

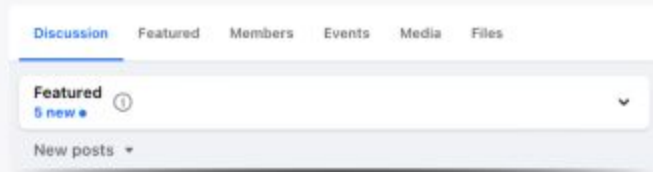
Part 4 - What's changed with Facebook Groups and how to leverage an online community

The two main shifts in Facebook Groups

1. More people are now in a lot more groups - so there is some group fatigue
2. Facebook have changed the way pin posts work and it could be losing you 20% of your entire campaign income!



GET YOUR
STORIES
STRAIGHT



Adrian's top tips

1. Send Extra Emails Triggered from Facebook or Instagram Lead Form
2. Direct People to the Featured Section via the FB Group Cover Photo
3. Create a New Member Intro
4. Direct People to the 'Featured' Section from the About Section
5. Tag @everyone under a Welcome Post Every Monday



Check out our blog coming soon with details of all of this and a video from Adrian O'Flynn at Get Your Stories Straight.

Remember - leverage comes from hacking the NewsFeed

