**Posting to Your Facebook Group & Engaging Your Audience**

It’s not enough to just have a Facebook group. You want a community filled with people who are engaging with your content and eagerly taking part in discussions. Here’s a few tips on how to do that…

* **Create a content schedule.** Try to have regular features you do each day of the week. This makes it easier to come up with content on the fly. For example, you might want to do “Mondays are for motivation” and post inspirational content on Mondays.
* **Invite selfies.** Post to your group with a selfie and ask members to post in the comments with selfies of their own. Keep this relevant to your niche, so if you’re in the dog training niche, you might ask everyone to share a selfie with their pup.
* **Post a video.** Link to a great video from YouTube in your Facebook group. Make sure the video will be valuable to your community.
* **Make a list.** Post a discussion topic asking your members for their best recommendations for products. If you’re in the parenting niche, you might ask members to list their favorite products for new moms.
* **Share a mistake.** Talk about a time when you made a mistake that your audience may have made as well. Discuss what you did to overcome it and invite others to share mistakes they’ve made.
* **Post a secret.** Think about a secret that affects many people in your niche and post about it. For example, if you’re in the parenting niche, you might talk about that time you hid out in the closet to eat the last chocolate bar. Sharing a simple secret like that makes you relatable and opens the door for more conversation.
* **Ask for advice.** Ask your community to post their best advice for a relevant topic in your niche. For example, if you’re in the parenting niche, you might ask your members to post their best advice for new dads.
* **Share a quick shortcut.** Show your members how to do something in less time so they can get back to doing what they love.
* **Make them laugh.** Not every post must be serious. Share a meme or funny comic that’s sure to appeal to your members.
* **Request app recommendations.** Ask your members to share their favorite apps for accomplishing a certain task. If you’re in the kitchen niche, you might ask which apps they use to organize their recipes.
* **Start a follow party.** Invite your community members to post a link to their Instagram, Twitter, or blog. Doing this lets you get to know your community outside of Facebook.
* **Get quotes.** Encourage your community to share their favorite quotes about a certain topic that’s relevant to your niche.
* **Crowd source your content.** The next time you have a blog post or a report to write, ask your members to contribute some of their own thoughts. You’ll create content faster, and your community will help you promote it.
* **Look through your archives.** If you have a large collection of old blog posts or other content, you may already have dozens of discussions just waiting to be shared.

*Good luck with your growing!*