

## 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.](#)

## ENGAGE MEMBERS

### 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.](#)

### 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.

### 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

## 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 proactively manage the content shared in your group.

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.

**Rely on your team and members to help you build and maintain a strong culture through your values and mission – and don’t be afraid to let your community steer things sometimes.**