

GROWING YOUR CHAPTER FACEBOOK SETTINGS

DAYTON CHAPTER, EMBROIDERERS' GUILD OF AMERICA

[HTTPS://WWW.FACEBOOK.COM/GROUPS/148613209848633](https://www.facebook.com/groups/148613209848633)

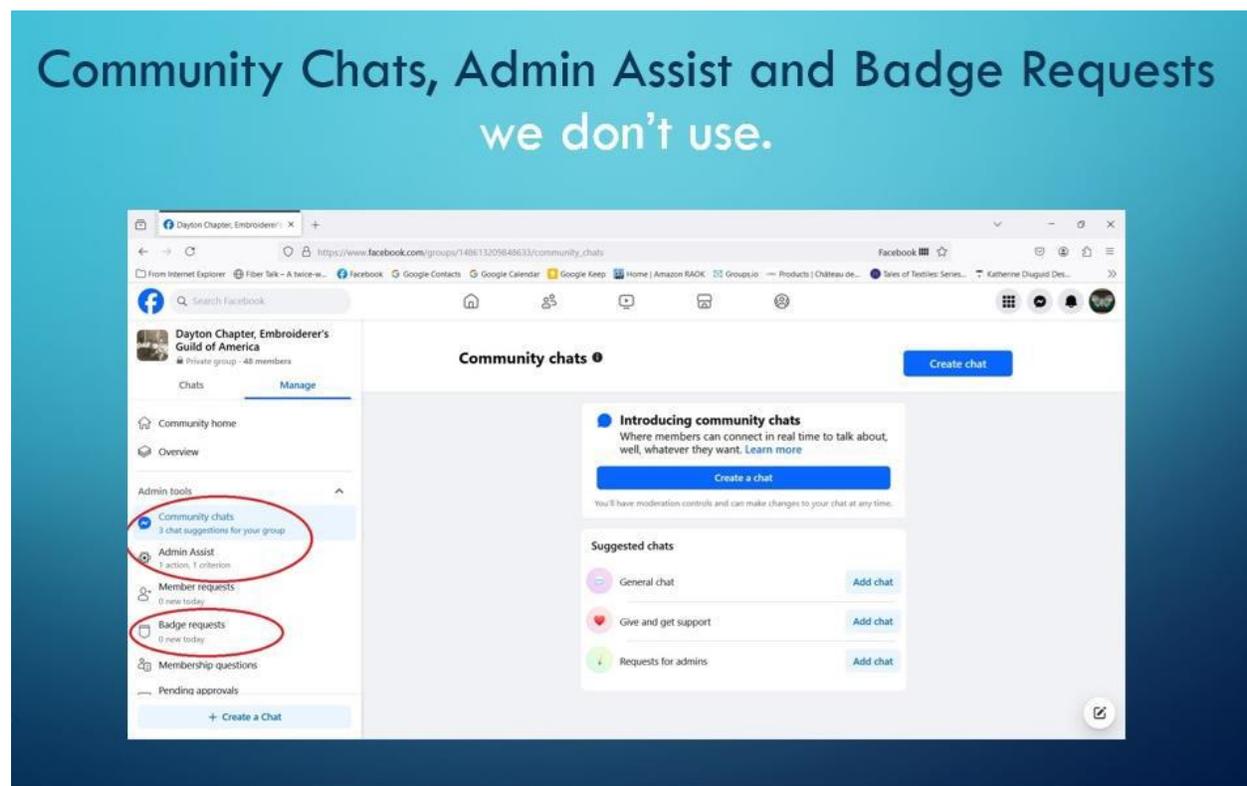
Steph went over how to start a Facebook page. I'm going to cover some of the settings and then end with ways that we're working to "get the word out". Please note that I've been admin for the Dayton Chapter page for only 3 months and not everything is set up the way I would like as it's a work in progress.

When you become an admin, you have a column of tools on the left that is very important – the **Admin Tools** and if you scroll down far enough - **Settings**



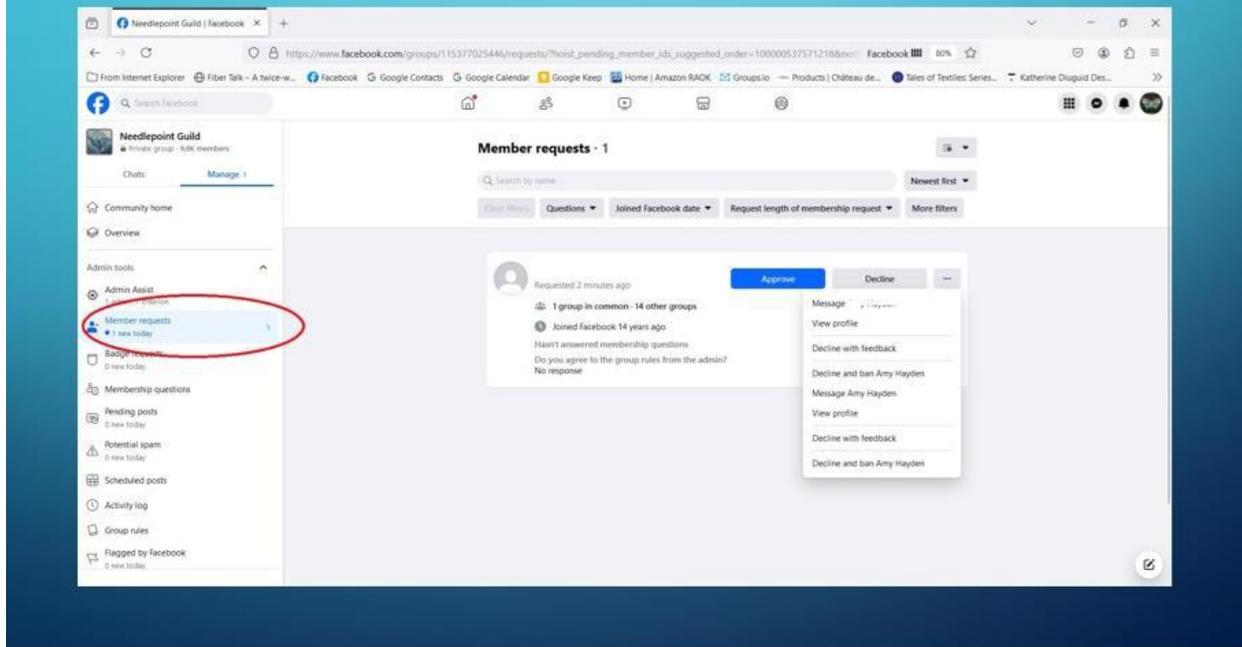
Let's start with where to find the settings. First, these screen shots are from my laptop. If you are using a phone/tablet, it will look different and, in some cases, I've been unable to find the same settings on my phone. It could be operator error since I don't use my phone that much or just Facebook. The other thing to note is that your settings may look different if you set up a different type of Facebook page. For example, a business page has different options, and we haven't even mentioned Facebook's constant "improving" things. This is how things looked this week which may be different next week.

When you become an admin, you have access to the Admin Tools and Settings. I strongly suggest you take the time to investigate all the settings/tools and decide what will work for you and your chapter. I'll cover a few of the settings/tools that I use frequently, but not all. Let's quickly go down the list.



Community Chats, Admin Assist and Badge Requests, we don't use. In fact, I've turned Community Chats off, so our members don't ask about it. I can turn it on, should we decide to use Chats.

Member Requests



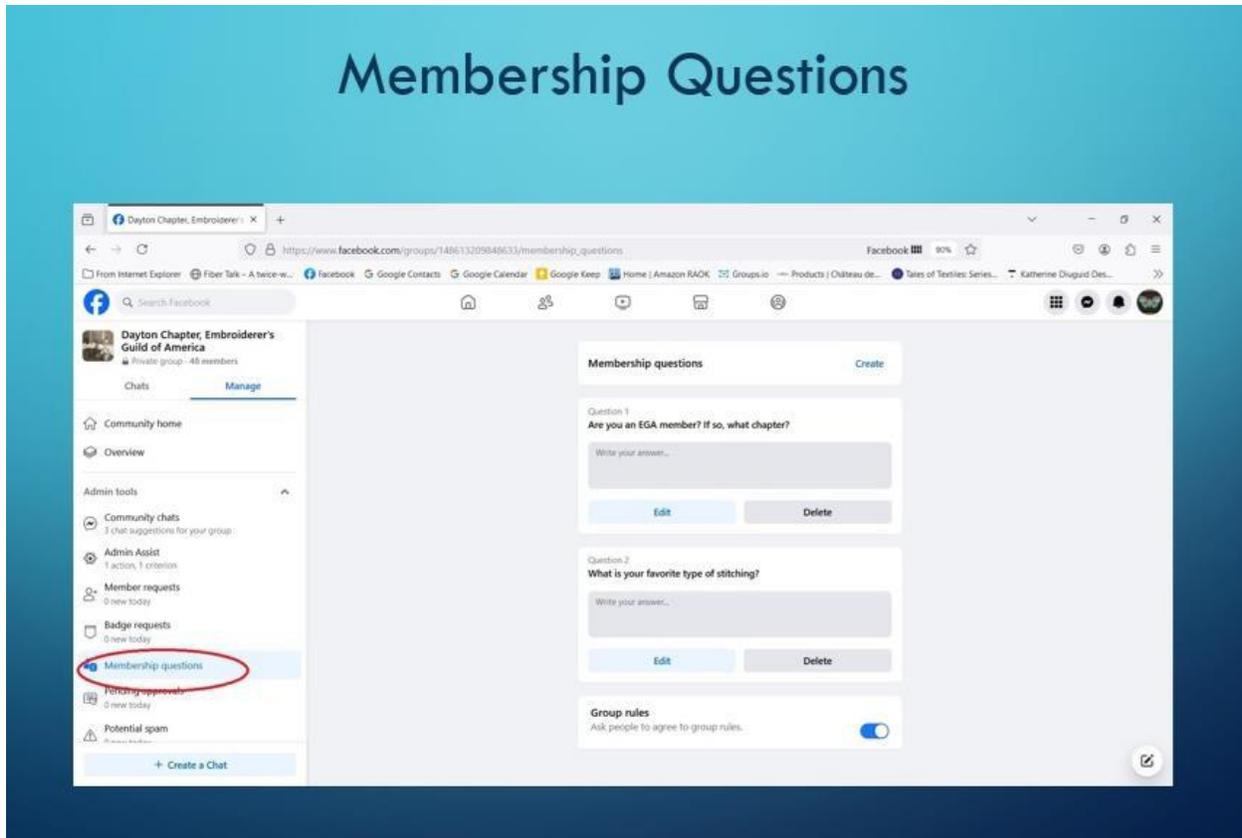
Member Requests is when someone is asking to join the group. You can Approve or Decline. If you want more options, click on the 3 dots in the upper right-hand corner. Here you can decline with feedback.

If someone is invited by a member, I always decline with feedback. My feedback is – “Name invited you to join our group. If you wish to join, please apply and answer the questions. We look forward to approving your application.” There’re two reasons for this

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1. Someone was very upset because they didn’t want to join.
2. After you accept them, they still must agree to the membership, and some people have stayed in the pending file for years.

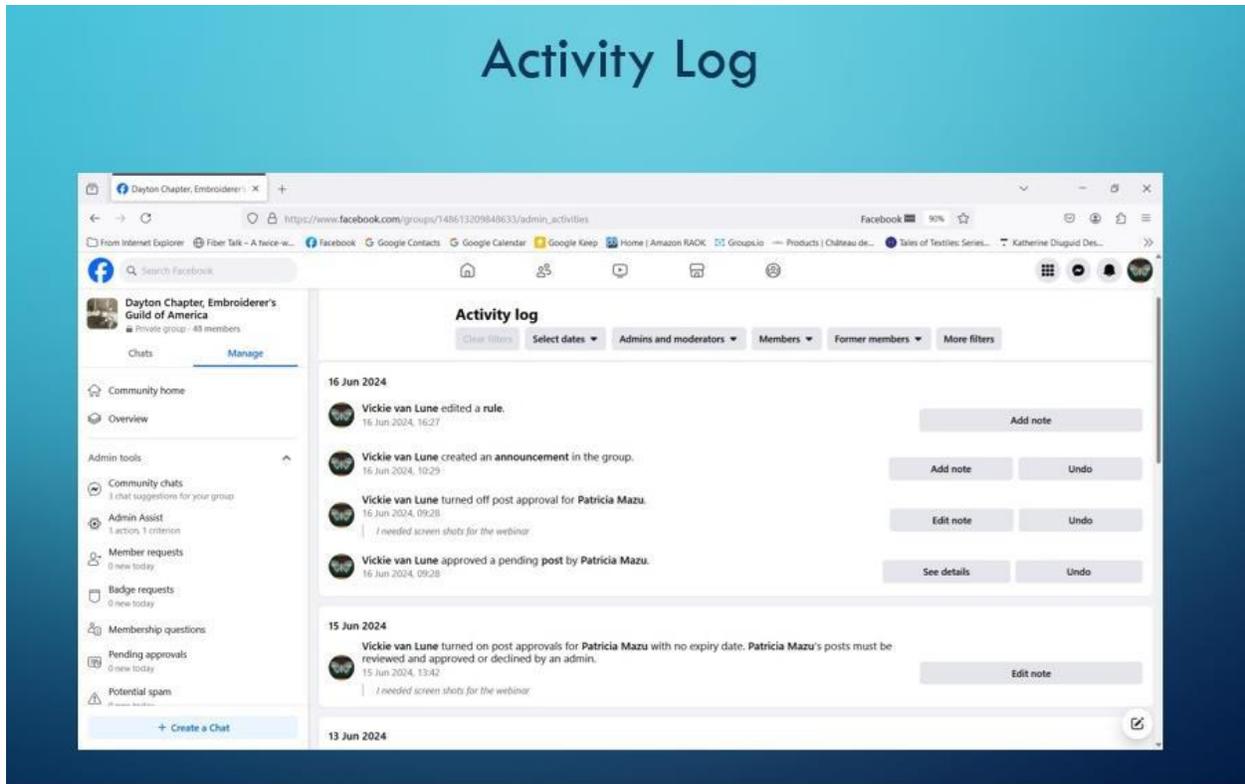
Membership Questions



Membership Questions – These are the questions that people are supposed to answer when they apply to become a member. As you can see, our questions are very basic as we're just trying to prevent people who would post inappropriate things but not discourage curious people. I'll talk more about this a little later.

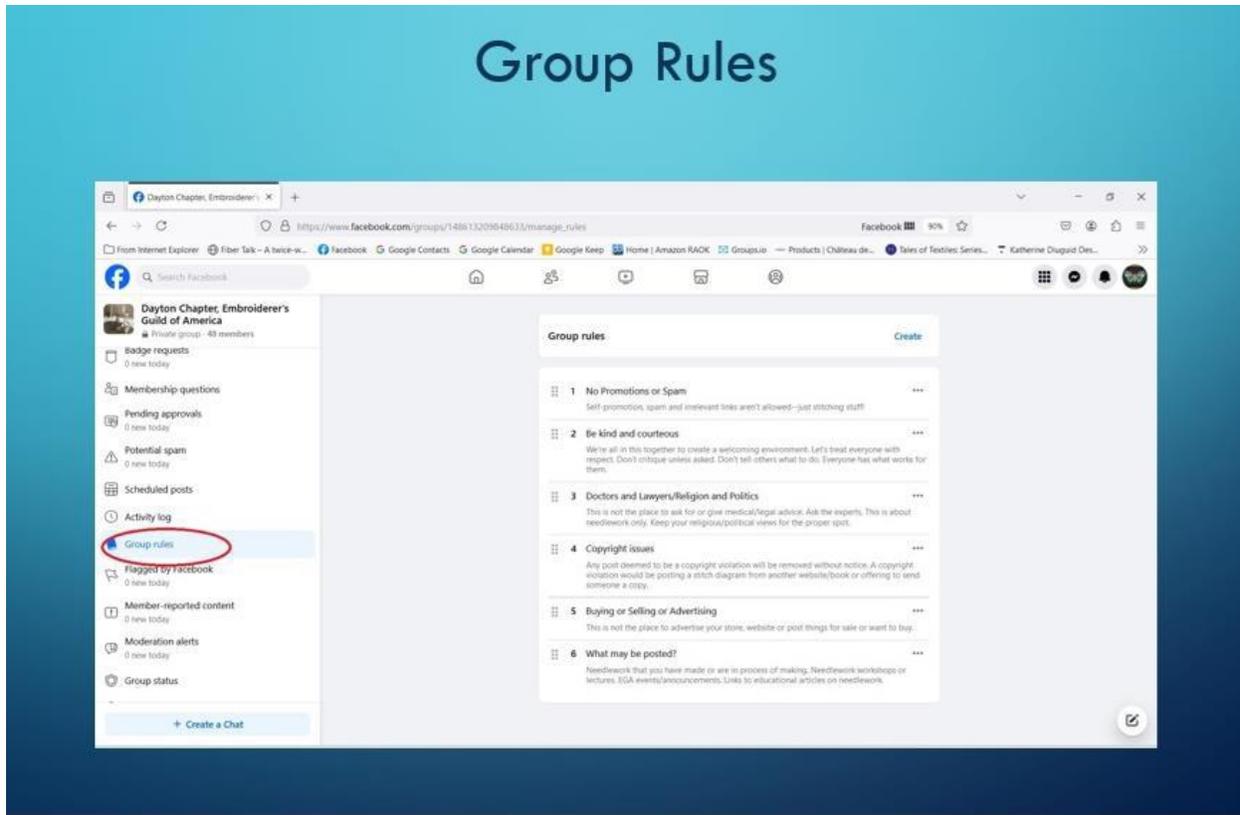
I'm going to briefly cover the next few Admin Tools that you can't see on the list but are there– **Pending Approvals, Potential Spam, Scheduled Posts**. If you put someone on needing approval before posting, this shows up under Pending Approvals. Sometimes FB will think a post is spam and will add that to Potential Spam for your approval. Scheduled Posts come in handy if you know you will be away. Just follow the instructions. The only complaint that I have is you can only set up one scheduled post. It would be nice to be able to do multiple posts for multiple days, but that's not possible.

Activity Log



Activity Log is where you can see what other admins did. Notice that there is an Undo Button (we all make mistakes), a See Details Button (to see the actual post) and a Note Button to let the other admin know why you did what you did. Some admins, I'm told, have a private chat – just for the admins to discuss issues, etc. When I was setting up my admin teams for Needlepoint Guild and Counted Canvas Needlepoint, chat wasn't available, so we have a private message for this.

Group Rules



The next one is **Group Rules**. This is important to have some group rules from the beginning. You can modify them as necessary but it's a lot easier to say, we removed your post because of a group rule than to try to explain things when there's no rules. Here's the rules that we have. I admit to bringing them from the FB groups that I'm admin on. We've had no issues – so far but the more people who are posting, the greater the chances of something happening.

Group rules

Create

-  **1 No Promotions or Spam** 
Self-promotion, spam and irrelevant links aren't allowed--just stitching stuff!

-  **2 Be kind and courteous** 
We're all in this together to create a welcoming environment. Let's treat everyone with respect. Don't critique unless asked. Don't tell others what to do. Everyone has what works for them.

-  **3 Doctors and Lawyers/Religion and Politics** 
This is not the place to ask for or give medical/legal advice. Ask the experts. This is about needlework only. Keep your religious/political views for the proper spot.

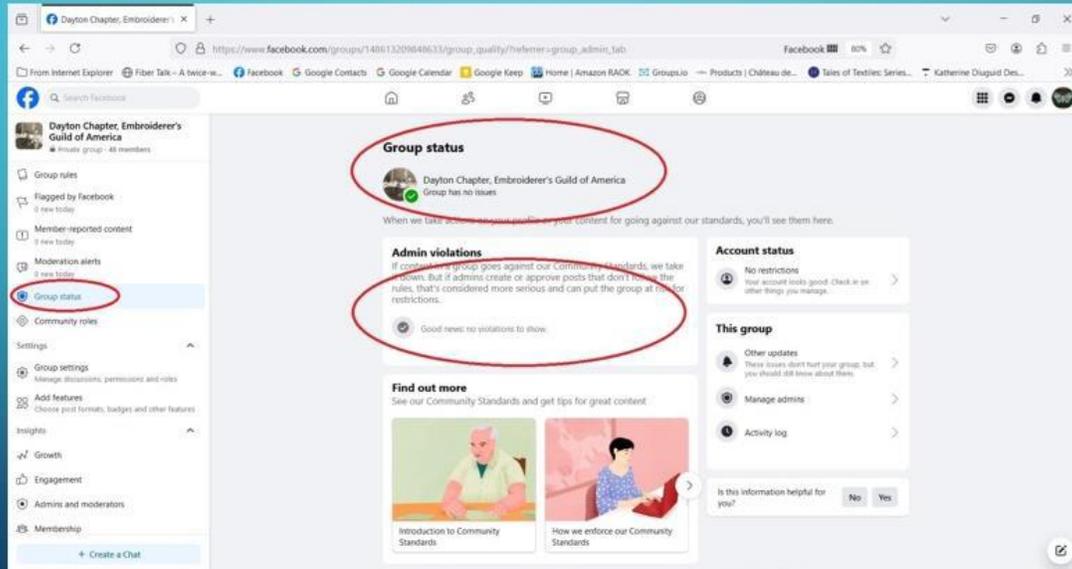
-  **4 Copyright issues** 
Any post deemed to be a copyright violation will be removed without notice. A copyright violation would be posting a stitch diagram from another website/book or offering to send someone a copy.

-  **5 Buying or Selling or Advertising** 
This is not the place to advertise your store, website or post things for sale or want to buy.

-  **6 What may be posted?** 
Needlework that you have made or are in process of making. Needlework workshops or lectures. EGA events/announcements. Links to educational articles on needlework.

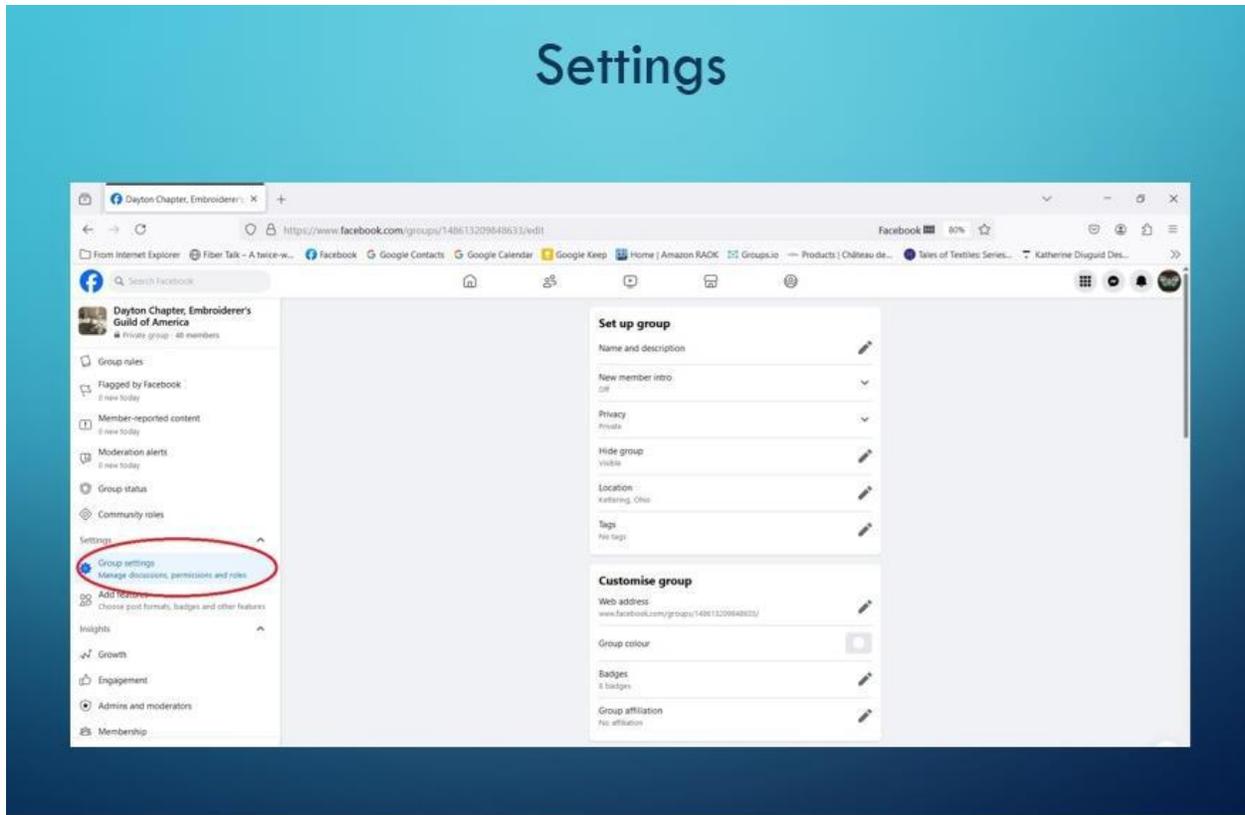
If there is a number after **Flagged by Facebook, Member-reported content** and **Moderation Alerts** – do check them out and either approve or delete the offending post. Moderation Alerts is where you can set up certain words to be flagged – ie copy.

Group Status



Group Status is a summary of your group by Facebook. The only thing I worry about is that the group has no issues and there's been no Admin violations.

Settings



Now, we've at **Settings**. I won't go over each setting, but this is where you decide how your group will operate. You can change the name and description of your group here. Just click on the pencil to edit a setting. Things like, Community Chats, can be turned off here. This is where you decide who can post and who cannot.

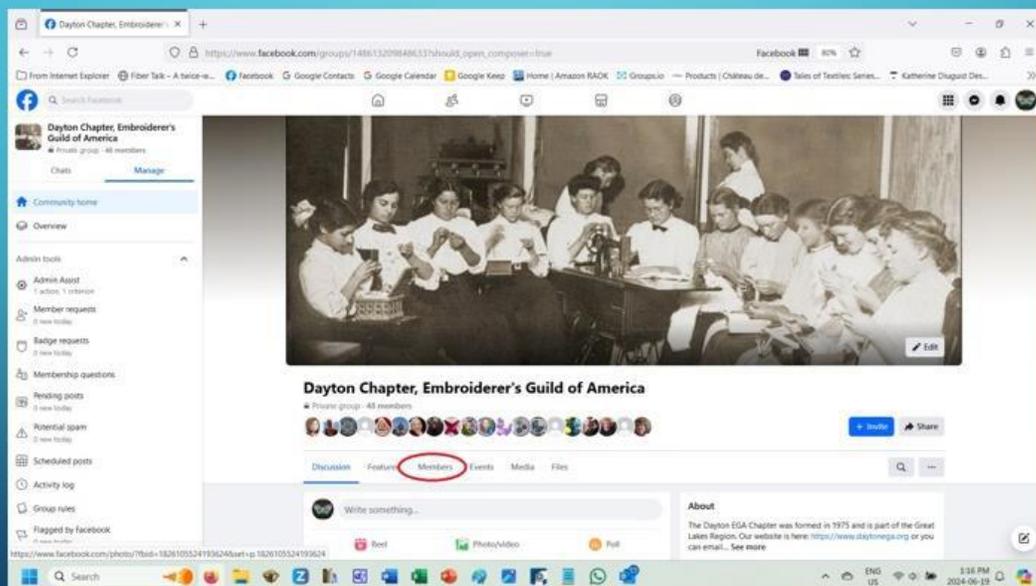
Some chapters set up their Facebook pages as a notification page. In other words, only the admin staff may post, and the only items posted are notices for your group. This is a great way to ensure no one posts anything offensive but doesn't encourage participation.

Other chapters, like Dayton, is set up so any member can post, and we encourage them to do so. We control the posts via who we allow to become a member. When you apply, we ask questions (Membership Questions above). Unless we get answers that are obvious "fakes" (I love your group), we don't use the questions to refuse someone. We look at how long someone has been a FB member. Anyone who has been a Facebook member for over a year, is usually not there to sell/post inappropriate things and may have a desire to "check us out". Less than a year, then the questions had better show an interest in needlework. If we are at all "unsure" about someone, we put that person on Post Approval before accepting them. This means all posts must be approved by an admin

prior to the members seeing it. One inappropriate post and they are removed from the group and possibly banned. Remember, Post Approval only works on the original post. They are still able to respond inappropriately to an active post, but it seems to catch most of the undesirable posts. After someone posts a couple of times, I usually remove the post approval status. Using this method, we have some members that are not a member of Dayton and may have become a member later. We haven't been tracking that info.

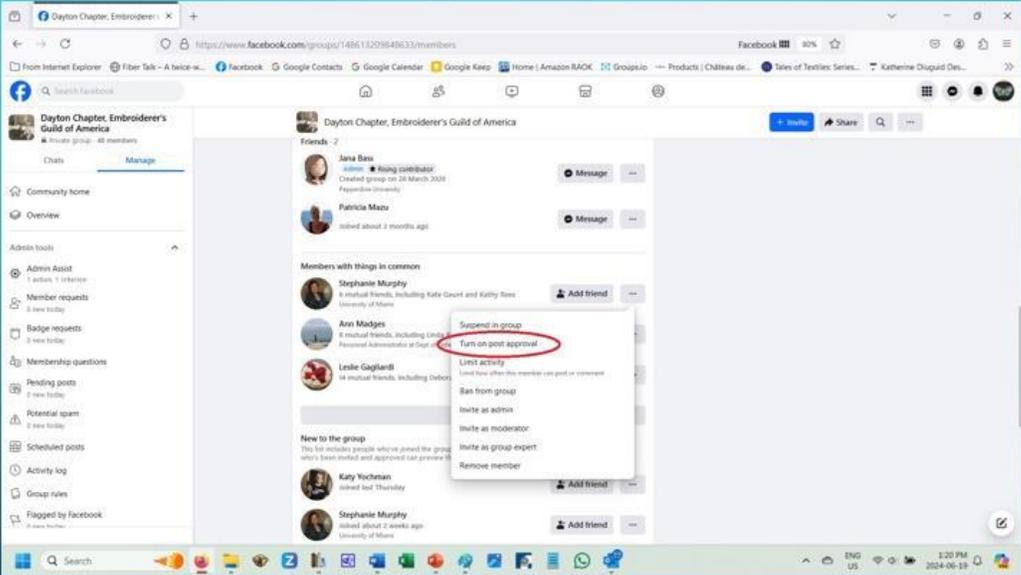
We encourage our members to post – including WIP's and recent finishes. If they are unsure of how to post, they can email me the picture and I'll post for them.

Post Approval – Step 1

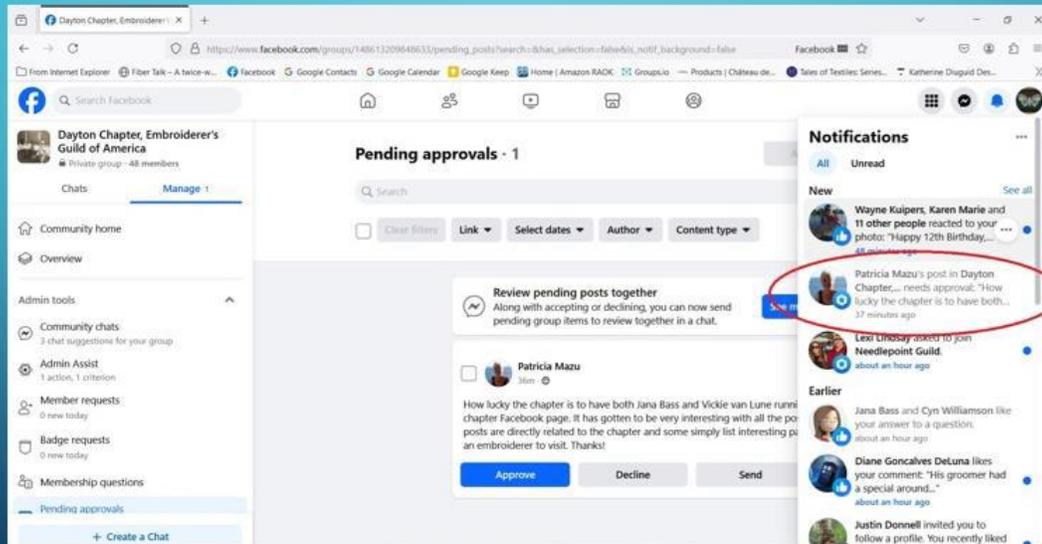


If you need to turn on **Post Approval** for someone, this is one method. Go to the Community Home and click on Members. Then click on the 3 dots to the left of the member's name. When the post approval dialog comes up, you can choose the length of time you want post approval turned on. I usually say until I turn it off. This means, that when someone has shown they will abide by the rules, you must come back in here and click on the 3 dots to the left of the member's name and turn it off. There are multiple ways of doing this but I'm only showing one for the purpose of this webinar.

Post Approval – Step 2

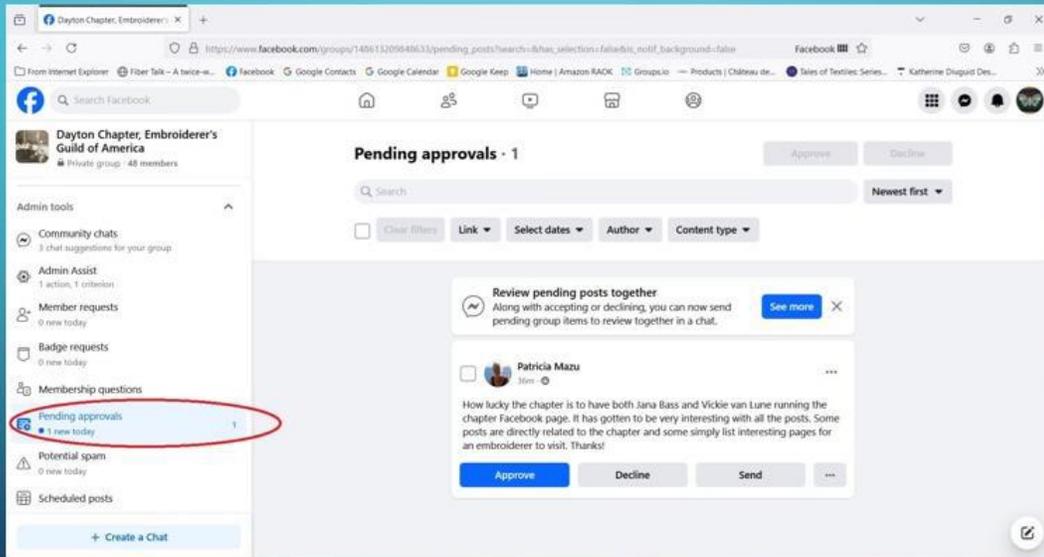


Post Approval Notification

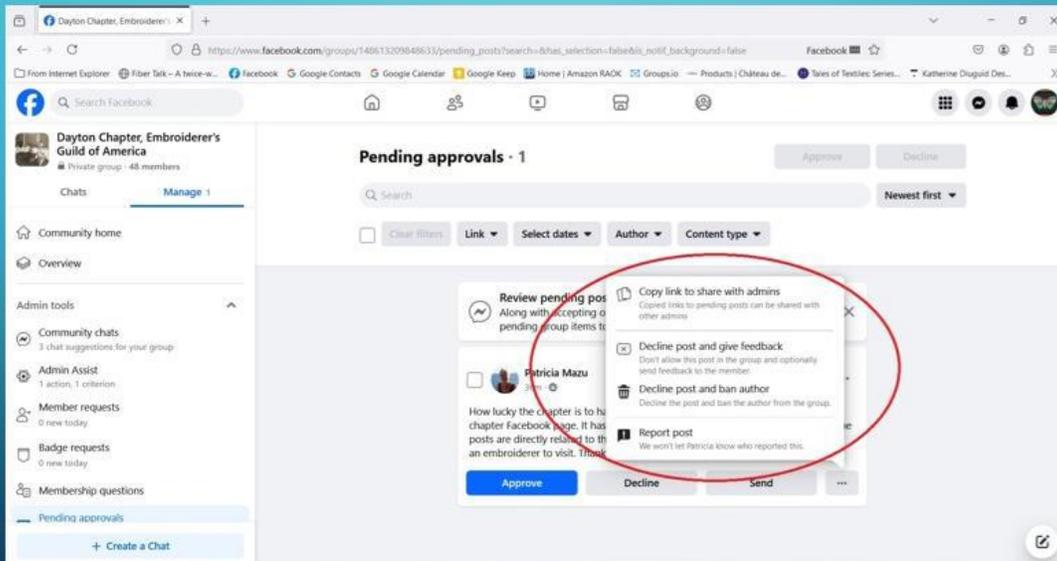


Once you have turned on Post Approval, when someone posts you will get a Notification. When you click on the Notification, Facebook will take you to this page – notice the “Pending Approval” on the left menu bar. If you click on the 3 dots, here’s the options that you have. If I delete the post, I usually give feedback, so the member knows why.

Post Approval Page



Post Approval Actions



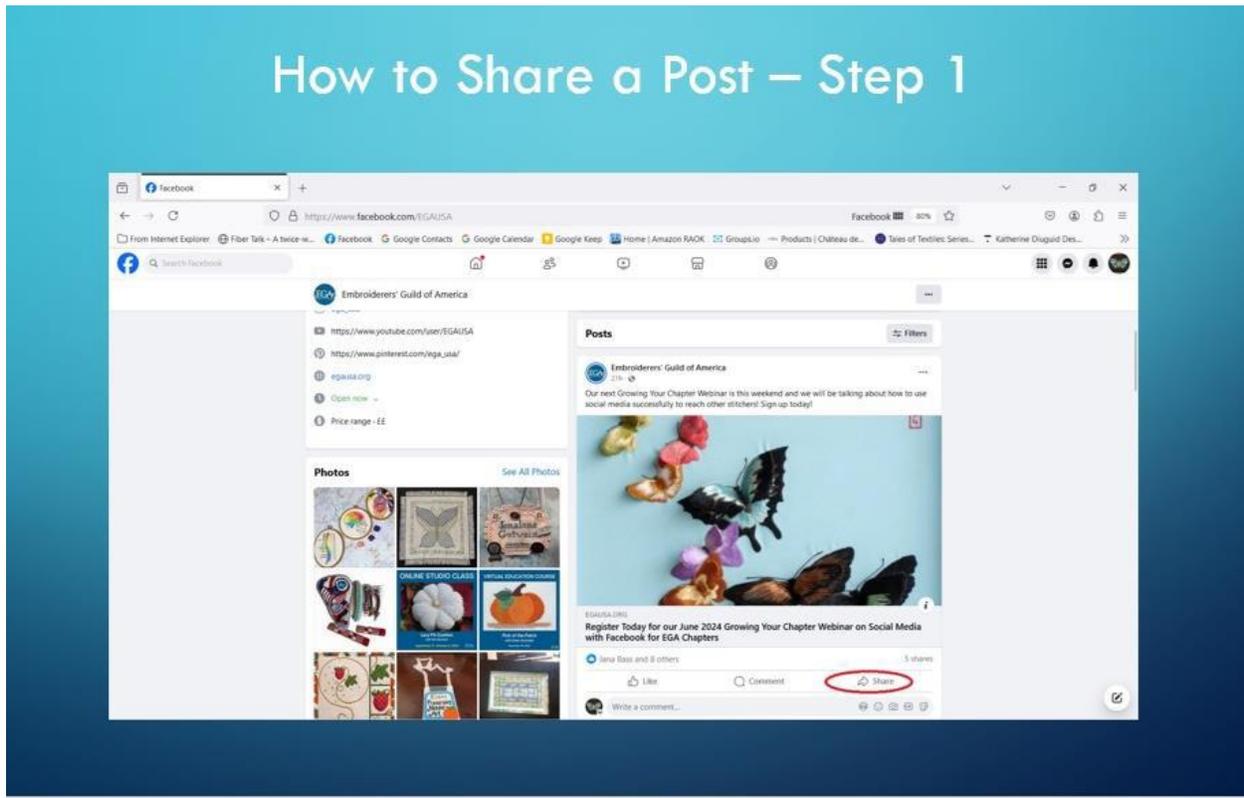
That's the end of the basic settings that I want to cover. There's not enough time to cover everything but do take the time to go through the settings and see what works for your chapter.

Getting the Word Out

A couple of important things to mention. Your admins must check daily to approve new members and check if there's any issues. It doesn't take long but if someone must wait for days for approval, they will lose interest. I'm on FB multiple times a day – usually - and I let my other admins know if I'm not going to be. I take care of my notifications first and then visit each page, looking for issues. No, I don't read each post (Needlepoint Guild has 9.7K members so a lot of posts some days) but if there's an issue, it's usually a very active post and right at the top.

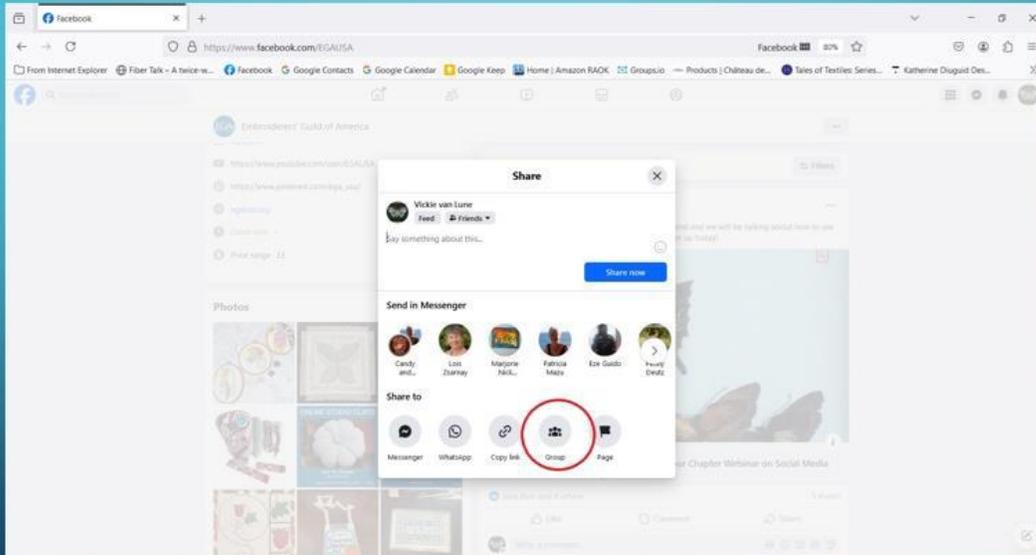
The Facebook algorithms work based on activity of your group. The more active, the more feeds the page will appear in. With that in mind, I check out the EGA page and share their posts. The Great Lakes Region FB page is also checked. I also browse my FB feed and share any links that I think our members will be interested in. If another EGA Chapter is having a workshop that is open to non-chapter members, I share that info as well. With all these other posts, it's easy for the Dayton posts to "get lost" so I make Dayton posts "Featured". I try to post reminders of the EGA SIG's with links to Jana to contact for Zoom invites.

How to Share a Post –



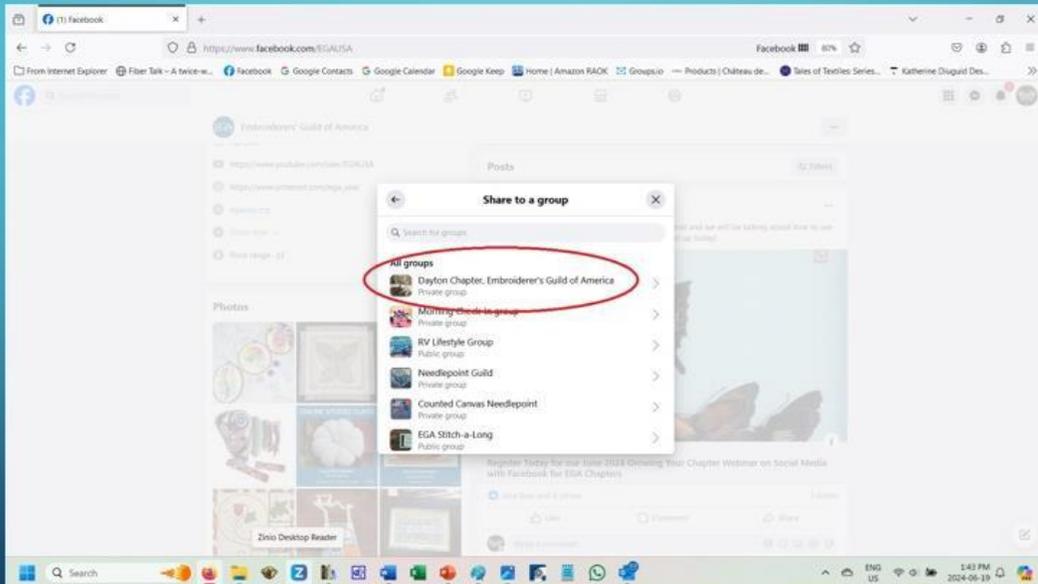
Step 1 – click on the Share button in the bottom right corner. Not all posts can be shared as it depends upon the privacy settings of the post.

How to Share a Post – Step 2



Step 2 – click on the Group button. Check the picture for what that button looks like since it no longer says “Group”.

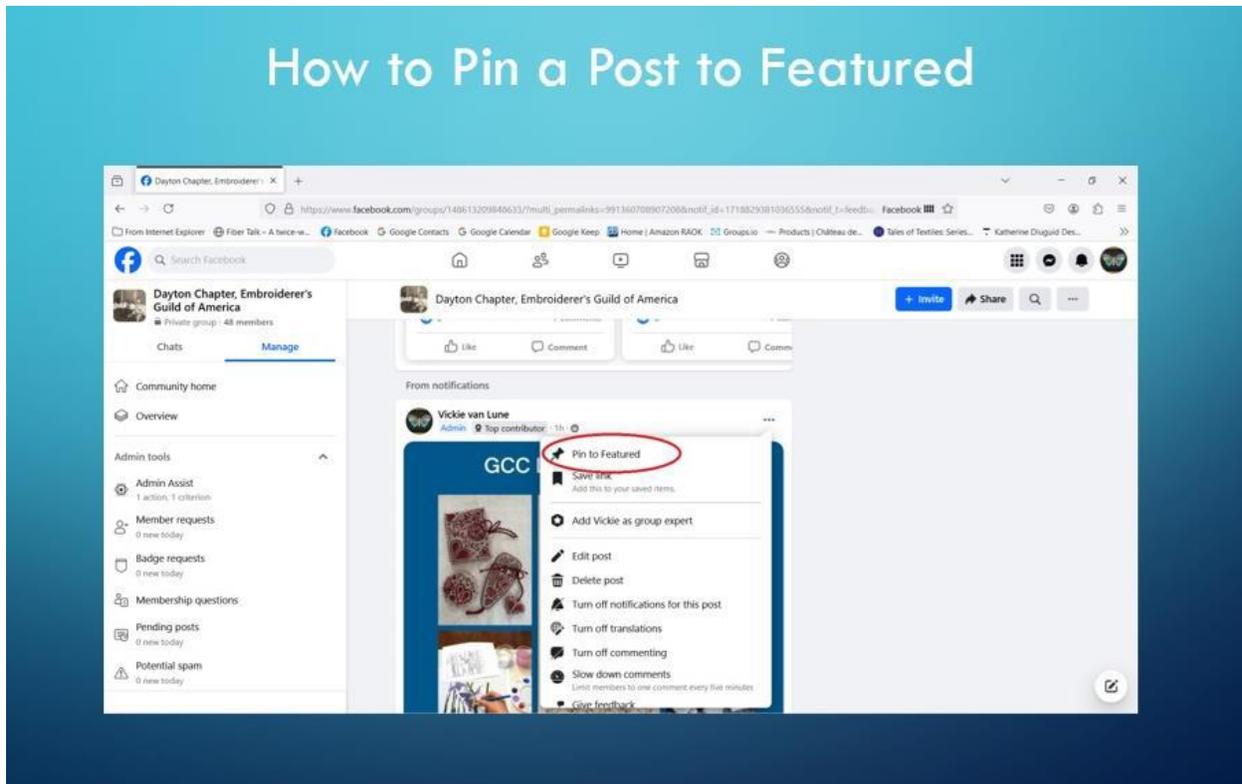
How to Share a Post – Step 3



Step 3 – type any comment you wish to make and then click on the group name.

See – easy.

How to Pin a Post to Featured



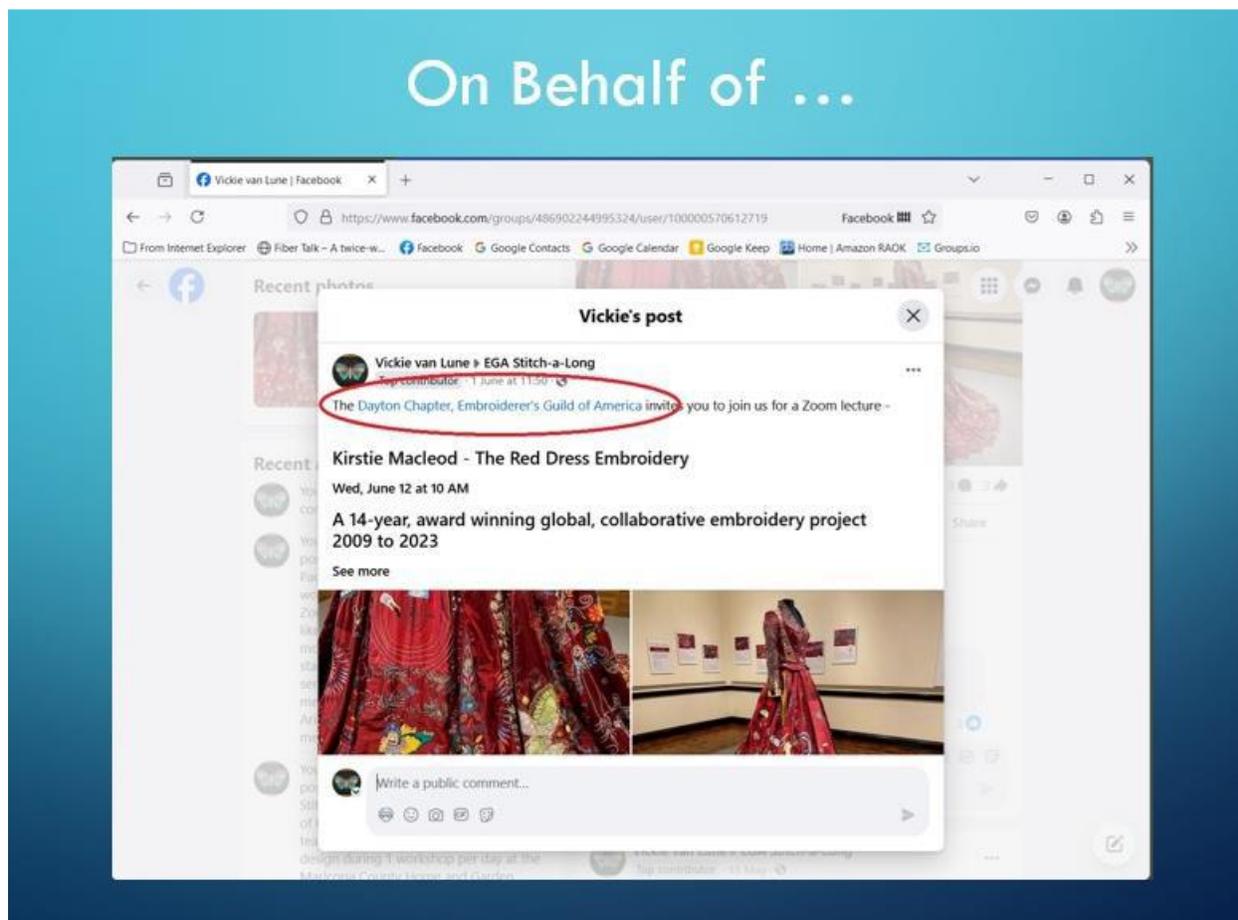
Click on the 3 dots in the upper right-hand corner and then click on Pin to Featured

To ensure that I don't forget to add a meeting/workshop reminder, I use a calendar. I log Chapter meetings, Chapter SIG's and any Chapter business (workshops). I also log EGA registration dates – basically, anything that I may want to note on our Facebook page. If you know that you will not be available, FB allows you to set up one Scheduled Post. I wish it would allow more but I haven't found any setting to allow that. I try to check the calendar once a week and sometimes daily so I can ensure that I get everything posted. It sometimes doesn't happen.

Don't forget to set up Events. I'm not sure how effective Events are but I've set up a couple and will continue to set them up now and then.

I am a member of several FB groups, and each group has their own rules. Before posting anything, please contact the admin and verify if they allow posts and what the limits are.

le NeedlePoint Nation (one of the two with the same name) only allows 1 selling/promotion post every 7 days. Some allow this type of posts, and some don't, some only allow this on a certain day or in a certain thread, so it's best to ask first. When I was Publicity for CyberPointers, I had a spreadsheet with this info and I'm wishing I had kept that spreadsheet now. If I'm posting in another group, I always post "On behalf of the Dayton Chapter, Embroiderer's Guild of America" with the link to the Dayton page. This makes it easy for someone to click on the link and find our page which hopefully results in more members. I've posted about our Red Dress lecture and our fundraising items in multiple groups.



Don't restrict yourself to EGA Chapter pages as they are already aware of EGA. You want to reach new people. Join embroidery, needlepoint, crewel Facebook pages so that you can post applicable things. You want to get the word out, but you don't want to be a nuisance.

Once our members start to post more often, I want to start a WIP Thursday (or something like that) for the members to post a picture of what they're working on. Right now, there's not enough members posting to make this work.

I've asked members who participate in Show and Tell during our meetings to share a picture and info on our Facebook page. This is new and will take some time to be effective.

I'll end this by saying, don't be afraid to try something. It may not work but then again, it may work. What works for Dayton may not work for you and what works for you may not work for Dayton. You don't know until you try.