

Resource: Facebook Pages vs. Groups

Facebook is an important social media platform that can help keep your followers informed and engaged with the happenings within your organization. There are three categories of accounts you can set up when you use facebook.

- **PROFILE:** A profile is for individuals, and is the place to share information about yourself, such as your interests, photos, and videos. Every user who wishes to create a Page or Group, first must create a profile.
- **PAGE:** Pages are places on Facebook where organizations, nonprofits, artists, public figures, businesses, and brands can connect with their fans or customers. When someone likes or follows a Page on Facebook, they can start seeing updates from that Page in their Feed. Pages are the official channel of information flowing from the organization.
- **GROUP:** Groups are a place to communicate about shared interests with certain people. When you join a group on Facebook, you start seeing content from that group in your Feed. Groups are designed for community discussion and fellowship.

Pages vs. Groups

When deciding your Facebook presence, you need to choose if you're setting up a Page or a Group (or both).

Pages

- **PROS** You can control the flow of information coming from your organization. The posts showing in your feed will all generate from you. The default setting for each post is to allow comments, but that can be easily disabled on a post-to-post basis, if desired. Pages also limit the number of comments to discourage runaway conversations (five comments, per user, per post). It also can engage profanity filters and comment moderation. Pages also have enhanced analytics to track your engagement. It allows other widgets to integrate (such as adding a newsletter sign up form from another platform into your social media page).
- **CONS** Some users prefer more of a sense of community and voice on an organization's page.

GROUPS

- **PROS** This is a great place for members of a group to share in fellowship. When a group works well, it can be very uplifting for the people involved.
- **CONS** A group can become a runaway train, and can become dysfunctional at any time. Since it is not an official channel, people can post whatever they want and it can lose focus very quickly. Also, if members only look at the group to get their information instead of also checking the page regularly, they can miss crucial information and updates that are official communications.

Additional Resources:

- Article: Facebook Pages vs.Groups goo.gl/m5X9Ls
- Help setting up your page. goo.gl/uG2ddz
- Promoting your page. goo.gl/5NMGhQ
- **Facebook Insights.** Facebook business pages track valuable metrics based on your traffic. Use the insights to better understand your audience and post performance to create better content and reach more followers. Learn more at goo.gl/cNv3Nw
- **Facebook Marketing Resources.** Since they do change their rules often, the best way to keep up with the current best marketing practices is to go to the source goo.gl/Vh5YK3