

Things you can do to increase/improve group participation.

- Understand that *only* a **small** % of followers will engage, and that's normal.
- Check your "insights" to see when your followers engage, and make sure you're posting during that time.
- Also, check your "insights" to see what your most popular posts are and post more content like that. Or simply look through your previous post and see what drew them out the most.
- Give the people what they have shown you they want.
- A lot of times followers don't know what they want. *They don't know what they don't know*, so asking them to tell you what they want you to post, may only get crickets because they don't know themselves.
- Sometimes you have to just consistently put bait out there and see what they bite.
- From my experience, people respond and engage better when you give them live posts (videos) and if you have a YouTube channel, so sometimes even posting those videos are better than just posting words.
However, I wouldn't do that too often because Facebook will stop sending people to your group. They don't like it when you post something that takes people away from Facebook.
- If you're uncomfortable doing live posts, pre-record yourself using your phone or tablet and upload it later. You can use a tool like **Onestream Live** to actually post a prerecorded video as if it were live. The audience won't know the difference. They will think you are live. Facebook will even send out invites requesting they join your live post.
- People like to feel needed and like to share their expertise, so create posts where people can provide answers.

- Make sure you're consistent with your posting.
- Make sure you're doing REELS
- People want short, informative, and engaging. Reels are less than a minute which is good because people have very short attention spans these days, even writers.
- Posting only occasionally will not get them in the habit of checking your page.
- To be honest, I don't ever see any of your posts because they obviously get lost in the feed amongst all the other posts that compete with them. Until you messaged me, I had totally forgotten about the group because I never see your post.
- People are a part of **A LOT** of groups and pages, so those other groups are competing for their attention as well, so you have to ask yourself what am I offering that's different, that demands their attention?
- Make sure your posts are colorful and eye-catching post!
- I have branded myself with a teal-greenish color, I only use that color when I post from my main page using Facebook's background color designer. That way as soon as people see that color in their feed, they automatically think Valissa and they stop and read it. I've trained my followers to look for that color.
- I would highly encourage you to increase your following. You can use the Facebook ad options every now and then to increase your following, also consistently ask your present followers to invite their author friends.
- People love **FREEBIES** of value. What can you give away that is worth someone joining your group to get it or answering a question in the group to get it?

- I give away a lot of free recipes and give access to how-to videos but I don't **just** give it away, I require followers to do something to get it.
- Giving away free recipes doesn't affect my book sales. People will still buy my books even though they know the recipes I've given them are in there.
- I give away FREE short eBooks with several recipes in them and some valuable tips. What I'm doing is giving them value which keeps them coming back for more.
- I posted this link on my group wall, and people had to visit my website, give up their name and email to get the freebie, and then they could download the eBook immediately.
- Doing this, I'm building my database but I'm also giving them something of value in order to get their info. I encourage them to cook some of the recipes and post them in the group. <https://www.valissamoore.com/recipeofthemoth>
- Spotlight members. **Example:** Maybe spotlight a writer and let them upload a portion of their published book or a book they're working on for feedback from others.
- You must be consistent with your posting because once your followers get accustomed to your rhythm, they will be expecting you to post at that time and will come by and check the page more often and interact.