MODULE ONE:

Member Engagement

MODULE DURATION

3 HOURS

CORE MODULE INFORMATION

Module Type: Phase 1 – Improving group dynamics and member engagement

Module Objective: To provide technical skills that increase member engagement in social media groups

Module Dilemma: "My group members are not active and engaged"

Module Delivery: This module was developed to be delivered physically but may be converted to a remote module with some customisation.

WHAT IS NEEDED IN PREPARATION FOR THIS MODULE:

- Facilitators should review this Module in detail and customise the content to suit their participants, as needed (including adding case studies/examples relevant to your region or country).
- Facilitators should prepare notes for each activity. While this guide provides some discussion points and explanation as a base, further explanation at times will be needed (and participants may ask clarifying questions, so the facilitator should be well prepared).
- Review Content for Training Activities for a list of general training materials and module-specific activities (this link includes sample questions for Menti questions and Kahoot quizzes and information about how to make them). Note: Before the training, be sure to have these activities prepared.

MATERIALS

- Powerpoint slides (linked to sample PPT slides)
- Links to videos and MP4 files should be downloaded for backup (videos are embedded in PPT slides and linked below, per session).

Session 1: Understanding Member Engagement

60 MINS

Session Duration: 60 minutes

Session Objective: Understand the meaning, dimensions, and challenges of member engagement in social media groups.

10 MINS

12-13

THE DILEMMA – A QUICK RATING

Note for Facilitator: The trainers will present the Module's Dilemma on Mentimeter/Menti (Instructions for Menti). Make sure you have the presenter's link and QR code for participants ready to avoid any technical issues.

Trainer to screen share a Mentimeter Dilemma Activity

The trainers will begin this first session by dissecting the module dilemma.

The trainers will use a scale on Mentimeter and share the following dilemma: *"My group members are not active and engaged."*

Participants will be asked to rate the engagement and activity of their group, on a scale of 1-5, with 1 being 'the active participation and engagement in my group is very low' to 5 being 'the active participation and engagement in my group is very high.'

The trainers can give participants examples or perhaps even ask about expectations/standards within the cohort for high and low engagement.

Based on the results from Mentimeter, the trainers will get an average for the group of community stewards. The trainers can also ask a couple of participants: *What rating did you give your group, and why did you pick that number?* This activity will help us understand how relatable and relevant this dilemma is for the participants.

15 MINS | **14-15**

USER ENGAGEMENT – A BRIEF INTRODUCTION

Note to Facilitator: The trainers will give the participants a brief introduction to what member engagement means and why it's important.

The following three questions can be shared through a PowerPoint presentation. Trainers must involve the participants in the discussion and prompt them to share experiences and answers by asking questions when and where necessary.

What is member engagement?
Member engagement is a measure of how people are interacting with your social media groups and content.

What are some ways we can measure member engagement?
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.

Why is member engagement important?
Engagement helps to assess how your content is perceived by your audience based on their interest in and reactions to what you share.

Note to Facilitator: As a part of the introduction, the trainers will also share examples of 'popular' community-based social media groups around the world on different platforms. A few examples of social media groups that will be shared with the participants:

16-18

MEMBER ENGAGEMENT EXAMPLES:

1. This group, Women of Impact, focuses on "celebrating world-shaping powerhouses" and encourages anyone who is passionate about women breaking barriers in their fields to join. The publication uses Facebook Groups to connect with its audience members in a way that aligns with issues and initiatives that they, and those audience members, care deeply about.

   This group is a good example of a social media group that focuses on a particular community in our society in order to share identity-based experiences and insights.

2. The Blackout Coalition is a fast-growing, pro-solution, non-violent, social injustice consequence movement. This movement encourages black and people of colour around the world, but more so in the US, to challenge the status quo and eliminate discrimination.

   This group is a good example of social media groups that focus on a purpose and movement – often founded and/ or supported by celebrities and are reinforced by websites, merchandise, and funding.

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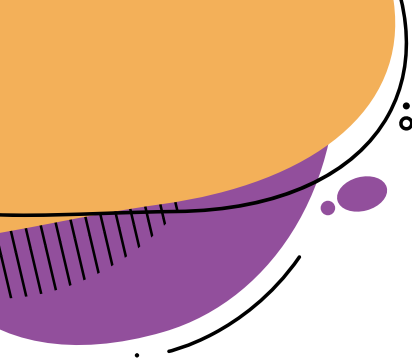
3. View from my window was originally created to connect people from all over the world during the Corona lockdown by sharing their views. Every day, through our windows, we have the same view. The idea is to share the atmosphere of your daily life. It is a unique way to see the world through the personal lens of ordinary people, from the mundane to the glorious.

   This group is a good example of social media groups that are created as a result of an event or crisis and thereby end up bringing people together.

Note to Facilitator: Time permitting, to encourage discussion, facilitators may ask participants: What type of group does your online community fall under? How do members engage differently in correspondence to the type of group?

Facilitators may also find examples from their region/ country to share, if applicable.

25 MINS **19**

REINFORCERS AND CHALLENGES IN GROUP PARTICIPATION – GROUP ACTIVITY & DISCUSSION

Note to Facilitator: This session will start with an activity and then delves into additional explanations around challenges and reinforcers for participation.

ACTIVITY: GROUP PARTICIPATION (REINFORCERS AND CHALLENGES)

The trainers will divide the participants into two groups.

The first group will discuss factors that reinforce group participation in social media groups. This group will consider various ways to increase group participation. Participants will be encouraged to share examples and experiences from managing their own groups.

The second group will discuss factors that challenge group participation in social media groups. This group will consider various decisions that decrease group participation. Participants will be encouraged to share examples and experiences from managing their own groups.

The groups will have 15 minutes for the internal discussion and 10 minutes for sharing their thoughts.

Note: During the sharing session (after each group has presented their discussion), the trainers can add to the findings and share some key behaviours that often reinforce or challenge participation in social media groups:

20

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.

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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.

10 MINS

22

PARTICIPATION AND ENGAGEMENT IN MY GROUP – A SELF-REFLECTION

Note to Facilitator: As the next session focuses on technical strategies and social media insights that will allow digital community stewards to increase their group engagement and participation, in order to conclude the current session, trainers will facilitate this self-reflection for the stewards to understand the needs and current status of their group.

ACTIVITY (SELF-REFLECTION):

The trainers will share the following questions with the participants and give them 10 minutes to self-reflect on the questions and write down the answers. Participants are not required to share this information unless they feel it's necessary.

> Questions to Pose to the Group for Self-Reflection:
>
> 1. *What kind of engagement do I see in my group - is it active or passive?*
> 2. *Is the engagement consistent or incident-based?*
> 3. *Who are some members who post and often share in my group?*
> 4. *What is the minimum number of members that would be ideal for my group? How many more members do I need to reach my goal?*
> 5. *What are some risks of having too much engagement in my group?*

Session 2: Increasing Member Engagement & Facebook Badges

SESSION DURATION

60 MINS

Session Objective: Identify and learn various strategies that can increase member engagement in social media groups – including the use of badge features on Facebook.

Briefly introduce session objective: "Identify and learn various strategies that can increase member engagement in social media groups – including the use of badge features on Facebook."

10 MINS | 23-24

ENCOURAGING MEMBERS TO PARTICIPATE – HOW TO MAKE IT LESS SCARY?

Note to Facilitator: This session includes facilitator explanation. If time allows, participation should be encouraged.

FACILITATOR EXPLANATION:

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 or 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.

The trainers can show this video of experienced group admins talking about getting members to engage in the group.

25   TOOLS AND STRATEGIES TO IMPROVE ENGAGEMENT – A CREATIVE DISCUSSION (20 MINUTES)

Note for Facilitator: Trainers will jump into creative strategies that can improve the engagement and participation of members in a social media group. Note that some of the following strategies need to be customised according to the social media platform.

DISCUSSION

The following four strategies will be introduced to the participants. After introducing each strategy, the trainers will open a quick discussion based on the following prompts:

Do any of you use this strategy in your group?
Do you think using this strategy will work for your group?
What are some challenges you anticipate in using this strategy?

FACILITATOR EXPLANATION:(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 5 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.

Further discussion: Trainers can also ask the participants: *What other creative strategies (such as live games and polls) do you use to facilitate discussions and improve engagement in their groups?*

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QUICK ACTIVITY:

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Trainers can conclude the discussion with a quick activity:

Ask the participants to write a draft "Welcome Post" for their group to initiate this strategy if they don't follow it already. Participants can do this individually or in pairs. Trainers can support the participants where necessary and encourage them to complete the activity during the training period.

30 MINS

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THE USE OF BADGE FEATURES ON FACEBOOK FOR ENGAGEMENT

10 MINS

INTRODUCTION TO BADGE FEATURES (DISCUSSION)

> Before beginning this tutorial, trainers will ask the participants:
> *Have any of you used badge features in your groups?* (If yes, trainers will encourage them to share their experience).
> Additional questions: *Why do you use this feature? Do you find it useful? Does it have an impact on member engagement?*

THE BASICS

After the discussion, the trainers will inform the participants about the following four key areas concerning the use of badge features on Facebook.

Note: the Facilitator can ask the following questions and fill in any gaps (time-permitting), or simply provide an explanation.

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

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

Trainers can ask the participants: *"Have any of you (or your group members) received these badges?"*

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

15 MINS | 29 | ## BADGE ACTIVITY AND DISCUSSION

- **Setup:** The trainer divides participants into groups of 3 or 4.
- Participants will be asked to select a TV show, or movie series that everyone in their small group knows. They will be asked to take about 5 minutes to match at least four of the characters to badges.
    - The trainer could use the example of a show they know well. This example is for the show "Friends": Monica is the "Admin" and "Moderator". Phoebe is the "Rising Star," Ross is the "Group Expert", and Joey is a "Greeter" or "Conversation Booster".
    - Other suggestions: Harry Potter, Marvel Movies, The Office, Game of Thrones, etc.
- This exercise is a good way for participants to start thinking about their group members and how they could engage them further through the use of Facebook Badges. Trainers can ask participants if they have any people in mind that they could give a Facebook badge and why.

Alternative activity: Once the participants are clear about the availability of different pages, the trainers will ask the participants to log into the Facebook group. Then the participant will search through the members and posts on the page to identify members who might fit the above-stated roles. This is a simple activity for the stewards to get a good sense of the capacity and resources within their social media group.

5 MINS | 30 | ## TUTORIAL: HOW TO MANAGE FACEBOOK BADGES

This session will be concluded through a visual tutorial to help the participants understand, navigate, use, and manage these badges effectively. The trainers will use an existing Facebook group (this can be on the trainer's account, or they can ask a participant to present their group).

> **Note:** The following are some tutorials the trainers will use as inspiration to conduct their own visual tutorial. Additional preparation is necessary.
> How to use badges in Facebook group 2020
> How To Add Badges in Your Facebook Group

Session 3: Member Engagement & Facebook Insights

SESSION DURATION

60 MINS

Session Objective: Learn the importance, use and navigation of Facebook insights and analytics to increase member engagement in social media groups.

15 MINS | 31

THE USE AND IMPORTANCE OF FACEBOOK INSIGHTS

Note to Facilitator: Even though this is a technical session, the trainers must emphasise the human elements in the groups, not just the technical elements. Digital community stewards can use this data to understand your audience not just as numbers but also as real people with likes and dislikes, communication styles, and motivations. This kind of in-depth thinking can help you customise and adapt your group moderation, admin style, and content curation. This 'human element' will be further discussed in Module 2 when we discuss trust building in online communities.

This final session of Module 1 is a completely technical session. During this session, the trainers will help the participants understand the importance of Facebook insights and how these insights can be used to improve member engagement, recruitment and participation. The structure of this session may proceed with a brief introduction and a tutorial and will also include a Q&A period, with room for discussion from the participants.

It is optional to identify an external resource person or expert (e.g. from a social media company) to facilitate the following tutorial. Alternatively, the Facilitators may invite a participant who has significant experience in Facebook Insights to share a tutorial and explain from their perspective.

32-33

A TECHNICAL TUTORIAL

The trainer will begin this tutorial by briefly discussing an introduction to and the importance of Facebook Insights.

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 engaged, even at what time of day it might be good to post to get the attention of more members. Most offline leaders 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 them.

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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.

DISCUSSION:

The following are the three main areas the trainers will discuss and inform the participants regarding the use of Facebook Insights through a technical tutorial:

- **Growth:** Tracks membership growth and group membership requests.
- **Engagement: Measures posts, comments and reactions over time;** reveals the most popular days and times for member engagement and lists the top posts.
- **Membership:** Identifies the top contributors and reveals demographic data about group members.

10 MINS | 34

MODULE 1 CLOSING ACTIVITIES

Next, the Trainer will facilitate a Q&A session.

The module will end with a Pop Quiz on Kahoot (this is an optional activity, but it is a great way to energise the participants at the end of the module).

Note: See Content for Training Activities for quiz content and instructions on how to make a Kahoot.

The PPT slide can be linked to the Kahoot quiz for ease of access and presentability. Trainers can encourage participation by handing out chocolates to the pop quiz winners.

Finally, the trainer will ask the participants to complete a short feedback form. This can be optional and created according to the organiser and facilitator's needs. Therefore, a sample is not shared.

MODULE 1: ADDITIONAL RESOURCES

The following are some existing resources and tutorials the trainers will use to facilitate the tutorial for the participants:

- New Facebook Group Insights
- How to Improve Your Facebook Group Engagement

Additional resource on WhatsApp analytics (Note: this is only accessible for business accounts so it may be less useful for participants of this target group).

Additional resource on Instagram Insights (Note: this is for Instagram pages. However, this may be useful for social media groups who are cross-posting).
The content of this module was adopted and inspired by the following resources:

- The power of virtual communities: Governance Lab
- Keeping your group active: Facebook Community

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