## Growing Your Facebook Group

Now that you have a shiny, new Facebook group, you’ll want to start building it up. You can do this by getting new members and keeping active discussions going. Here’s what you should be doing…

* **Post about it on your page.** If you already have a Facebook page for your brand, be sure to talk it up there. Invite your fans and followers to jump into the community.
* **Pin the post.** Now you can take the post you made about your group and pin it to the top of your page, so every new visitor sees it right away.
* **Mention your group in other groups.** Don’t just walk into a new group and instantly begin advertising your group. This is poor form and will irritate the admins. If you want to talk about your group, get approval from a moderator or admin before you do that.
* **Collaborate.** If there’s another group creator in the same industry as you, it might be beneficial to collaborate on a project together. For example, take turns interviewing each other in your Facebook groups using Live.
* **Offer a prize.** Some group creators grow their group by offering a special prize or incentive to members who promote the group. You may want to offer an Amazon gift card, or a special perk from your brand to members who invite a certain number of friends to join in.
* **Tweet it out.** If your brand has a Twitter account, you can mention your group and link to it in a tweet. Try to do this 2-3 times a month so you always have a steady stream of new traffic to your group.
* **Link to it from your blog or site.** Make sure you have a link to your community on your website or blog. If your visitors are interested in your content, they’ll likely be a good fit for your group.
* **Add a link to your signature.** Your signature is seen by almost everyone you email, so use this valuable space to promote your new Facebook group.
* **Talk it up on YouTube.** In your next video for YouTube, mention your group and invite viewers to connect with you there. Be sure to put a link to the group in your video description so your fans only have to clickthrough to find you.
* **Chat it up on your podcast.** Your podcast is another great place to mention your group. You may want to set up a special link so listeners can easily find your group later. For example, you could set up a link like: <https://www.yoursite.com/group/>.
* **Pin it.** Create a beautiful graphic using a free site like [**Canva**](https://www.canva.com/). Then pin this graphic to your Pinterest board with a link back to your group.
* **Put it on your thank you page.** After website visitors make a purchase or download something from you, they’ll see a “thank you” page. Use this page to invite them into your group to keep your engagement level up.
* **Add it to your Instagram bio.** When your group is new and you’re trying to get traction, use your Instagram bio to link back to your community. New followers will see this link and be more likely to join you.