

Creating and Administrating a Facebook Group for Region, Local Club, and Intra-club Use

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Creating and Administrating a Facebook Group

How Do I Create a Facebook Group for Region, Local Club or Intra-club Use?

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




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

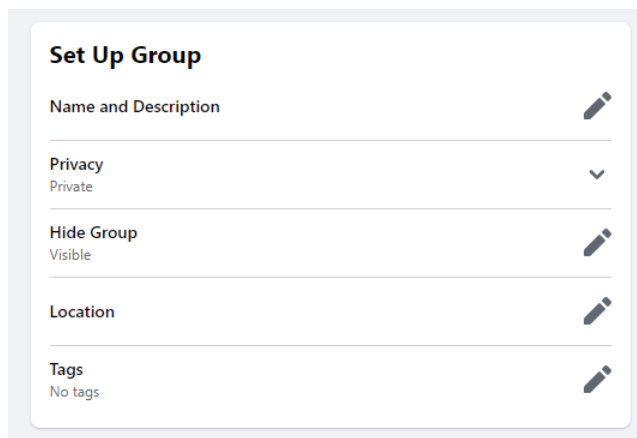
Overview (Five Simple Steps)

1. Log into your Facebook account
2. Create a Facebook Group
3. Ensure the Privacy Settings are correct
4. Publicize your Group to your Region, Club or Intra-Club
5. Add additional Group Administrators or Moderators (optional)


Step #1: Log into your Facebook account


Step #2: Create a Facebook Group


1. Go to your your home page and click the "menu" icon . From the right-hand column titled "Create", select "Group".
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" button when you're finished.
3. Once the group is created, you will be taken to the group's home screen. To get started click "Settings"  from the left menu of the page. From here, you can click on the pencil icon  beside Name and Description to add a group description.
4. To edit your group photo, from your group's home screen, click the pencil icon in the bottom right corner of the picture you see on the screen and upload your new photo.





Set Up Group

Name and Description 

Privacy
Private 

Hide Group
Visible 

Location 

Tags
No tags 

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Step #3: Ensure the Privacy Settings are correct

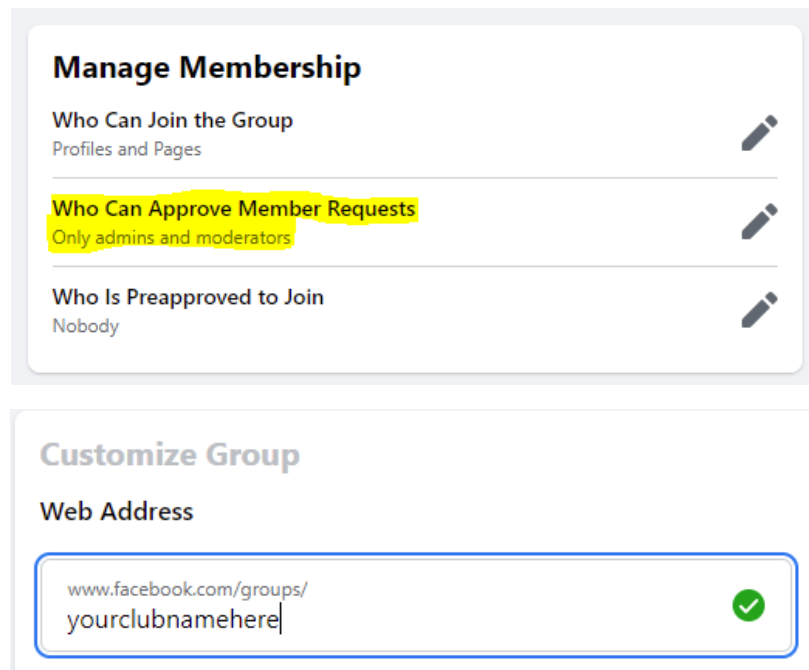
Conversations within Region, Local Club, or Intra-club Facebook Groups often reference specific travel plans by our Club members. Because of concern our members have around privacy, Club Facebook Groups should be set up as "Private". This means that although any Facebook user can see that the Group exists (and who's in it), only Group members can see posts (what's being discussed in the Group). However, if you prefer your group not be visible to any Facebook user without receiving an invitation to join first, you can additionally set your settings to "Hidden."

Again under Settings/Manage Membership, you may want to edit "Who Can Approve Member Requests": designate this job only to Administrators and Moderators of your Group. If you instead allow any member of the Group to approve member requests, this leaves a greater chance for non-dues paying members to join your Facebook Group.

Additionally, under Settings/Manage Discussion under "Approve All Member Posts, you can toggle to "Off", to allow Group members to post directly to the Group without the need for their posts to be approved by an Admin or Moderator first before it appears on the Group feed.

Before moving on to the next step, we recommend you customize the web site address URL for your Group by clicking under Settings/Customize Group. Instead of your URL remaining as assigned by Facebook, you can edit it to the name of your club or something that is creatively unique to your group and easy to type in. Pictured below under "Customize Group -> Web Address" is where to do this.

From here, there are a host of other customizations and features that aren't necessary, but could be fun to try.



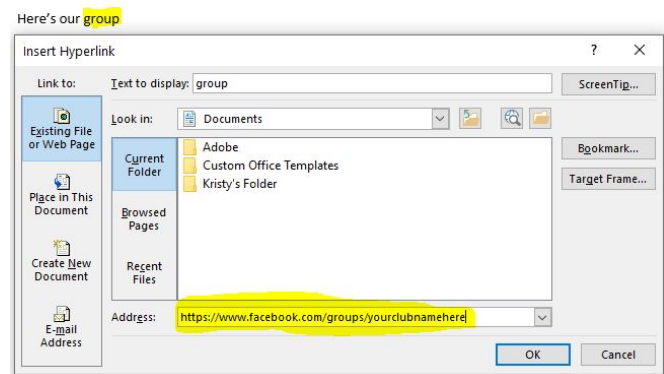
The image shows two screenshots of Facebook group settings. The top screenshot is titled "Manage Membership" and lists three settings: "Who Can Join the Group" (Profiles and Pages), "Who Can Approve Member Requests" (Only admins and moderators), and "Who Is Preapproved to Join" (Nobody). The "Who Can Approve Member Requests" setting is highlighted in yellow. The bottom screenshot is titled "Customize Group" and shows the "Web Address" field with the URL "www.facebook.com/groups/yourclubnamehere" and a green checkmark icon.

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Step #4: Publicize your Group to your Unit or Region

1. Find out what your Group web address (URL) is (and customize it if you wish: see picture on previous page). This is the address you should use in your newsletters, on your website, etc.
2. Because your Group is a "Private" group for security reasons, it's important that you let people in your Region, Local club or Intra-club know it exists and how to find it. If you have set your group to "Visible" and "Private", other people can request to join your Group, but they must be confirmed by an Admin (or Moderator, should you designate one or more with permissions to approve) before they can join. Here's how it works: copy the URL (starts with "http://" or "www.//") and use that URL in your announcement of your new Group. When a person clicks on that link, they will be taken to your Facebook Group where they can request access. For digital publications, you can create a link to the word "group" in phrase, "follow our Group on Facebook" by right clicking the word "group", then selecting "Link" at the bottom of the pop-up menu, and filling in your URL there:

As a 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 "Approve" box in Facebook to give them Group access.



3. Lastly, you might consider discussing and deciding on your Region, Local Club or Intra-club Facebook Group philosophies (and explicitly defining such under "Group Rules" under Settings). See page 6 for an example Social Media Objectives and Priorities and Group Rules. We encourage you to share what you've decided with your members (even post on your website). Then down the road, if anyone does not abide by the Group Rules, you have a back-up in writing with reasoning to allow you to Mute or Block the member who has not obeyed by the Group Rules.

Step #5: Add Additional Group Administrators (optional)

Your Group is now set up so that any new members must be approved by you first. You may wish to add additional people as Administrators or Moderators (you can do this by selecting "Members" from the menu below the Group picture, then clicking on the three dots next to the name) such that they can also approve new members.

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Creating a Facebook Group for Regional Use

A Region is slightly different than a Local Club or Intra-club in that most travel-specific discussions occur at the Local Club or Intra-club level, rather than the Regional level. Because of this, many Regional Facebook Groups have looser privacy settings. Specifically, regional Facebook Groups are often "Public" rather than "Private".

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. In fact, we recommend that you do NOT "Friend" anyone in the Group unless you actually are their friend in the real world!

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 Local Clubs, Intra-clubs 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 new 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 "Private" and "Hidden" groups, posts are only visible to group members.
- Audience: Group members must be approved or added by other members. When a group reaches 5000 members or more, 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: Local Club and Intra-Club Social Media Objectives and Priorities

- Our #1 priority is to maintain the privacy of our club members, especially with respect to NOT allowing our travel plans and/or private contact information to be visible outside of our local (or intra-)club
- Membership in our Club Facebook Group will only be open to the following individuals (and their spouses/partners)
 - Our Local (or Intra-) Club Members
 - Our Local (or Intra-) Club Affiliates
 - Our Region Officers
- We will use our Local or Intra-Club Facebook Group to augment our main Club website. The website will remain the main repository of Club 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 the website for more information.
- Following in the example of the Airstream Club International and other Region Facebook Groups, we are trying to expand the “social” commentary we have in person to our Facebook Group.

SAMPLE: Group Rules from the Admin

1. Be Kind and Courteous

We're all in this together to create a welcoming environment. Let's treat everyone with respect. Healthy debates are natural, but kindness is required.

2. No Hate Speech or Bullying

Make sure everyone feels safe. Bullying of any kind isn't allowed, and degrading comments about things like race, religion, culture, sexual orientation, gender or identity will not be tolerated.

3. No Promotions or Spam

Give more than you take to this group. Self-promotion, spam and irrelevant links aren't allowed.

4. Respect Everyone's Privacy

Being part of this group requires mutual trust. Authentic, expressive discussions make groups great, but may also be sensitive and private. What's shared in the group should stay in the 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. or email comments@airstreamclub.org.