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## Guide to Posting Content In Your Facebook Groups

### What kind of CONTENT Should You Post in your groups and how often?

First, ask yourself 2 questions before you hit the "Post" button on ANYTHING you send out:

1. Is this something that will engage my group and cause people to comment, like, or take an action?
2. Is this going to add value to my community?

If you can answer YES to both of those questions, then post it!

#### **Pinpoint Content:**

- What does your group STRUGGLE with?
- What do they need? (Survey them or take a FB poll!)

#### **Struggle / Challenge / Pain Posts:**

Pick 1 thing they struggle with, start with the pain or struggle, and then talk about a tip or strategy to help them overcome that pain.

Make sure you end with some kind of call to action like "Do you agree, disagree? Let me know below!" or...."What has worked for you in the past to overcome this challenge?"

**Action Step:** Write down a list of 15-20 SPECIFIC things your niche market struggles with.

**Frequency of Post:** I recommend at least once a week in this category.

## Questions / Surveys:

People LOVE these and they are a ton of fun! Get creative.

You can ask questions completely unrelated to fitness and nutrition...like "If you could have dinner tonight with someone famous, who would it be?" or "Surround yourself with people who....."

If you have a local group, ask them questions about the community. Example: "What is your favorite place to eat a healthy breakfast or grab a great smoothie?"

You can say you're going to try a new restaurant in town and ask if anyone has been there yet.

Make it fun and again, make sure you're resonating with your community and their likes and dislikes!

**Action Step:** Write down a list of 15-20 engagement-sparking questions.

**Frequency of Post:** I recommend at least once a week in this category.

## Controversial Posts:

These can be fun...and there's a never ENDING supply of them!

Just look on the news and pull up some "new study" like the Cookie Diet Study or "The Tapeworm Diet" ....and if you REALLY want to get controversial you can talk about things like vaccines and autism and get into deeper subjects like that.

This is the beauty of creating your Facebook group- YOU can decide whatever you want the tone to be in your group.

A lot of it (especially in the beginning) will be driven by what YOU post and say, and people will either hop on board and love the group, or they will leave.

If they leave- that's OK- because they are not in the group you're trying to attract in the first place! Let them leave! :-)

**Action Step:** Write down a list of 10-15 controversial topics.

**Frequency of Post:** I recommend at least once every two weeks.

## Challenges & Contests:

These posts a great way to motivate and engage your groups (and encourage sharing the group as well).

If people participate, you can raffle off a free transformation challenge, or 2 free personal training sessions, or any other products or services that you offer. (I use this free tool to pick the winner and video the drawing [miniwebtool.com/random-name-picker/](https://miniwebtool.com/random-name-picker/) )

I personally run challenges about every other week in my group, but I know people who run them weekly and who are very successful with it!

These are a GREAT way to engage your members and also bring awareness to your programs and services!

### Examples:

- Ask your members to take a pic of their healthy breakfast that week
- Share your top 5 songs on your playlist
- Share a share a video of yourself doing 15 squats

**Action Step:** Write down a list of 15-20 fun challenges and contests you can run (and prizes for the raffle)

**Frequency of Post:** I recommend at least once a month (up to 4x per month).

## Facebook Live:

Another great way to engage with your group! I see people who do weekly live coaching sessions or who share random tips and strategies for success!

### FB Live Video Examples:

- Exercise tip
- Nutrition tip
- In the kitchen going through your fridge or pantry
- Cooking an easy recipe
- Anything you can think of!

**Action Step:** Write down a list of 15-20 fun topics you feel comfortable speaking live about! (any length of time)

**Frequency of Post:** Totally up to you! As often as you'd like.

## Trainings, Webinars, & Education:

If you really want to step it up, you can post trainings right inside of your Facebook group.

Find out what YOUR community wants to learn more about, and then create a webinar, power point, video, or any kind of free training to educate and empower your group!

You don't have to go crazy with it... you can make it as long or as short as you want.

**Action Step:** Write down a list of 12-15 topics that you can use to educate your group

**Frequency of Post:** I recommend trainings once a month

## Share Valuable Resources:

Have you seen a great article on Huffington Post worth sharing? Share it!

Watched a great video on YouTube that will motivate your group? Share it!

Remember not to just "share" it... make sure to ask what they think about it or ask them to take some kind of action!

**Action Step:** Compile a list of 15-20 articles, blog posts, videos, etc. that will inspire or educate your group.

**Frequency of Post:** I recommend posting in this category at least once every week or so.

## Strategic Promotion of your Programs, Products, & Services!

Remember- it takes TIME to build relationships. This is NOT an overnight strategy!

But here's where it gets really cool.

As you build your group and are actively engaged in educating and building relationships with the people in your group, **you have earned the right** to promote your services and programs to your community to help them reach their goals faster!

You're now positioned as an expert in your field, and you've already begun to build that know, like and trust!

If you have a service that will help your community- let them know about it!!

As a general rule of thumb, I don't post more than 20% promotional content through ANY platform...however for my Facebook Group, I generally keep it at 10% or LESS.

HOWEVER, you have to test and see what the winning combination is for your group.

**Promotional Examples:**

- Transformation challenges
- You can run a Beta Test for a new program
- Personal Training Test Drive package for x# people in the group
- Offer flash sales
- Special discounts or offers just for the people who are in your group!

**Action Step:** Compile a list of 12 UNIQUE promotion ideas for your group

**Frequency of Post:** I recommend actively promoting something 1-2x per month TOPS.

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Hope you found this guide helpful! If you have any questions, feel free to reach out any time!

Thank You!

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