When organizing a social media group/campaign it is important to know your goals and then begin to develop your group.

Facebook Group

To set up a Facebook Group, the first step is to decide who will be the main administrator or primary leader of the group as they will have 'ownership' of the group page. Once that is established, the group can easily be set up in the following steps:

1. Click on the home icon, on the left sidebar there will be a heading labeled 'Groups', click through to groups.

2. On the group page, in the left sidebar, there will be an option listed '+Create New Group', click that option.

3. A blank Create Group blank template will appear and you will then begin to plug your information into the form.

    a. Group name - choose a name that will represent your group, its members, and its mission. Be mindful that it is difficult to change the name of your group as you begin to establish yourself in a community.
    b. Privacy - Public or Private, making the group public will allow you to be found, your messages and events shared and increases your ability to grow membership. A private group can be established later to include known and trusted members of the group to share information and for planning purposes.
    c. Invite friends - this is where you will begin to build your organization and network.
    d. Create Group will then publish your group and you are ready to begin sharing and posting.

Managing your group is an important part of your social media presence. Be mindful of who you add as additional administrators of the group. You want to be certain that your message stays on point. The admin tools are relatively easy to use. Don't forget to add an image for your heading to establish your group and make it more personal.

Once your group is established, begin recruiting members. Invite everyone that you know, ask them to share with their network. Email/Facebook Messenger your contacts, friends,

family, families off of the school class lists, PTA/PTO members, extracurricular activity contacts, etc. Be certain to link your Facebook Group Page and/or event registration if applicable.

When creating posts and events utilize the option to tag group members, friends, and others within your network. This will help your posts reach more people and therefore increase your message reach. We encourage you to tag National Parents Union in your posts.

Graphics

Adding a graphic with your posts helps bring attention to your posts. A simple tool that can be used to create a simple social media post graphic is Canva. Include the important information on the graphic, but keep it simple. You can also link your page or event registration to the graphic.

Sample Graphics

Twitter

Twitter is another platform that is essential to get your information out to the masses. Tweets are limited to 240 characters but can be very impactful. Graphics can be used on Twitter and links to your group page or event registration makes it easy for your followers to

get access to the information you are promoting. Utilizing [bitly](#) to shorten your link can save you characters in your tweet for more important information and keeps your message clean.

To build up your network:

- Follow those who have the same mission as you and those who oppose your mission.
- Look to other organizations doing similar work ([@nationalparents](#))
- Follow those in positions of authority in your district, superintendents, school board members, council members, etc.
- Follow your representatives, both state and federal
- @ your network in your posts

Instagram

Instagram is another social media platform that can be utilized to build your group and share your message. It is less interactive and has limited reach, but continues to keep your message out and relevant on the various social media platforms.

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