

# HOW TO START A GROUP ON FACEBOOK

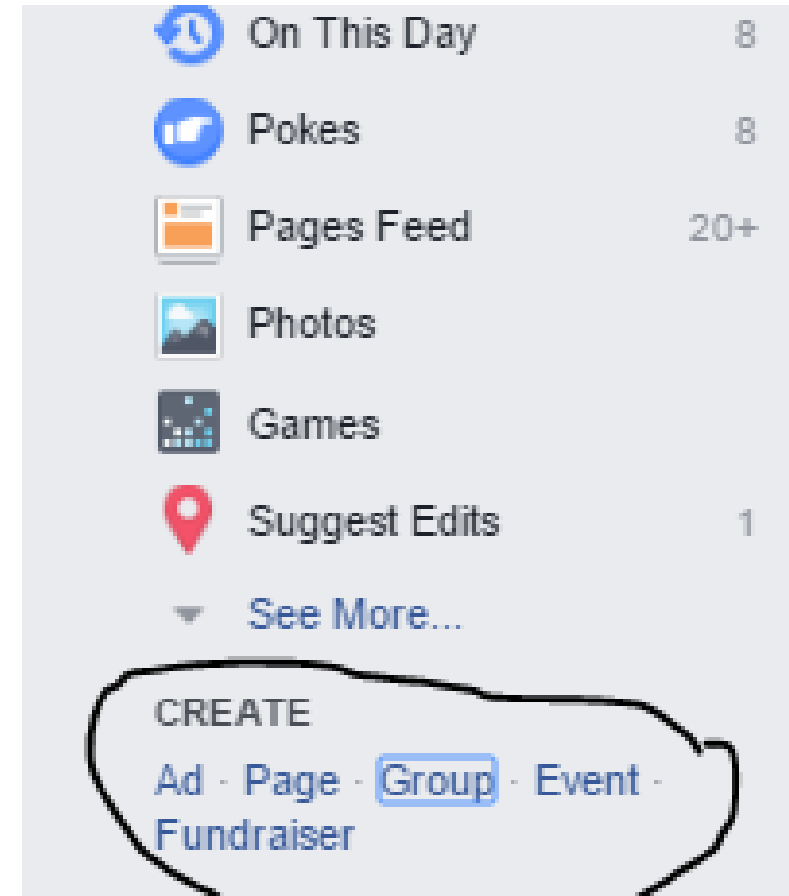
Facebook groups provide a powerful platform for all neighbors to have an equal voice for expressing concerns, ideas and inspiration to continue a culture of neighborliness.



## STEP 1: CREATE A GROUP

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Scroll to the bottom of the left hand column of your Facebook page, and look for the "Create" heading, then click on the "Group" button.

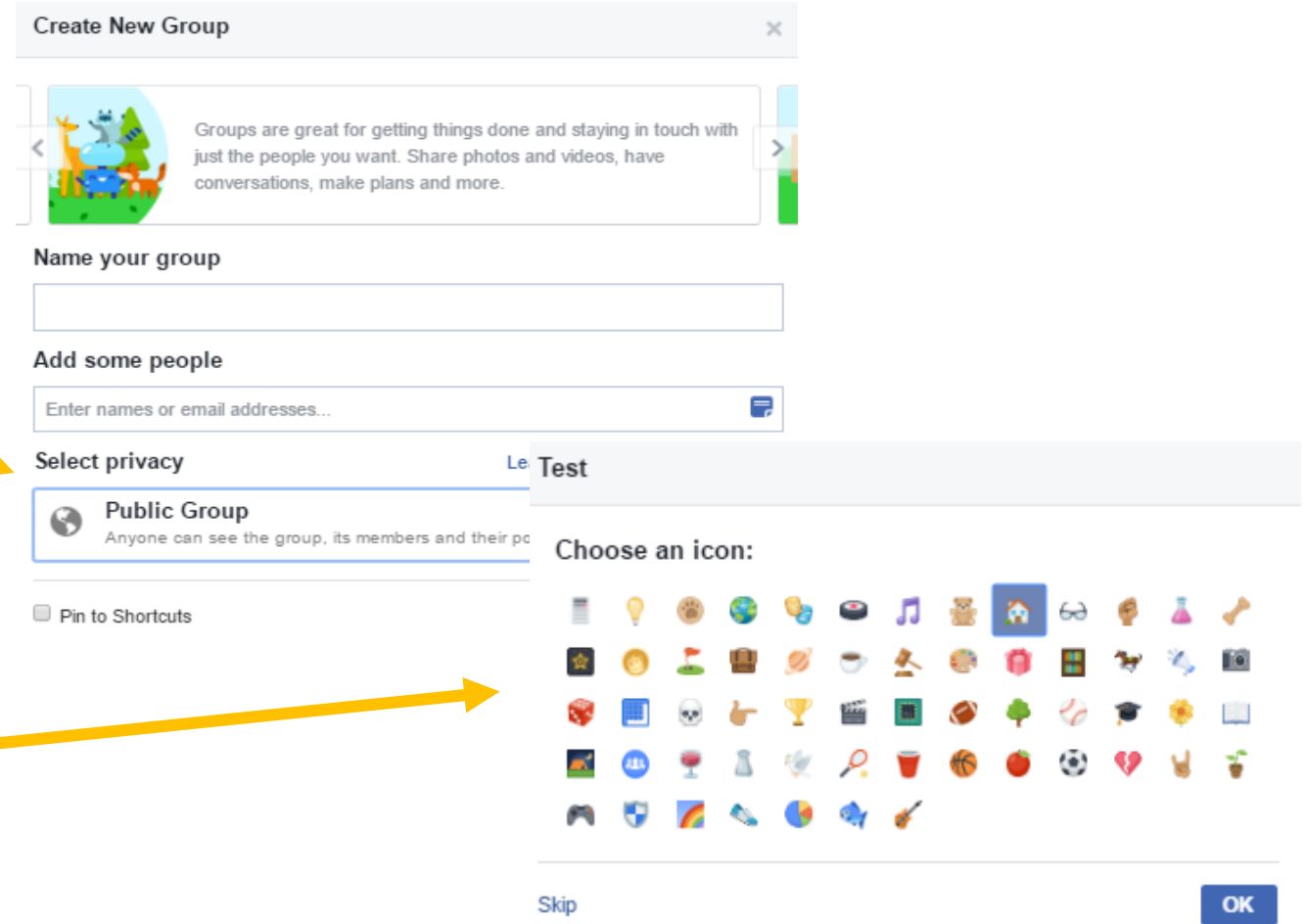


# STEP 1: CREATE A GROUP (CONT')

A pop-up window will appear with a form for you to fill out that looks like the one to the right. Type in your neighborhood's name and invite one or two neighbors (you can invite more later).

We recommend that you make your group public. That way, other neighbors, realtors, and people wanting to move into the neighborhood can see what's going on, but cannot join the group without your permission.

Pick your neighborhood's icon. We recommend picking the picture of the house, since it best represents a neighborhood.



Create New Group

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.

Name your group

Add some people

Enter names or email addresses...

Select privacy

Public Group  
Anyone can see the group, its members and their posts

Pin to Shortcuts

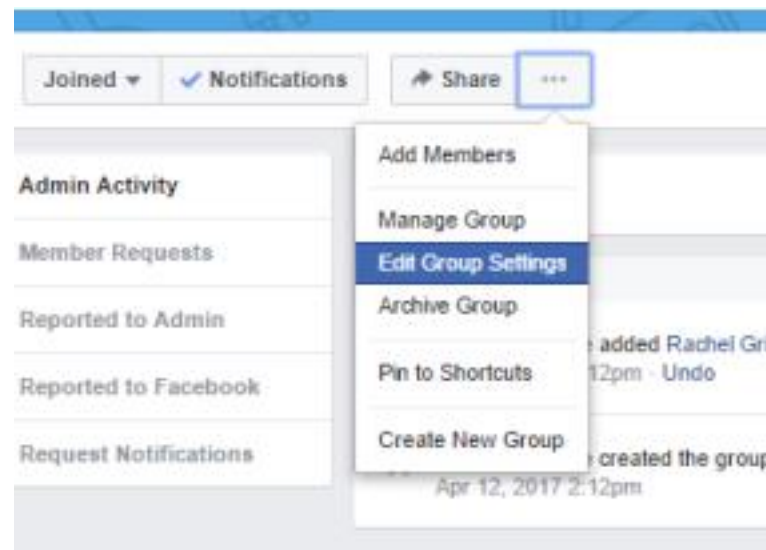
Choose an icon:

Skip OK

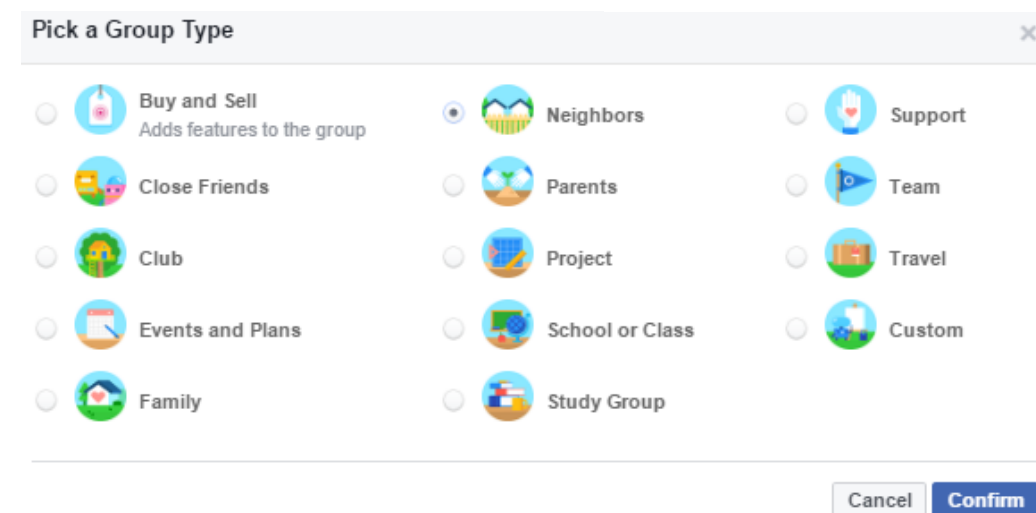


## STEP 2: EDIT GROUP SETTINGS

Once the group is created, you'll want to edit the settings. Click on the three dots next to the "Share" button, and click on the "Edit Group Settings" button.



Pick your group type. We suggest picking the "neighbors" option.



## STEP 2: EDIT GROUP SETTINGS (CONT')

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Next, a form will pop up with the following sections. Here's how we recommend you fill out the options:

**PRIVACY:** We recommend you keep the group public so anyone can find the group.

**MEMBERSHIP APPROVAL:** We recommend you choose the option that "Any member can add or approve members."

**DESCRIPTION:** Write a description for the group that encourages others to contribute ideas, information, and inspiration for neighborliness.

**TAGS:** Include the tag "Neighborhoods" "Joplin, MO" and "Local community" to encourage people to find your group.

**LOCATION POSTING PERMISSIONS:** We recommend you choose the option to let "Members, Moderators and Admins post to the group."

**POST APPROVAL:** Do not check this box. If you do, you'll have to manually approve every post someone makes.



## STEP 3: REVIEW AND SAVE

Once your form looks like the one to the right, hit the save button.

Group Name  North Heights Neighborhood, Jopl

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Group Type  Neighbors [Change](#)  
Group types help people see what the group is about.

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Privacy Public Group. Anyone can see the group, its members and their posts.  
[Change Privacy Settings](#)  
Admins of groups with fewer than 5,000 members can change the group privacy settings at any time. [Learn More](#)

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

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Web and Email Address Customize your group's contact info so you can create posts using email or quickly share a link to your group.  
[Customize Address](#)

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Description North Heights Neighborhood Group is a place for neighbors in the area to build relationships, communicate about events and happenings, and collaborate about creating a vibrant place to live.  
  
Potential members see the description if privacy is set to public or closed.

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Tags    
  
Tags help people find groups they might be interested in joining. You can change these at any time. [Learn more](#)

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Location Joplin, Missouri  
[Edit Location](#)

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

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

[Save](#)



## STEP 4: UPLOAD BANNER

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Click the "Upload Photo" button to choose a photo from your computer, or click the "Choose Photo" button to choose a photo from your Facebook account.



# Welcome to the Neighborhood!



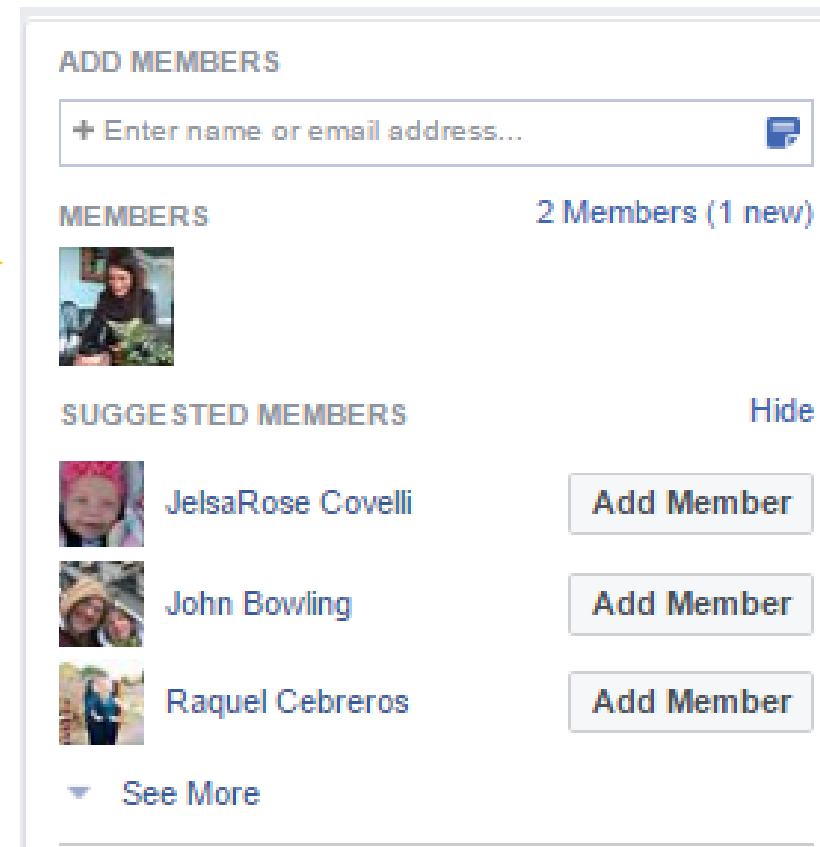
We recommend that you pick a photo that says something to welcome others to the page. You can find lots of these kinds of photos online by searching for "Welcome to the Neighborhood." The best pictures for the heading are in the "banner format" which means it's rectangular. See the picture to the left for an example.



## STEP 5: INVITE OTHERS

Now it's time to invite others to join the group. Look for the sidebar to the right of your group's page, and click the box that says "Add Members."

You can add people by typing in their name (this option only works if you are friends with them on Facebook). Or, you can invite them using their email address.

A screenshot of the Facebook group sidebar. At the top is the "ADD MEMBERS" section with a search box containing the text "+ Enter name or email address...". Below this is the "MEMBERS" section, which shows a profile picture of a woman and the text "2 Members (1 new)". Underneath is the "SUGGESTED MEMBERS" section, which lists three people: JelsaRose Covelli, John Bowling, and Raquel Cebreros. Each name is accompanied by a small profile picture and an "Add Member" button. At the bottom of the suggested members list is a "See More" link with a downward arrow. A "Hide" link is also visible in the top right of the suggested members section.



## STEP 6: SET THE TONE OF THE GROUP

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**The neighborhood is a living library of vast knowledge, gifts & skills of residents waiting to be discovered, connected & mobilized.**

Quotes like this are an excellent way to encourage neighborliness.

The first three months are vital to a successful launch of a neighborhood's Facebook group. Setting a positive, neighborly tone is up to you as the admin.

We recommend you do two things to encourage positive participation in the group.

1. Occasionally encourage members to share information, inspiration or ideas.
2. About once a week, post a quote, article or idea about the benefits of neighborliness.
3. Make sure all your posts include pictures of something. Posts with pictures have a 50% higher chance of interaction.



## PLACES TO FIND INSPIRATION

### WEBSITES

- [www.abundantcommunity.com](http://www.abundantcommunity.com)
- <http://www.nurtureddevelopment.org/>

### BOOKS

- **The Art of Neighboring** by Jay Pathak and Dave Runyon
- **This is Where You Belong** by Melody Warnick
- **Abundant Community** by Peter Block
- **For the Love of Cities** by Peter Kageyama

### PICTURES AND QUOTES

- Search online for pictures and quotes about neighborliness.

## STEP 7: FIND & SHARE INSPIRATION

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Knowing where to find ideas and inspiration to improve your neighborhood is a big part of continuing your journey as someone who connects and mobilizes your neighbors. Sharing articles, videos, and quotes about what other neighborhoods are doing can inspire and influence others in your neighborhood group to engage and get on board with the power of neighborliness.

Check out the box to the left to find more resources.



## STEP 8: MANAGE THE GROUP

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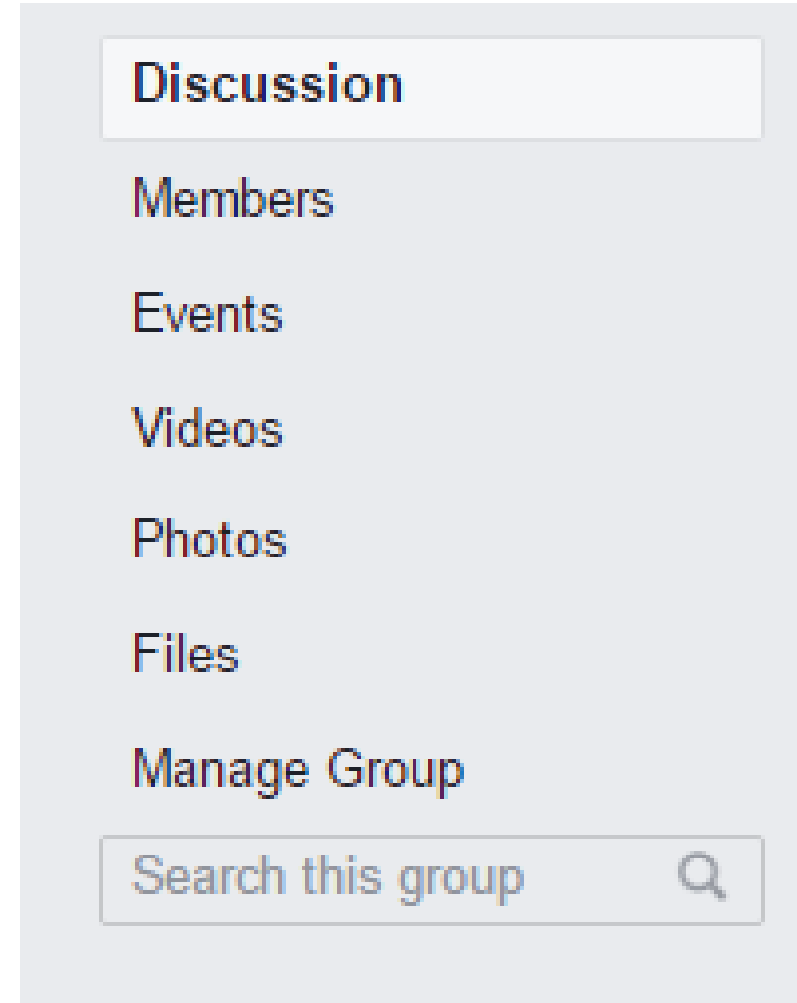
On the left hand side of your group's page, there are different tabs that represent different aspects of what Facebook has to offer.

Most often, you'll be using the "Discussion" tab because that's where all of the group's post can be read.

If you want to view all the members in the group, click the "Members" tab.

If you'd like to set up an event, click the "Events" tab.

Lastly, you can add files like meeting minutes and other items using the "Files" tab.

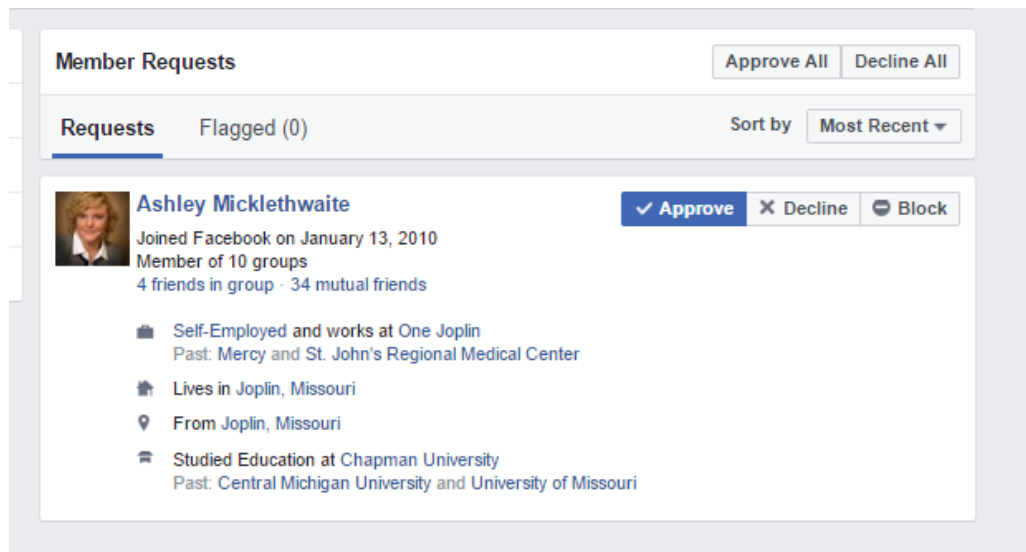
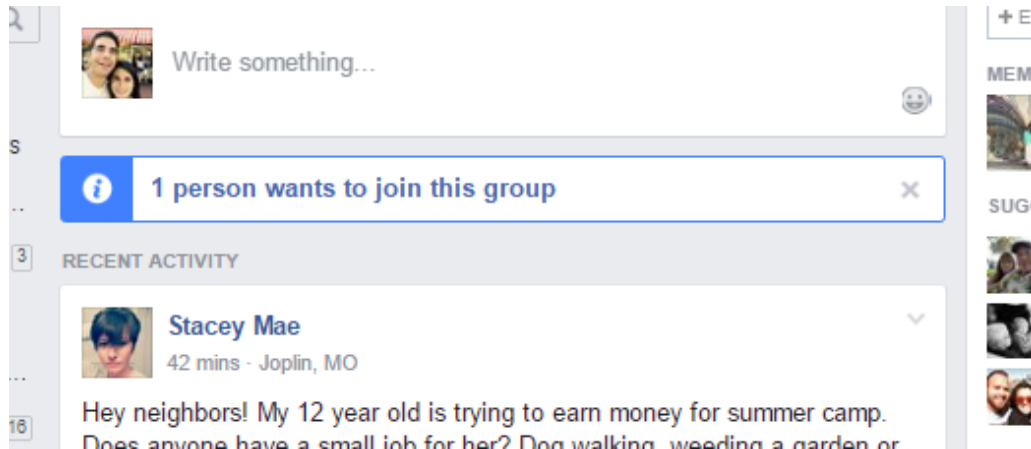


## STEP 9: ADDING NEW MEMBERS

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There are two ways to add new members to the group:

1. You or your neighbors can directly add someone to the group and they will automatically become a member.
2. Someone can request to add him/herself to the group. If this happens, a banner that says “1 person wants to join this group” will appear at the top of the group’s page. As the admin, you are the only one allowed to accept their request. Try to respond within a week.



# STEP 10: MANAGING INAPPROPRIATE POSTING

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At some point, you may have members who post inappropriate material. This may include, but is not limited to negative or demeaning posts about other neighbors, excessive promotion of products or services for sale, racial or socio-economic prejudice, frustration with renters or posts that tend to focus on what's wrong with the neighborhood. To help manage expectations of what's appropriate on your neighborhood's group, we recommend a couple of tips and guidelines:

1. Set the tone of the group as a place to focus on what's strong about the neighborhood, instead of what's wrong. To do this, in the first three months or so, post weekly about an inspiring quote, idea or article about the power of neighborliness and what can happen when neighbors know and care for each other.
2. Supporting neighborhood and home-based businesses is a key benefit of having a Facebook group, but when members excessively promote their products and services, you may need to manage these posts. To do this, post a reworded version of the following policy: *"Hi neighbors, I am the administrator for our neighborhood group. There's been some questions on if it's ok to post products and services for sale in the group. The rule that I'd like all of us to follow is: If you live in the neighborhood and have a product or service you'd like to let us know about, please feel free to do that (without over-doing it). If you do not live in the neighborhood, please do not post products or services. I believe that trading, buying and selling from each other is one of the crucial ways that we get to build community together, and it also keeps dollars in Joplin and boosts our local economy. So, if you have a product or service and you live in the neighborhood, feel free to post!"*
3. If someone continues to post negative or demeaning posts, it may be appropriate to reach out to them through a "private message" and notify them that as the Administrator of the group, you are in charge of making sure the posts remain uplifting to all parties. If the person continues to violate your request, warn them that they are in danger of being removed and then remove them if necessary.



# STEP 11: ADDING OTHER ADMINS AND MODERATORS

When you have built a trusting relationship with another neighbor who you think may be able to help in managing the page, ask them to consider being another admin or moderator.

The difference in what an admin and a moderator can do are charted in the table to the right.

We recommend starting with making another trusted neighbor a *moderator* as most of the extra abilities of an admin are not applicable to the operation of the group on a week-to-week basis.

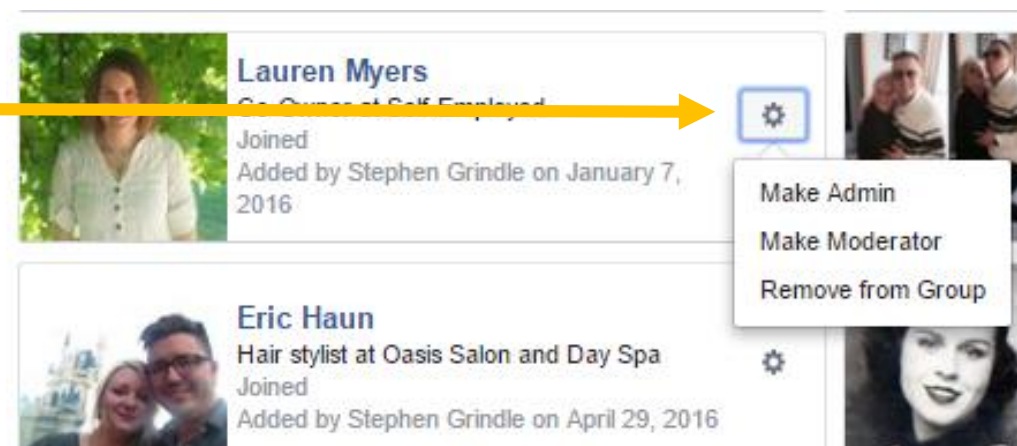
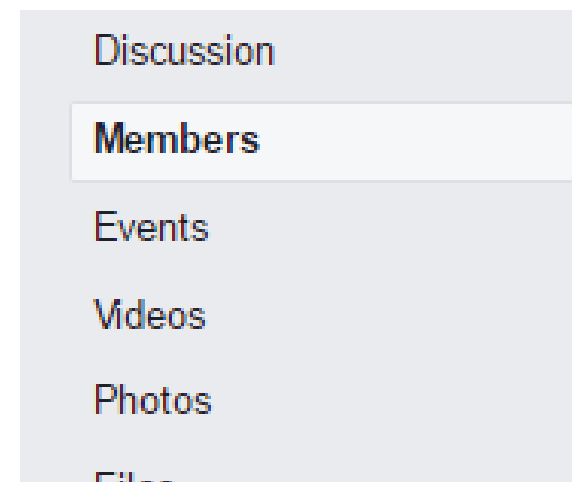
	Admin	Moderator
Make another member an admin or moderator	✓	
Remove an admin or moderator	✓	
Manage group settings (ex: change the group name, cover photo or privacy settings)	✓	
Approve or deny membership requests	✓	✓
Approve or deny posts in the group	✓	✓
Remove posts and comments on posts	✓	✓
Remove and block people from the group	✓	✓
Pin or unpin a post	✓	✓
View support inbox	✓	✓



# STEP 11 (CONT’): ADDING OTHER ADMINS AND MODERATORS

To add a moderator or admin. Follow the steps below:

1. On the left hand side of your group’s page, click the “Members” tab.
2. Search for the neighbor who you’d like to make a moderator and click the “Settings” button which looks like a small gear on the far right hand side of their profile.
3. Click the option “Make Moderator” or “Make Admin.”
4. NOTE: This is also how you remove a member who is being disruptive or not abiding by the groups rules.



## STEP 12: STICK WITH IT

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Your group may grow slowly at first, but over time, more and more neighbors will join and contribute to the group.

The best thing you can do is be patient and consistent in inviting other neighbors to join the group and posting positive posts.

One neighborhood in North Heights started with 5 members, and in less than a year is now over 220 members. The group is active with multiple daily posts.

