

Hello, and welcome to The Chill Business Journey. Join me, Dianna, as we go on a business journey with you, we will talk about all things business with an emphasis on marketing. So sit back, relax and chill as we lead you on this epic sojourn.

Thank you for joining us for this week's episode of the Chill Business Journey. I'm your host Dianna, and today I will be talking all about Facebook pages versus Facebook groups. What are the differences and which ones should you use? So let's get started. I want to begin with a little bit of a backstory as to how I chose this topic for this week's episode.

So let me give you a little bit of a backstory. I am actually in the process of creating an online course and part of the process that I'm going through creating this course is I have to do what's called validation calls. And I had a validation call with a client last week and I took a little divergence from the conversation that we were having and asked her why she chose to create a Facebook group versus a Facebook page for her business. And as we were discussing it more, the ultimate answer ended up being, she just really wasn't sure what she should've done. So she just went with one. And that got me thinking that you know, this could make a really good episode topic because it comes up quite often. So that kind of gives you the background of how I chose this topic.

Let's start out with some of the similarities that you can do both on a page and a group. So things that you can do in both places are, you can customize the name, you can customize the web address. So it would be facebook.com forward slash with the customized name. You would have your posts appear in the news feed, whether you have a page or a group. And for a page it would be in the news feed of people that follow you. And in a group it would be in the news feed of the members of the group. Both of them could have photo galleries. You can create events for both of them. You can ban people or restrict people from posting on a page or group. You can find a page and most groups in search. When I talk about the different types of groups you can create, I'll explain there's one type that you cannot search on. You do have analytics for both. However, analytics for pages is more robust than that in groups. And you can participate on the page and in the group as a brand name, so as a page. And people can get notifications of new posts for both pages and groups. So those are the similarities that pages and groups have.

Now let's kind of get into some of the differences in use and features or functionality. So let's start with Facebook groups. Why are they a good idea? Well, the group is a great community support tool, whether it is your business community or maybe you're on a local neighborhood group. So they are a great way to bring community together over a common topic, idea thread, something like that. You can also have conversations in groups in a semi private manner depending on what type of group you get set up. When I talk about features of groups here in a minute, we'll talk about those three different types. Another reason why groups are a good idea because your posts in them are more likely to be seen. This kind of falls into the algorithm love that groups get over pages. And it can also be an added benefit of working with you if you create a group as an extension of your business, because it could be an added paid feature or benefit where people pay a monthly fee to be in the group. You may be aware of that with groups you are already in. Um, if you are launching a new product, it could be or service, it could be the support group for that service added support group. Like if you're taking an online course, there may be a group formed for that and the instructor may have live Q and A's once a week within the group. Things like that make groups really beneficial for the members.

So looking at some of the features of groups, I've referenced this a couple of times already that there are three types. You can have a public group, which means the group is searchable on Facebook, the

group name and members are visible to whomever searches and finds it and all of the interactions and communication within the group is public. So when someone posts a comment or someone creates a post within the group, those are visible to anyone on Facebook.

The next level is what's called a private group and the way private groups work are that you can search for them on Facebook in the search bar and you can find it and you can see what members are in the group, but you cannot see the communication that's taking place amongst the members unless you are a member of the group.

And then the third type of group is a secret group. A secret group cannot be searched for or found. You can only become a member by being invited by an existing member. So secret groups are really tapped down. For privacy sakes, if you are a therapist and you have a support group, this could be a great way for the members of the group if they're all on Facebook to communicate in a very private way. Another feature of groups, if you have your set up as private or secret that you can turn on and utilize is kind of a mini vetting process where you ask questions of someone if they want to join. And there are a limit on a number of questions. It used to be three, I haven't created a group recently to see if you can ask more than that. But if you want to do a little bit of vetting before you opened the group up to someone asking to join, that's one way you can do that.

Um, and you can choose to approve people. So there's also settings within the area of allowing people to join where other members can pull someone in. So you might have a private group, but other members can do it. Or you can flip the switch that only admins and moderators can approve new members. And with a group you can cut off all access by removing someone from the group, especially if it's a private or secret group.

So now let's take a look at Facebook pages. Facebook pages are good for businesses because when you post to them, those posts are public posts and you don't have to open up your personal profile. Um, if some people might try to do business work on their personal profiles, so then you either have to make your whole personal profile public or you have to remember to turn on when you're creating the posts that it's for everyone public or if it's just for friends or even if you have the types of posts that you share locked down even more with certain people see certain posts and other people can't.

So with a business page, you don't have to worry about that versus posting on a personal page. You know, we talked about public groups, whereas yes, you could post on that and anyone could see it. But with a Facebook business page, it's just a little bit more professional and those posts are public. Another reason why pages are a good idea is because you can create ads to get in front of a new audience. Ads are not available for groups. So having that added functionality with your page really is handy when you're trying to grow your business. Another benefit of a business page is your business page is visible to someone that's not logged into Facebook, so if you've ever done a Google search and a Facebook post or profile shows up, it's because it's public, so having a public Facebook page is really beneficial for that.

Now with Facebook pages, you can ban someone from commenting as you can by removing someone from a group, but they can still see your page's posts. They just are not allowed comment on them anymore. As I mentioned before, you have the analytics for pages and groups that the analytics, or insights as they're called on Facebook, are way more robust on pages. You can glean a lot of information about who's visiting your page, what type of posts are performing well, best times to post, demographics of people following your page, things like that. Also, with a Facebook page you can

connect to third party apps. So if you are going to run contests or you are going to collect emails, things like that, those can be added to pages whereas you cannot add those two groups.

But the one thing that's probably the biggest benefit that you could do is why choose one or the other when you can have both. And so I think it was in 2017 they opened up the functionality that you could have groups in your pages, so they're attached. They didn't have to be autonomous in two separate entities. And the nice thing about that is you can then use your groups as community builders. And I mentioned before about having a group be an added benefit of working with you well it can be tied directly to your business page and you can have multiple groups under your business page. So if you have different segments of customers or clients that you have, they could be filtered into the various different groups. The other nice thing is admins of your business page can communicate in the group as the business instead of the individual. Typically in groups you are commenting and interacting as your individual profile. But if you have a group under your page then say you have employees. So social managers that are admins for your business page, they can go into these groups and answer questions that your community might have about your business or product or service. And it's as if they're the business versus their individual self. You can also provide live support in groups. So I kind of mentioned an online course before. I'm in one right now and I've been in others where there are modules that are released each week and then once a week the instructor or educator will come in and answer Q and A's live doing live videos within the group. So that's an added benefit that this person is adding to the people that have paid for the course. And it's not out there publicly for anyone to get. And there's other models where a business has a monthly membership fee that they charge for someone to be in a group to get this ongoing help.

A bonus tip that I want to share with you if you have been hesitant to do Facebook lives, is to use a group as a tool for practicing. And I actually did a Facebook live that I will put a link to in the show notes on our website where you can go watch that short video. It's about five or six minutes and you can see this tip that I have shared about using a secret group and practicing for Facebook lives.

We hope you found this episode helpful for you in regards to choosing between Facebook pages and Facebook groups. You can get all the links to items mentioned in this episode in the show notes on our website at www.chilldigitalmarketing.com/4. Be sure to check out our little sister podcast, Chill Digital Marketing's Week In Review where we share the latest news from all the major social media platforms. We call it our little sister podcast because it's only four to five minutes long, and it's released every week on Friday mornings.

And if you are in the Boulder, Denver Metro area, we host several in person workshops every month on all things digital marketing. So you can find that listing on our website as well at www.chilldigitalmarketing.com/workshops-events. Thanks for joining us on another episode of the Chill Business Journey.

[inaudible] yeah.