sell and up-sell, etc.

Becomes a member, repeat customer, key volunteer, raving fan, etc.

Special nurturing for your super-fans such as special deals, targeted emails, in-depth market research, etc.

The background is a solid teal color. It features several white speech bubbles of various shapes and sizes, some of which are hanging from orange braided ropes. The ropes are tied in knots and loop through small holes in the top of the speech bubbles. The overall aesthetic is clean and modern, with a focus on communication and social media themes.

Optimizing Your Facebook Group



**Optimize
Your FB
Group**



Choose a name that will show up in searches



Optimize Your FB Group



Choose a name that will show up in searches



Add keywords to the title and description



Optimize Your FB Group



Choose a name that will show up in searches



Add keywords to the title and description



First 15 words should convince people they need to join.



Optimize Your FB Group



Choose a name that will show up in searches



Add keywords to the title and description



First 15 words should convince people they need to join.



Use a cover photo that is also eye-catching as the profile circle



**Optimize
Your FB
Group**



Make the most of membership questions



Optimize Your FB Group



Make the most of membership questions

1. Easy question to answer that helps you make sure your target audience is joining



Optimize Your FB Group



Make the most of membership questions

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2. Join your email list (try a carefully-chosen freebie opt-in)



Optimize Your FB Group



Make the most of membership questions

1. Easy question to answer that helps you make sure your target audience is joining
2. Join your email list (try a carefully-chosen freebie opt-in)
3. Market research question (for posts in the group, blog post ideas, understanding audience, etc.)



Optimize Your FB Group

Question 1

Welcome! 📖 What ages are you currently homeschooling? (🚫)
Note: You must answer ALL questions and agree to the group rules in order to be approved.)

Write your answer...

Question 2

👉 Can we send you our BIG list of Oregon homeschool field trips? 🔍 Just put your email address here and we'll send it to your inbox. (Note: by adding your email address you also agree to sign up for newsletters. Unsubscribe at any time.)

Write your answer...

Question 3

What is your biggest homeschooling struggle or question right now? (We may post your question anonymously in the group for feedback.)

Write your answer...

Group rules

Ask people to agree to group rules.





**Optimize
Your FB
Group**



Welcome new members with
Facebook's provided feature



**Optimize
Your FB
Group**



Welcome new members with Facebook's provided feature



Make it an opportunity to engage new AND existing members



Optimize Your FB Group



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Make it an opportunity to engage new AND existing members



Have a good welcome sequence in place for members you add to your email list

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**Actively Grow
Your Group**



**Actively
Grow Your
Group**



Post often (increases engagement, reach, and likelihood people will join)



Actively Grow Your Group



Post often (increases engagement, reach, and likelihood people will join)



Link to your group from as many places as possible



Actively Grow Your Group



Post often (increases engagement, reach, and likelihood people will join)



Link to your group from as many places as possible



Link your page to your group



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Link to your group from as many places as possible



Link your page to your group



Share on other platforms (Pinterest, IG, etc)



Actively Grow Your Group



Post often (increases engagement, reach, and likelihood people will join)



Link to your group from as many places as possible



Link your page to your group



Share on other platforms (Pinterest, IG, etc)



Freebies, giveaways, book clubs, and challenges in group



Actively Grow Your Group



Post often (increases engagement, reach, and likelihood people will join)



Link to your group from as many places as possible



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Freebies, giveaways, book clubs, and challenges in group



Reciprocal sharing with other pages / groups

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**Engage With
Purpose**



Actively Grow Your Group



Remember Your Goals!

- Reach more parents
- Accurate info & freedom-minded messaging
- Create community
- Nurture engagement

Four Types of Content to Post:



**Actively
Grow Your
Group**



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Engagement / Viral



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Engagement / Viral



Thought Leadership



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Engagement / Viral



Thought Leadership



Inside Scoop



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Engagement / Viral



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Inside Scoop



Call to Action (the "ask")

Four Types of Content to Post:



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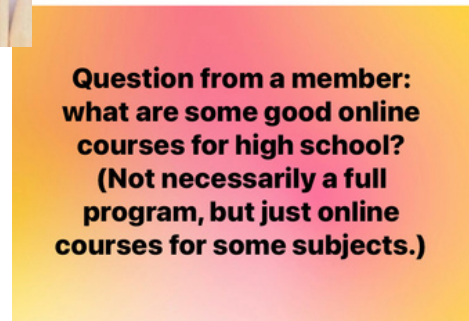
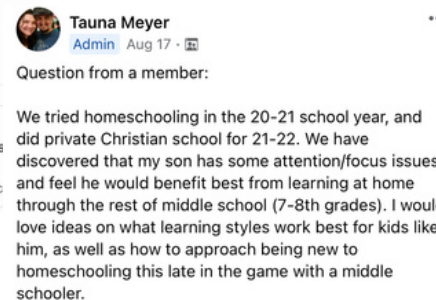
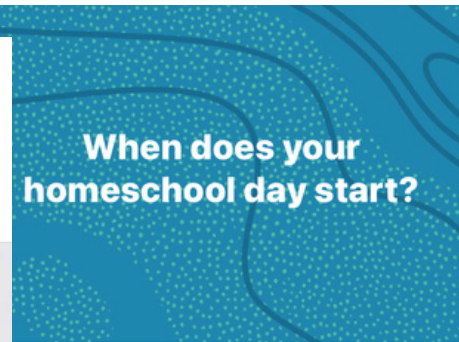


Engagement / Viral



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Four Types of Content to Post:

170 FB Engagement
Questions



Four Types of Content to Post:

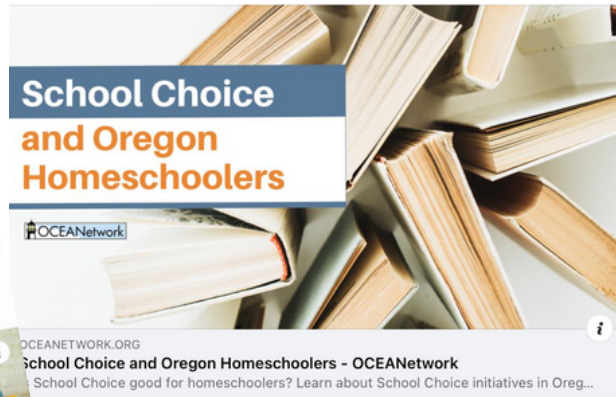


Actively
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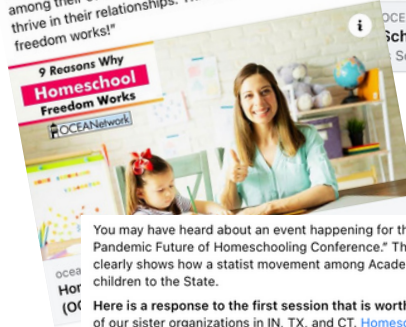


Thought Leadership

Every once in a while, School Choice conversations come up in Oregon, or you may hear them being discussed for other states. Here is our take on School Choice and how it can impact Oregon homeschoolers.



9 reasons homeschool freedom works! >> <https://www.oceanetwork.org/homeschool-freedom-works/>
"Sometimes it's easy to stress out about whether or not homeschooling is looking "enough" like a school setting. But, rest assured that it doesn't have to look like that at all. In fact, homeschool students do exceptionally well among their counter peers in the school system and thrive in their relationships. That's because homeschool freedom works!"

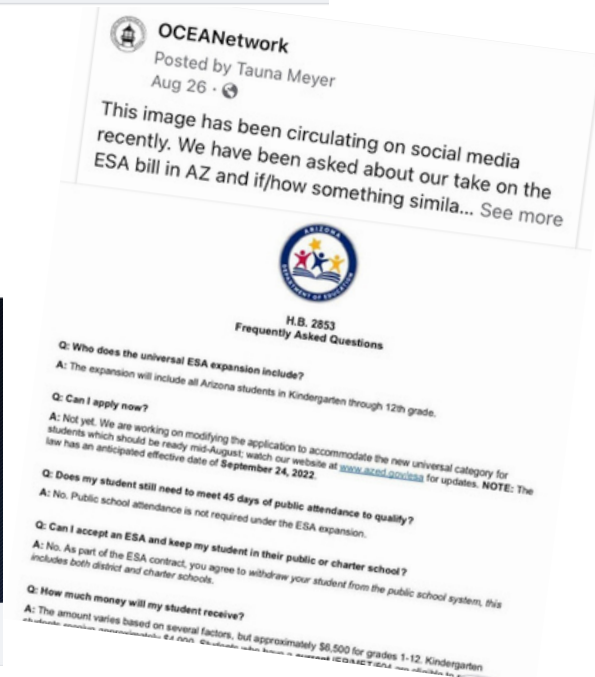


You may have heard about an event happening for the next several weeks called the "Post-Pandemic Future of Homeschooling Conference." The discussion during their first session clearly shows how a statist movement among Academics is aiming to give control of our children to the State.
Here is a response to the first session that is worth your time to watch, led by the leaders of our sister organizations in IN, TX, and CT. [Homeschool Freedom](#) will be doing these round table disc... See more



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Four Types of Content to Post:



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Inside Scoop

(Admin) Sneak peek! 🤩 This is my view tonight as I work on the new OCEANetwork site. We can't wait to release it!

I'm looking for 2-3 volunteers to help do some testing sometime in the next few days. Please comment below and let me know if you're up for that and I'll send you a PM!



We are finalizing the sessions and we want to hear from you! What speakers and topics would you like to see at the 2018 OCEANetwork homescho...



Tauna Meyer shared a link.
Admin Aug 5 · 🌐

Hey, friends! I could use a little testing help from about 10 folks! OCEANetwork is creating a Letter of Intent PDF generator and are ready to have it run through a few more people before we share it with others.

Would you comment here if you're willing to let me message you the URL and share any feedback you have?

(It's ok if you have already sent a letter of intent... this won't send it for you, just generate a pdf printable.)

Thanks!!



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OCEANetwork Facebook Party!
Over \$420 in Prizes + Party Favors!
May 30 @ 4PM PST

Four Types of Content to Post:



Actively Grow Your Group

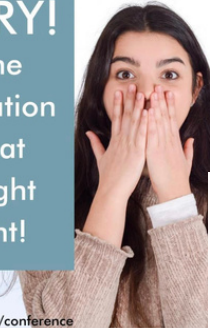


Call to Action (the "ask")

Don't miss out! Online registration for the 2022 Oregon Home Education Conference ends at midnight! >> <https://www.oceanetwork.org/2022-homeschool-conference/>
After today, only at-the-door registration is available and prices go up \$10.

HURRY!
Online
Registration
Ends at
Midnight
Tonight!

[oceanetwork.org/conference](https://www.oceanetwork.org/conference)



Save 20% September 1-15, 2022
Promo Code: **BTS2022**

BACK TO SCHOOL SPECIAL

Mark your calendars for the 2021 APPLE PIE DAY RALLY and sign up to bring a pie or snack! >> <https://www.oceanetwork.org/ApplePieDay/>

We'll be meeting at the Capitol mall on May 13! Legislators will be invited to join us for a piece of pie (new homeschool families get one, too) and information on homeschool freedom.

- * Home School Speakers
- * Slices of apple pie - while supplies last! :)
- * Music, singing, socializing!
- * Meet legislators

WE NEED PIES AND VOLUNTEERS! Find out how to help and all the rally details here >> <https://www.oceanetwork.org/ApplePieDay/>

We hope to see you there!

[#homeschooloregon](https://www.oceanetwork.org/ApplePieDay/) [#homeschoolfreedom](https://www.oceanetwork.org/ApplePieDay/)

Bake an apple pie or two!



**Donate to
Support
OCEANetwork**

orning! We are in need of a few volunteers ong backs to help our exhibitors move-in to vention Center today from 1:30 pm - 4:30 would gladly provide parking reimbursement free exhibit hall passes each to the first four ars. If you would be willing to help, please anvigs@oceanetwork.org. We hope you will eed by the conference this weekend!

**We Need
Your Help!**

First 4 to respond
get FREE parking &
exhibit hall passes!



Remember Your Goals!

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(CALL TO ACTION) Call and email Senate President Peter Courtne SB 855 forward. We cannot let SB 855 die - this is an important bi homeschoolers! Find out more here and get the relevant contact i <https://www.oceanetwork.org/urgent-alert-call-email.../>



URGENT

Freedom Watch

**Assigning GED Equit,
(SB 855) to the Senate
Rules Committee**

OCEANetwork
Equipping Homeschool Families • Protecting Homeschool Freedoms



Manage Your Group



Build a Team

Get help with these
tasks if you can!

Approving members,
interacting, etc. can
be delegated.



Manage Your Group



Manage your group to maintain your goals and save time



Build a Team

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Manage Your Group



Manage your group to maintain your goals and save time



Have clear guidelines and enforce them consistently & kindly



Build a Team

Get help with these tasks if you can!

Approving members, interacting, etc. can be delegated.



Manage Your Group

- > Manage your group to maintain your goals and save time
- > Have clear guidelines and enforce them consistently & kindly
- > Set up alerts to get notified when certain phrases are used



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Manage Your Group



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Manage your group to maintain your goals and save time



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Set up alerts to get notified when certain phrases are used



Set posts to moderation and answer questions first



Manage Your Group



Build a Team

Get help with these tasks if you can!

Approving members, interacting, etc. can be delegated.

- Manage your group to maintain your goals and save time
- Have clear guidelines and enforce them consistently & kindly
- Set up alerts to get notified when certain phrases are used
- Set posts to moderation and answer questions first
- Scan comments daily to interact and moderate



Manage Your Group



Build a Team

Get help with these tasks if you can!

Approving members, interacting, etc. can be delegated.

- Manage your group to maintain your goals and save time
- Have clear guidelines and enforce them consistently & kindly
- Set up alerts to get notified when certain phrases are used
- Set posts to moderation and answer questions first
- Scan comments daily to interact and moderate
- Have canned replies to answer common questions (Consider an FAQ post/file)



Observe & Adjust



Build a Team

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Approving members,
interacting, etc. can
be delegated.



Every group is different



See what works and what
doesn't, adjusting as needed



Watch your insights to plan
adjustments



Observe & Adjust



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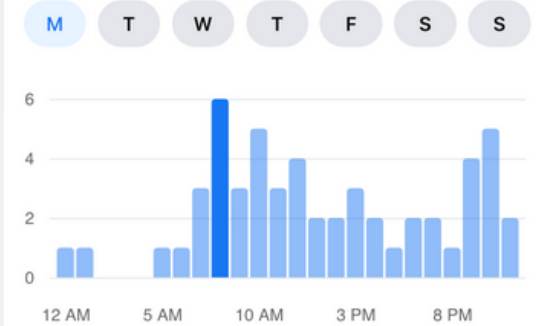
Popular days ⁱ

The average number of times members post, comment or react on a given day in the specified date range.



Popular times ⁱ

The average number of times members post, comment or react at a given hour of the day in the specified date range.



Posts ⁱ

The posts with the most activity in the last 28 days.

Top posts

By admin

Date	Post	Reach	Engagement
8/24/2022 9:13 AM	“ What curriculum are you using for the new homeschool year? Posted by Tauna Meyer	1107	63
9/16/2022 11:16 AM	“ When does your homeschool day start? Posted by Tauna Meyer	817	46
9/8/2022 8:47 AM	“ Did you take back to homeschool photos? Share them in the comments! Posted by Tauna Meyer	588	42
9/1/2022 2:48 PM	“ Who encourages and cheers you on the most? Posted by Tauna Meyer	613	22
8/26/2022 8:21 AM	“ (Admin) You may have heard about the ESA bill in AZ. There's a post going around that we received some... Posted by Tauna Meyer	511	42
9/10/2022 6:05 PM	“ Have you or any homeschoolers you know had to evacuate due to recent wildfires? Posted by Tauna Meyer	625	14
9/3/2022 12:26 PM	“ Tell us your favorite books about homeschooling to recommend to new homeschoolers! Posted by Tauna Meyer	425	15
8/23/2022 11:24 AM	“ Question from a member: What tips and advice do you have for two working parents just starting? How do we... Posted by Tauna Meyer	550	12

Questions?



- > Know Your Goals
- > Optimize Your Setup
- > Grow Your Group
- > Engage With Purpose
- > Observe and Adjust