

The image features the Facebook logo in white lowercase letters on a blue background. In the foreground, a smartphone is blurred, showing a blue screen. The overall scene is set against a dark background.

# facebook

@jennrosenblatt

**Using Facebook Groups to Increase Organic Engagement aka  
How to Survive the Algorithm Update**

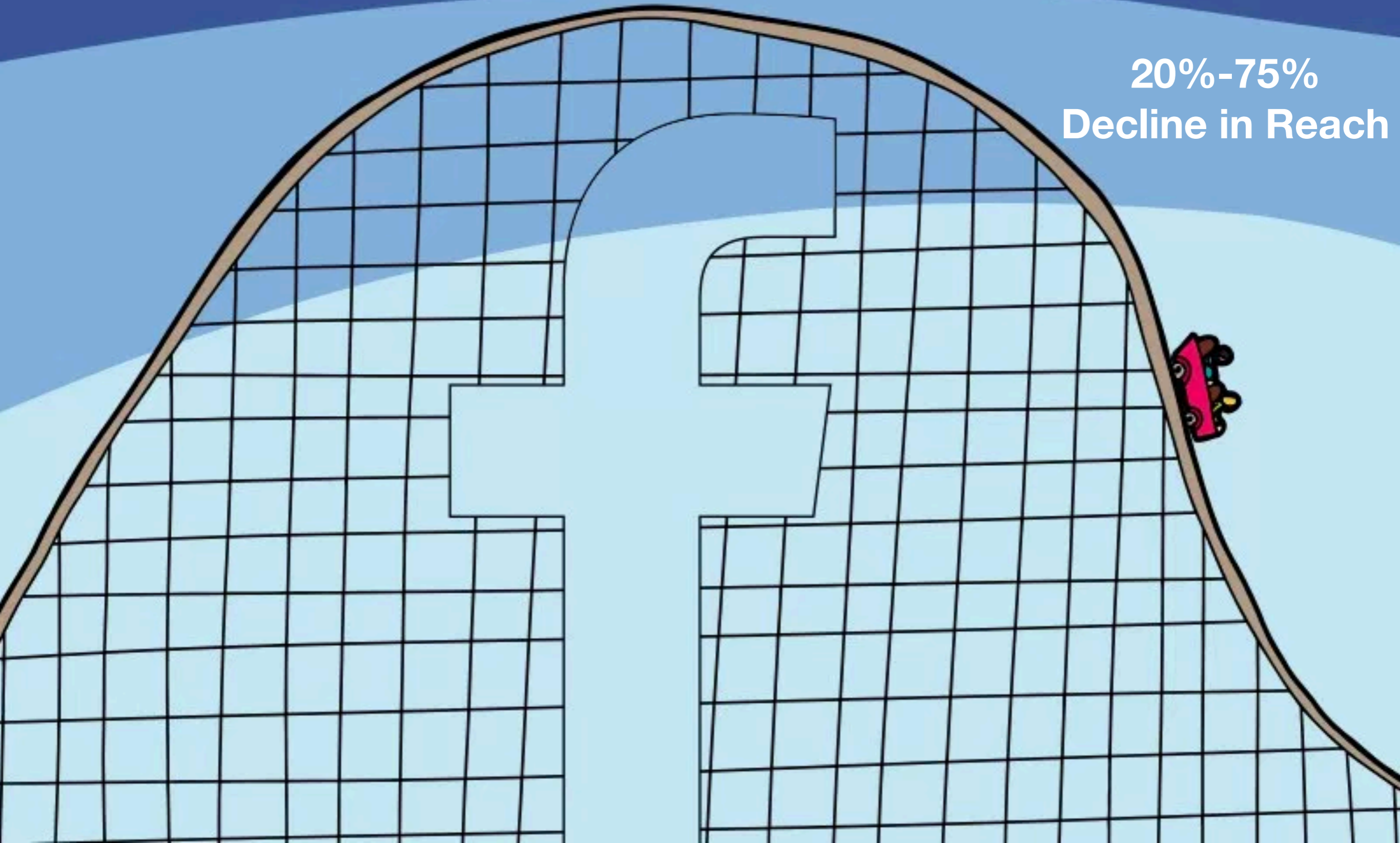
Date



## January 11, 2018: Meaningful interactions

Facebook will be prioritizing posts that create meaningful conversations, especially those from family and friends.

20%-75%  
Decline in Reach





Mark Zuckerberg mentioned that people will be seeing more posts from “friends, family, and *groups*.”

<https://www.facebook.com/zuck/posts/10104413015393571>

# The Difference Between a Facebook:



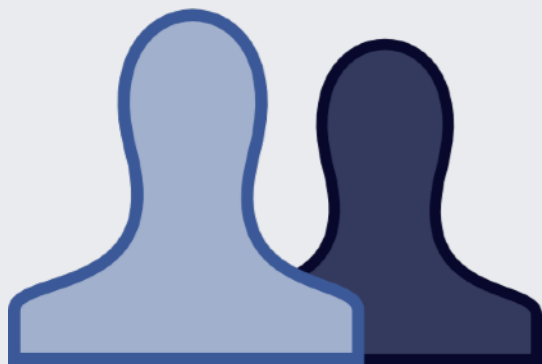
## Profile

- ❖ Personal Individual
- ❖ Businesses not allowed (officially)
- ❖ Invite and Maintain Friends List
- ❖ Only Friends can view
- ❖ No Advertising
- ❖ Can Create one or more Pages and Groups



## Page

- ❖ Official Presence for Business or Celebrity
- ❖ Administration of Page can be shared
- ❖ No Friends List, instead you get 'Likes' (was Fans)
- ❖ Anybody can view and 'Like' a Page
- ❖ Nobody needs to ask permission to 'Like'
- ❖ View 'Insights' (analytics)
- ❖ Advertising is allowed
- ❖ You can Pay to promote Posts



## Group

- ❖ Discussion Forum / Community for Club, Cause, or Specific Purpose
- ❖ Business advertising and discussion allowed
- ❖ Invite and Maintain Members
- ❖ Members do not have to be Friends with your personal Profile
- ❖ Only a personal Profile can join or post
- ❖ A Page cannot join or post (Except linked)
- ❖ You create a Group that is Open, Closed or Secret



# The Difference Between a Facebook:



Profile

**Personal**  
**Invite Friends**  
**“Friend”**

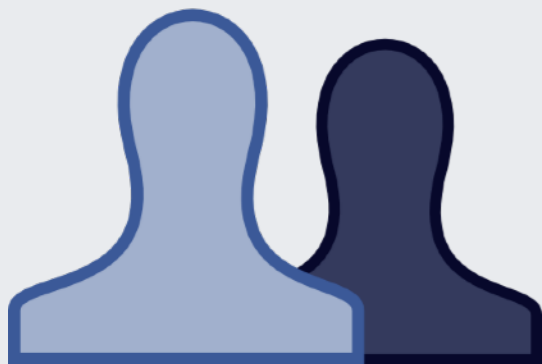
---



Page

**Business**  
**Invite Likes**  
**“Like”**

---



Group

**Club**  
**Invite Members**  
**“Join”**



# Privacy Settings

	<b>Public</b>	<b>Closed</b>	<b>Secret</b>
Who can see the group and request to join?	Anyone	Anyone	Current members and anyone invited by a member
Who can be added or invited by a member?	Anyone who is a friend of the member or invited by email by the member	Depends on Admin settings	Depends on Admin settings
Who can see the group's name?	Anyone	Anyone	Current members or anyone invited by email
Who can see who's in the group?	Anyone	Anyone	Current members
Who can see the group description?	Anyone	Anyone	Current and former members
Who can see the group location?	Anyone	Anyone	Current and former members
Who can see what members post in the group?	Anyone	Current and invited members	Current and invited members
Who can find the group in search?	Anyone	Anyone	Current members
Who can see stories about the group on Facebook (ex: News Feed and search)?	Anyone	Current and invited members	Current and invited members



# The Coupon Boutique - Public Group

Public Group

About

Discussion

Members

Events

Videos

Photos

Files

Recommendations

Search this group



+ Join Group

... More

Join this group to post and comment.

## About This Group

### Description

GROUP RULES:

<https://www.facebook.com/groups/couponboutique2/permalink/2020544661506252/>

Share your HAULS! Have the scoop on a great deal? Come SHARE IT! Wanna BRAG? This is the place!! Have a question? Ask a way!

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Promoting other bloggers is prohibited.

### CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates.

### Suggested Groups



GLITCH SALE QUEENS 2.0-  
Glams, codes and more GLI...



# Church Pianist/Organist Recovery Group

🔒 Closed Group

About

Members



+ Join Group

... More

Join this group to see the discussion, post and comment.

## About This Group

### Description

You must have graced a piano or organ at a church at some point in your life and recovering from a troubling situation in which you wish to share with the group. Please be advised that all kinds of humor will be involved in... [See More](#)

### Group Type

Support

Members · 624

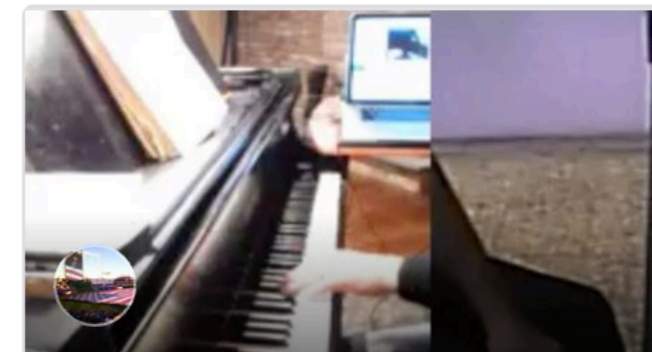


## CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates.

Cre

## Suggested Groups



**Mastering The Piano Through Skype**

1 friend · 964 members

Church  
Pianist/Organist  
Recovery Group

Closed Group

About

Members



### Church Pianist/Organist Recovery Group



Closed Group · 624 Members

Please answer these questions from the admins. It helps them review membership requests and only they can see your answers.

#### Questions · 3

**Do you currently or have you ever played piano or organ for a church?**

Write an answer...

**Tell us an interesting story about playing for church that would make us laugh.**

Write an answer...

**Would you be offended if you saw swearing or occasional nudity in the group?**

Send to Admins

Members · 624



Mastering The Piano Through  
Skype

1 friend · 964 members



# Lit Fam

🔒 Secret Group

About

Discussion

Members

Events

Photos

Manage Group

Search this group



✎ Change Group

Joined ▾

✓ Notifications

⋮ More



Write Post



Add Photo/Video



Live Video



More



Write something...



Photo/Video



Poll



Feeling/Activ...



RECENT ACTIVITY ▾



**Jennifer Rosenblatt** added 514 photos to the album:  
Mountain View 2017.

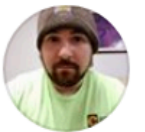
October 19, 2017

Fam Jam Ba(m)nd

ADD MEMBERS

+ Enter name or email address...

MEMBERS



SUGGESTED MEMBERS

Friends



Hunter Nolen

Add



Andrea Ramsey

Add



Stacy L. Carlson

Add

▾ See More

# MusicSpoke FamBam

🔒 Closed Group

About

Discussion

Members

Events

Videos

Photos

Files

Group Insights

Manage Group

Search this group



## Description

This is a closed group for MusicSpoke composers, conductors, and staff, aka MusicSpoke Family. We will use this group as a communication tool and to celebrate each other's successes!

Potential members see the description if privacy is set to public or closed.

## Tags

Write up to 5 tags (ex: soccer)

Tags help people find groups they might be interested in joining. You can change these at any time. [Learn more](#)

## Locations

This can help people find your group more easily if they're looking for groups in your area.

[Add Locations](#)

## Linked Pages

Give your business, brand or organization a voice on Facebook and connect with the right people. [Learn More](#)

[Link Your Page](#)

[Create New Linked Page](#)

## Web and Email Address

Customize your group's contact info so you can create posts using email or quickly share a link to your group.

[Customize Address](#)

## Privacy

Closed Group. Anyone can find the group and see who's in it. Only members can see posts.

[Change Privacy Settings](#)

Admins of groups with fewer than 5,000 members can change the group privacy settings at any time. [Learn more](#)

## Membership Approval

Anyone in the group

Only admins and moderators

## Automatic Membership Approval

Save time by automatically approving member requests from people who are already in your other groups. [More](#)

[Select Groups](#)





# MusicSpoke Circle

🔒 Closed Group

About

Discussion

Announcements

Members

Events

Videos

Photos

Files

Group Insights

Manage Group

Search this group



## Description

This is a place for MusicSpoke fans to engage with our composers, learn about new releases, receive special offers, keep up with conferences, and more!

Potential members see the description if privacy is set to public or closed.

## Tags

Choral Music ✕ Composers ✕ Conductors ✕

Tags help people find groups they might be interested in joining. You can change these at any time. [Learn more](#)

**Locations** Global

[Edit Locations](#)

## Linked Pages



**MusicSpoke**

5.0 ★ · \$ · Arts & Entertainment

Recommended by 2 friends

Give your business, brand or organization a voice on Facebook and connect with the right people. [Learn More](#)

[Edit Linked Page](#)

[Create New Linked Page](#)

**Web and Email Address** **Web:** <https://www.facebook.com/groups/MusicSpokeCircle/>  
Share this link to help people find your group.

**Email:** [MusicSpokeCircle@groups.facebook.com](mailto:MusicSpokeCircle@groups.facebook.com)  
Emails sent to this address will appear as posts in the group.

[Change Address](#)

**Privacy** Closed Group. Anyone can find the group and see who's in it. Only members can see posts.

[Change Privacy Settings](#)

Admins of groups with fewer than 5,000 members can change the group privacy settings at any time. [Learn More](#)

# MusicSpoke Circle

🔒 Closed Group

- About
- Discussion
- Announcements
- Members
- Events
- Videos
- Photos
- Files
- Group Insights
- Manage Group

 🔍

**Email:** MusicSpokeCircle@groups.facebook.com  
Emails sent to this address will appear as posts in the group.

Change Address

**Privacy** Closed Group. Anyone can find the group and see who's in it. Only members can see posts.

Change Privacy Settings

Admins of groups with fewer than 5,000 members can change the group privacy settings at any time. [Learn more](#)



**Membership Approval**  Anyone in the group  
 Only admins and moderators

**Automatic Membership Approval** Save time by automatically approving member requests from people who are already in your other groups. [More](#)

Select Groups

**Membership Requests** Learn more about people who want to join your group by asking them some questions. You can ask up to 3 questions, and only the admins and moderators will see the answers.

Ask Questions

**Posting Permissions**  Anyone in the group  
 Only admins

**Post Approval**  All group posts must be approved by an admin or a moderator.

**Story Posting Permissions**  Anyone in the group  
 Only admins

**Story Post Approval**  All group story posts must be approved by an admin or a moderator.


Save



# MusicSpoke Circle

 Closed Group

- About
- Discussion
- Announcements
- Members
- Events
- Videos
- Photos
- Files
- Group Insights
- Manage Group

Search this group 

Email: MusicSpokeCircle@groups.facebook.com  
Emails sent to this address will appear as posts in the group.

Change Address

**Privacy** Closed Group. Anyone can find the group and see who's in it. Only members can see posts.

Change Privacy Settings

Admins of groups with fewer than 5,000 members can change the group privacy settings at any time. Learn more

### Member Request Settings ✕

**Ask Pending Members Questions**  
Ask pending members some questions. They'll have up to 250 characters to answer each one, and only admins and moderators will see the answers.

- Conductors: What ensembles do you primarily conduct?
- Performers: What do you play or sing? What kind of ensemble?
- Composers: What kind of music do you write?

Cancel Save

**Posting**

**Post Approval**  All group posts must be approved by an admin or a moderator.

**Story Posting Permissions**  Anyone in the group  
 Only admins

**Story Post Approval**  All group story posts must be approved by an admin or a moderator.

Save



# How to Build an Engaged Community on Facebook

FACEBOOK GROUP

<https://blog.bufferapp.com/facebook-group>

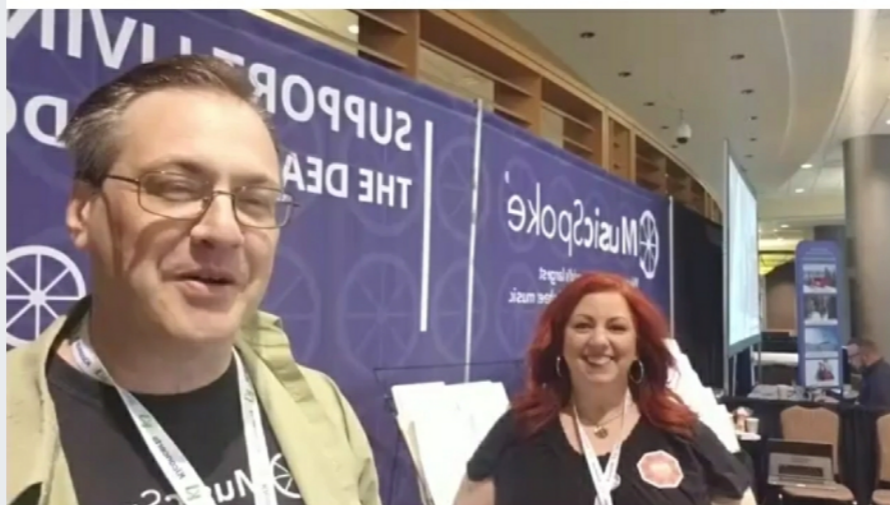




MusicSpoke was live.

Mar 9 at 2:12pm · 🌐

Coming to you live from SWACDA 2018!



👍👎❤️ John Griffith and 7 others

4 Comments · 1 Share



Like



Comment



Share

555 people saw this post >

Boost Post

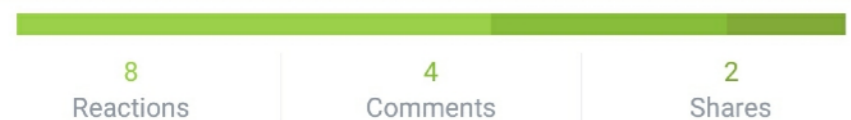
### Reach

Total People Reached 584



### Engagement

Total Engagements 14



### Clicks

Total Clicks 73



### Reach

Total People Reached 792



### Engagement

Total Engagements 15



### Clicks

Total Clicks 110



### Reach

Total People Reached 1,169



### Engagement

Total Engagements 19



### Clicks

Total Clicks 146



Posts

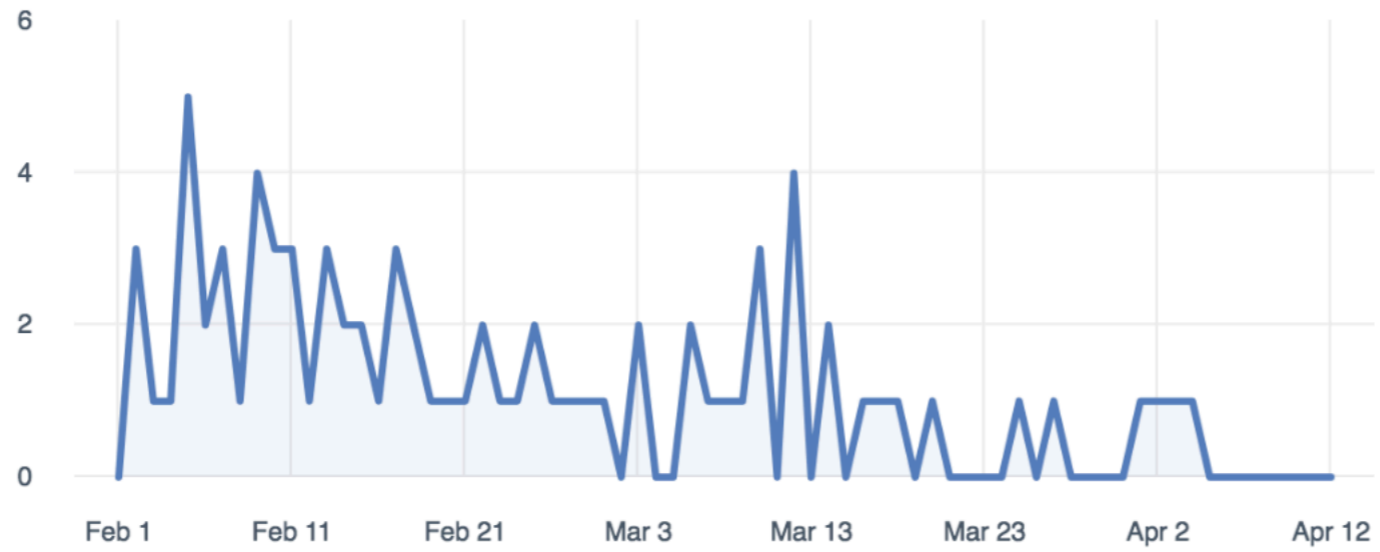
Comments

Reactions

All

Feb 1, 2018 - Apr 12, 2018

**79 Posts**

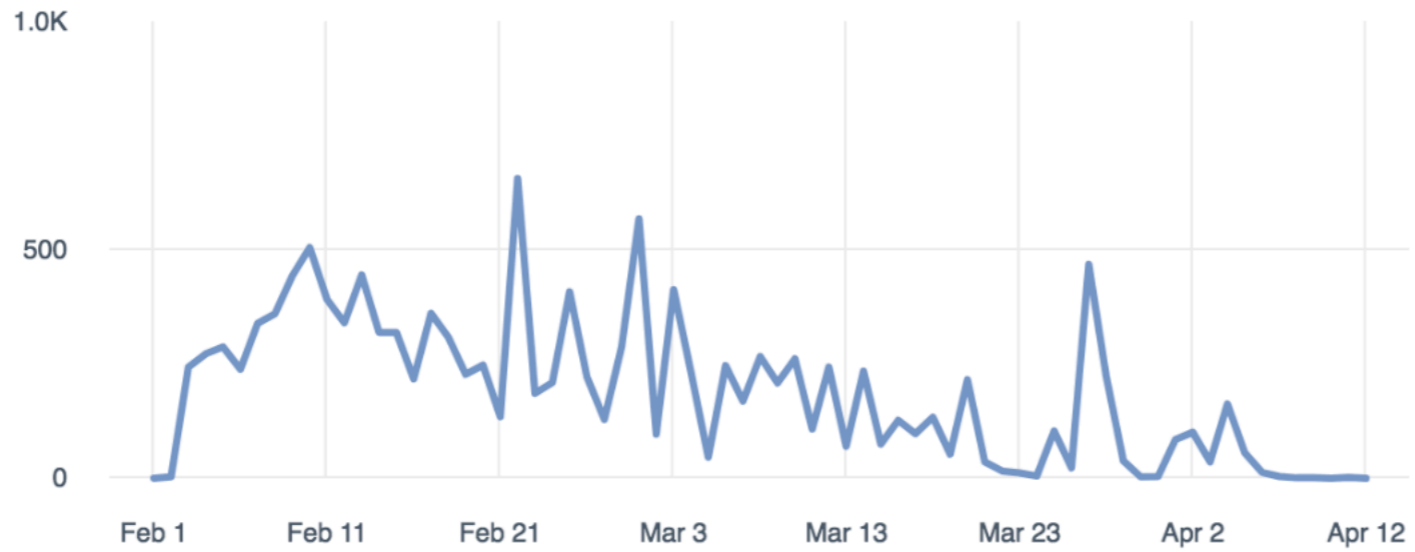


**79**  
Posts

**Active Members** [?](#)

Feb 1, 2018 - Apr 12, 2018

**934 Members**



**934**  
Active Members





**Jennifer Rosenblatt** is 😄 feeling excited at MusicSpoke.



Admin · February 7 · Kansas City, MO

Hi friends! We are excited to have so many new members join our group! Let's introduce ourselves in a comment below and make some new friends. #WelcomeWednesday

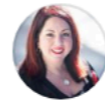


Tom Faucher, Claude Aldridge and 32 others

64 Comments

Like

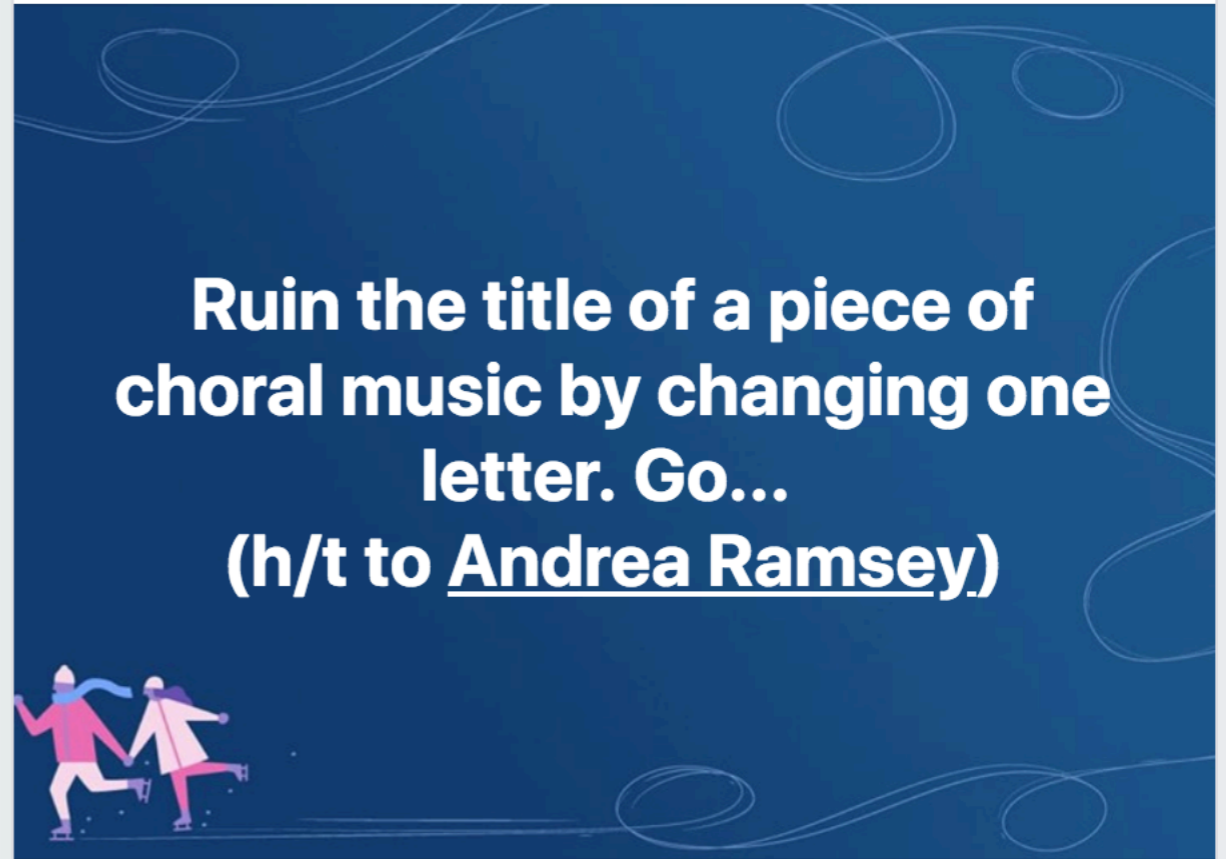
Comment



**Jennifer Rosenblatt**



Admin · February 22



Tim Sawyer, Gary D. Cannon and 16 others

164 Comments

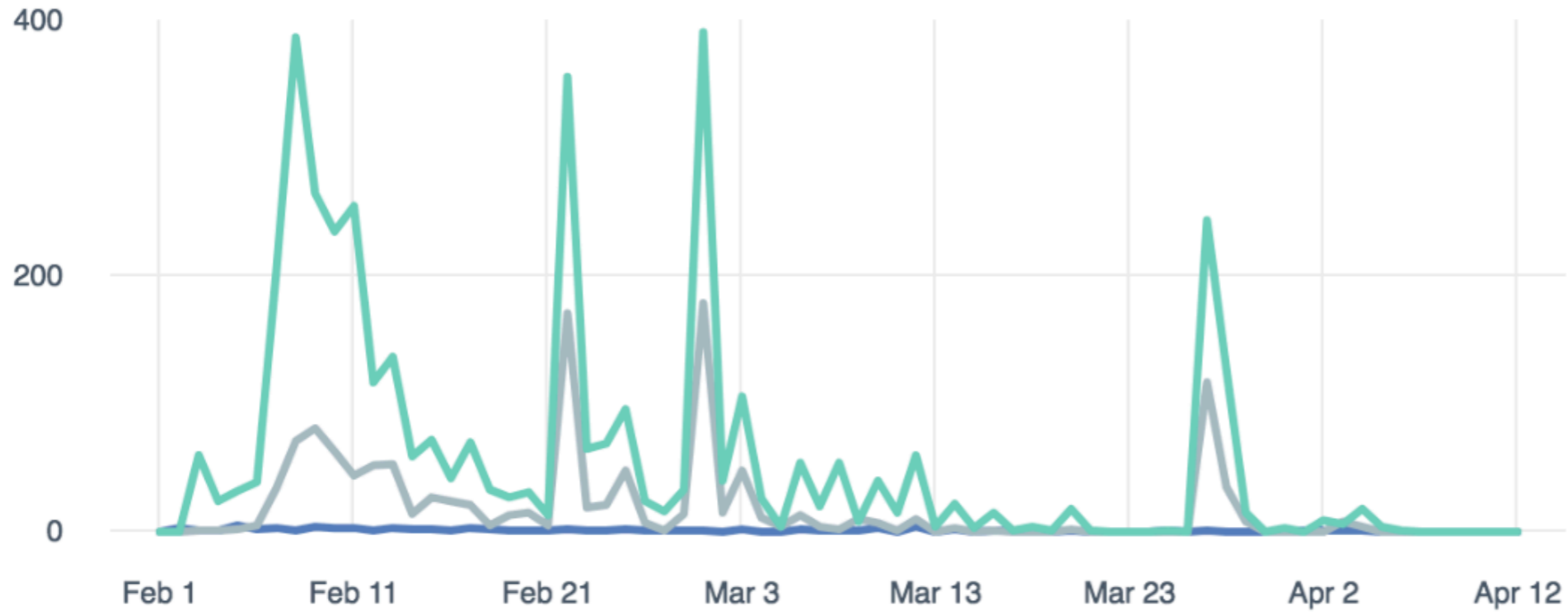
Like

Comment



Feb 1, 2018 - Apr 12, 2018

**79 Posts**   **1.3K Comments**   **4.1K Reactions**



**79**  
Posts  
**1,294**  
Comments  
**4,076**  
Reactions



**Kurt Knecht** - Happy Holy Week. Ruin a hymn title in one letter.  
Alleluia! The strike is o'er!

160

387

636



## Post Details



**MusicSpoke** created a poll — 🤔 feeling curious at MusicSpoke.

Published by Jennifer Rosenblatt [?] · February 25 · Kansas City, MO · 🌐

Crowdsourcing ideas for the MusicSpoke travel mug. Which one is your favorite?



Stainless steel outside

Stainless steel inside

This poll has ended.

65 Votes

**592 people** reached

**Boost Unavailable**

Robert Ross, Lee Kesselman and 2 others

1 Share

Like

Comment

Share

Buffer

## Performance for Your Post

**592** People Reached

**31** Reactions, Comments & Shares

<b>5</b> Like	<b>3</b> On Post	<b>2</b> On Shares
------------------	---------------------	-----------------------

<b>1</b> Love	<b>0</b> On Post	<b>1</b> On Shares
------------------	---------------------	-----------------------

<b>2</b> Wow	<b>1</b> On Post	<b>1</b> On Shares
-----------------	---------------------	-----------------------

<b>23</b> Comments	<b>0</b> On Post	<b>23</b> On Shares
-----------------------	---------------------	------------------------

<b>1</b> Shares	<b>1</b> On Post	<b>0</b> On Shares
--------------------	---------------------	-----------------------

**108** Post Clicks

<b>0</b> Photo Views	<b>2</b> Link Clicks	<b>106</b> Other Clicks
-------------------------	-------------------------	----------------------------

### NEGATIVE FEEDBACK

**1** Hide Post **0** Hide All Posts

**0** Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts



MusicSpoke is with Julia Seeholzer.

Published by Buffer [?] · March 8 · 🌐



Meet the Women of MusicSpoke. Happy #IWD2018.  
#SupportLivingArtists #SupportWomenArtists #FemaleFounders



**Get More Likes, Comments and Shares**  
Boost this post for \$30 to reach up to 35,000 people.

**2,382 people** reached

**Boost Post**

### Performance for Your Post

**0** People Reached

**25** Reactions, Comments & Shares

**117** Like **11** On Post **106** On Shares

**25** Love **3** On Post **22** On Shares

**2** Wow **0** On Post **2** On Shares

**0** Comments **0** On Post **0** On Shares

**11** Shares **11** On Post **0** On Shares

**0** Post Clicks

**0** Photo Views **0** Link Clicks **0** Other Clicks

#### NEGATIVE FEEDBACK

**0** Hide Post **0** Hide All Posts

**0** Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts



# Email Marketing



## This is what we do

We'll not totally, we just facilitate the awesomeness through our sheet music marketplace. But don't let that fool you, this is why we do it!



## Join the Community

Our private Facebook group is where it's at. Connect with our composers and receive exclusive offers.

[Join Now](#)





**Phyllis Donn** asked to join **MusicSpoke FamBam.**

2 hours ago



**Rachel Whelan** likes a post in **Women in Composition: "great to hear our music played at beautiful..."**.

2 hours ago



**Jeff Wall** likes a post in **I'm a choir director.**

Yesterday at 10:17 AM







**Joy Faith DeCoursey Porter** posted in **MusicSpoke FamBam.**

Tue at 10:59 AM



**Carrie Tennant, Dion Ritten and Jason Sickel** posted in **I'm a choir director.**

Wed at 1:43 PM



**Doug Scott** posted in **Pretentious Classical Music Elitists** on Wednesday.

Thu at 9:32 AM



**Dan Wagner** commented on a post in **I'm a choir director.**

Thu at 4:17 PM



# Meaningful Interactions

