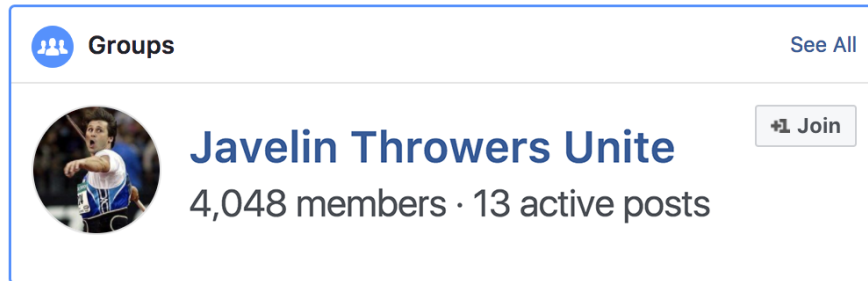


Facebook Group Starter Kit



TOPIC

Pick a topic! Be specific, make sure the group is harnessing a conversation around something people care about, something you know people are talking about already. And then, make sure the topic is something your station is prepared to lead a conversation about. Will you be reporting on this for a while? Can you really own this group?

NAME

Name your group. You don't need to be clever. Just be clear. If somebody is searching, can they find it easily?

DESCRIPTION

Give it a description that is straightforward and easy to understand. What is this FB group for? Make sure to use tags!

GUIDELINES

Post your guidelines. What are the rules? What can you talk about? Be super clear — ambiguity can get you in trouble.

MODERATOR

Pick a moderator (or a few): FB groups can have multiple admins. Someone must be assigned to watch the conversation and make sure people are playing by the rules.

REPORTER

Make sure there's a reporter on board. This person doesn't need to be the moderator, but they should be an admin who helps lead the conversation, responds to what your group says, and is genuinely interested in what the group is sharing. Ideally, the group sparks story ideas, too!

VISUAL CONTENT

Experiment! But be sure to post more than just links and text. Facebook likes pretty pictures and videos, and posts that have photos or videos are more widely shared. Make some.

TROLLS: KEEP OUT!

Be wary of trolls and spam. At a minimum, ask prospective members to answer simple questions to filter out spammers and trolls.

Have questions?

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