

## Moderating & Maintaining Facebook Groups

Delta Gamma Fraternity cultivates a variety of Facebook groups based on member identities, locations, interests and more. These groups are successful because our members manage and maintain them. Each group has an administrator, and some have moderators who maintain the conversation, monitor posts and encourage engagement.

This resource is meant to provide administrators and moderators with a tool to curate a meaningful experience within their respective groups. If you have additional questions, please email the marketing and communications department at [commdept@deltagamma.org](mailto:commdept@deltagamma.org).

[Follow us on Facebook and find a list of the groups here.](#)

### ROLE OF ADMINISTRATORS & MODERATORS

#### Administrators

Facebook Administrators have full control of a Facebook group. Administrators can manage the following:

- **Content:** Create, manage or delete posts
- **Messages:** Respond to direct messages
- **Comments:** Respond to, edit or delete comments
- **Linked Accounts:** Manage accounts that may be linked to the group
- **Ads:** Create, manage or delete ads
- **Insights:** Use post insights to manage the performance of the group
- **Events:** Create, manage and delete events
- **Removal and Bans:** Remove or ban users from the group
- **Settings:** Manage and edit group settings
- **Access:** Control who has access to the Facebook group

#### Moderators

Facebook Moderators have task access within a Facebook group. Moderators can manage the following:

- **Content:** Create, manage or delete posts
- **Messages:** Respond to direct messages
- **Community Activity:** Manage unwanted content within the Facebook group
- **Ads:** Create, manage or delete ads
- **Insights:** Use post insights to manage the performance of the group

## COMMUNITY GUIDELINES

We recommend using Delta Gamma's Community Guidelines for your groups also, this keeps a member's experience consistent across all interactions. [View the Community Guidelines here.](#)

### Managing Conflict

- At times conflict may arise in the group. While healthy, productive debate is not a problem, members must remember that they agreed to stick to the community guidelines.
- These guidelines were created so members know what behavior is and is not allowed in the group.
- Always step into a conversation that may escalate. Reach out to the members to hear them and remind them of the rules.
- At any point, feel encouraged to turn off comments/delete a post that does not adhere to the Delta Gamma Social Media Community Guidelines.
- Additionally, members can report conflict and should be encouraged to report as needed.
- You can also mute, remove, or ban members from the community if needed.

## STRATEGIES FOR DEVELOPING A THRIVING COMMUNITY

### Know Your Audience

- What are the kinds of things your ideal audience is interested in? What type of content do they like, react to, etc.?
- Not sure what they may be interested in? ASK! Use polls, open-ended questions, etc.
- For example, if you are managing an affinity group about entrepreneurship, sharing the latest article on Forbes about how to engage remote teams would likely be a post of value for the group

### Brand Guidelines

Utilizing Delta Gamma's [brand guidelines](#) is a great way to engage members within our Facebook groups. Our brand guidelines include our typography, colors and design elements, which can help create visually appealing posts. [Download our brand elements here](#) and [access stock photos here](#).

### Creating Content

- Whenever possible, reshare Fraternity and Foundation posts to your group to ensure the messaging, links and imagery stay the same.
- When creating your own graphics, please adhere to Delta Gamma's [brand guidelines](#). If you are using Canva, [here are instructions](#) for uploading colors and brand elements to the program.

### Utilize a Content Calendar

- The easiest way to feel overwhelmed and lose momentum in the community is to post on the fly.
- Facebook rewards active groups, pushing them to the top of the members' feeds when they log in to the platform.
- When a group is inactive, it becomes harder to reactivate it to push it back to the top, but it is not impossible to do!
- Lean on developing a content calendar, theming days and planning your calendar two to three months ahead.

- We recommend using a tool like Google Calendar because you can set up reminders to post and bring in holiday and special events. You can also use the calendar to load graphics/post text, making it easy to copy, paste and plan.
  - Here is a sample of theming:
    - Monday Motivation
    - Tip Tuesday
    - Way Back Wednesday
    - Throwdown Thursday
    - Fun Friday
- Do not feel you must post every day; three posts a week is plenty!
- Your content calendar is an execution of your overall strategy for the group that outlines:
  - When will you post
  - What type of content will you post
  - Your audience persona, etc.

### **Highlighting Group Members**

Featuring collegiate and alumnae members is an excellent way to keep group members engaged. You could do this by:

- Showcasing collegiate events, such as Foundation events, Bid Day, etc.
- Showcasing alumnae events, such as social events, sisterhood events, etc.
- Showcasing collumnae events, such as Founders Day, social events, etc.
- Introducing Leadership and regional volunteers

Welcome new members to the group! When a new member joins it is important to make them feel welcome and they know what to expect of the community

- Post a welcome message and tag them in it – ask them to share why they joined or a little about them
- Ask other members to welcome the new members
- Reference your community guidelines so they know what they are and where they are located

Don't forget to acknowledge contributing members! We all love to be recognized, and a little shout-out goes a long way! Every few months, post a thank you to your top contributors.

### **Engaging Members**

- Encourage others to respond. Tag others in the community you think would have great insights into the member's post
- Encourage community members to share and post their insights, etc.
- While the lift may feel heavy at first when starting a new group, once you do the work to engage, tag members, and generate activity, it becomes a lot easier to manage the group because it becomes the go-to place for your members.
- Consider a quarterly live meet-up using a tool like Zoom.
- Ask for regular feedback from your members to identify opportunities to improve the community.

## **BUILDING AN INCLUSIVE COMMUNITY**

- Belonging, equity, inclusion and diversity (BEID) are important for Delta Gamma.
- As such, take the following actions to ensure BEID is present for your community:
  - Utilize diverse recruiting practices for members and moderators.
  - When sharing imagery, ensure it includes the truly diverse membership Delta Gamma has.
  - Have a conversation with moderators about the importance of inclusion.
  - Promote inclusion.
    - Showcase various members.
    - Ask members to self-identify by sharing their pronouns.
    - Highlight diverse stories.
  - Be an ally!
    - We are all learning about BEID – continue to educate yourself, and when in doubt, ask questions. The Fraternity Director: Belonging, Equity, Inclusion, and Diversity is a great resource.
    - If supporting businesses or organizations, ensure you are inclusive and diverse in selecting who you support.
    - Listen to your member's experiences and ask for feedback.

## **TOOLS FOR MAINTAINING YOUR GROUP CULTURE**

### **Post Approvals**

Post approvals will allow you and your moderation team to screen incoming posts. This is a great way to manage the content shared in your group proactively.

How to set up post approvals:

- Go to your group and open Admin Tools
- Under “Discussion” click “approve all member posts”
- Turn this “on” for admins to approve all posts

How to set up individual member approval:

- Go to your group and open admin tools
- Under “Members” click on the name of the member
- Click “Preapprove Posts” and “Give Approval”

### **Polls**

- Polls give you the opportunity to gather feedback publicly in your group.
- To set up a Poll:
  - Go to your group and open the composer tool
  - Click on the “Poll” option and type your question, for example “What should we do for our next event?”
  - Add options, and using the “settings” button choose if you'd like to allow members to select multiple options, or add their own.

Not everyone thinks of themselves as a “leader” of a group but with strong values and vision you shape what your group members experience.