



**Group
Engagement
Guide:**

**100 +++
engaging
post
ideas**

Group Engagement

With Facebook's increased focus on groups many people are interested in how to create and maintain a thriving and engaged group.

Engagement in a group works in a lot of the same ways that engagement on a Facebook page works. But because people have to request to join a group or accept an invite, that sends a strong signal to Facebook that the person wants to see the items posted in that group. Because of this, we don't have to post quite as much in a group as we do on our Facebook Pages.

Even so, if we do not post engaging content regularly, our group can slowly die. If you neglect it, the group will not produce sales, views, comments, etc.

These are post ideas that, depending on your niche could be helpful to sprinkle into your groups, especially before sales or announcements.

Group Engagement

1. Be timely, seasonal, or piggy back off of popular stuff. If your people love a particular show, connect to the premier dates, or major plot twists. Some of these things can be revamped every season or holiday.
ex. "What is your favorite moment from "This is Us so far?" or "Name a pie you would never eat." It doesn't always have to tie exactly to your product or service...but it always has to tie to your audience.
2. These questions can go negative and positive. Instead of "Name your favorite pie?" it could be "Name your least favorite pie?" Often positive works better with heavier topics. "Your favorite Christmas memory." And not "Your least favorite Christmas memory." Don't try to get too personal right away...unless you have been that personal with the group and received positive feedback. Lighter topics can get more of a response with a negative setting or positive. "Name a food you had to eat as a kid that you can't stand to eat now." "Name a food you loved as a kid that you still love to eat now."
3. Include a graphic with the question...or A. B. C. D or This? That? style pics. A graphic draws attention and increases the likelihood that they will respond. I reserve my no picture posts for my "Drop a pic" or Drop a GIF posts. Experiment with what helps/hurts your reach.
4. Respond...as much as you can. A group is a DEEPER connection with you...show your audience you care. "Me, too, Ann! I am not a fan of mincemeat! or "Pecan is my favorite too!" Or "My husband is a huge fan of apple!"
5. Answer the questions yourself, too. I've found some success in answering in the first comment, or answering when people ask, or adding it after there have been a few comments.
6. Some of these things may work on pages, too. But be careful of doing the exact same thing at the same time on your page and in your group. Mix it up. And make your group a special place.
7. This isn't the only type of content you need in a group, but it can be a fun and interactive way to add engagement to your group.

Group Engagement

Is your engagement low, medium, or high in your group? Depending on where it is, you may need to make it easy for your people to respond at first.

Low

Start with This or That or ABCD type questions. Make it easy for them to respond. Games can work here too.

Medium

Add in some GIF type questions, or one word answers. Fill in the blanks.

High

More open ended, photo request questions, their tips and advice.

What works for one group, may not work well for another. You will have to experiment and stay up with what is working or not. Be aware that GIFs have periodically glitched.

Engaging Post Ideas

Pecan or Pumpkin? Which is your favorite? (Works best if both are in a picture).

What month do you start your Christmas shopping in?

What is your favorite thing to eat (or drink) when it is cold outside?

Real or fake? What type of tree do you have for Christmas?

What is the meal that you are most known for making?

What is your favorite kind of cookie to make/eat at Christmas?

Coffee, tea, or hot cocoa?

Egg nog? (A. Delicious B. Okay C. Yuck D. Never tried it)

How old were you when you first learned to (cook, sew, draw, drive, wash laundry,)?

Are you a cat or dog person? (A. Dog, B. Cat, C. Both, D. Nope)

On a cold day would you choose soup, chili, or stew?

When do you put up your Christmas tree? or When do you take down your Christmas tree?

My 2019 has been _____. (fill in the blank)

How do you decorate in January? (Still Christmas, Regular decor, winter, Valentines Day)

If you were given 5,000 to remodel an area of your home, which one would you tackle first?

Name your favorite love song? (or country song, or rock song, or sad song, or oldie, or new song)

Computer are _____ (fill in the blank) or Farmhouse decor is _____ (fill in the blank).

What sports team could you never cheer for and why?

Name a food that other people love and you can't stand.

Name an ice cream flavor that you love and other people can't stand.

Engaging Post Ideas

What did you call your grandparents growing up?

How many first cousins do you have?

What is your favorite...(day of the week, month of the year, meal to eat, dessert to have, kind of cake, thing to do to relax, candy bar, book you read as a kid, tv show to binge watch.

Add the ages of your children together. That is your parenting age.

You are stranded on a desert island. Using emojis, tell us 5 things you would want to have!

What scents do you love in the (fall, winter, spring, summer)?

Before I can fall asleep, I usually have to_____.

What is your first name without the letters: E, D, R, J, K, W, U, L, C, A, F, N?

You've been kidnapped. The characters from the last TV show you watched are coming to rescue you. Who is coming to rescue you?

Best candy bar ever?

Tell me a movie that other people love but you can't stand?

Drop a movie line that gives away the movie without saying the title.

Drop a movie line and see if anyone can guess what it's from?

Create a new paint color name that nobody would ever buy?

What is one thing you can never find when you need it?

Name 3 things within reach of your bed at all times.

How do you define _____ (self care, style, beauty, friendship)?

Share a (beauty tip, cleaning tip, decorating tip) that you love!

If _____ was an Olympic event I would totally have a gold medal.

Engaging Post Ideas

You are in charge of creating a new holiday! What is it called and when is it?

Post a (song, movie, book, vegetable, food, place, actor, actress, singer, band) that begins with the letter (choose a latter).

Describe your favorite color without telling us what it is.

I am _____ years old and I have never _____.

What is one thing you should know how to do by now, but don't.

Tell us (something that makes you happy, a food, a movie, a book, a dessert, a candy, an album, a song,...) that begins with the first letter of your name.

You just won a gift card to your favorite restaurant. Where are you going to eat?

You just won a travel package anywhere in the world. Where are you going?

Name something from your childhood that kids today can't understand?

Name a song title that asks a question.

Name a song title with love in it?

What is your favorite Christmas song?

The best Christmas present (birthday present) you ever received?

What is your favorite (scripture, inspirational quote, joke)?

Birds of a feather flock together...What old saying do you remember?

Tell me your favorite memory of a grandma or grandpa?

What is something fun that you are obsessed with?

An item in your purse that you think nobody else will have?

If you had to live in the same place as the last movie you watched, where would you be living?

Engaging Post Ideas

Show me your current view, right now.

How do you sleep (A. Back B. Stomach C Side D Other)

What food brings you back to your childhood?

What smell makes you think most of Christmas?

Ruin a (meal, first date, family vacation, good night's sleep, morning, day, travel plans) in just 4 words.

If you could speak one new language instantly what would it be and why?

Share something you are grateful for today?

Share a time when someone came to your rescue?

Who is a woman that you admire?

Which TV mom is most like you? (Would be good with 4 different ones to choose from)

If you could have a super power what would it be?

The last text you sent is now the title of your autobiography...what is the title?

Let's play a game type the first word that pops into your head when you read the last word typed below.

If you could give 1 piece of advice to your younger self, what would it be?

On a rainy day I like to _____.

What are you binge watching right now?

Share a Netflix series that everyone needs to see.

Name a song title that mentions the weather.

What was one of the most popular songs the year you graduated high school?

You have to make dinner with only 5 ingredients. What are you making?

Engaging Post Ideas

PHOTO OR GIF IDEAS

Leave a GIF that shows how you feel about snow.

Drop a GIF that shows how your (week, day, month, year) is going.

If you were granted one food to be calorie free the rest of your life, which food would you choose? Answer with a GIF.

Let's have some fun! Drop the 3rd pic on your camera roll! No explanations!

Let's have some fun! Drop the last selfie you took on your camera!

Let's have some fun! Drop the last picture you took of (something you made, food, someone you love).

Drop a pic of the last inspirational quote (or funny quote) you took a screen shot of.

What was your first job? Drop a GIF.

What food do you wish was calorie free? Drop a GIF.

What is your job now? Drop a GIF.

Describe your (parenting style, fashion style, organization level, cleaning style, love of chocolate, level of prep for Christmas?) Drop a GIF.

Share a photo of your (craft space, closet, jewelry collection, sock drawer, refrigerator, garden, book collection, paint stash, projects not done, cleanest room in your house, favorite space in your home,) (Make it relevant to your people.)

Snap an extreme close-up picture of something and let us guess what it is?

Put your (name, year of high school graduation name, spouse's name, pet's name, year of birth...) in the GIF search and show what comes up?

Put your hometown in the GIF bar and what comes up?

What is your favorite sports team? Drop a GIF

Post a pic of a place that makes you happy.

Drop a selfie pic right now.

Examples

How many 1st cousins do you have?

Name 1 food that you had to eat as a kid, but you would never eat now.

If you could give your younger self any piece of advice, what would it be?

Tell me your favorite costume you remember wearing as a kid?

CANDY CORN

- A. LOVE IT.
- B. IT'S FINE.
- C. GROSS.

When is the best time to decorate for Christmas?

- A. Right after Halloween
- B. Weekend of Thanksgiving
- C. December 1st
- D. Christmas Eve

You only have 4 ingredients to make dinner. You choose the ingredients. What are you making?

Which living room is more your style?



Traditional



Coastal



Modern



Boho

What month do the leaves really start to change color in your state?

