

# FACEBOOK GROUPS UNLEASHED



## RESOURCE CHEAT SHEET

This resource cheat sheet is your one-stop shop for powerful Facebook group tools, information, and more. If you want to take your Facebook group marketing to the next level by leveraging the most effective tools and by familiarizing yourself with the best rules and strategies, then check out these links.

## Powerful Tools for Finding and Creating Content

Posting regular content to your Facebook group is one of the most important ways to increase and maintain high engagement and that way to ensure people are interacting. To do this, you need to know how and where to find the best content that people will want to read and share. Here are a few tools to help you do just that.

Buzzsumo – [www.buzzsumo.com](http://www.buzzsumo.com)

Buzzsumo provides tons of great content that you can share yourself. It lets you see the trending topics in various niches and from there you can then share relevant content to your own page/group.

This is an ideal tool because if you know that a post has received thousands of shares, then you KNOW that it has potential to do so for you as well.

Google Trends – <https://trends.google.com/trends>

Google Trends is another tool that is free to use and that can show you what people are interested in right now. While Google Trends won't provide you with precise posts that you can share as BuzzSumo can do, it will nevertheless let you see what people are talking about which can give you good ideas for what to discuss in your group.

For example, it might show you annual trends in interests, or growing topics.

HootSuite - [www.hootsuite.com](http://www.hootsuite.com)

HootSuite is useful for automating and syncing a variety of different social accounts and lets you handle many different tasks from a single place. This is really useful if you have lots of moderators for different accounts and you don't want to give them too much power.

IFTTT – <https://ifttt.com>

IFTTT stands for 'If This, Then That'. This is essentially a tool that allows you to synchronize and create relationships between multiple different groups across your various social accounts and online apps. For instance, you can make it so that an event in Gmail triggers something else happening in Twitter.

When it comes to managing your groups, you can use this to handle all kinds of things. Post something to your group at a set time every day or week, or maybe share your Instagram content to your group automatically. These set ups can potentially save you hundreds of hours.

Envato Elements - <https://elements.envato.com>

While you'll largely be sharing posts and posting discussion, you'll also sometimes need to post an image or create a post that includes an image. Finding high quality images that you can post legally can be hard, and so signing up for a stock site like Envato can be a smart move.

## More Tools for Managing and Growing Your Group

WP Facebook Group Promoter - <https://wordpress.org/plugins/wp-facebook-group/>

This is a plugin for WordPress that will let you show off your Facebook group as a widget. There are several others that do several things, but whichever you choose, this is a great way to ensure that more people who visit your site end up also signing up to your group!

LikeAlyzer - <http://likealyzer.com/>

LikeAlyzer is a tool that helps you to analyze your Facebook content in terms of performance. Now you can see what's performing best for you and pledge to 'do more of that'! See what's working on your Facebook page and then repeat this in your group.

Fanpage Karma – [www.fanpagekarma.com](http://www.fanpagekarma.com)

Fanpage Karma is another great tool that can let you see more about the performance of your pages.

# Outsourcing

Running a Facebook group full time is a lot of work and can be extremely time consuming. This is why it's a great idea to outsource some of your work to other professionals.

You can also use these sites in order to build your brand, in order to create better logos, and in order to reach out to other creators. These are all activities that will help you to support your progress on Facebook groups.

## [UpWork](#)

UpWork was formerly known as 'oDesk'. It's a freelance site for finding people willing to perform jobs and with particular skills. In this case, look for designers and marketers.

## [Fiverr](#)

Fiverr is a site where you can find all manner of services for just \$5. The quality is sometimes negligible but if you just need a graphic it's a good choice.

## [People Per Hour](#)

People Per Hour is a lesser known alternative to UpWork or Elance. This is a particularly good one for finding longer term relationship and is a little less competitive than the alternatives.

# Resources and Further Reading

Moz 'Driving Traffic from Facebook' - <http://moz.com/blog/driving-traffic-from-facebook-whiteboard-friday>

Moz offers a very in-depth article on driving traffic from Facebook that clears out some misconceptions.

Facebook Community Standards - <https://www.facebook.com/communitystandards/>

This is a guide to the 'community standards' now expected by Facebook. It's very important that you familiarize yourself with these, and then that you ensure you are seen to be following them. Your Facebook group will receive a rating for its 'group quality' which will tell you whether your group is at risk.

Facebook Blog – <https://newsroom.fb.com>

Something to keep in mind at all times is that any of the information here or in the main book can change as Facebook ads new policies, tweaks algorithms, and changes its terms. Keeping up to date is crucial, and the Facebook blog is the best place to do this.