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TENANT ENGAGEMENT EXPERTS  
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# How to Launch a Successful New Digital Community Group

EXCLUSIVE FOR MEMBERS



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# Introduction

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## Welcome to “Launching a New Digital Community Group: A Comprehensive Guide.”

In this guide, we will provide you with step-by-step instructions on how to successfully launch and manage a new digital community group.

Most examples in this guide refer to Facebook but the information can be applied to any platform you wish you use. Whether you're starting a group for your business, hobby, or cause, this guide will help you create an engaging and thriving community.



# Grow Your Group by Setting Goals

Creating a new digital community group on a platform such as Facebook can be a great way to build an online community, but to ensure its success, it's important to set clear goals from the outset. Setting goals will help you to focus your efforts, measure progress, and stay motivated.

## Why Setting Goals is Important

Setting goals is important because it gives you direction and purpose. Without goals, you risk wasting time and resources on activities that don't contribute to your ultimate objective. Goals also help you to define success and measure progress towards it. By setting clear goals and tracking your progress, you can stay on track and adjust your approach as needed to get to where you want to be. It stops you going off on a tangent!

## Examples of Goals and Ways to Measure Them

When setting goals for your new digital group, it's important to consider what you want to achieve and how you will measure progress. Some examples of goals for a new Facebook group for example might include:

**1. Increase membership.** If you're looking to build a large community, your goal might be to increase membership by a certain percentage each month. You can measure this by tracking the number of new members who join the group each month.

**2. Increase engagement.** If you want to build an active community where members are engaged in discussions and activities, your goal might be to increase engagement levels. You can measure this by tracking the number of comments, likes and shares on posts.

**3. Establish credibility.** If you want to establish your group as a reputable source of information or a thought leader in your community or subject, your goal might be to increase the number of mentions by other credible people/groups/organisations that refer or contribute to your group.

## Why Setting Goals is Important

When setting goals for your Facebook group, it's important to consider who your target audience is. Knowing your audience will help you to create content that resonates with them and build a community that meets their needs. To identify your target audience, you can start by asking yourself the following questions:

**1. Who is your ideal member?** Consider their age, gender, occupation, location, and interests.

**2. What problems or challenges does your target audience face?** What solutions can your group provide?

**3. What are your audience's goals and aspirations?** How can your group help them achieve these?

By answering these questions, you can refine your group's goals and tailor your content to meet the needs of your target audience.



# Getting People to Stick to the Rules

Creating a digital group can be a great way to bring people with similar interests or goals together. However, in order to maintain a healthy and inclusive group, it is important to establish clear rules and guidelines for all members to follow.

In this chapter, we will discuss the steps you can take to establish effective rules and guidelines for your group.

The first step in establishing rules for your group is to clearly define the purpose and goals of the group. This will help you determine what types of behaviour are acceptable and what types of behaviour are not. Once you have a clear understanding of what you want your group to achieve, you can begin to develop guidelines that will help you create a positive and supportive environment for all members.

When developing group rules, it is important to keep in mind that they should be fair and inclusive for all members. Here are five examples of group rules that can help ensure fairness and inclusivity:

1. **No hate speech or discriminatory language will be tolerated.** This includes racism, sexism, homophobia, and any other form of hate speech.
2. **Respect the privacy of other members.** Do not share personal information or photos without their consent.
3. **Only post content that is relevant to the group's purpose and goals.** Spamming or posting off-topic content will not be allowed.
4. **Be respectful in your interactions with other members.** Do not engage in personal attacks or bullying behaviour.
5. **Follow the rules and guidelines set by the group moderators.** Failure to do so may result in removal from the group.



Once you have established your group rules, it is important to make sure that they are being observed. This can be done through active moderation of the group. As a moderator, you should be monitoring the group regularly for any violations of the rules and taking appropriate action when necessary. This may include removing posts, warning members, or even removing members from the group if necessary.



# Getting the Engagement Right

Creating a new digital group is an exciting experience, but what's even more exciting is building an active and engaged community.

Engagement is the key to the success of any group, and it is essential to keep your members interested and participating in the conversations. Here are 20 ideas to promote engagement in a new group on a platform such as Facebook:

1. Start by introducing yourself and encourage your members to do the same.
2. Set clear guidelines for the group and make sure everyone understands them.
3. Ask open-ended questions to get the conversation flowing.
4. Share interesting and relevant articles, videos, and images.
5. Run polls to get your members' opinions on various topics.
6. Offer exclusive content or discounts to members of the group.
7. Host a live Q&A session with a guest.
8. Organise a group challenge or contest.

9. Share success stories of group members.
10. Create themed days such as "Throwback Thursday" or "Motivation Monday."
11. Use Facebook Live to share your thoughts and ideas with the group.
12. Share behind-the-scenes glimpses of your group/organisation.
13. Encourage members to share their own experiences and stories.
14. Ask for feedback on your events or services.
15. Create a "Member Spotlight" and feature a different member each week or month.
16. Host virtual events such as webinars or workshops.
17. Share inspirational quotes or memes.
18. Create a "Buy and Sell" group within your larger group.
19. Share tips and tricks of interest related to your community.
20. Use humour to keep the conversation light and fun.

By using some or all of these ideas, you can create a thriving and engaged community within your group. Remember to stay active and consistent and always be open to feedback and suggestions from your members.



# What are the Pros and Cons of Different Digital Community Platforms?

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**This chapter can quickly become out of date so we're going to explore the types of things you should consider when choosing the right platform for your digital community group.**

Choosing the right platform for your digital community group can greatly impact its growth and success. You'll need to research your possible platform, their features, user demographics, and community management capabilities.

For example, Facebook is more user-friendly and better suited for connecting with people you know, while Reddit is better for engaging with strangers and building a larger community. Additionally, Facebook has more advanced features for moderating content and managing groups, while Reddit has more of a "do-it-yourself" approach.

It's important to consider these factors when deciding which platform is best for your digital community group. Facebook's user interface is designed to be intuitive and easy to navigate, while Reddit's interface is more complex. Facebook also provides a variety of tools for moderating content, such as the ability to hide posts or delete comments, while Reddit relies more on user moderated content.

Additionally, Facebook provides various features for managing groups, such as the ability to add members, create polls, and assign roles, while Reddit's groups are more self-managed. For instance, Facebook allows admins to create group rules and guidelines, whereas Reddit does not have any built-in tools for enforcing group rules.

For example, Facebook admins can set up a moderation system, where new posts must be approved by an administrator or moderator before they appear in the group, whereas Reddit groups are generally left open to all members to post without any moderation.

Both Facebook and Reddit have their pros and cons when it comes to creating a digital community group. Facebook may be better suited for larger, more general groups, while Reddit may be better for niche communities. Ultimately, the choice will depend on the purpose of the group, the target audience, and the level of community management required.

Each platform has its own advantages and drawbacks, take the time to research the right one first, you don't want to have to switch platforms once you've already got started.

# It's Time to Grow your Group

## To expand the reach of your digital community group, it's essential to promote it outside of the platform itself.

When starting a new Facebook group, it can be a challenge to attract new members and build a strong community presence. However, with the right strategies, you can leverage various promotional channels to reach your target audience and grow your group.

Here are some tips and strategies for using social media, email marketing, influencer collaborations (a fancy way of saying people in your community who already have an established digital reach), and other channels to attract new members to your Facebook group:

- **Use social media platforms to promote your group:** Leverage social media platforms like Facebook, Twitter / X, Instagram, Threads and LinkedIn to reach your target audience. Share your group's link on your social media profiles and encourage your followers to join. You can also create social media ads to target specific audiences that might be interested in your group.
- **Send emails to your mailing list:** If you have an existing mailing list, send out a blanket email promoting your new group. Encourage your subscribers to join and share the group with their friends who might be interested.

- **Collaborate with influencers in your community:** Look for influencers in your community who have a large following on social media. Reach out to them and offer to collaborate on promoting your Facebook group to their followers. This can be in the form of guest posts, sponsored posts, or shoutouts.
- **Join relevant Facebook groups:** Join other Facebook groups that are relevant to your niche and participate in discussions. Once you have established yourself as a valuable contributor, you can share your group's link with the group members.
- **Host giveaways and contests:** Host giveaways and contests that require participants to join your group as a requirement to enter. This way, you can attract new members who are interested in your niche and establish a sense of community within your group.
- **Offer exclusive content:** Offer exclusive content to members that they cannot find anywhere else. This can be in the form of e-books, guides, webinars, or live Q&A sessions. This will encourage existing members to invite their friends to join and share the exclusive content with them.



# A Checklist for your Successful Digital Community Group

Bringing together this guide, we have compiled this check list for running a successful digital community group.

Follow this list to ensure you have covered everything from member engagement, moderation, content strategy, and community growth. Running a successful digital community group can be a challenging task, but with the right approach and strategies, it can be a rewarding experience for both the group members and the group owner.

| TASK                                                                                                                                                                                                                                                            | YES / NO |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| <b>Have you clearly define your group's purpose and goals?</b><br>Before you start your group, take the time to define its purpose, goals, and target audience. This will help you attract the right members and create content that resonates with them.       |          |
| <b>Have you encouraged members to participate in discussions, polls, and events?</b><br>Respond to their comments and feedback, and make sure they feel heard and valued.                                                                                       |          |
| <b>Have you set and promoted a clear set of rules and guidelines?</b><br>Establish clear rules and guidelines for behaviour and content, and make sure they are enforced consistently. This will help create a safe and respectful environment for all members. |          |
| <b>Are you moderating effectively?</b><br>Assign moderators to help you manage the group and enforce the rules. Make sure they are trained on how to handle different situations, such as conflicts between members or inappropriate content.                   |          |



| TASK                                                                                                                                                                                                                                                                                                                         | YES / NO |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| <p><b>Have you created a content strategy?</b></p> <p>Develop a content strategy that aligns with your group's purpose and goals. This can include posting relevant news, articles, and resources, or creating original content such as videos and blogs.</p>                                                                |          |
| <p><b>Have you encouraged member-generated content?</b></p> <p>Encourage members to share their own content and contributions, such as photos, videos, and stories. This will help create a sense of ownership and community within the group.</p>                                                                           |          |
| <p><b>Are you using social media to promote your group?</b></p> <p>Use social media platforms to promote your group and attract new members. Share relevant content and engage with potential members to build relationships and trust.</p>                                                                                  |          |
| <p><b>Are you collaborating with other groups and organisations?</b></p> <p>Build relationships with other groups and organisations that share your interests and values. This can help you reach new audiences and create new opportunities for collaboration and growth.</p>                                               |          |
| <p><b>Are you measuring for success?</b></p> <p>Use analytics and feedback from members to measure the success of your group. This can help you identify areas for improvement and adjust your strategies accordingly. If you saw a spike in membership, take a look at why. Likewise, if it is flatlining, explore why.</p> |          |
| <p><b>Are you looking to continuously improve it?</b></p> <p>Finally, be open to feedback and continuously improve your group. Listen to your members, stay up-to-date with trends and best practices, and be willing to experiment with new ideas and strategies.</p>                                                       |          |

## Useful information

If you have questions regarding this document or if we can help in any other way, call us on **0161 868 3500** or email [info@tpas.org.uk](mailto:info@tpas.org.uk)