

MODULE ONE:

# Member Engagement

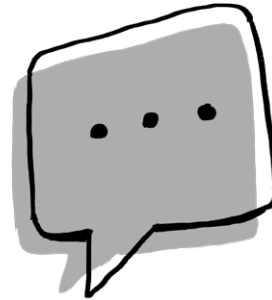
**Module Objective:** To obtain technical skills that will help increase member engagement in social media groups.

**Module Dilemma:** My group members are not active and engaged.



## What is member engagement?

Member engagement is a measure of how people interact with your social media groups and content. Some standard metrics that are used to gauge engagement include likes, comments, social shares, saved items, click-throughs, or retweets. This can vary from one platform to another. Engagement helps to assess how your content is perceived by your audience based on their interest in and reactions to what you share.



## Reinforcers and Challenges in Group Participation

### CHALLENGES:

- **Privacy Violations** - There is no guarantee that members will behave and refrain from sharing private information from a group anywhere and everywhere. Screenshots, selecting and copying text, etc., can still be done. Leaks of members-only information can cause members to leave groups or even report unacceptable activity, damaging the group's reputation or evoking action by the platform. Monitoring this can be one of the toughest challenges for admins.
- **Harassment and Bullying** - Bullying and harassment happen in many places and come in many different forms. This can manifest in social media groups in various ways, from trolling to sending threatening messages and making unwanted malicious contact. Admins do not tolerate this kind of behaviour because it prevents people from feeling safe and respected in their online communities.
- **TL;DR** - The "TL;DR" texting abbreviation stands for "Too long; didn't read." Sadly, this is one of the main reasons that group activity is low. Even in groups where members have voluntarily chosen to participate and get information, their level of information overload—often due to too much group chatter—can reduce their activity, sometimes to the point of totally ignoring it.

### REINFORCERS:

- **Consistency** - Being consistent in terms of topics discussed and frequency of posting activity can go a long way toward keeping groups engaged by setting standards and expectations. A disciplined approach helps build trust
- **Patience** - Groups can take a long time to gain traction. Some admins give up on the group because of low numbers and lack of participation. Unless the purpose of the group dictates a shorter term, it is important to have at least a year's worth of data to review which will provide more valuable insight to decide the group's lifespan.
- **Leadership** - An admin who establishes a protocol and culture, and manages it effectively and equitably for members, can do a lot to keep a group on purpose and on task.

# Increasing member engagement & utilising Facebook badges

## ENCOURAGING MEMBERS TO PARTICIPATE



Ever feel like you're the only one posting to your group? You're not alone, this happens in every group, especially at the beginning. There can be a number of reasons why people may not actively participate in your group. Just as there are introverts and extroverts in any real-world gathering, there are active and less vocal folks online.

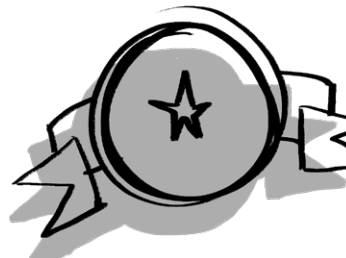
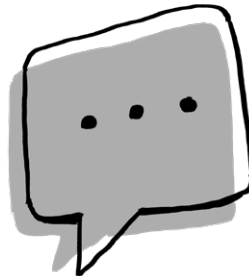
Some members want to comment on everything. Others may read or observe an ongoing discussion without participating, and only sometimes comment. Experienced group admins remind us that many quiet members are still getting value from your group. They're a part of your community, too.

Put yourself in a new member's shoes: What are the top few things you'd want to know about a group and its members before contributing? Use the group description and welcome post to explain some of these group basics. This helps members feel comfortable participating confidently.

Some members might need ideas about what to post. Asking easy, open-ended questions is a great way to increase group participation. If a less active member responds, interacting with them in the comments can let them know their voice matters. Many admins use polls to encourage less vocal members to add their opinion with a single tap. Going Live in your group allows members to comment and connect with you in real time. Admins tell us that even members who are reluctant to post will sit in on Facebook Live. Once people participate in these ways, they might feel more comfortable posting on their own.

## TOOLS AND STRATEGIES TO IMPROVE ENGAGEMENT

1. **Welcome Post for New Members** – This is an effective way to make your new members feel welcome and valued. Stewards can develop a common welcome post for their group – and simply customise it by tagging the new members when they post it when necessary. Facebook automatically tags all the new joiners when you hit the ‘Write Welcome Post’ option under the ‘Members’ tab.
2. **Repost Best Engagement** – If there are 100 posts in a month in a Facebook group and 5 out of those received high engagement, stewards can repost any or all of those five posts that performed well in the group. Facebook Insights is useful in identifying posts with high engagement.
3. **Recognize Top Contributors** – This is something stewards can do on a weekly or monthly basis. Facebook Insights will help admins to identify members who are top contributors to the group. The simple act of making a ‘Thank You’ post to acknowledge and recognise the participation and engagement of these members can encourage others to contribute as well.
4. **Themed Days or Weeks** - This is a simple yet very effective way to increase engagement in Facebook groups. For example, ideas such as TipsTuesday, which motivates members to share tips and advice on a relevant question, or SelfieSunday, which encourages willing members to post a selfie, keeps the group active and alive – and gives them something to look forward to from the group.



## USE OF BADGE FEATURES ON FACEBOOK

### WHAT ARE BADGE FEATURES?

Facebook group badges or Facebook group member badges are the visual tags that you see beside group members' names. These icons next to names on Facebook appear in all group posts, comments, and member profiles if the badges are enabled in the group. The members can earn most of the badges based on how they contribute to the group. Members can request some badges like an expert badge on Facebook, based on their skills.



### WHY ARE BADGES IMPORTANT?

Badges help you learn about community leaders and single them out from the crowd of group members, making it easier for new members to reach out whenever needed. This is also a way for admins to recognise group members for their significant contributions to the group.



### HOW DO BADGES INCREASE MEMBER ENGAGEMENT?

- **They help you recognise your most engaged members** - Whether a community drops out or thrives fully depends entirely on how active its members are. Most communities have a few main members who keep the conversations going and ensure others get what they need from the group. These members are your community's greatest asset, and it's important to give them recognition in the community. Badges are a great tool for providing this kind of recognition. They make it easier for other users to spot the people who are most helpful, knowledgeable, and consistently responsive.
- **They promote healthy competition and set achievable goals** - For your more committed users, having a goal to work toward can serve as a powerful incentive. When community members start to see that some of their peers have badges, it alerts them to the possibility of earning one (or more) themselves. For some, it will become an aspirational milestone, something that drives them to participate more—either out of competition with others or their own internal motivation to be a star helper.
- **They provide a way to reward community members** - By bestowing badges onto members who participate the most often and in the most valuable ways, you provide positive reinforcement for their actions and incentivise them to do more. People awarded with badges get to feel the pride of being recognised for their contributions. They include gaining valuable skills badge-holders can add to their resumes, particularly those who want to expand their careers as confident Digital Community Stewards.
- **They help scale support even further** - One of the greatest benefits of a community is that your community members can help each other. Badges can help scale these efforts even further. The Verified Problem Solver—or whatever label you choose—helps take work off the community steward's plate.

## THE BADGES

The following are badges that are relevant to community-based groups on Facebook.

<b>Admin</b>	For members who manage the membership, moderators, settings, and posts for the group.
<b>Moderator</b>	For members who manage the membership and posts for the group.
<b>Group expert</b>	For members who answer questions and share their expertise with the group.
<b>New Member</b>	For new members. (Visible for two weeks).
<b>Founding Member</b>	For members who helped build this group by sharing it, inviting people, or creating posts when the group was new.
<b>Valued responder</b>	For people who share valuable answers to questions asked in the group. (Shown for one month).
<b>Visual Storyteller</b>	Recognize those who consistently share valued photos and videos.
<b>Rising Star</b>	Recognize those who created engaging posts within their first month of joining.
<b>Conversation Booster</b>	Recognize those who created the most engaging conversations in the past month.
<b>Greeter</b>	Rewards users who make new members feel welcome.
<b>Top Fan</b>	Someone who can become a brand ambassador and increase the reach of your messaging. Top fans can serve as a catalyst, helping you gain the trust of new members quickly.

## HOW TO MANAGE FACEBOOK BADGES

The following are some tutorials that will help you understand how to manage your badge features on Facebook.

[How to use badges in Facebook group 2020](#)  
[How To Add Badges in Your Facebook Group](#)

## Member engagement & Facebook insights

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It is important for digital community stewards to understand the advantage of being a leader in a digital community. Group leaders on Facebook and other online platforms also have an important advantage over offline leaders: They can access analytics to see who is joining and leaving the group and how many members are engaging, even at what time of day it might be good to post to get the attention of more members. Most offline

can't see aggregate trends in their communities at any given time, so they don't always know when issues are bubbling up. The key difference in online communities is the ability to measure and see the breadth and depth of member behaviours - and how to influence it.



## WHAT ARE FACEBOOK INSIGHTS?

A Facebook group is so much like a human body. The minute we stop taking care of either of them, they will stop functioning and ultimately become dead. Hence, it is necessary to keep checking on our health and that of our Facebook group. For the latter, we obviously need the right set of engagement metrics.

That's where Facebook group insights help. They provide a holistic understanding of how our group is growing, how our members are engaging with the content, who is engaging the most when they are the most active, and so on.

Couple these insights with our group health data from Convosight and we will be able to upskill our community management game forever.

The following are some resources will help you understand how to use Facebook Insights to improve your group engagement:

[New Facebook Group Insights](#)  
[How to Improve Your Facebook Group Engagement](#)

