

HOW TO POST EFFECTIVELY INTO

Facebook Community Groups

& GROW YOUR BUSINESS IN
2024



Camden Mums Hub



Are you using Fb Community groups effectively?

In today's digital age, social media platforms like Facebook offer many opportunities for businesses to connect with their target audience at a local level & one of the most underused, misused and downright abused social media platforms is Fb community groups!

The truth is, there's room for everyone but standing out, being authentic & ensuring your offer is valuable, looks legitimate and is clear is key!

If you want to create valuable content to show how you can help and service those in your community, boost engagement to your page website or grow your email list, then FB group posts should be part of your social media strategy in 2024.



Let's begin

Your goal is not just visibility but forging genuine connections that resonate with your audience.

You want to be seen as your local hero, the go-to in your industry so how do you do that? By coming from a place of value.

Sharing your knowledge is where you can position yourself and earn the trust of those in your community.

People buy from people so share your story, your knowledge, and yourself if you are a service-based or the face of your business!

Get Creating

With so many scam accounts, fb group posts can start to all look the same!

Authenticity is your secret weapon to fostering trust and loyalty among potential customers by including yourself or your links for credibility.

If you can weave your message into their interests and needs, you're halfway there!

Lead with valuable offers that leave your audience eagerly anticipating what you have to share rather than just copying and pasting your latest post.



Let's Get Some Engagement

Many Facebook community pages have between 1,000 to 15,000 or more members, but that doesn't necessarily mean those groups are engaged.

When you create a post and it doesn't receive any likes or comments, it can feel like you're hearing crickets.

We have tried and tested various methods to get posts seen. Using Fb community posts in a more relatable and casual tone is one way to get noticed but the one thing that we ensure we use across each and every one of our FB community posts is: A clear CTA. (Call to Action)

If you want more DMs (Direct Messages) try writing things like: "Send us a DM to get started," or "DM for more info and pricing."

If you want more clicks to your website, include your website link at the end of the post "More info via our website (insert link)

This approach may require more effort, but it is highly rewarding if your post receives loads of comments and is shown at the top of the group feed.





Final thoughts

If your post is gaining traction, that's GREAT!

It's important to respond to any comments and DMs promptly. There's nothing worse than when a business never responds.

If you haven't received any responses or likes, there could be several reasons for this; Either it was posted at the wrong time of day, (afternoon posts or early morning posts seem to gain more traction in our experience) Perhaps the messaging wasn't clear enough, There were too many CTA's or the image didn't match the wording or was too busy.

Don't give up! You can always rewrite and improve your post and see what works. Using past posts as inspo is a great tool to ensure your post gains traction.

For more helpful resources, visit our website

<https://camdenmumshub.com.au/members-portal/>