

Creating a Facebook Group vs. a Business Page

Q: Why should I create a Facebook Group instead of a Facebook Business Page?

A: for a business page, only the administrators of the page, which should remain at a small number, will have their comments visible on the wall. When an administrator is on their own Business Page, their personal Facebook profile automatically reverts to the page's profile in question.

For example, when Ashley posts on the Fit3 Facebook Page, she automatically becomes the persona of Fit3. Anything she does, whether it's sharing a photo or commenting on a question, has the profile of Fit3 next to it.

Q: Where would customer's posts be located on a business page?

A: They will be located on the right side of your Facebook page. This isn't very conducive when your goal is to build engagement amongst one another.

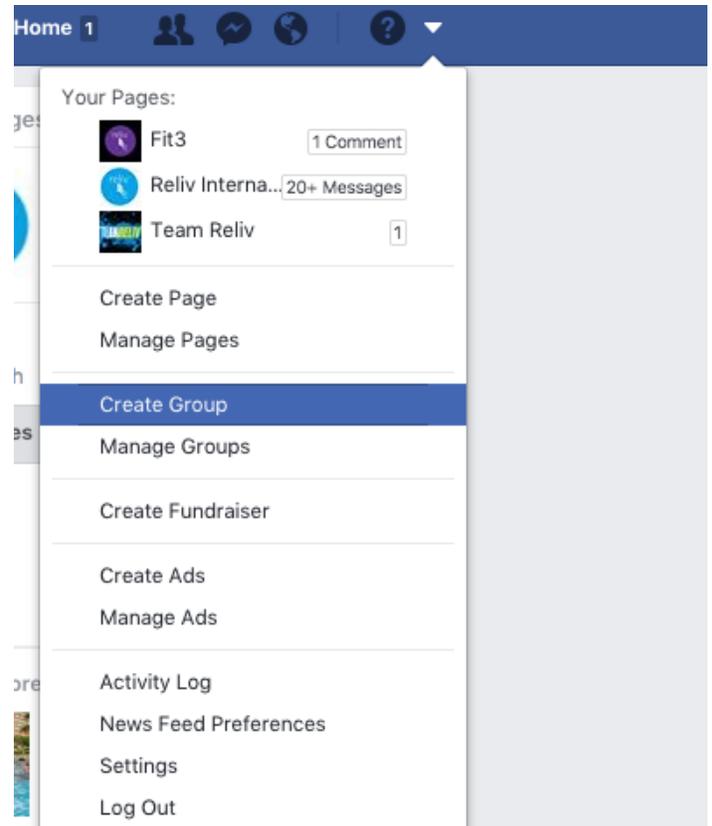
Q: Why are Business Pages like this? Can't they be customized?

A: No. This is Facebook policy, and it will remain the way it is as it's needed for big corporations.

If you have any additional questions regarding [Pages vs. Groups](#) click on the hyperlink above.

How to Create a Facebook Group

1. Go to your Facebook home page. Click the upside down triangle located in the top right corner.
2. Select 'create group' from the dropdown.



3. You will then be met with a floating 'create new group' window. Fill out all of the required information.

4. Add a group name, invite people to your group, and then select your privacy under 'select privacy.'

5. You have three options for your privacy settings.

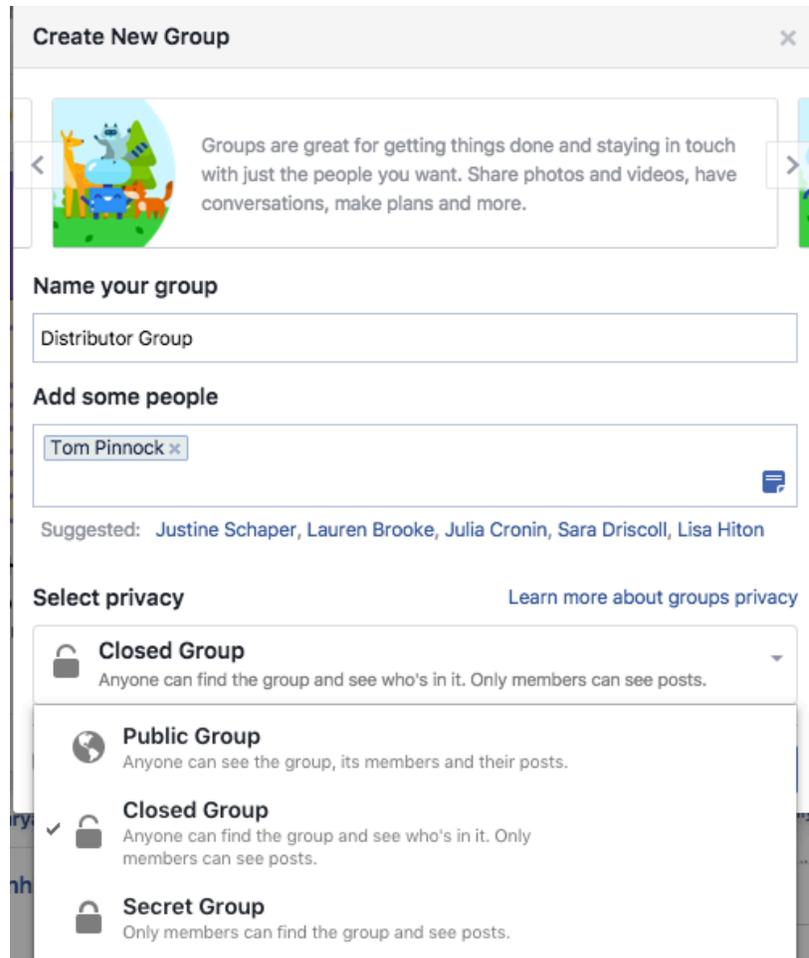
Public group: Anyone can see and join your group. They will have full access to commenting, etc.

Closed group: The group is visible to the entire public on Facebook, but they will not be able to see the content that's within. This is where the administrator (you) will need to accept people who 'ask to join' the group.

Secret group: Only people who are invited to the group will be able to see it and join.

6. Once you have filled out the required information, you will be taken to your new group page.

7. Time to decorate! Now you need to put up a cover photo. (Personalized photos are always a fun option.)

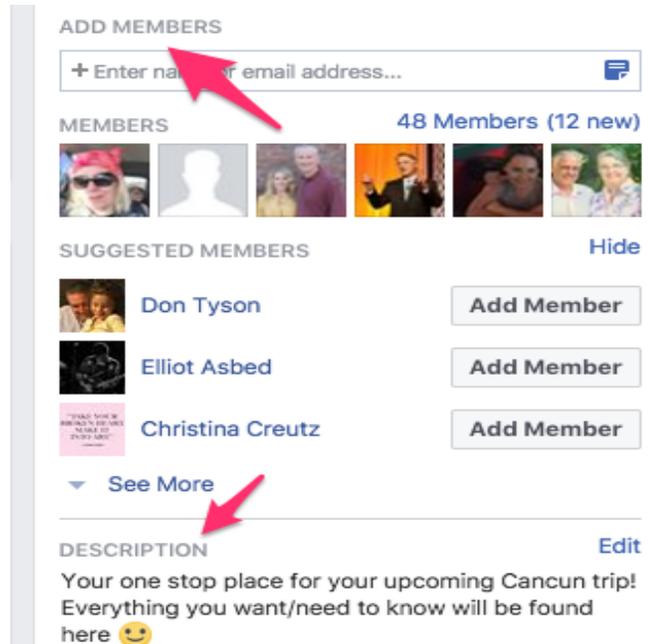


The screenshot shows the 'Create New Group' interface on Facebook. At the top, there's a title bar 'Create New Group' with a close button. Below it is a carousel with a cover photo of animals and a text box: 'Groups are great for getting things done and staying in touch with just the people you want. Share photos and videos, have conversations, make plans and more.' The 'Name your group' section has a text input field containing 'Distributor Group'. The 'Add some people' section has a search bar with 'Tom Pinnock' and a list of suggested members: Justine Schaper, Lauren Brooke, Julia Cronin, Sara Driscoll, and Lisa Hiton. The 'Select privacy' section is expanded, showing three options: 'Closed Group' (selected), 'Public Group', and 'Secret Group'. Each option includes a brief description of its visibility settings.

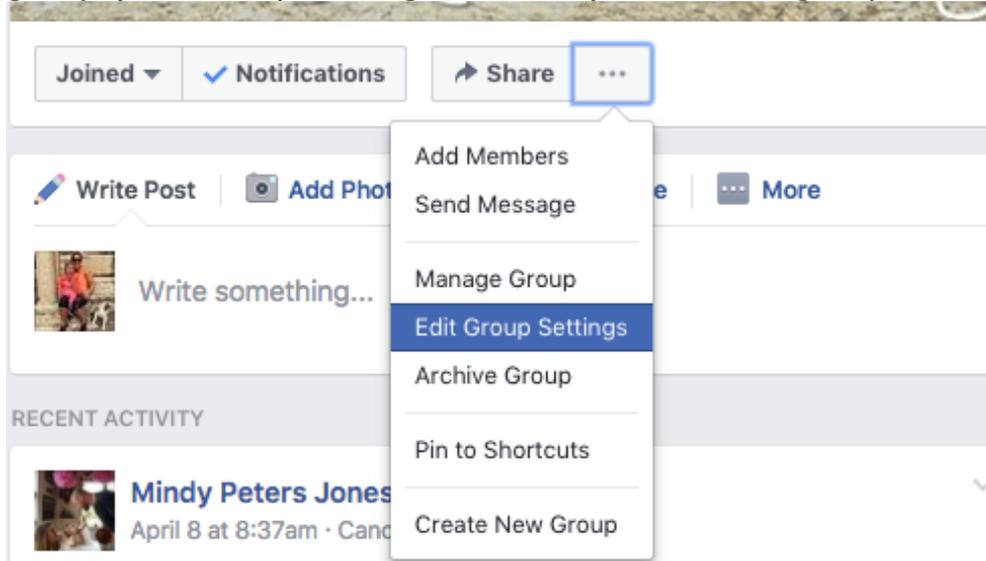
8. Once you have created your cover photo, head over to the right bar on your page.

9. You will see the areas where you can add additional members, create a group description, and add a few other customizations if you so desire. *If you decide to use Tags, please make sure it's a corporate approved tag.

10. For further group customization, you can click on the three dots that are directly below the center of the cover photo.



11. This is another spot where you can create an additional group for something unrelated, a place where you have the option to archive the group (essentially making it inactive), & edit the group settings.



Edit group settings: You can go here to alter your privacy settings, select a group type, and decide how much you're going to patrol the comments on the page. (Located at bottom of page as 'posting permissions' and 'post

Group Name

Group Type Pick a Group Type
Group types help people see what the group is about.

Privacy Closed Group. Anyone can find the group and see who's in it. Only members can see posts.

Admins of groups with fewer than 5,000 members can change the group privacy settings at any time.

Membership Approval Any member can add or approve members.
 Any member can add members, but an admin or a moderator must approve them.

approval.'

12. Make sure you hit SAVE, located at the very bottom of this page.

Location This can help people find your group if they're in or near your location.

Posting Permissions Members, moderators and admins can post to the group.
 Only admins can post to the group.

Post Approval All group posts must be approved by an admin or a moderator.

13. Click on 'manage group.'

14. You'll see 'member requests,' reported to admin,' etc. If you have decided to make it a closed or secret group the member requests section is where you would accept or deny.

15. Take time to click around and familiarize yourself with the other options that the tabs offer.

16. The best way to learn is just by trial and error. However, if you do have questions visit the [Facebook Help Center](#). They most likely will already have the answers to your questions.

