

# Amy's Facebook Know-How: Club Facebook Page vs. Group

Many clubs utilize one or the other, but both have advantages. We recommend that a club use BOTH a public page and host a group. Here's why:

## A Facebook PAGE...

- is an outward-facing marketing and announcement tool and is visible to anyone on the internet by default.
- helps drive search engines.
- accumulates "fans" or "likes".
- will be the first to show in Facebook if a person searches for you.
- is great for announcing club-wide achievements in projects or membership (new member welcomes, guest speakers, project pics).
- offers insights into who views/uses your page for information. You can use these insights to strategize what and when you post..
- allows you to create an event from the point of view of the page (Club of Wakefield vs. individual name).
- should always have posts in the perspective of the club (ie: WE are thrilled to announce... Vs. I am thrilled to announce...).
- should have photos organized into photo album categories.
- allows you to "check in" (better yet, check in and tag members).
- should be included on your club's stationary/business cards.
- should only have images on it that promote your club vision and membership diversity. Be picky about what you want posted here.
- will have fans who you DO NOT KNOW.
- are great for creating fundraising or public events.
- is a benefit to sponsorships. You can thank the sponsor publicly with a tag!

**Consider posts on a page as a BROADCAST.**

## A Facebook GROUP...

- is an inward-facing announcement tool which you can privatize or make public and searchable
- Is great for announcing achievements that are more club-culture directed (birthdays, anniversaries)
- Collects "members"
- Should have posts in the first-person perspective (ie: I can't wait for us to welcome this week's speaker)
- Should have pictures posted individually, not really recommended for albums but it's possible
- Allow you to personally invite friends to be a part of the group
- Has settings that allow you to reject people who want to join. This is recommended as many trolls seek active groups to join to post ads. If you don't know the requestor or see that she/he has nobody in common, you can ignore the request.
- Allow you to ask a question in a poll format
- Share files from your computer or Dropbox
- Can show more individual or small group pictures (ie: a group of Rotarians out golfing or picture of a new baby in the family). You can be more liberal with photos here.
- Usually has more members who are KNOWN to the club
- Are great for SHARING your fundraising or public events that was created in your PAGE

**Consider posts in a group as LIMITED to the group  
(unless shared)**



District Rotary Group

- Both options allow you to...
- post photos, announcements, links and video links.
  - set restrictions as to who is allowed to post on it.
  - tag photos and people in posts/mentions.
  - share posts and photos.
  - Set unique profile photos and cover photo

Ask the group a question      Add files from computer or Dropbox

- Suggestions for effective use
- Allow only well-trained members page administration access.
  - Create a monthly calendar to vary photo, video, information and promos.
  - The more people you tag, the more your reach will grow.
  - Share and comment on posts from your community partners; they're likely to return the favor.

Status  
Shows how many members  
Invite people to join

Check insights to create a strategy  
Adjust your settings for security  
Set up an event as a club  
Track your fans

District Rotary Page

