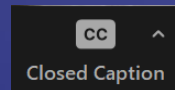


# How to use Facebook Groups for your mid-week communities



Turn on automatic subtitles by clicking on Closed Captions in your Zoom menu



# Facebook groups

- Creating group
- Choosing the right settings
- Being a moderator and your tools
- Keeping the group engaged
- Safeguarding and dealing with negativity



# Profiles, pages and groups



## Profile

Your **personal presence**  
and log-in  
Friends only!



## Page

A **mini website** for  
your church  
**Anyone can view** the  
page



## Group

A place to **share interests** and  
community **mid-week**  
Like a **church foyer or small group**  
Conversations visible to **those**  
**in the group**

Pages and groups have different purposes

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# Who will you make a group for?



Book club members

Local support group

Toddler group parents

Demographic

Eco church

Bible study group

Families

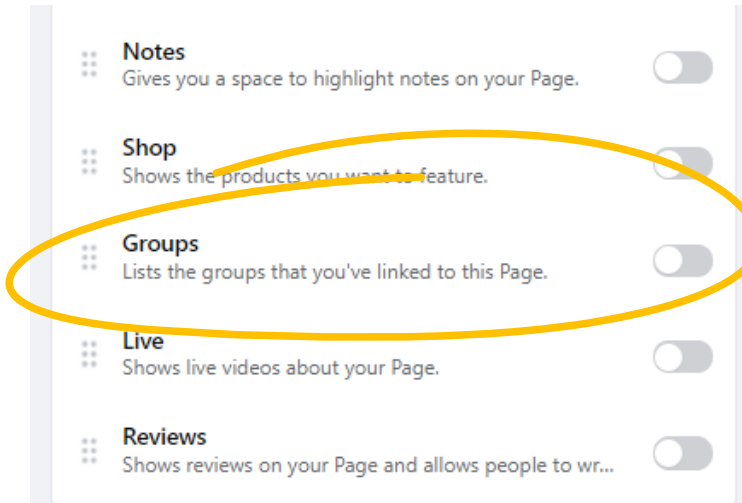
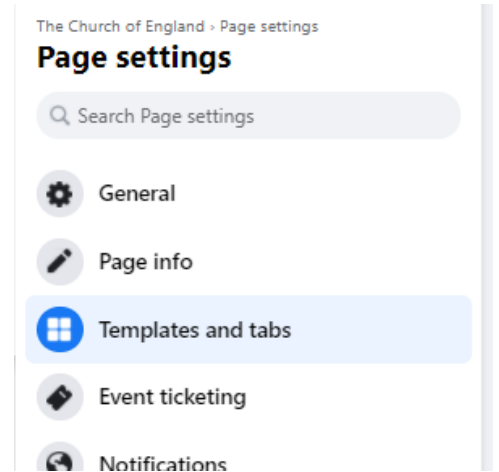
Groups work best when there is a focus



# How to set up your group

Create a group linked to your church's Facebook page:

- Click on your church's Facebook page and select Settings in left hand menu
- Click Template and tabs in left hand menu
- Turn Groups to on





# How to set up your group

Next:

- Click on your church's Facebook page and select *More*, then *Groups* from the page menu
- Select *Create linked group*
- Enter your group name and then choose the privacy settings
- Click *Create*.

The screenshot shows the Facebook interface for a church page. At the top, there are navigation tabs: Home, About, Events, Photos, and More. A 'Promote' button and 'View as visitor' option are also visible. Below the navigation is a section titled 'Groups by this Page' which features an illustration of a person holding a flag and the text: 'Build a community around your Page. Groups are a way for fans of your Page to post, comment and discuss everything your Page is about. You can link an existing group or create a new one.' There are two buttons: 'Link Group' and 'Create Linked Group'. Below this is the 'Create group' form for 'Church in Coventry'. The form includes a 'Group name' input field, a 'Choose privacy' dropdown menu, and an 'Invite Page fans (optional)' section. A note at the bottom of the form states: 'There are no Page fans to invite yet. You can create the group now and invite Page fans later.'



# Choosing the right settings

Go to your group then click on settings in left hand menu

- Change the name of your group
- Add a description and define who the group is for
- Select the group type
- Location – show that you are local
- Add tags to be found by others who are interested in these topics
- Set how people can join the group
- Decide who can post to the group

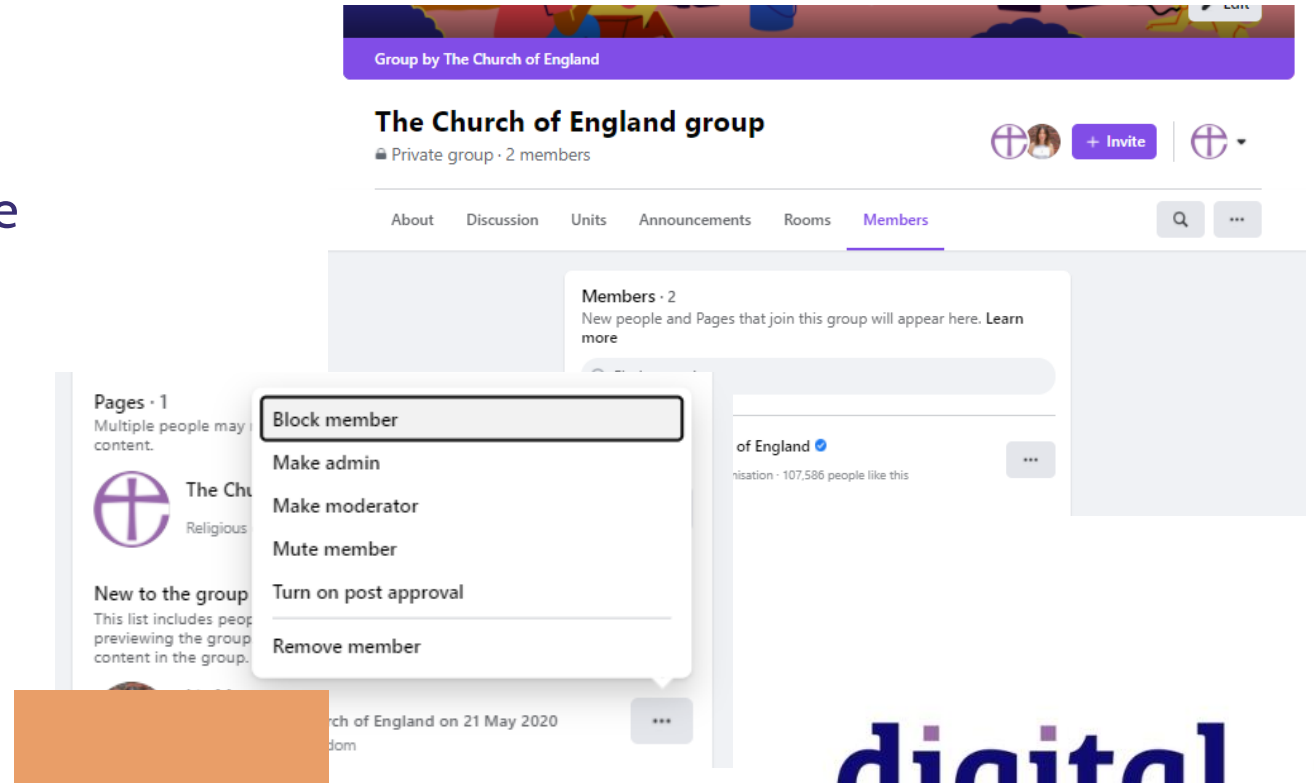


# Add other moderators

Moderators do not have to be admins of the linked Facebook Page

Add moderators by:

- Go to *Members* tab
- Click on three dots beside the members name
- Select *Admin* or *Moderator*
- Admins = Edit the settings of the group, moderate posts and members
- Moderator = Moderate posts and members







# Guides can help plan bible studies and courses

1. Enable Guides in settings by clicking Add beside guides

**Add extra features**

**Group type**  
General

**Rooms**  
On

**Guides**  
Organise posts by subject to help people learn new things. [Learn More](#) **Remove**

**Show Progress**  
Allow members to track their progress by marking posts as done.

**Host a Q&A**  
On

2. Go to Guides in the top menu to create and view

**The Church of England group**  
Private group · 2 members

About Discussion **Guides** Announcements Rooms Members

**Units are now called guides!**  
All the units in your group are now called guides, but nothing else has changed.

**GUIDE 1**  
**Bible study week 1**

- Video Text
- Question Text

Seen by everyone

Like Comment

**Guides**  
Let people know what they can learn from your guides.  
[Add a description](#)

**Create Guide**

**Progress**  
0 of 1 required guide completed

Useful for organising a bible study, course or kids weekly activities



# Keeping your group engaged

1. Be clear on the purpose from the beginning
2. Keep on topic so your group continues to add value to the members
3. Be social and lead the way with your interactions
4. Ask questions (and answer others questions)
5. Try a variety of post types
6. Post regularly, especially at the start
7. Ask others to help you post and keep the group active
8. Don't create too many groups and spread yourself thinly

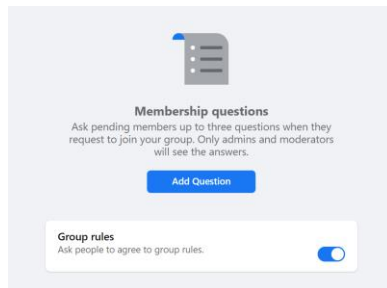
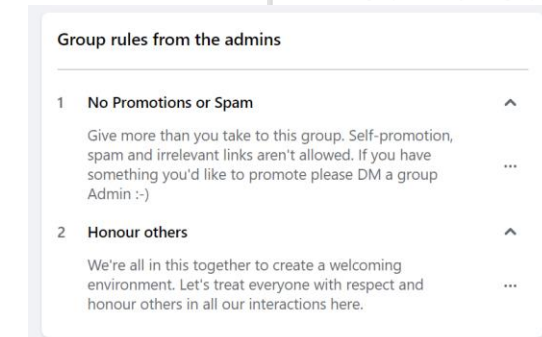
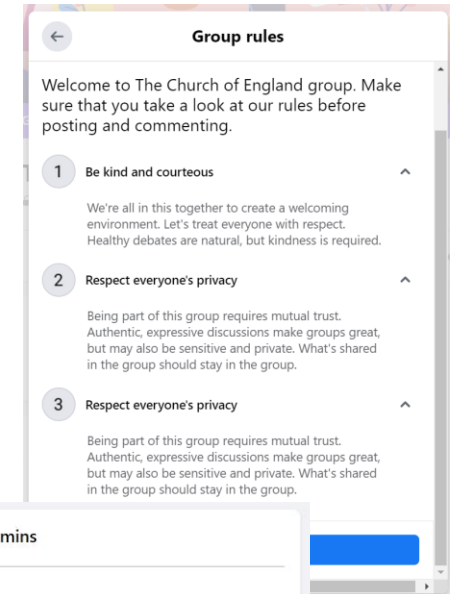
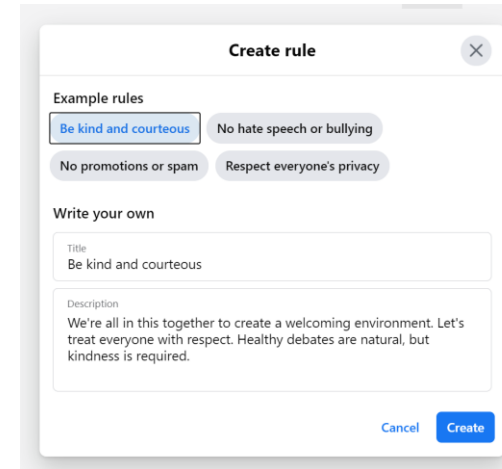
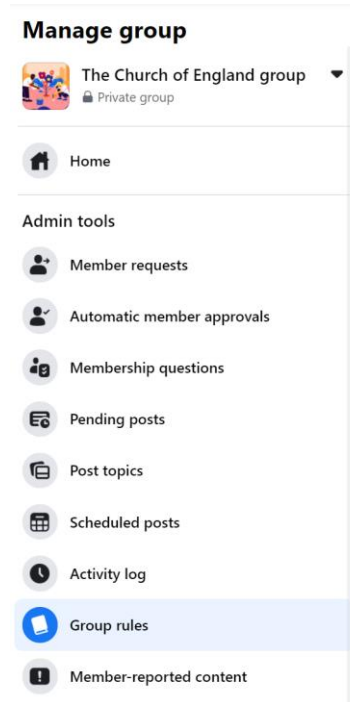


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# Dealing with negativity: moderator tools

- Have at least two moderators
- Define the groups purpose to keep on topic
- Create rules
- Ask membership questions

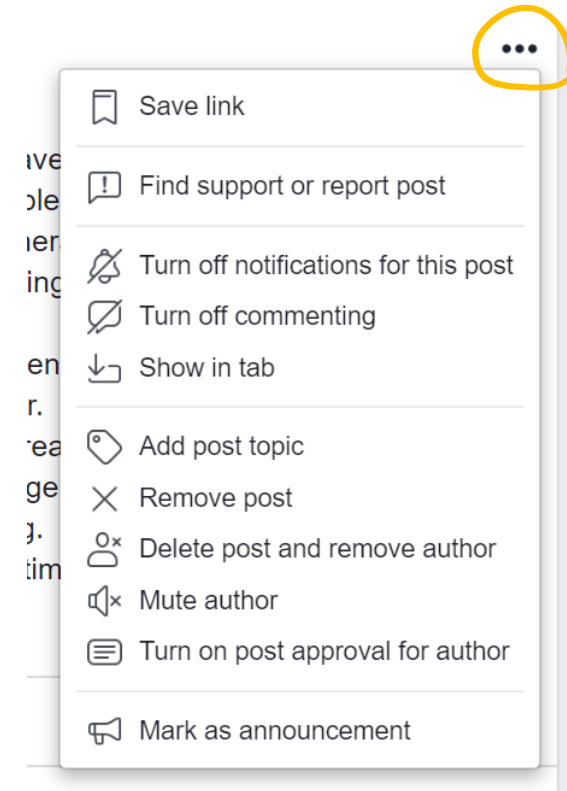




# Dealing with negativity: moderator tools

Click on the three dots above a post

1. Turn off commenting on a post
2. Remove post
3. Mute author (temporarily turns off their ability to post or comment)
4. Delete post and remove author



# Safeguarding: What is our responsibility?

- A disclosure can be made to you in any way!
- Work within your church's safeguarding policy so you know what to do.
- Know how to contact your Diocesan Safeguarding Officer.
- Avoid messaging under 18s privately.
- Do not befriend under 18's on your personal profiles.
- Have two or three admins / moderators on all your church accounts or groups.
- Include safeguarding information on your home page of your website.

# Useful tools – Photography and design

[www.canva.com](http://www.canva.com)

[www.spark.adobe.com](http://www.spark.adobe.com)

[www.unsplash.com](http://www.unsplash.com)

[www.pixabay.com](http://www.pixabay.com)

[www.pexels.com](http://www.pexels.com)


[www.freepik.com](http://www.freepik.com)

[achurchnearyou.com/hub](http://achurchnearyou.com/hub)



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Publish anywhere.**

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 Sign up with Facebook

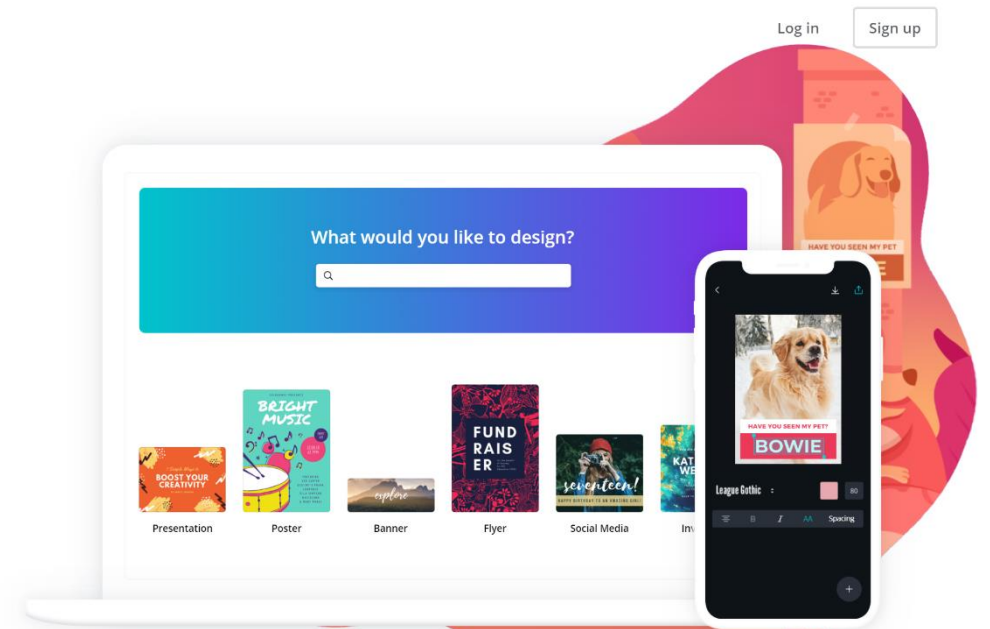
 Sign up with Google

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Sign up with email

By signing up, you agree to Canva's [Terms of Use](#) and [Privacy Policy](#).

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