



HOW CAN FACE BOOK HELP YOUR GROUP ?

You might consider setting up a FB group for your support group, FB groups can help you connect with people who might want to attend your group. It's a good way to boost group numbers, it's an excellent communication tool between meetings AND it's free AND if you like we can help you set it up and get it running

GROUP OR PAGE ?

You probably want to set up a GROUP rather than a PAGE for your support group

PAGES are good for broadcasting information

SHQ has a page where we share news about Self Help and Support Groups to the world <https://www.facebook.com/SelfHelpQueensland/>, please go and have a look and remember to “like” our page, please.

GROUPS are good for having conversations, for peer support and for reminding people about events

We have a group <https://www.facebook.com/groups/SelfHelpFacilitators/> that we are developing use as peer support group and learning circle for people who help facilitate Support Groups. If you would like to join contact us.

GROUPS CAN BE STRUCTURED IN A LOT OF WAYS

Our group is closed and secret which means that members can be confident of their privacy there are other groups that are open and public you can usually change the setting later on.

Most groups and pages have moderators who remove spam and make sure that people are safe. It's good to build a small team. I find that in a lot of groups the members look after each other as peers and colleagues

Admins and moderators would usually be working to increase participation,



encouraging the quieter people is a good goal. Like most of these things the Paraeto principle holds 80% of the posts will be made by 20% of the members, if you can do better than that let me know how you managed it

Groups can be used for therapy, they might employ a qualified therapist Self Help and Support groups are peer based and usually don't make any claims about being therapeutic. Making this kind of claim puts us in a very difficult situation

GROUPS CAN BE ONLINE, IRL OR BOTH

Some groups are run completely online and many of these groups are international they can have large numbers of members and be very useful.

Other groups have face to face meetings in a local area and use FB groups to support these meetings.

I think that Face to Face meetings are very important, so one group I facilitate has weekly meeting and we are working to use FB to support those meeting.

SETTING UP A GROUP

If you are interested in the mechanics of setting up a group

FB has some good help pages

https://www.facebook.com/help/1210322209008185/?helpref=hc_fnav about how to **Join and Interact with Groups**

and **how to set up groups**

https://www.facebook.com/help/1629740080681586/?helpref=hc_fnav

If you contact us at Self help Queensland we are always happy to help.

PAYING FB MONEY TO ADVERTISE?

I wouldn't. I think that you don't want thousands of members in your group, especially if you are holding local meeting in your area. We did experiment at one time with paid advertising for the page, we didn't have a very good response

We think that we have a very specific group of people that we would like to work with, people who are interested in the facilitation of support groups, primarily in Queensland. Personal connections and referrals seem to work a lot better than advertising.

AN EXAMPLE OF GROUPS USING FB PAGES AND GROUPS

APMA The Australian Pain Management Association also does a fabulous job if you want to have a look at a good example:

- They have a **website** <https://www.painmanagement.org.au/> where they make a lot of resources available
- A Facebook **page** where they broadcast information <https://www.facebook.com/yourAPMA/> about their activities and the communities of people working with pain management
- They have a closed **group** where volunteers and staff can share resources, ask questions and to support one another <https://www.facebook.com/groups/teamAPMA/>, you won't be able to see inside this group because it is closed but not hidden and they run about 20 **face to face support groups** across Australia https://www.painmanagement.org.au/images/painman/PDFs/APMA_Pain_Support_Groups.pdf