

Storytelling through Social Media

We have a story to share



Welcome to our Tool's tutorial!

On how to engage an audience & storytelling throughout the ages

Great stories shape our view of the world. This can be something we've been picking up on since we were little children – from watching our friends' Stories on Instagram to hearing the tender stories of our grandparents' youth and reading Greek myths, like the one with Theseus defeating the Minotaur. An inherent desire to communicate and engage with others has brought people together for as long as they had stories to record. Those narratives are a key element of societal cohesiveness and cultural changes and may drive to several conclusions about how society operates towards certain topics of interest.

Often the greatest communicators are those who manage to identify with their target audience, make their listeners empathize with them and share the same topics of interest. It becomes even better when the communicators drive their audience into taking action in favor of a good public cause like today's activism against climate change.



So, do you want to try it yourself?

All varying elements like our myths, history and national identities are interconnected through the ages in many great stories of conflict, war, leadership, power, art and moral lessons of those who lived before us. Myths and storytelling were often mediums to comment on current issues in an indirect way. Despite the medium, the duration, or the theme, refined storytelling techniques were developed through the years to support and enrich narratives.

That's why we designed a **6-steps guide to assist you with some of those techniques and teach you how to apply them in the digital age** in order to engage with young people towards the pursuit of a greener future and active citizenship.

6 Our Webtool in easy Steps

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1. Traditional Storytelling

From Homer to the digital age

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What is **traditional storytelling**?

The art of telling stories

The art of telling stories both orally and in writing, was a method used by ancient civilizations to transmit stories.

The Greek, Etruscan, and Roman civilizations used bards, or oral storytellers, along with monuments and even tombs to pass stories on to any willing audience.

According to one definition by Melody Jo Buckner (University of Arizona, USA), traditional storytelling involves a narrator transmitting a fixed story to an audience of one or more, employing **various verbal tones, physical gestures, and facial expressions to evoke reactions and participation from the audience**. This process is anchored in the reality that the story's basic structure never changes.

According to IGI Global's dictionary, the techniques used for traditional storytelling can be defined as an established or customary practice of **sharing knowledge, interpreting experiences, or passing on the collective wisdom of the culture to others** through oral narration, written word, or illustrations. Most stories feature a dramatic curve structure with **a defined beginning, middle and end**.

Traditional storytelling | From Homer to the digital age

A brief retrospective

From Homer to Hansel and Gretel

The history of storytelling goes back thousands of years. The very first stories were carved and painted in **caves** and depicted scenes and activities of prehistoric man's daily life, like the making of weapons and the hunting of wild animals (the greatest example of this is the Chauvet Cave in Southern France). Travelling a bit further in history, we find the popular Greek storytellers like Aesop and Homer, who made stories familiar to the ancient Greeks from as early as the 12th century BC. All these stories compose the term "mythology" (Greek word "mythos" meaning story-of-the-people and "logos" meaning speech). These two famous bards thrilled their audiences with oral tales told from memory, ranging from the fall of the Trojans to fables such as the Tortoise and the Hare, and often accompanied by music or actors.

Except for mythology, ancient Greeks used also "drama" to investigate the world they lived in, and explore what it meant to be human.

Ancient Greek drama had 3 genres: comedy, satyr or satirical plays, and most important of all, tragedy with Aeschylus, Sophocles, Euripides and Aristophanes being the four most famous playwrights.

Later on, other great example of storytelling is the **Bible**. It was written back in 1,300 B.C.E, with stories, myths, and legends about kings, gods, and prophets. These were tales and lessons with a religious purpose that people learned orally before being written.

Traditional storytelling | **From Homer to the digital age**

A brief retrospective

From Homer to Hansel and Gretel

Perhaps the next most famous storyteller of all times is the “Bard of Avon”, **William Shakespeare** (1564 -1616). Altogether Shakespeare's works include 38 plays, 2 narrative poems, 154 sonnets, and a variety of other poems. Shakespeare’s legacy is as rich and diverse as his work; his plays have spawned countless adaptations across multiple genres and cultures. His plays have had an enduring presence on stage and film. William Shakespeare continues to be one of the most important literary figures of the English language.

Traditional storytelling | From Homer to the digital age

A brief retrospective

From Homer to Hansel and Gretel

Not too long after the era of Shakespeare, stories that would come to be known as fairy tales started to be created in many parts of the world. Fairy tales are stories that range from those in folklore to more modern stories defined as literary fairy tales. Despite subtle differences in the categorizing of fairy tales, folklore, fables, myths, and legends, a modern definition of the fairy tale, as provided by Jens Tismar's monologue in German, is a story that differs "from an oral folk tale", written by "a single identifiable author", which can be characterized as "simple and anonymous", and exists in a mutable and difficult to define genre with a close relationship to folktales. The tales were mostly written with children in mind. They were created to teach children basic life lessons in storytelling form.

There have been a number of popular storytellers, but more notably we can refer to the German brothers Grimm and their Grimm's Fairy Tales, Antun Yusuf Hanna Diyab with his famous tales of Aladdin and Ali Baba and the Forty Thieves in the One Thousand and One Nights, Joseph Jacobs with Jack and the Beanstalk among tens of other works, Charles Perrault with Cinderella and Sleeping Beauty, Victor Hugo with Les Misérables and The Hunchback of Notre-Dame.

Theory: Traditional storytelling | From Homer to the digital

age The modern forms of storytelling

The modern history of storytelling can be said to begin with the invention of the newspaper. The first newspaper was published and distributed in 1690 and called Publick Occurrences Both Foreign and Domestic. Shortly after that, in 1704 the first Boston Newsletter was created, it was named The Statute of Anne, and it was an act of parliament that laid the foundation for centuries of copyright law across the UK and US.

The contribution of photography later on in modern history's storytelling cannot be by any means undermined. The gift of photography in the 21st century is impressive, and it all comes to a man named Joseph Nicephore Niepce, who was the first person to take a photograph and have it shown to the world.

Next, the most important step in the history of storytelling was the development of printed magazines by Frank N. Magill in USA, which came when mass printing of small books was made more affordable. Of course, the landmark of the 20th century concerning storytelling was the invention of film and most importantly in 1939, the invention of the 'Magical Box', the television. In 1971, Nutting Associates debuted the first-ever commercial video game for sale. The Computer Space was a coin-operated arcade machine. Unlike arcade games before it, it utilized a TV set for a display—and it launched the video game industry. In the 80's people started telling stories and sharing ideas using a whole new medium, musical videos and clips.

Theory: Traditional storytelling | **From Homer to the digital**

age The modern forms **of storytelling**

Landing in today's society, we clearly see that storytelling has made its presence extremely strong in the world of advertising and of course, social media. In this day and age, having a social media account means you have access to see everyone's life without actually being there. With social media looking someone up on the internet has never been easier. The internet has created a space for blogs, posting pictures, and events that you can attend. Social media has become the modern way we tell the stories of our lives and in the 21st-century, social media is a time capsule for all humankind. This whole evolution of storytelling we tried to cover in a few paragraphs reflects how people learn and communicate.

Whether being written on paper, orally expressed or typewritten on the computer, the voice of narration will always have a place and a purpose. Now the mediums have changed, though the core concept of using a sequence of events in an exciting narrative has remained the same.

At a first glance, digital storytelling means using technology to tell stories. You can tell digital stories in many ways, for example: through text on a website or a social media tool, through narration and images in a video, or through narration in a podcast.

Theory: Traditional storytelling | **From Homer to the digital**

age

What is digital
storytelling?

A digital story is a multimedia presentation combining a variety of digital elements within a narrative structure like text, images, video, audio, social media elements (e.g. Tweets) and interactive elements (e.g. digital maps). Digital stories are not just facts presented with accompanying images, they are narratives crafted to take the listener or reader on a journey. Just like a novel or a documentary, digital stories have a plot, characters, and themes. Digital storytelling is one of the most captivating techniques to convey messages and information.

[...] Digital storytelling combines the best of two worlds: the "new world" of digitised video, photography and art, and the "old world" of telling stories". (Dana Atchley, Digital Storytelling pioneer)

2. How to use social media to tell a story

Examples on 5 different social media platforms

[Go back to Index](#)



Using Social Media **to tell a story**

The aspects, the aims **and the arising questions**

Social media storytelling is the process of using social media platforms to tell stories about your brand, products, campaigns, public causes, climate, or whatever can captivate your audience. In storytelling it is important to create engaging stories to grab people's attention and initiate them to participate in some way. If utilized on social media, this can turn online audiences into your ardent followers. A good story on social media must convey some sort of moral lesson, thoughts, beliefs, or philosophy about the world and human beings. In order to tell a story, you are supposed only to talk. Right? Wrong. With social media, it is better to show your story rather than tell it. With social media, you have plenty of options to tell stories in new ways that cross the boundaries of traditional storytelling and traditional advertising. While you may be restricted in certain ways (for instance, length), you also have a number of tools at your fingertips.

This means something simple as creating a compelling video, infographic, or even using a stunning visual in combination with a catchy title to really get across your message.

Before beginning to create your story on social media, first you have to ask yourself some questions: **What is your aim? Which message do you want to convey? Who is your audience or target group? What emotions do you want to trigger? Do you want to initiate them to take some kind of action after listening or watching your story?** After answering all these questions, you are ready to embark on this journey, selecting the appropriate tools for your objective and goal.

How to use Social Media **to tell a story**

Examples of storytelling on **5 different social media platforms**

What kind of stories can someone tell using social media? Well, today's reality seems to bring to life any kind of stories really. It can be a post on Facebook about someone's personal development up to becoming a successful advertiser or an NGO's post about a new campaign for clear water in an African village, or even a "behind the scenes" story of a pop musician's life posted as a vlog (video blog) on Youtube.

How to use Social Media **to tell a story**

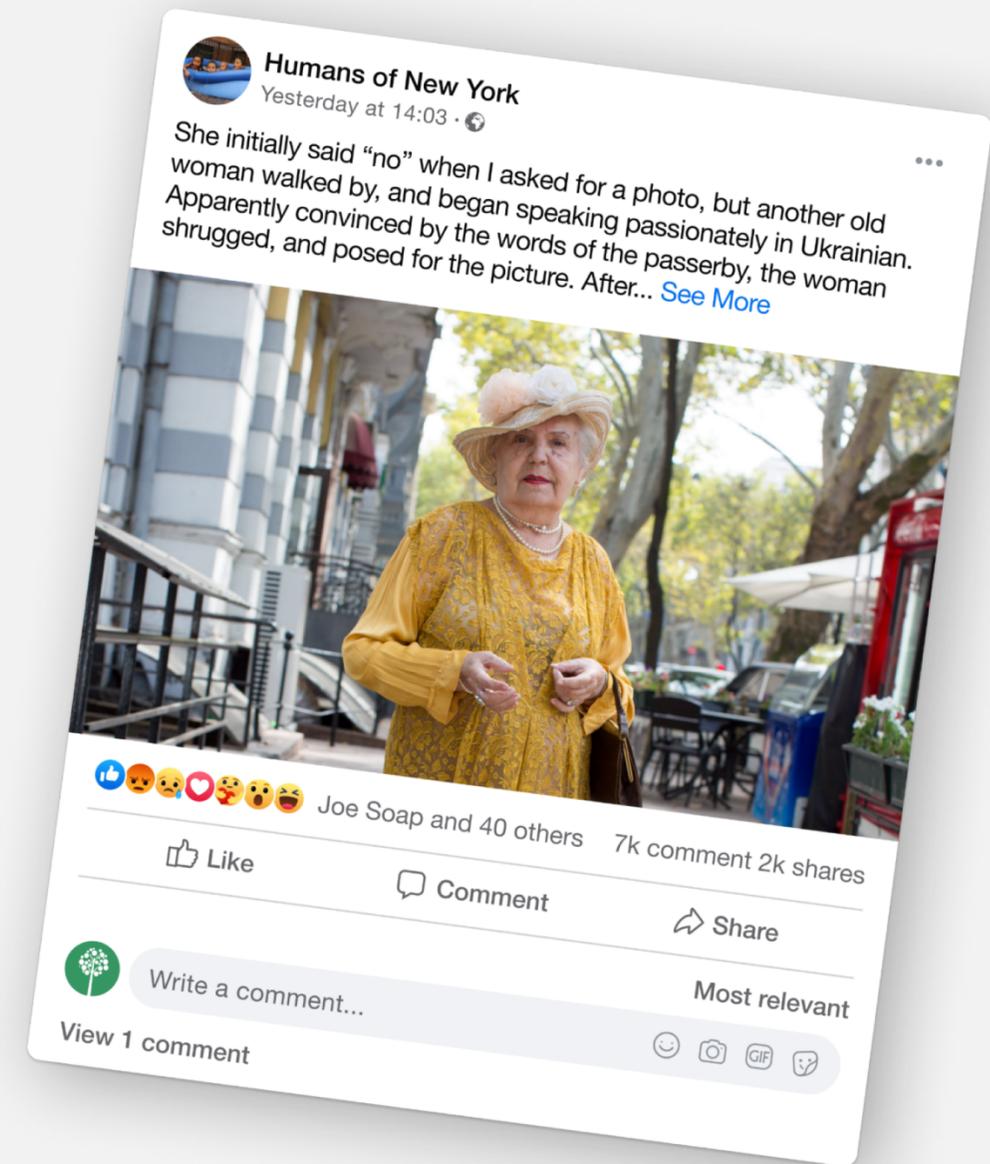
Examples of storytelling on **5 different social media platforms**

1. Facebook

Use a lot of words: As Facebook doesn't limit the number of words on a post, you can write an in-depth story. Instead of summarizing or just mentioning some key points, it's better to write longer Facebook posts.

See an example:

[@Humans of New York Facebook Page](#). It began as a photographic project with an exhaustive catalogue of the city's inhabitants, but along the way, the founder started to interview her subjects. Humans of New York has now over twenty million followers on social media, and provides a worldwide audience with daily glimpses into the lives of strangers on the streets of New York City. The posts are quite long and require people to click "See more," but they get significant engagement.



How to use Social Media **to tell a story**

Examples of storytelling on **5 different social media platforms**

1. Facebook

Use photos/videos to narrate your story: Facebook gives you the option to post photos and videos (up to 120 sec) to tell your story. You can post a number of photos or make a photo album with a series of photos on your page trying to get your message across.

See some good examples:

Farmer-owned cooperative [@Organic Valley](#) created a wall calendar of 2014 using photos of its farmers, and then including those images in a photo album on Facebook.

In the post, we read "Win a 2014 Organic Valley Calendar | Our 2014 calendars have arrived (just like the new year), and we're giving 25 of them away! Click through each month's photo and "LIKE" your favorite ones for a chance to win. We'll be randomly drawing our lucky winners on Friday, January 3, 2014 and contacting them through private message. So sit back, relax, and good luck!"



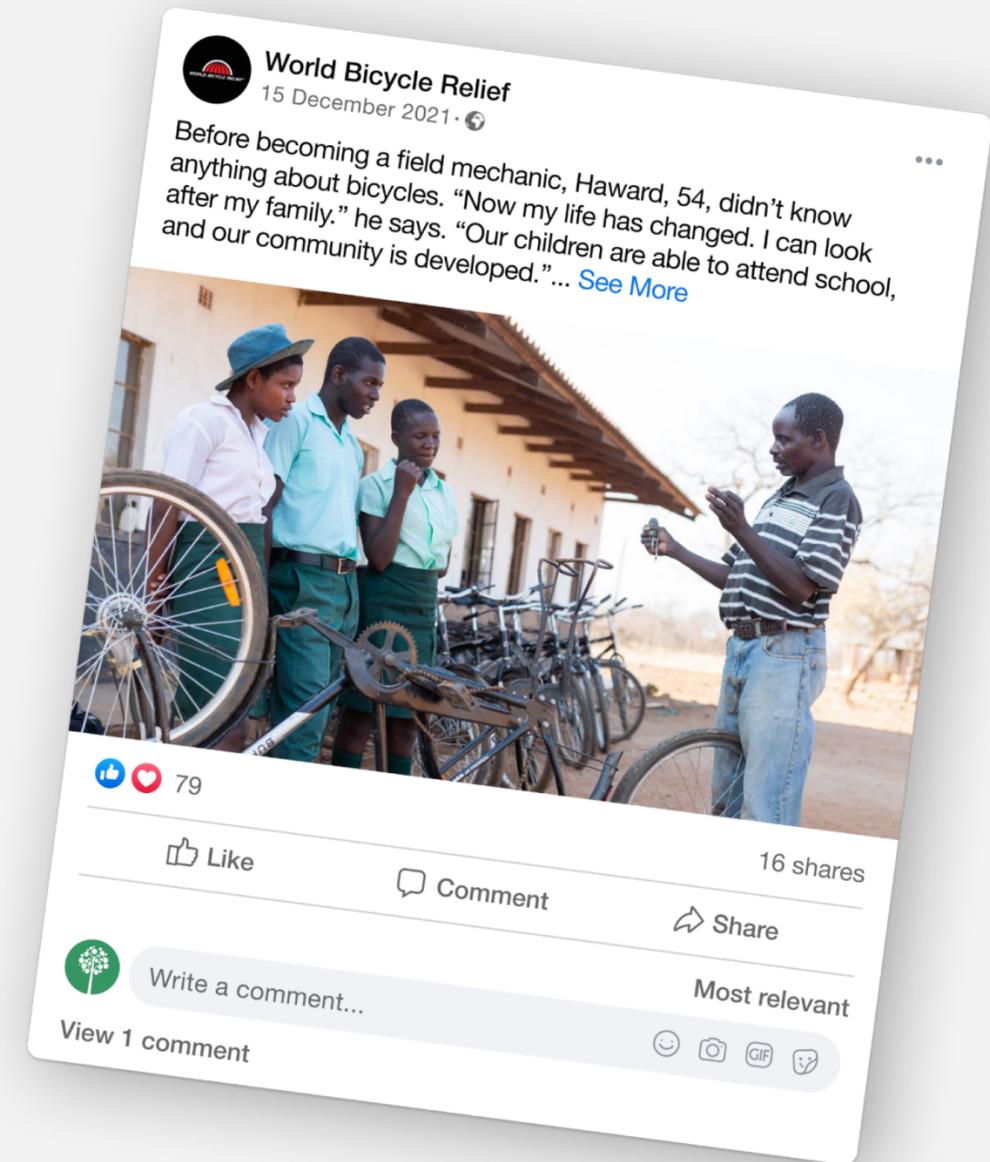
How to use Social Media **to tell a story**

Examples of storytelling on **5 different social media platforms**

1. Facebook

See some good examples:

In this compelling post by NGO [@World Bicycle Relief](#), they make it a point to share stories of the lives that have been impacted by the bicycles they distribute. Not only do the stories work to make the impact of donors tangible, they also literally put a face behind their organization by including a photo.



How to use Social Media **to tell a story**

Examples of storytelling on **5 different social media platforms**

1. Facebook

Other techniques

Post a Story on Facebook: Tell a fleeting story with Facebook Stories tool. These stories are short user-generated photo and video collections that can be viewed up to two times and disappear after 24 hours.

Go live: This technique needs some preparation because you cannot go back and fix it. Try to create a storyline using the three-act structure (set up, confrontation, resolution) for the live video. The content of your presentation could be tips you want to share, a behind-the-scene video, or a question-and-answer session.

How to use Social Media **to tell a story**

Examples of storytelling on **5 different social media platforms**

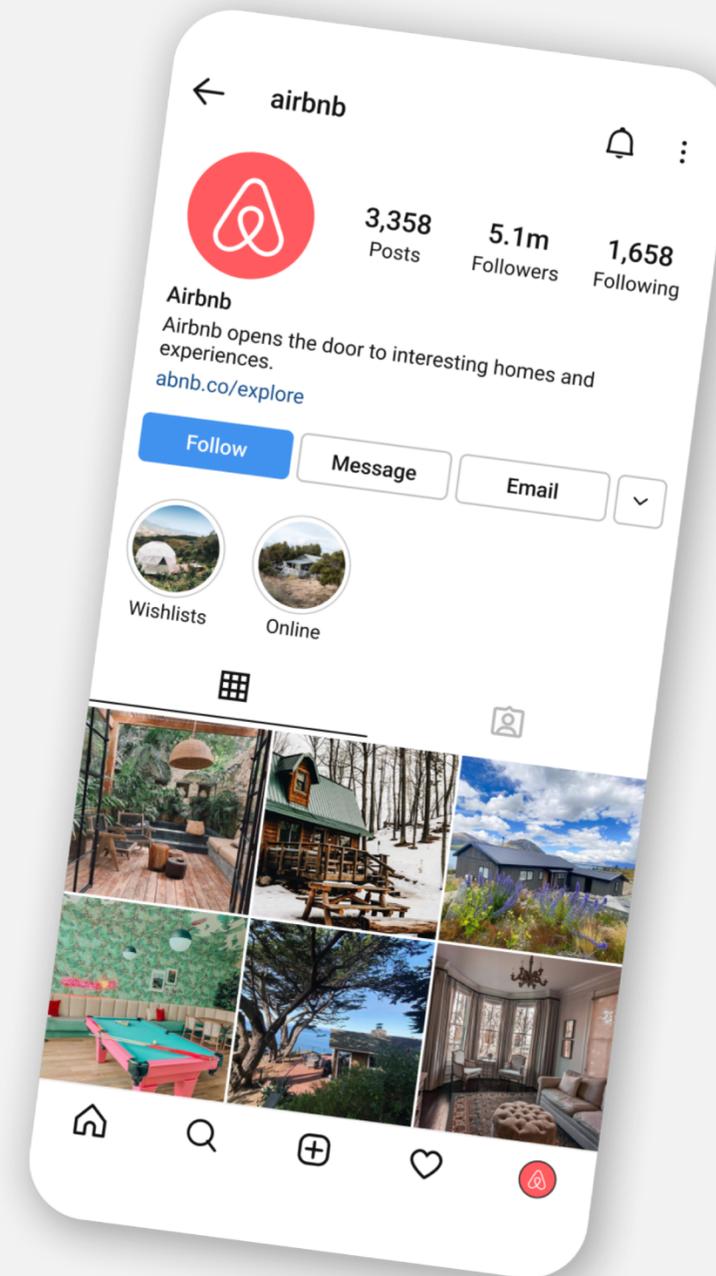
2. Instagram

Tell a visual story with your Instagram posts

Use photos with short captions. Instagram is a visual medium so it is better to focus on the visual part accompanied by a bit of a copy. Become a visual storyteller by making a visually appealing Instagram profile and portraying an exciting story simultaneously.

See some good examples here:

<https://www.instagram.com/airbnb/>



How to use Social Media **to tell a story**

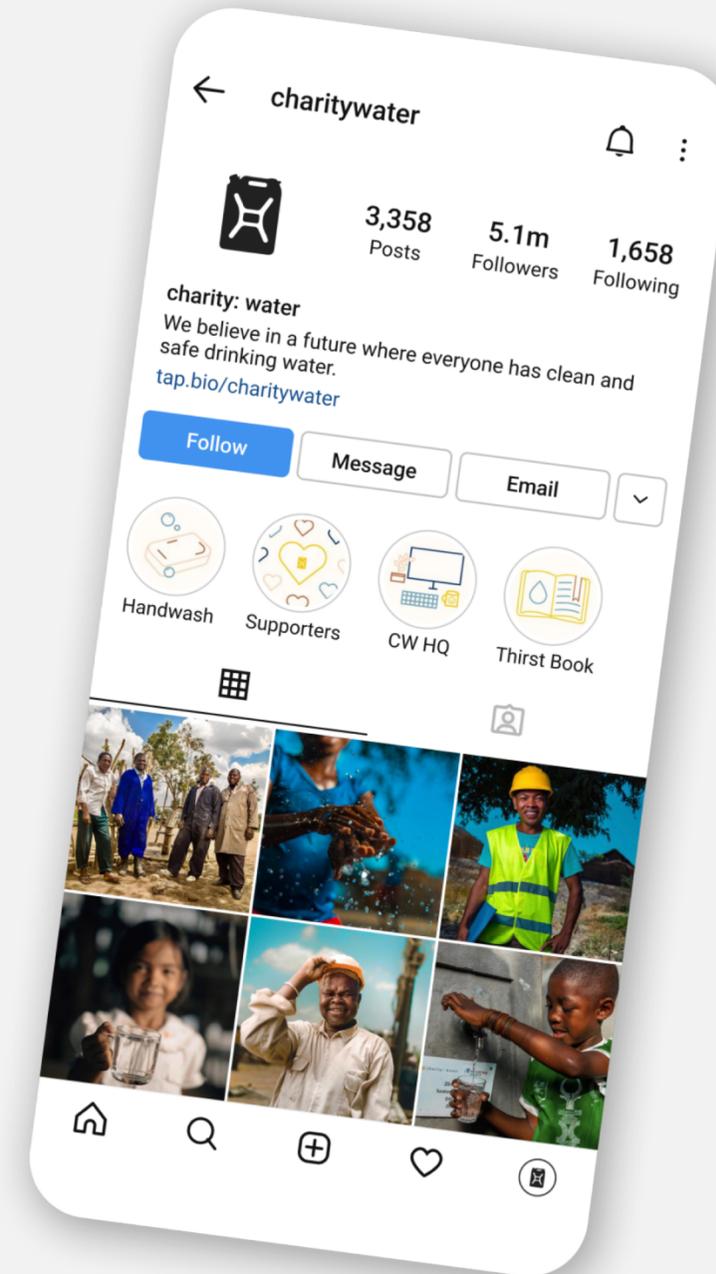
Examples of storytelling on
5 different social media platforms

2. Instagram

See some good examples here:

Charity Water organisation

<https://www.instagram.com/charitywater/>



How to use Social Media **to tell a story**

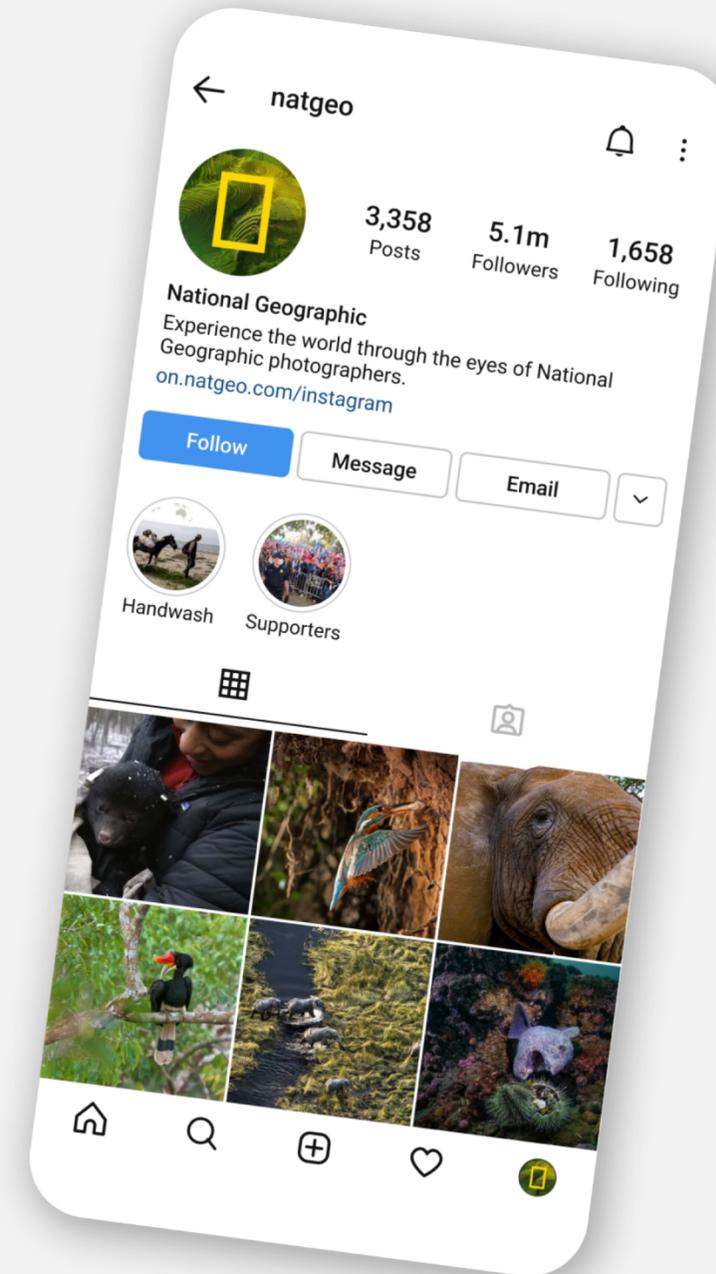
Examples of storytelling on
5 different social media platforms

2. Instagram

See some good examples here:

National Geographic

<https://www.instagram.com/natgeo/>



How to use Social Media **to tell a story**

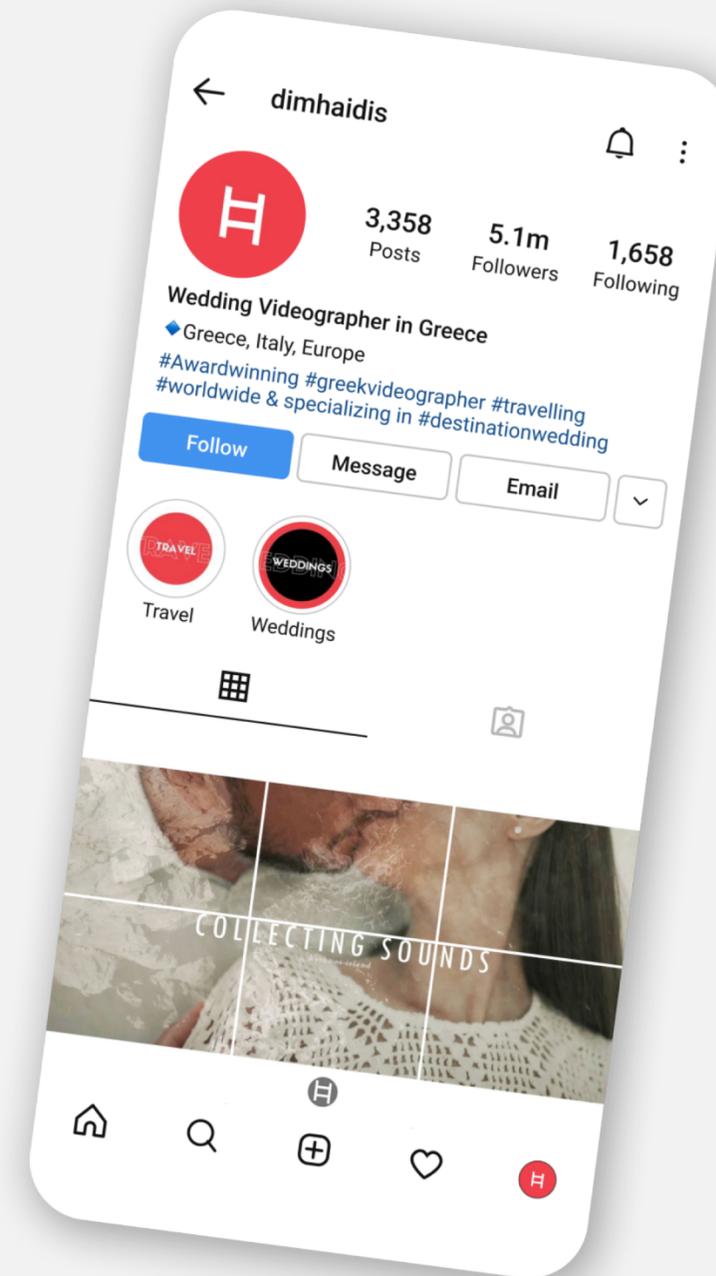
Examples of storytelling on
5 different social media platforms

2. Instagram

See some good examples here:

You can also use the technique with 3,4, 6, or 9 evenly separated images or videos that create a complete huge one. See an example here:

<https://www.instagram.com/dimhaidis/>



How to use Social Media **to tell a story**

Examples of storytelling on **5 different social media platforms**

2. Instagram

Create a short video or boomerang on Instagram

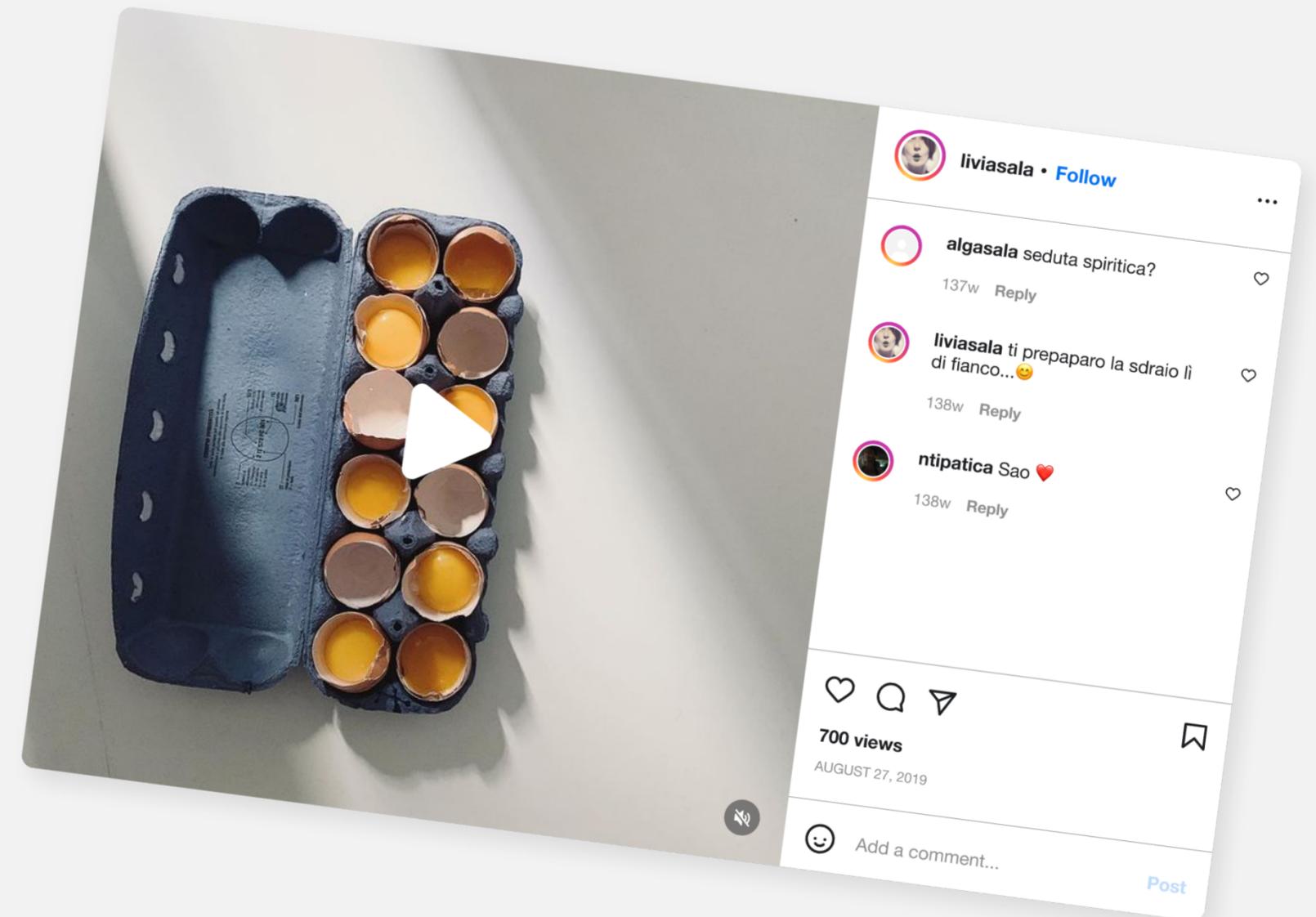
You can make short videos of up to 60 seconds. You do not need stunning footage to succeed but it is better to follow these guidelines: stick to the point, use on-screen captions to help storytelling, use text captions to expand on the video story and bear in mind that square videos are more popular than landscape ones.

See an example here:

<https://www.instagram.com/liviasala/>

A pro food stylist shares with her audience what she does during her afternoon break.

<https://www.instagram.com/p/drelgfHX6D/>



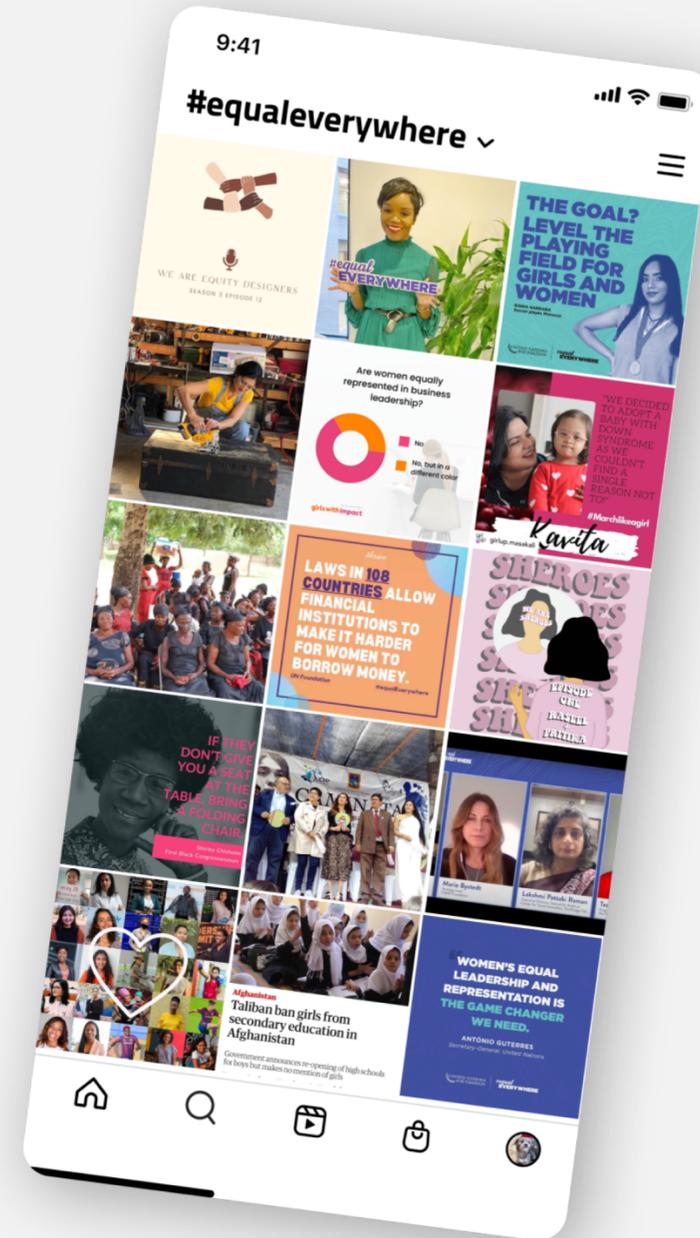
How to use Social Media **to tell a story**

Examples of storytelling on **5 different social media platforms**

2. Instagram

Curate user-generated content on Instagram

A popular and really productive idea to tell your story is through your audience's reactions. You can make a recurring series of posts on Instagram and try to make your audience engage and react by commenting on your original post including a photo of their own. Another way is to create a poll asking "Yes" or "No" to a controversial question posted in a video or even ask people to guess the outcome of your videos. At the end of the poll, you will repost the most interesting answers or simply the result of the poll finalizing your story there. A different way to ignite interest is to come up with a branded hashtag that reflects your theme/story and ask people to post on their accounts a short story concerning this topic including a photo. After the end of this campaign, you repost the best of these stories.



See an example:

In the [#EqualEverywhere](#) hashtag campaign, United Nations Foundation asked users to take the pledge and join their fight for an equal future. In addition to donations, they asked their fans to use ready-made social media templates and share their message with family and friends.

How to use Social Media **to tell a story**

Examples of storytelling on **5 different social media platforms**

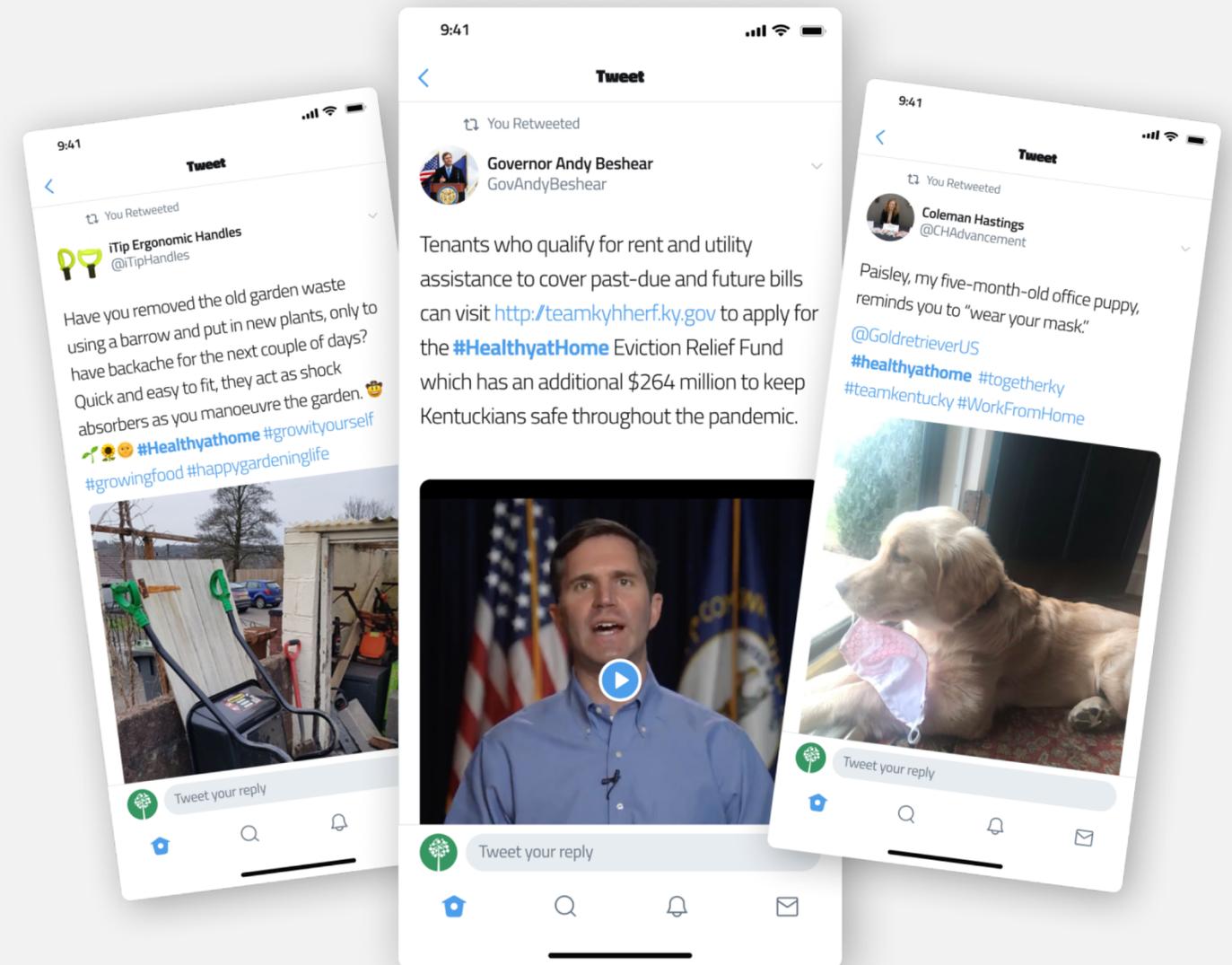
3. Twitter

Use a hashtag

Twitter is a very hashtag-friendly medium so it's a great idea to create your own hashtag that spreads your story across people. Then you write a short copy (Twitter allows only up to 280 characters per tweet) that expresses your theme/cause/story and ask people to tweet relevant themes using your hashtag.

See an example:

The #HealthyAtHome hashtag got a lot of positive responses from the Twitter community. Every user tweeted his/her proposal of staying at home. One proposes users to exercise at home using the stairs, another one shows her dog as a mask-reminder, a politician used the hashtag to promote the fund given to the tenants of his region.



How to use Social Media **to tell a story**

Examples of storytelling on **5 different social media platforms**

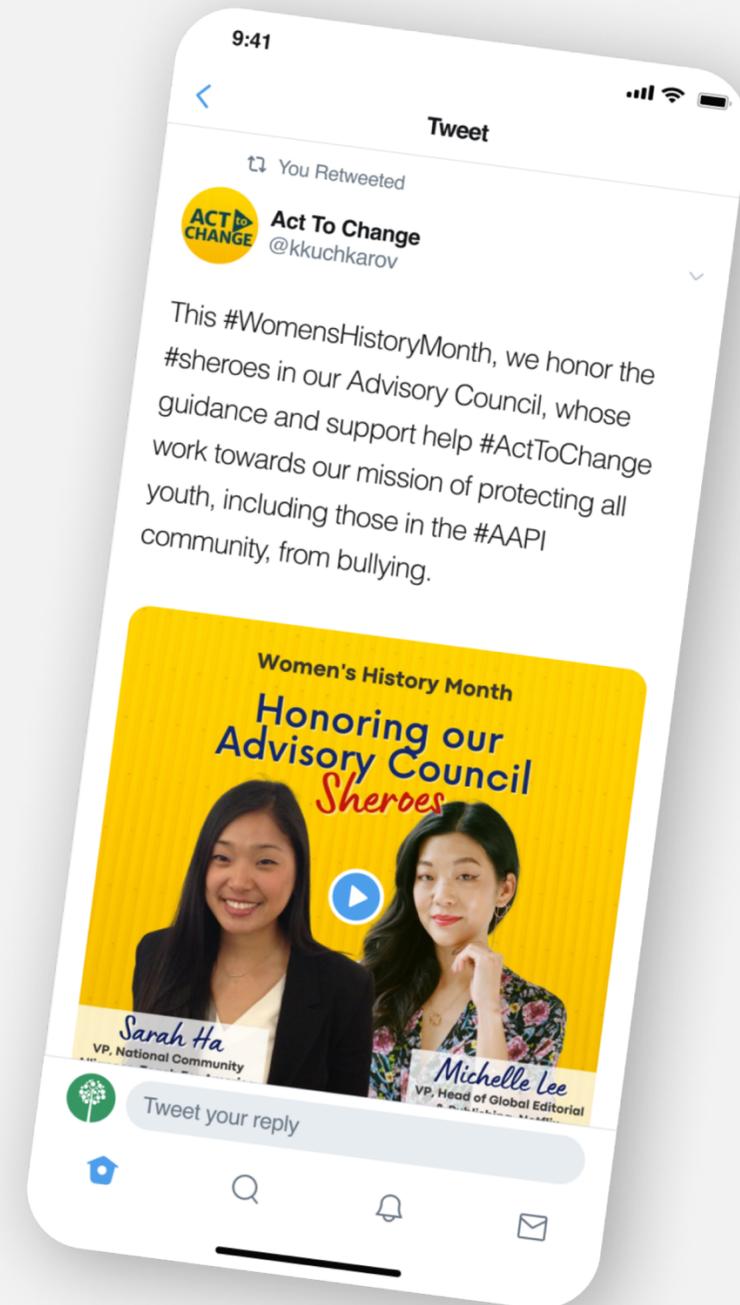
3. Twitter

B. Use the Twitter moments function

Perhaps you will find it hard to tell your full story in a single tweet. Here comes this tool, Twitter Moments, which enables you to create and curate longer-form content to tell interesting stories. To get started all you need is a title, a description, Tweets, and a selected cover image. Create a Moment by developing collections of notable Tweet conversations and live commentary, or weaving together Tweets that tell a powerful or interesting message.

See an example:

Here is the example of Allure Magazine that used the Moments tool to tell the personal story of its CEO life. It is proven that people (here the customers) relate to personal stories more than with anything else including testimonials or reviews. Personal stories build brand awareness and loyalty. Twitter Moments allow telling personal stories effectively.



How to use Social Media **to tell a story**

Examples of storytelling on **5 different social media platforms**

4. Youtube

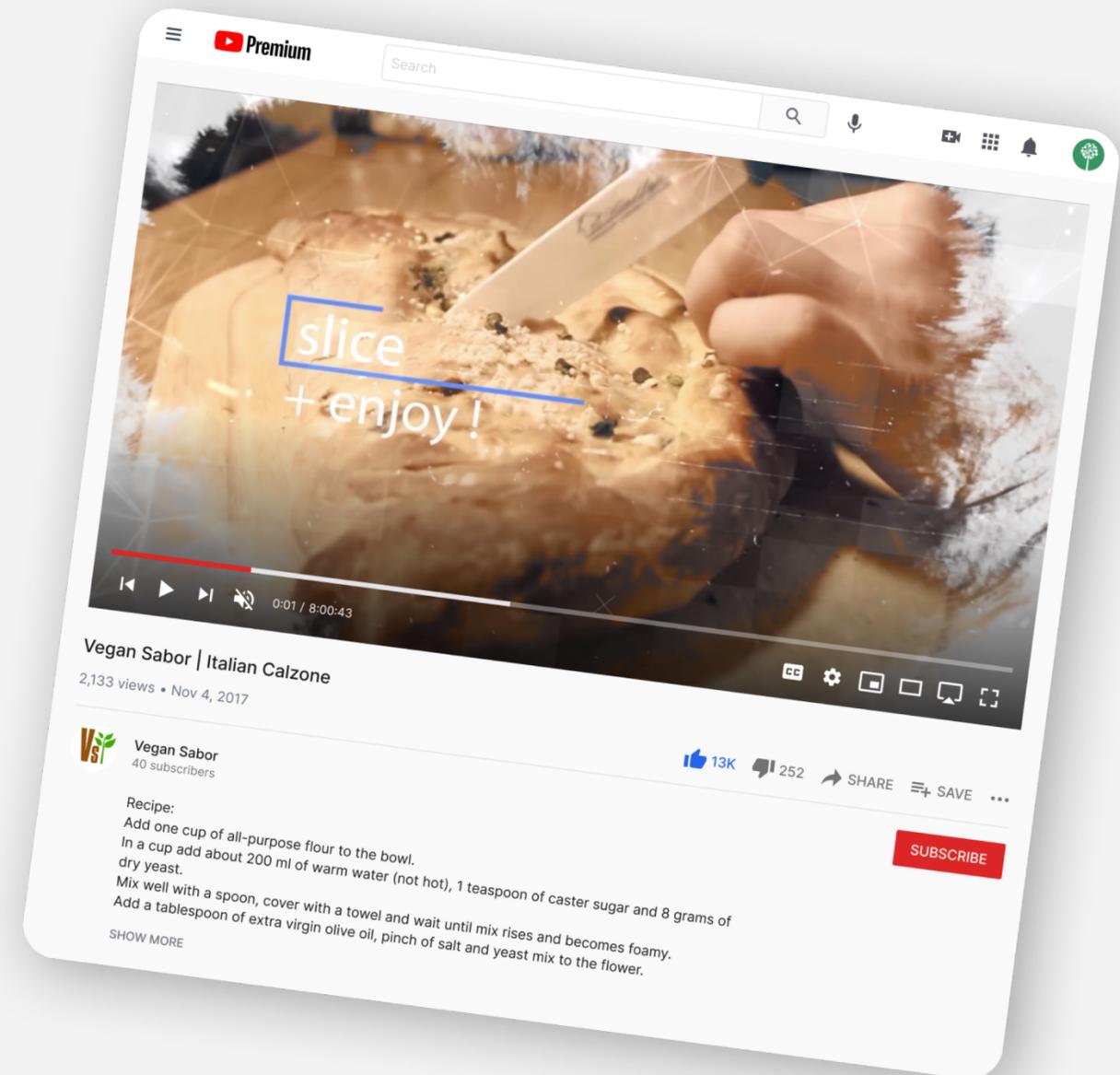
What else? The video of course!

Video is actually the future of everything: marketing, social media campaigns, education, etc.

It can capture people's attention more than text content. You can start with a series of videos about your selected theme. Your videos don't need to be too long; keep them short but high-quality.

See an example here:

Here this user, [Vegan Sabor](#), tells his story – a recipe he tried at home – posting this great homemade video spicing it up with his personal touch!



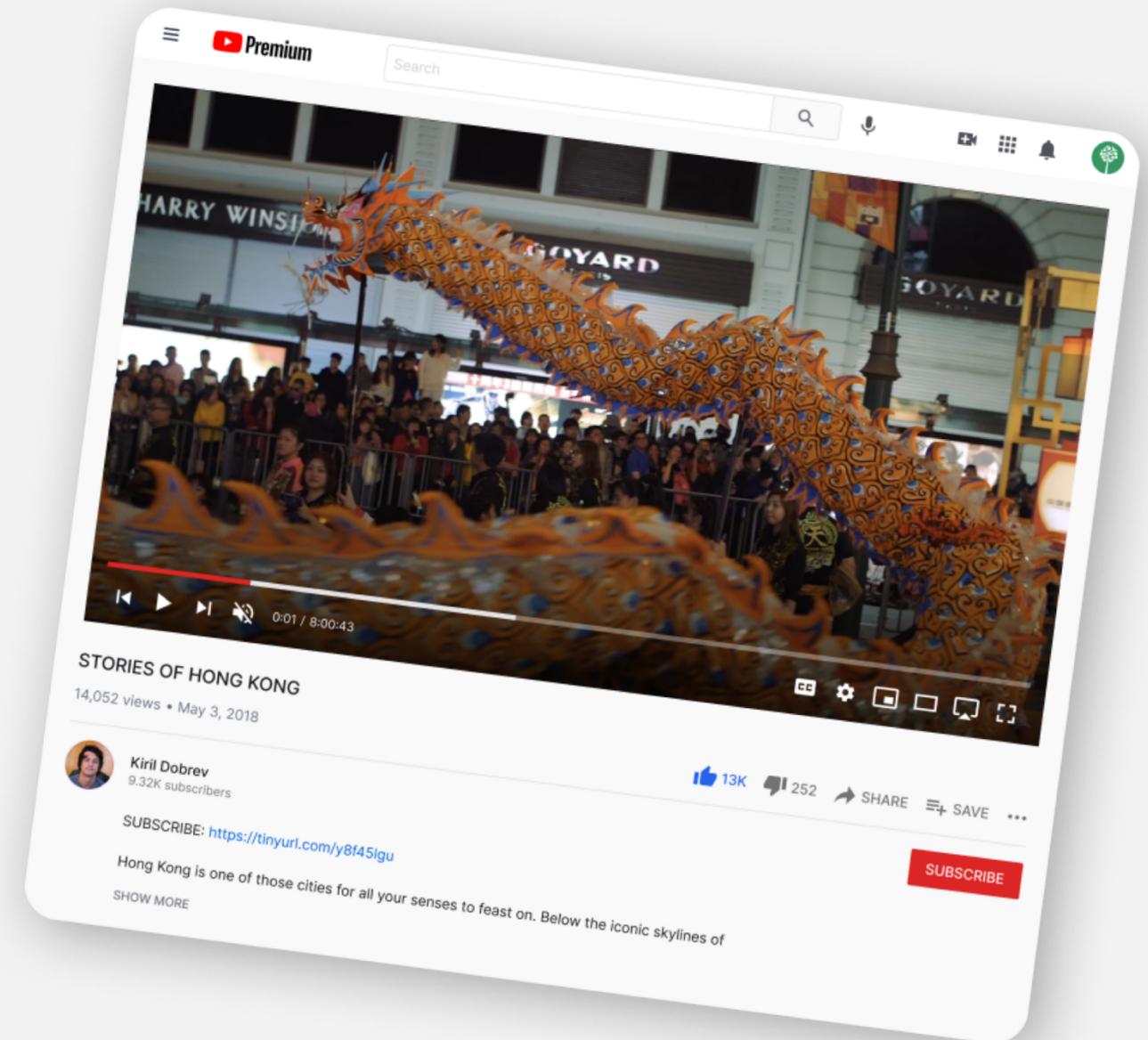
How to use Social Media **to tell a story**

Examples of storytelling on **5 different social media platforms**

4. Youtube

See an example here:

Here in this video, YouTuber, [Kiril Dobrev](#) perfectly exemplifies what sensory igniting storytelling can do. He illustrates the sensation of being in Hong Kong, not simply through visuals but with physical motions and audio effects.



How to use Social Media **to tell a story**

Examples of storytelling on **5 different social media platforms**

5. Tik tok

Tik Tok has become one of the fastest-growing social media platforms today. The app has made it to over 150 countries and has over 1 billion users. It's a favorite for the 13 to 40 age demographic.

Tips for making a post on Tik Tok:

- Grab the attention of your audience straight away within half a second.
- One great way to do that is to make a controversial statement to hook them.
- Set your theme immediately.
- Add the information & details.
- Get people involved.
- State the resolution.
- Produce unique material for Tik Tok that cannot apply to other social media platforms. It has to be authentic, human-centered and look intuitive.

- With Tik Tok, you have to be alert for constant changes, trends and sounds that pop up daily.

● **Some online tips and advice to make storytelling on Tik Tok :**

<https://www.youtube.com/watch?v=JAKHI6JwDZg>

https://www.youtube.com/watch?v=1_S-8A1fw2M

<https://www.cognitomedia.com/our-thinking/four-lessons>

<https://www.tiktoksurprisingly-radical-storytelling-device>

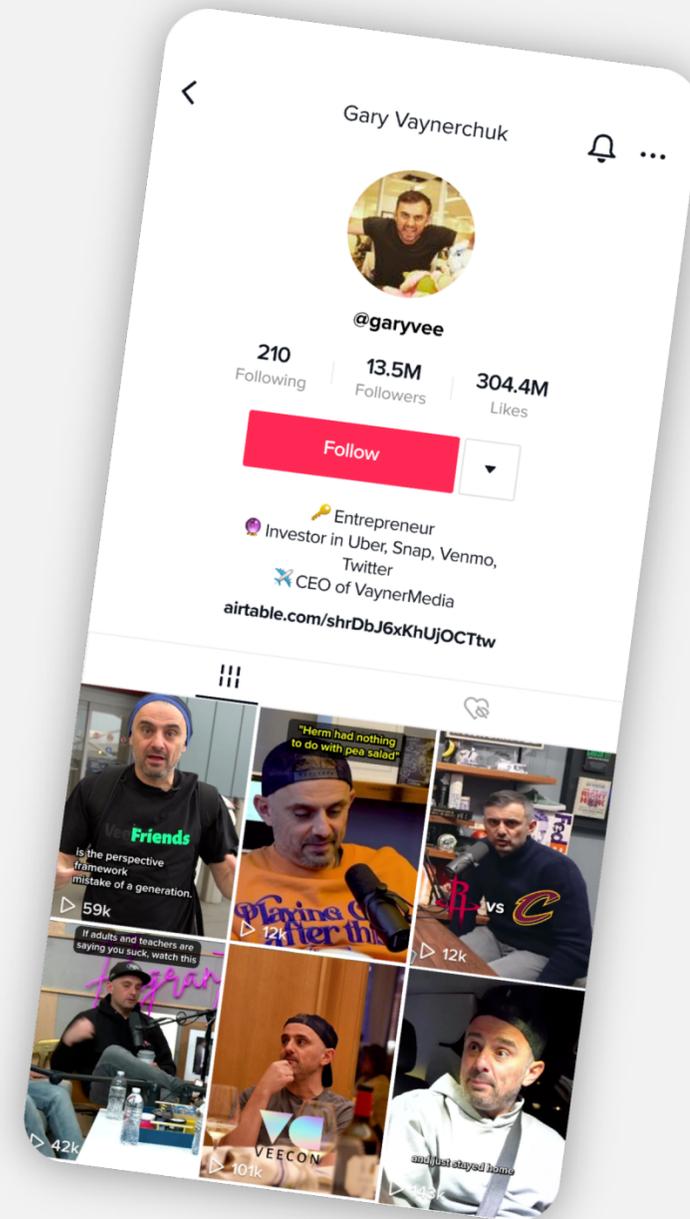
How to use Social Media **to tell a story**

Examples of storytelling on
5 different social media platforms

5. Tik tok

See an example: [@Gary Vaynerchuk](#)

His successful intros include some controversial statements like:
“I think being lazy is a good thing”.



How to use Social Media **to tell a story**

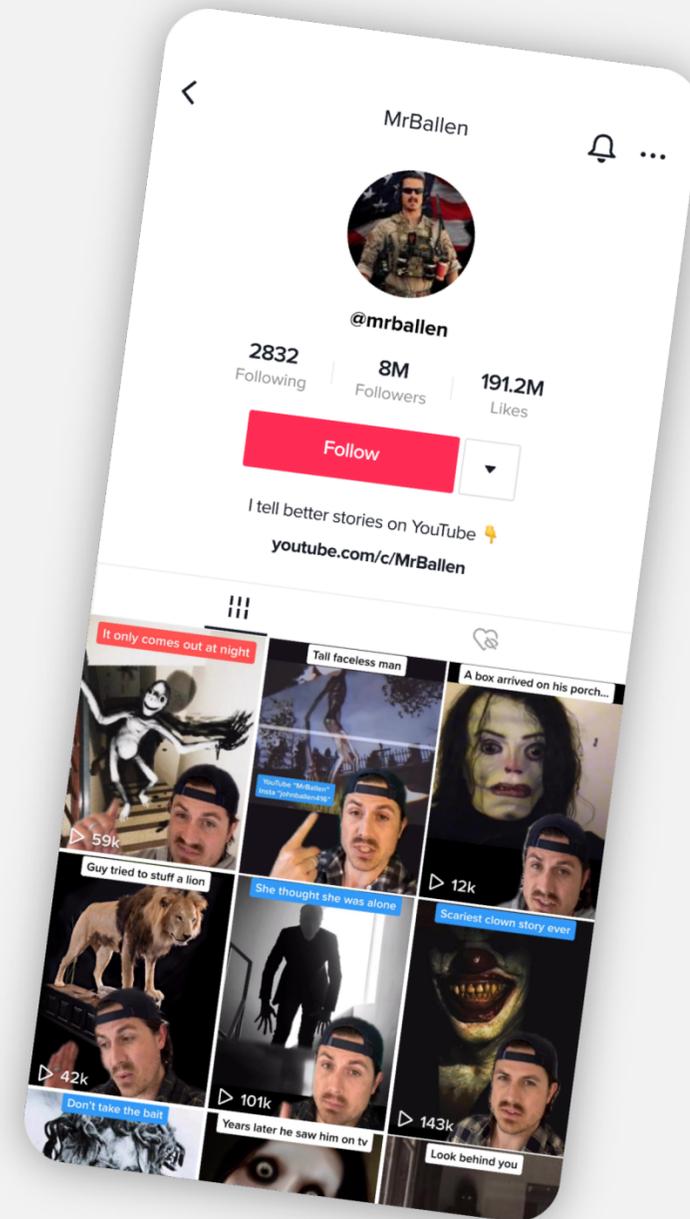
Examples of storytelling on **5 different social media platforms**

5. Tik tok

See an example: [@MrBallen](#)

He manages to grab the viewer's attention by stating something catchy like:

"By the end of this video you are watching you will want to search three words at Google".

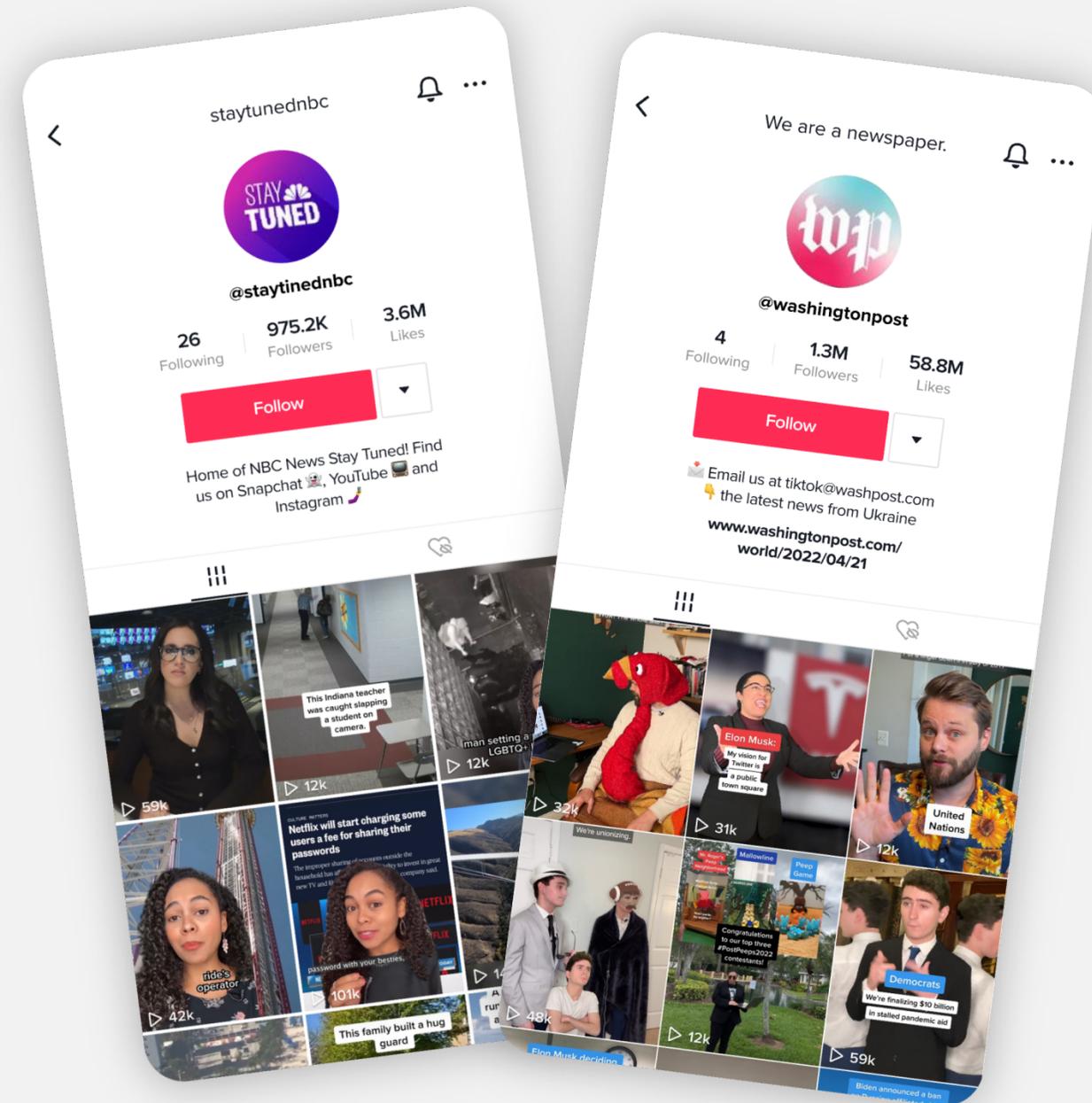


How to use Social Media **to tell a story**

Examples of storytelling on
5 different social media platforms

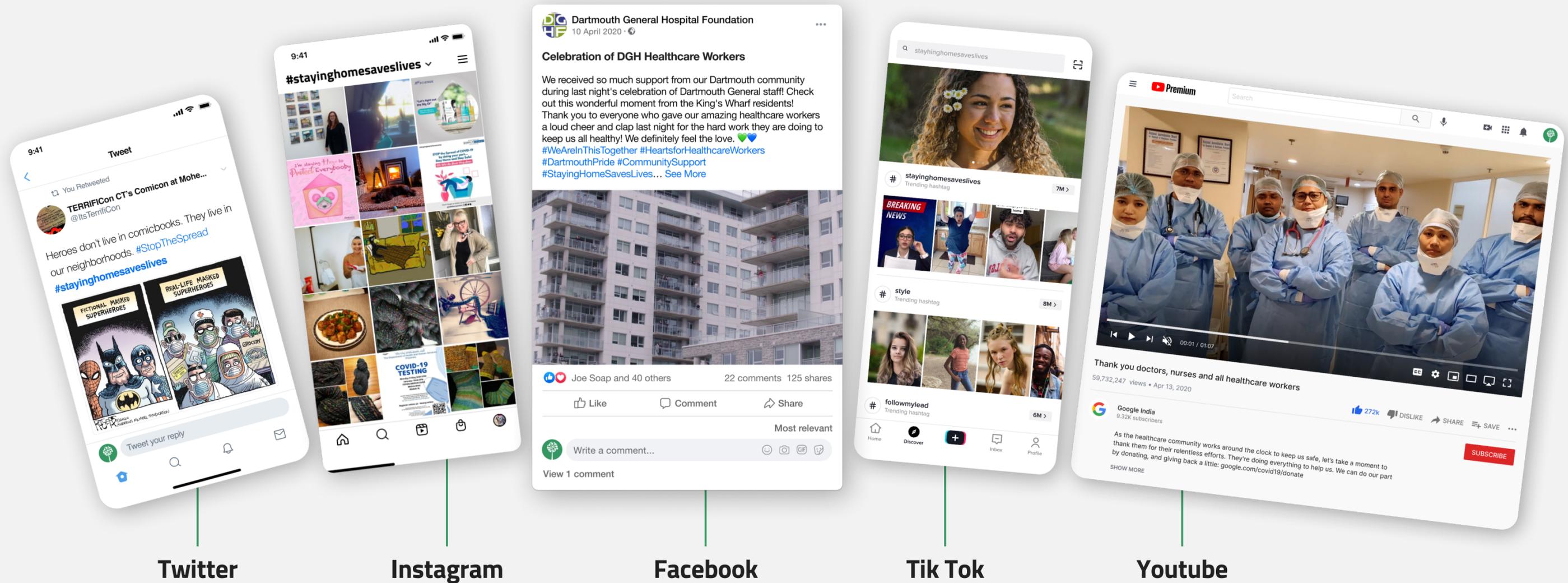
5. Tik tok

Tik Tok is also favored among news organizations like NBC ([@staytunednbc](https://www.tiktok.com/@staytunednbc)) and Washington Post ([@washingtonpost](https://www.tiktok.com/@washingtonpost)) in order to target younger audiences



How to use Social Media **to tell a story**

Examples of storytelling on
5 different social media platforms



3. Our tool

The aim, the main features
and the basic steps of creation



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Our tool: Collective storytelling **using fb groups**

Introduction

According to research, social media have created new opportunities for young citizens like yourself to interact with information and organise action. Adaptation of these ways is most visible among your peers (young people 16-30 years old), who are both immersed in social technologies, and least committed to older patterns of citizenship and information-use. However, it is noticed that youngsters lack the knowledge of how to communicate their message more efficiently and their communication skills need to be developed.

The tool we explore here and present to you, addresses the key objective to educate people like yourself, who are already engaged in active citizenship, on how to increase the impact of your communication skills on social media.

The Aim of the tool

Collective Storytelling through Social Media (fb groups)

The aim is to engage the public, more specifically the artistic and creative community in the climate change political dialogue, inspire action with a story and measure impact.

To provide our target group (young people) with tools for their personal empowerment, advocacy and expression, that works as an alternative to the physical, face to face political dialogue and interaction.

It gives the opportunity for community storytelling, produced among artists, youth organisations, youth workers and non-expert persons, using text and visual material that is shared on social media. Also, it gives the chance to present facts, thoughts, events and activities from anywhere and in any circumstances.

It provides the dynamics of collective creation.

The basic **features** of the tool

Collective Storytelling **through Social Media (fb groups)**

The tool we will explore here uses mainly **Facebook Groups** feature to make a Collective (Collaborative) Storytelling.

This does not exclude the use of other social media, like Instagram, Twitter, or Tik Tok, that can be used in parallel and in the same scope (although they have distinct functional characteristics).

For the sake of handiness, while we will be explaining how to build the tool, we will also give an example of a story we want to tell.

When your turn comes to implement the Tool, then of course you will choose your own idea for a story. Our idea here is to tell a futuristic tale describing a society in a time not so far from now in terms of technology, environment and community. So, as we unfold the steps of the tool creation, you can see analytically the steps behind building a Fb Group named [**"Futuristic Tale"**](#).

After finishing that, we will give another example named [**"Nick's story of Astypalaia"**](#) (page 74) which is somewhat different because it does not contain a collective narrative but rather an individual one.

Our tool: The basic **steps of creation**

Collective Storytelling through **Social Media (fb groups)**

Here, you can see **briefly** how to build the Tool in **6 main steps** (steps 2, 3 & 4 are elaborated **in detail** in the following pages/chapters):

1. Come up with an idea of the story you want to tell. The administrator of the group finds the main idea behind the story he/she wants to narrate and a strong name/title for his/hers facebook group. Here, we chose the idea of a Futuristic Tale describing a society in a time not so far from now in terms of technology, environment and community & we named the group "Futuristic Tale".
2. Create your Facebook Group. From now on, you will be called "the administrator".
3. How to build the "Futuristic Tale" example: The administrator posts an album with visual material of well-known or less known art connected with the story he/she wants to unfold. The aim is to trigger inspiration to upcoming group members and act as a training on the power of art as means of communication.
4. Write a welcome post explaining to your upcoming group members what you want them to do. In the caption, you can write the introduction of the story you want to unfold, e.g. "Once upon a time, not long away from our days, there was a place where people....". The administrator also provides keywords in hashtags (plus a unique # to be used by everyone) to be used in the stories and/or to be added to the visual material. Hashtags will be used so that one can find and read all the story episodes posted on the group page. Group members are invited to continue the story you chose to tell. They can use as many words as they want to write their caption. For the visual part they can either pick pieces of the album you have already provided & inspire them the best, or upload new visual material they have created (image, video) or material of another artist (providing the credits). The stories made by members can be fairytales, poetry, prose, narrative or even a dystopia. Members are encouraged to create characters and places for this society, add autobiographical elements, emotions and thoughts, personal experiences of life in nature, etc.

Our tool: The basic **steps of creation**

Collective Storytelling **through Social Media (fb groups)**

5. Group members are allowed to make comments on other posts. Audience engagement is triggered by liking, sharing and commenting on the content. Audience's actions are expected to empower the tool, and attract more people to engage and contribute to the narrative.
6. After finishing with the creation of the group, first post, etc, you can set up accounts with the same theme and in the same scope on other social media platforms, like Instagram, Twitter, Tik Tok, etc. There, you, the administrator will have to update the content with the posts made by the fb group members (after having asked for their permission).

4. Walk-through tutorial

Unlock the power of FB Groups beyond the basic features.

Go step by step through examples:
Creation-Structure-Curated assets

[Go back to Index](#)



Step 2*

First things first: How to create the tool's facebook group step by step

The administrator (you) must have a facebook profile already. After signing in your fb profile, you have the option to create a fb group and become the administrator.

Some general points to bear in mind:

- Create a public group so everyone can participate.
- Pick a strong name for your group. It should be something that defines and describes clearly its aim.
- Write a clear description for your group.
- Write a first welcoming post, where you describe what you expect from your group members. You ask them to follow the creative process you have already decided which is also described in the "group info" section.

- Invite people (your friends) to become group members. You can also find people who are not your friends in FB and send a friend request so they will become your friends and then you can invite them to the group.
- The content of the page is collectively produced. The members are contributing with their comments and visual input according to the guidelines. The group administrator (you) curates the content and approves or not the posts.

*Read a full guideline on Facebook Groups characteristics, potentials and advantages [in chapter 5, page 76](#).

See more guidelines on how to administrate your group here: <https://www.facebook.com/help/1686671141596230?helpref=aboutcontent>

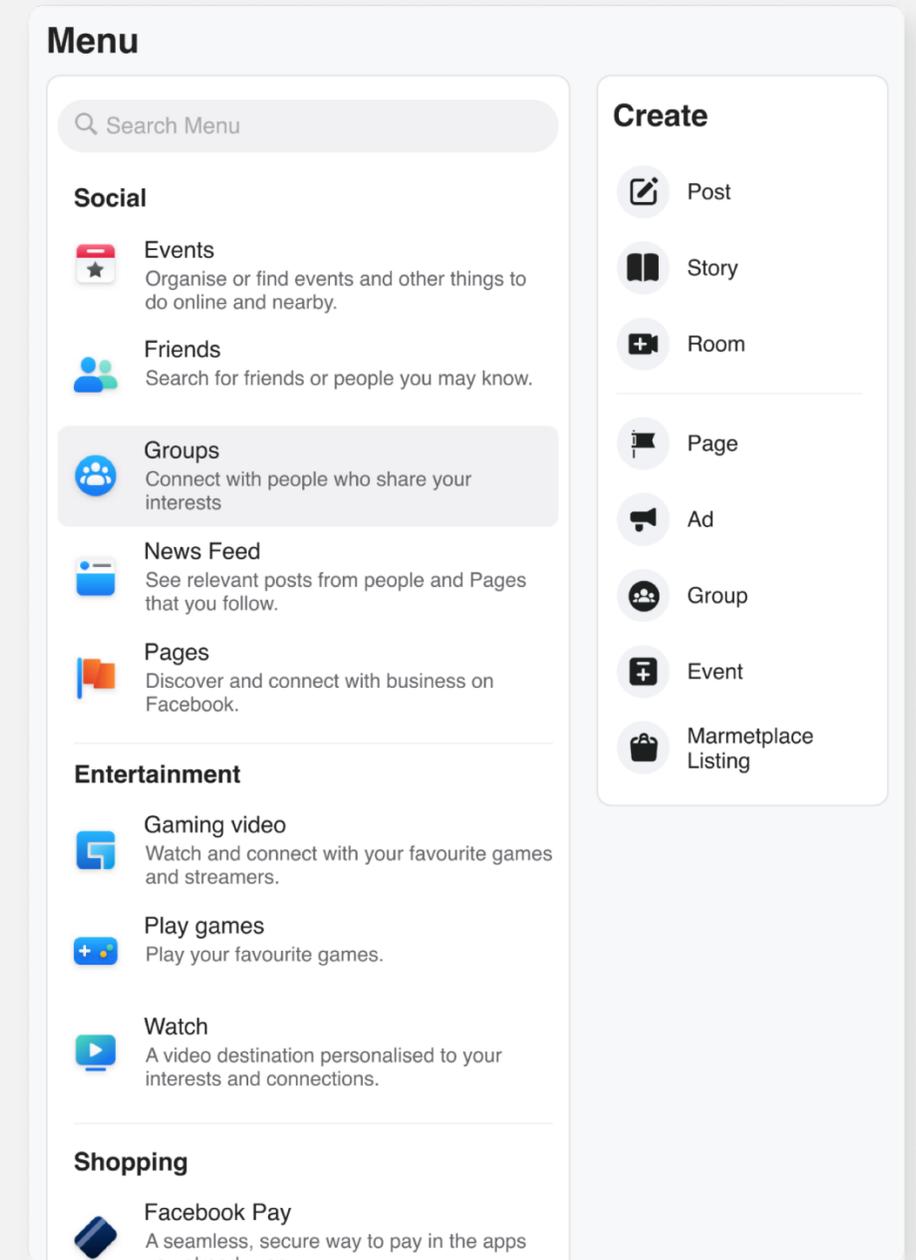
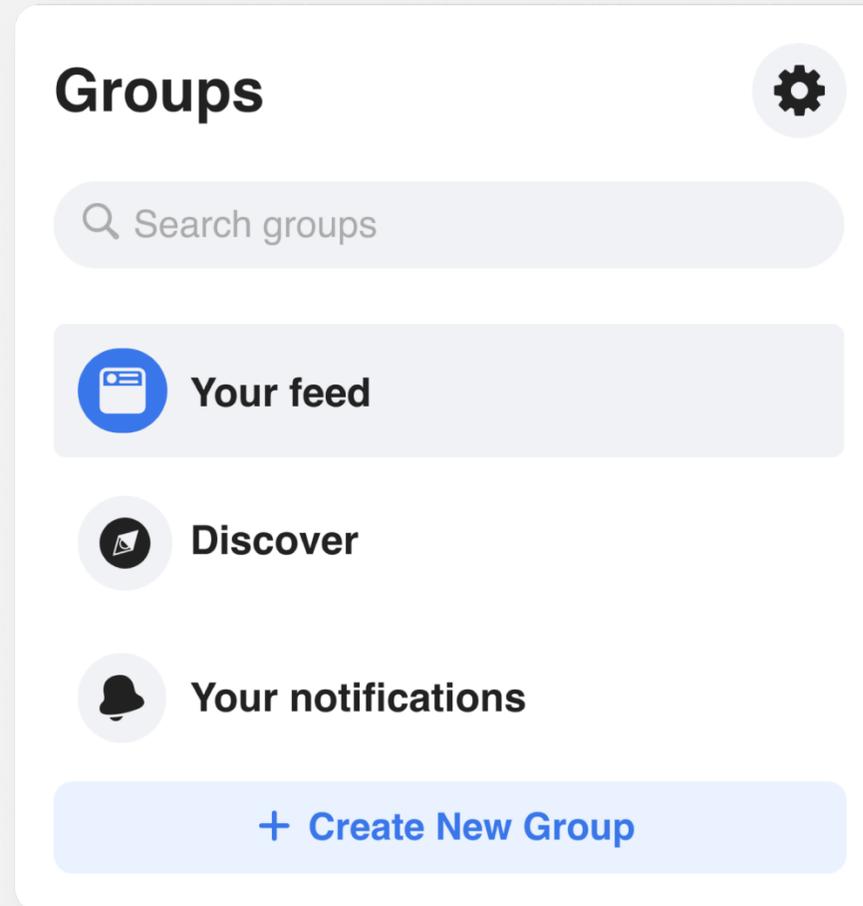
*For step 1 see previous chapter ([p.37](#))

Step 2 | How to create your group

Where to
start from

In you fb profile, click on the HOME icon.

Then, on the icon next to your photo & name,
click Create.

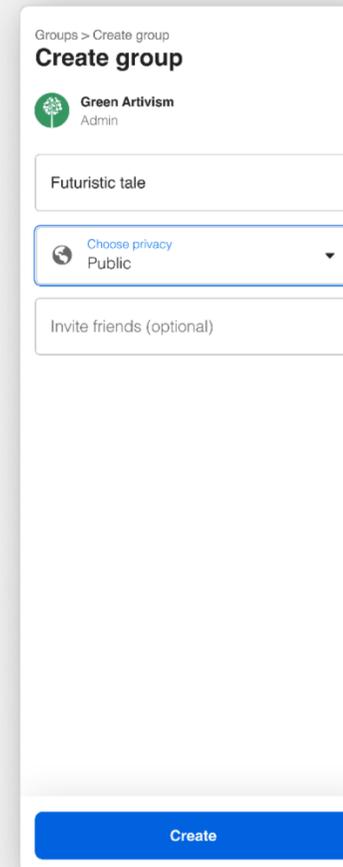


Step 2 | How to create your group

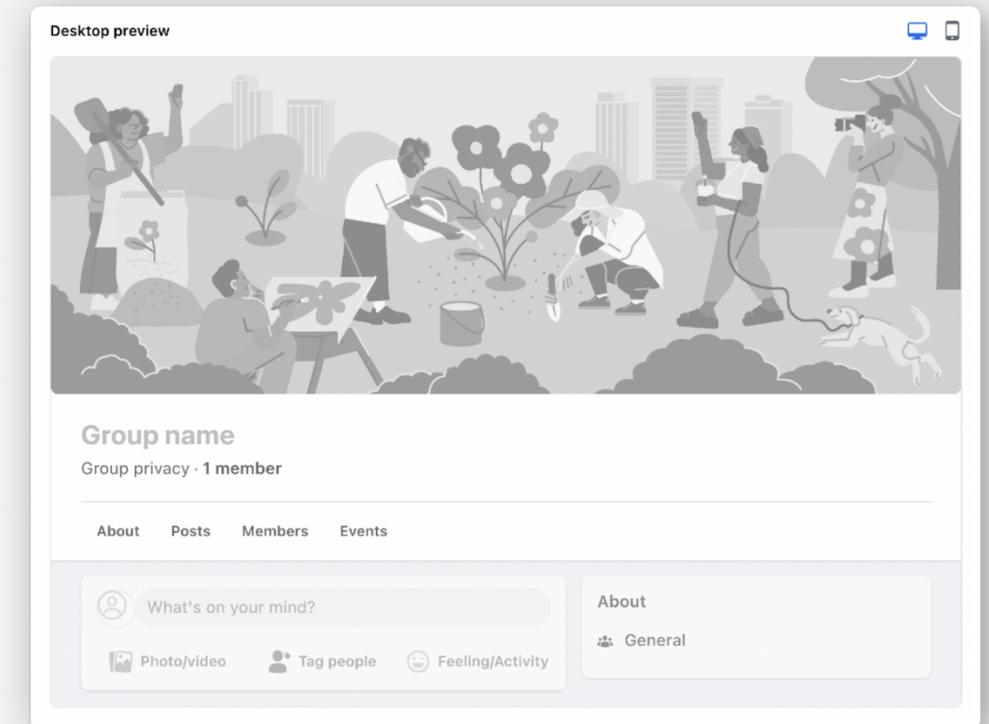
Invite your friends but first

Set a Title & Privacy level

1. Write group's name: "Futuristic tale"
2. Set privacy level(Public or Private): Choose "Public" (anyone can see who is in the group and what they post).
3. Invite friends (you can leave this for later when you will have completed your group's sections).
4. Click "Create".



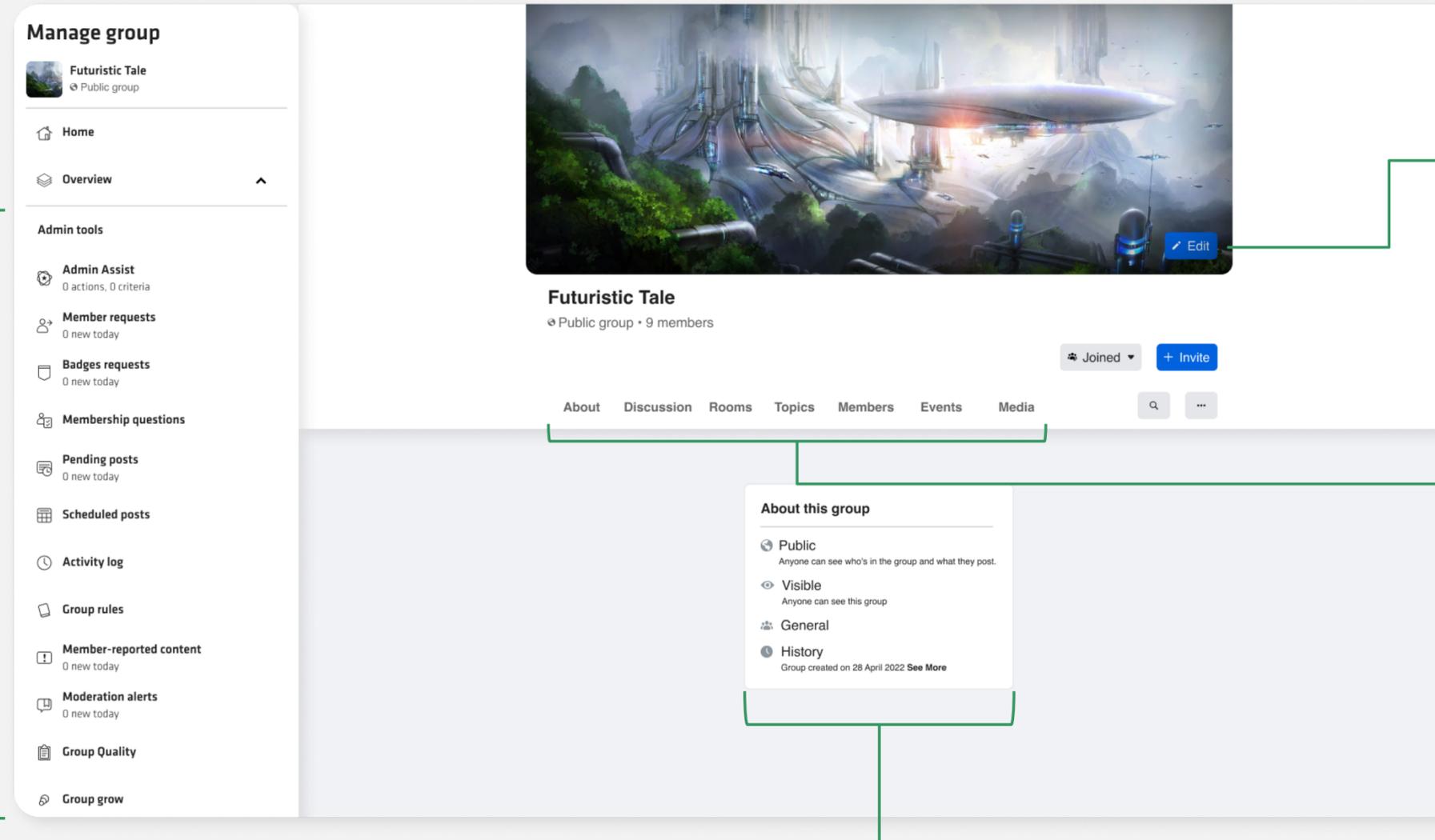
The screenshot shows the 'Create group' interface on a mobile device. At the top, it says 'Groups > Create group' and 'Create group'. Below that is a profile card for 'Green Activism Admin'. The main form has three sections: a text input field containing 'Futuristic tale', a privacy dropdown menu set to 'Public', and an 'Invite friends (optional)' section. A blue 'Create' button is at the bottom.



Step 2 | How to create your group

Manage group: The interface

A vertical menu on the left with all Admin Tools & Setting Tools. See next pages for the analytical explanation.



Here you can edit the cover photo of the group

A horizontal menu in the centre with 6 sections.

The main characteristics of the group

Step 2 | How to create your group

Vertical Menu with admin tools

Admin Assistant:

Here you take all the important decisions regarding the posts and the comments:

- What kind of posts should Admin Assist decline?
- What kind of posts should Admin Assist remove?
- What kind of posts should Admin Assist turn off commenting for?
- Which are the criteria for declining comments?
- **Also, there is this automatic assistant, who can take action on your behalf following your guidelines!**

The screenshot shows a vertical menu titled "Manage group". It includes a "Home" link, an "Overview" link with an expand/collapse arrow, and a section for "Admin tools". The "Admin tools" section is expanded to show a list of items: "Admin Assist" (0 actions, 0 criteria), "Participant requests" (0 new today), "Badges requests" (0 new today), "Participation questions", "Pending posts" (0 new today), "Scheduled posts", "Activity log", "Group rules", "Member-reported content" (0 new today), "Moderation alerts" (0 new today), "Group Quality", and "Group grow".

The screenshot shows the "Admin Assist" interface. At the top, there is a logo and the text "Admin Assist" with a sub-header "Save time, protect your group and accomplish more with automatic actions" and a link "How does it work?". Below this is a section titled "Add or edit criteria • 0" with the text "You're in control. Customise criteria to efficiently manage your group/". There are two main sections: "Manage people • 0" and "Manage posts • 0". The "Manage people" section has two criteria: "Approve member request if" and "Decline member request if", each with an "Add" button. The "Manage posts" section has three criteria: "Decline incoming post if", "Remove incoming post if", and "Turn off commenting if", each with an "Add" button.

Step 2 | How to create your group

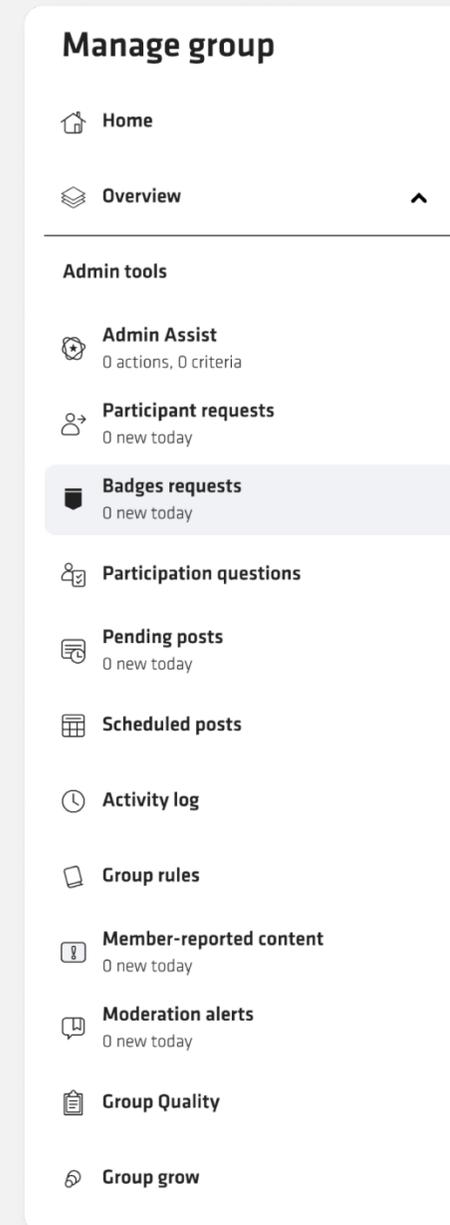
Vertical Menu with admin tools

Badge requests:

This is a feature that applies to your group members and also you the admin. Members can select badges and thus show people who they are or what they have accomplished in a group. If they acquire a badge and allow it to be displayed, it will appear on their group posts, comments and profile for the group. As an admin, you can propose to your group's members to select a badge. As an admin, you can choose between two badges for yourself: admin or moderator.

For group members: How to select a badge & put it next to their profile?

- Tap **Groups** and select a group.
- Tap your **profile photo** to the left of "Write something..." to go to your member profile.
- On your member profile, tap **Edit profile**.
- Scroll down to **Badges** and tap **Edit**.
- Choose which **badges** you'd like to appear on your group posts and tap **Done**.



Step 2 | How to create your group

Vertical Menu with admin tools

Badge requests:

The different types of badges you can select from are:

Moderator is like an Admin but with less domain.

See here for more:

<https://www.facebook.com/help/901690736606156>

Visual storyteller! This one seems perfect for our tool, where the aim is to share images, videos and words to tell a story and engage others with it.

| Badge name | Who can get it | How to get it | How long it's displayed |
|---|---|--|--|
| Admin | Group admins | Accept an invitation to be an admin of the group | Until an admin turns this badge off for the group Or Until an admin decides not to display the badge by their name |
| Moderator | Group moderators | Accept an invitation to be a moderator of the group | Until an admin turns this badge off for the group Or Until an admin decides not to display the badge by their name |
| Group expert <i>Note: This badge isn't available in all groups</i> | Eligible group members, admins and moderators | Accept an invitation to be a group expert for demonstrating knowledge on topics that the group cares about | Until an admin turns this badge off for the group Or Until a group member decides not to display the badge by their name |
| Founding member <i>Note: This badge is only available in groups created after 17 July 2018</i> | Group members | Share, invite people to join or post in a new group | Until an admin turns this badge off for the group Or Until an admin decides not to display the badge by their name |
| New member | Group members | Join a group | Two weeks, unless an admin turns this off for the group |
| Rising star | Group members | Create engaging posts within the first month of joining a new group | One month, unless an admin turns this off for the group |
| Conversation starter | Group members | Create posts that other members engage with regularly | One month, unless an admin turns this off for the group |
| Visual storyteller | Group members | Share images and videos that others engage with regularly | One month, unless an admin turns this off for the group |

Manage group

- Home
- Overview ^

Admin tools

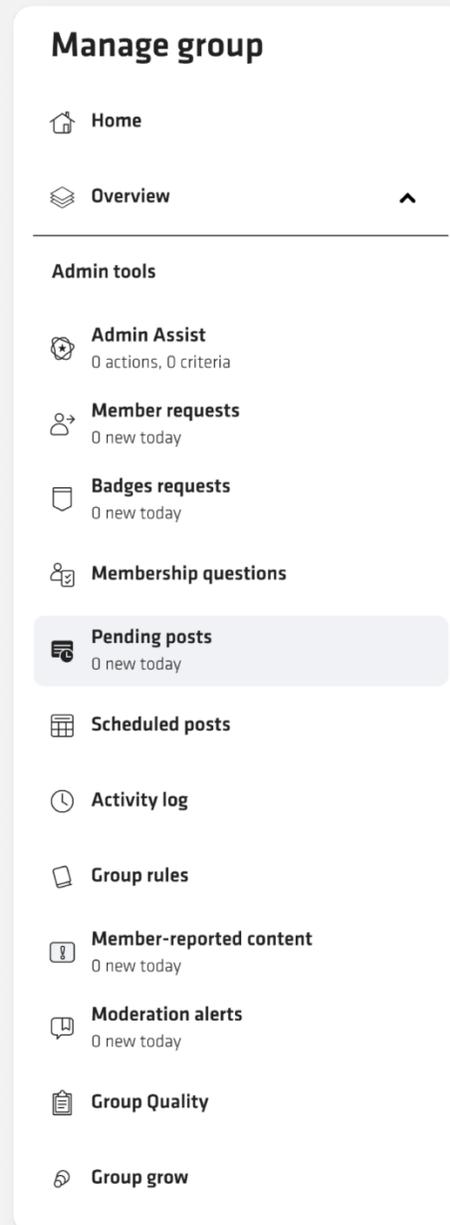
- Admin Assist**
0 actions, 0 criteria
- Participant requests**
0 new today
- Badges requests**
0 new today
- Participation questions**
- Pending posts**
0 new today
- Scheduled posts**
- Activity log**
- Group rules**
- Member-reported content**
0 new today
- Moderation alerts**
0 new today
- Group Quality**
- Group grow**

Step 2 | How to create your group

Vertical Menu with admin tools

Pending posts:

Here, you can see if there are any posts from your group members that you have not seen & approved in order to post them.



 **Save time with Admin Assist** [Set Up](#)
Automatically decline posts based on criteria you set up and control.



No pending posts

There are no pending posts to review

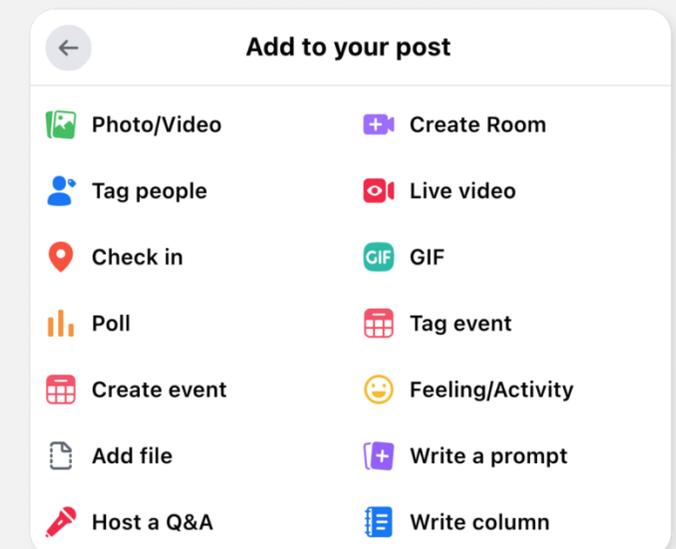
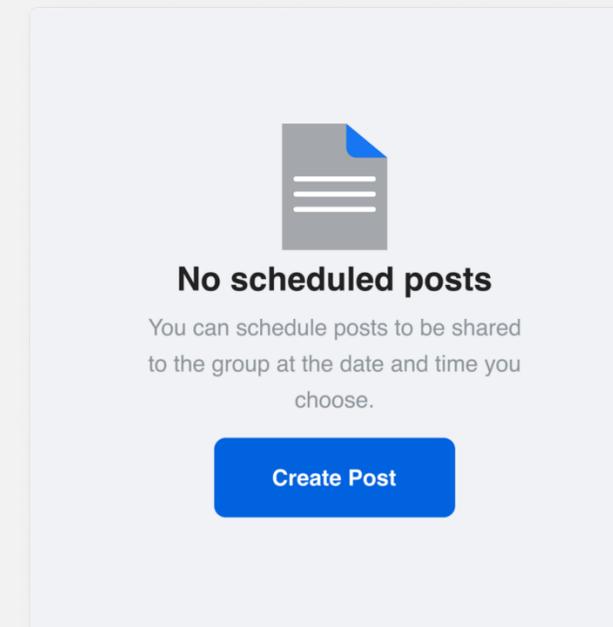
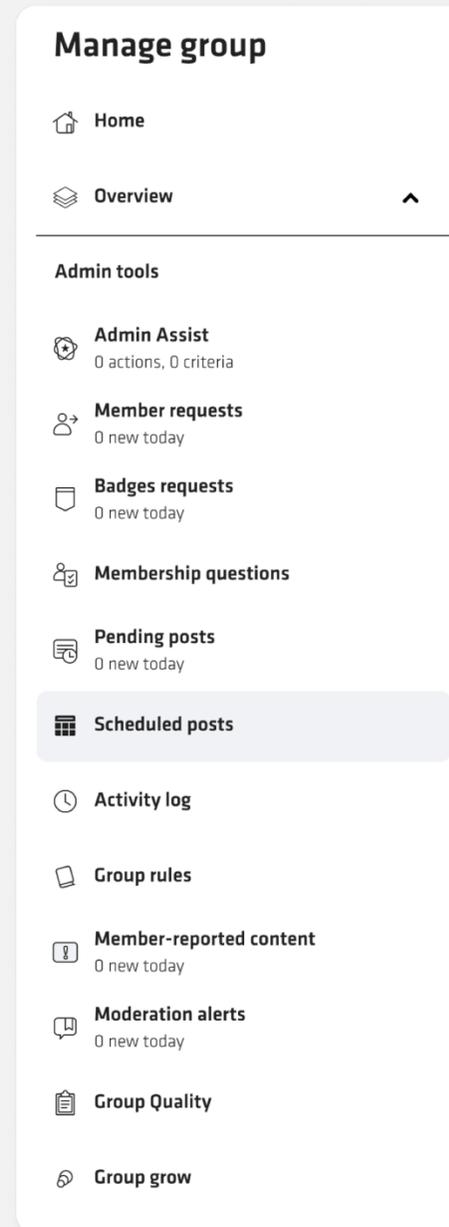
Save time with **Admin Assistant!** This means that you have the option to activate your automatic assistant that will take action on your behalf following your guidelines.

Step 2 | How to create your group

Vertical Menu with admin tools

Scheduled posts:

Here, you can schedule posts to be shared with the group at the date and time you choose.



Step 2 | How to create your group

Vertical Menu with admin tools

Activity log:

Here, you can have an overview of the activity concerning group members, who have joined and when, application date or other filters.

The screenshot shows a vertical menu titled "Manage group". At the top are "Home" and "Overview" (with an upward arrow). Below is a section "Admin tools" containing: "Admin Assist" (0 actions, 0 criteria), "Participant requests" (0 new today), "Badges requests" (0 new today), "Participation questions", "Pending posts" (0 new today), "Scheduled posts", "Activity log" (highlighted with a grey background), "Group rules", "Member-reported content" (0 new today), "Moderation alerts" (0 new today), "Group Quality", and "Group grow".

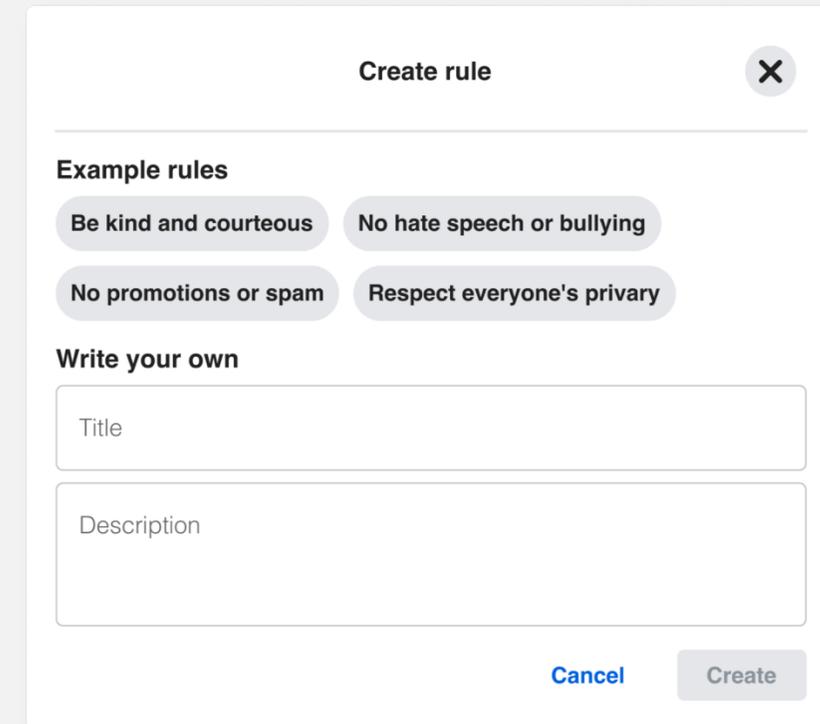
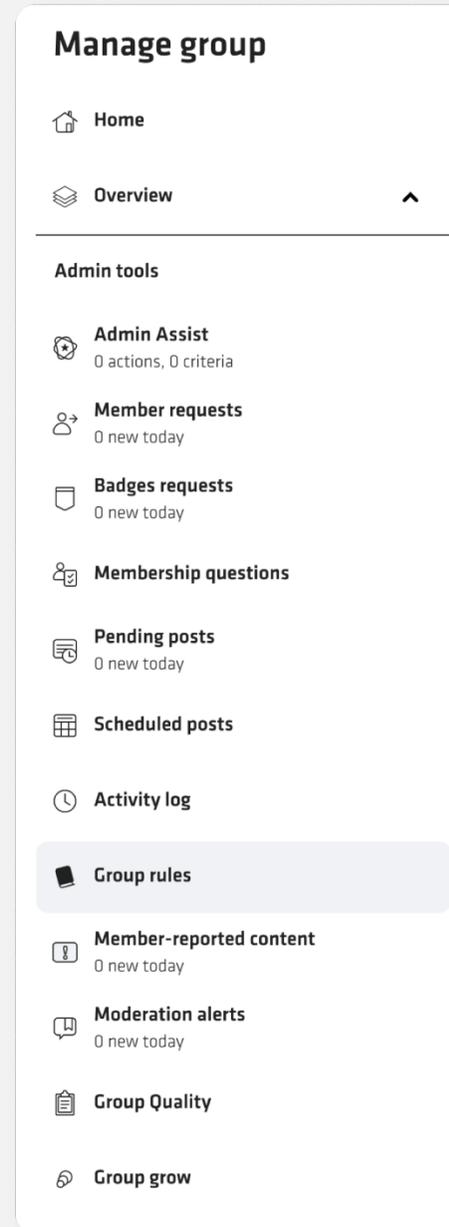
The screenshot shows a filter bar for the "Activity Log". It includes a "Clear Filters" button, a date filter "28 April 2022" with a close icon, and two dropdown menus: "Admins and moderators" and "Members". A "More filters" button is also present.

Step 2 | How to create your group

Vertical Menu with admin tools

Group rules:

Here, you can write up to 10 rules that will set the style of your group and help prevent member conflict.



Here you can find ready made rules or you can write your own.

See our example under title "Relevancy".

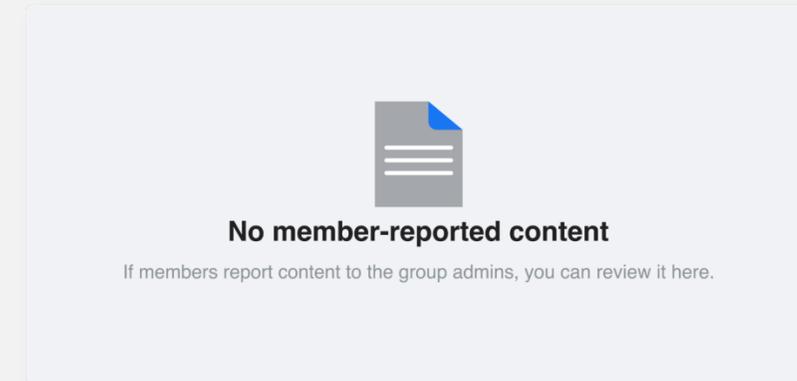
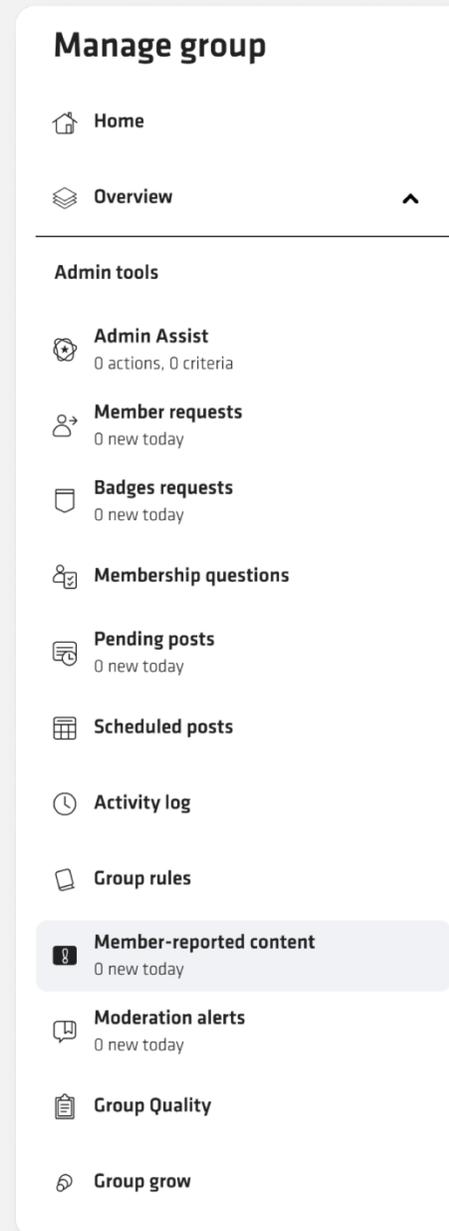
Step 2 | How to create your group

Vertical Menu with admin tools

Member-reported content:

Here, you can see if a member of your group has reported any content to you.

A member reported content on Facebook group is content that a Facebook group member **alerts** the Facebook group admin or the Facebook authorities that is abusive, illegal, offensive or that it infringes copyright rules.



Let's hope you will not have any reported content here! 😊

Step 2 | How to create your group

Vertical Menu with admin tools

Moderation alerts (keyword & engagement):

This is really helpful as it alerts you every time a member uses a word you have not allowed and also it alerts you when posts/comments from your group members attract big response & engagement.

Moderation alerts

Keywords [Create](#)

If you set this up, a keyword alert will appear here every time a member uses a keyword. You'll be able to review the content containing the keywords and take action. Members won't know that you've been alerted.

Engagement [Create](#)

Find out when posts or comments in your group are getting a big response.

Manage group

- Home
- Overview
- Admin tools
 - Admin Assist
0 actions, 0 criteria
 - Member requests
0 new today
 - Badges requests
0 new today
 - Membership questions
 - Pending posts
0 new today
 - Scheduled posts
 - Activity log
 - Group rules
 - Member-reported content
0 new today
 - Moderation alerts**
0 new today
 - Group Quality
 - Group grow

Keyword alerts

Keyword alerts tell you when members use certain words or phrases in your group.

[Add keyword](#)
Climate change, protest

[Add](#)

For example, we put the keywords:
climate change & protest.

Here, you choose if posts, likes, comments and shares **will trigger alert.**

Engagement alert

Step 1
Content
What kind of content do you want alerts about?
Content type

Step 2
Engagement
What kind of engagement with comments do you want alerts about?
Engagement type

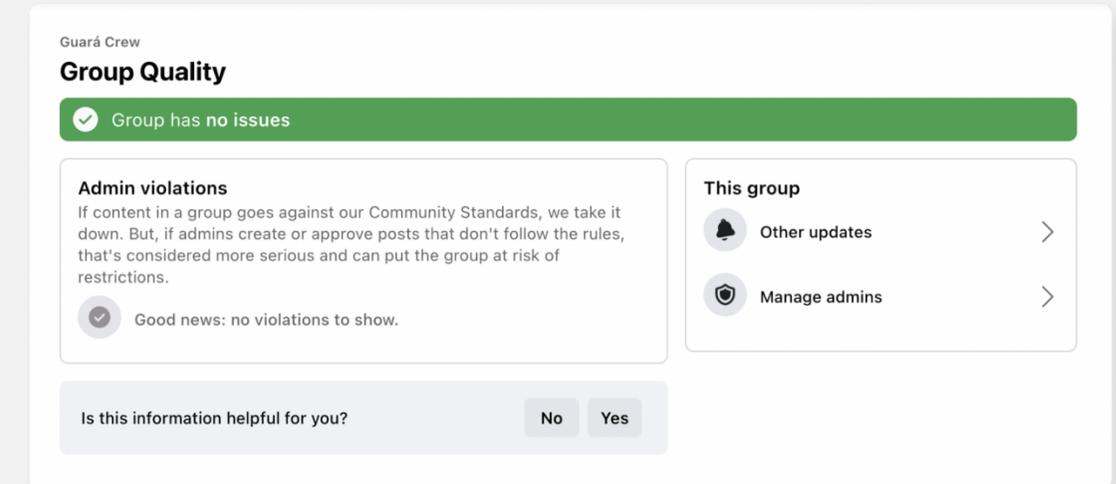
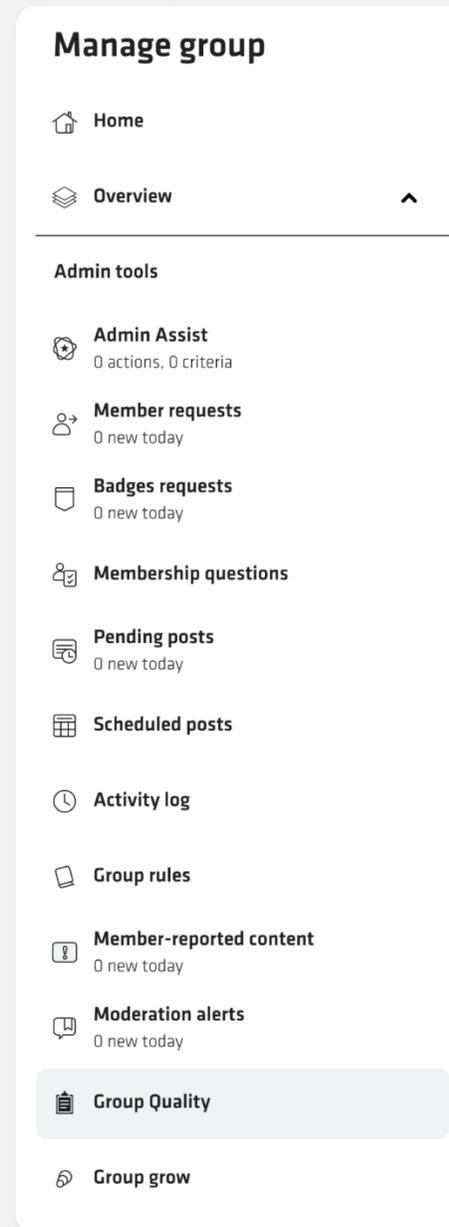
[Cancel](#) [Save](#)

Step 2 | How to create your group

Vertical Menu with admin tools

Group quality:

This feature protects you, the administrator of any violations against Facebook policies that might happen.



Step 2 | How to create your group

Vertical Menu with Settings tools | Group settings

Manage discussion

- Participation questions
- Pending posts
0 new today
- Scheduled posts
- Activity log
- Group rules
- Member-reported content
0 new today
- Moderation alerts
0 new today
- Group Quality
- Group grow
- Settings
- Group settings**
- Add features
- Insights

Added to group

Features add capabilities so that you and others get the most from your group.

- Events
Schedule online and in-person events.
- Ask for recommendations
Allow people to crowdsource suggestions from your community.
- Files
Allow people to share files to the community.
- GIF
Allow people to post GIF images.
- Host a Q&A
Let an expert answer questions from your community.
- Live video
Broadcast in real time.
- Poll
Allow people to survey the community with polls.
- Prompts
Prompt conversations with an interactive format.
- Rooms
Allow rooms and live-audio broadcasts.
- Sell something
Allow people to sell and buy items in the group.

Add new

Set up group

- Name and description
- Privacy
Private
- Hide group
Hidden
- Invite with link
Only admins
- Group type

Manage discussion

- Who can post
Anyone in the group
- Approve all member posts
Off
- Sort comments
Suggested default
- Approve edits
Off
- Default tab
Discussion
- Default post
Write something...
- Post shortcuts
Reel, Photo, Room
- Post formats
- Anonymous posting
Off

Manage advanced settings

- Linked Pages
No linked Pages
- Recommended groups
No recommended groups
- Apps
No apps

Participation

- Participant approval
Off
- Who can participate in the group
Only profiles

Manage membership

- Who can join the group
Profiles and Pages
- Who can approve member requests
Anyone in the group
- Who is pre-approved to join
Nobody

Group settings:

This is an extended and very important section where you have to complete all the following subsections:

1. Set up group
2. Customize group
3. Participation
4. Manage discussion
5. Added to group (post format & badges)
6. Manage advanced settings

We explain analytically each section in the following pages.

Step 2 | How to create your group

Vertical Menu with Settings tools | Group settings

Our example

Name: Futuristic Tale

Description: This group is made in order to tell a story collectively. Group members follow the instructions of the admin to tell a futuristic tale, thus to contribute with words and visuals to a collective story with the following theme: Describe a society in a time not so far from now in terms of technology, environment and community. In other words, how do you imagine our society some years from now.

Privacy: Public. Private groups cannot change status to public. Public groups can change to private. For your case, you want to create a public group.

Hide group: Visible

Location: (none)

Set up group

Hide group

Visible
Anyone can find this group.

Hidden
Only members can find this group.

Public groups can only be visible.

[Cancel](#) [Save](#)

Privacy

Public
Anyone can see who's in the group and what they post.

Private
Only members can see who's in the group and what they post.

Private groups can't be changed to public to protect the privacy of group members. [Learn more](#)

[Cancel](#) [Next](#)

Location



This group's locations

[Cancel](#) [Save](#)

Step 2 | How to create your group

Vertical Menu with Settings tools | Group settings

Our example

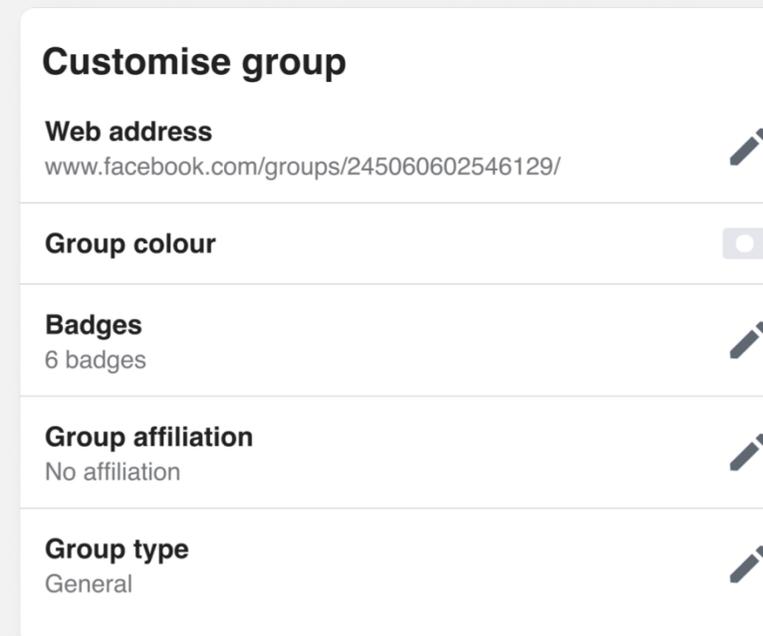
Web address: www.facebook.com/groups/futuristictales/

Group color: green

Badges: Choose the badges that people can earn and display in this group. Badges appear by someone's name on their posts, comments and profile for this group and are only visible to members. We chose 3 badges: "admin", "new member" & "visual storyteller".

Group affiliation: You can add a group affiliation to show that a specific person or organisation is an admin of the group. The admin's name will appear at the bottom of the group's cover photo. We chose no affiliation but if you want you can make your profile/name visible to your group's members.

Group type: Choose a type to get features to meet your group's needs. You can change your group's type at any time. The choices are: "general", "buy & sell", and "gaming".



The screenshot shows the 'Customise group' settings panel with the following options:

| Setting | Value | Action |
|-------------------|--|--------|
| Web address | www.facebook.com/groups/245060602546129/ | Edit |
| Group colour | Green | Change |
| Badges | 6 badges | Edit |
| Group affiliation | No affiliation | Edit |
| Group type | General | Edit |

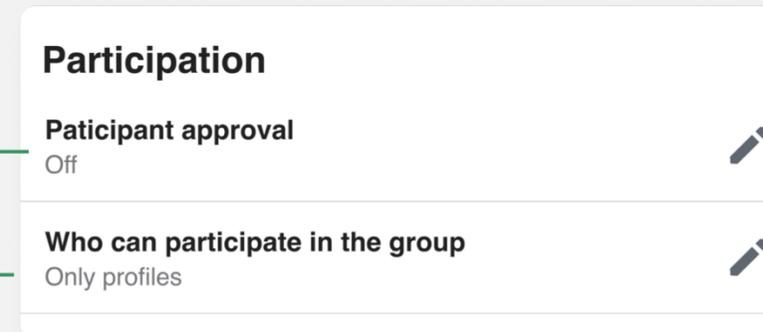
Step 2 | How to create your group

Vertical Menu with Settings tools | **Group settings**

Our example

Participant approval: This is an important feature. Choose if people must first be approved by you, the admin, or a moderator in order to post and comment further. They'll still be subject to other forms of moderation in the group. We chose: off

Who can participate in the group: We chose "only profiles".



Step 2 | How to create your group

Vertical Menu with Settings tools | Group settings

Our example

Approve all members' posts: Here you choose either you, the admin (or the moderator) will have to approve members' posts or not.

We chose the option to approve the posts first.

Approve all member posts

On Posts by members must be approved by an admin or moderator.

Off Members can post directly to the group.

[Cancel](#) [Save](#)

Manage discussion

Who can post

Approve all member posts

Sort comments

Approve edits

Default tab

Default post

Post shortcuts

Post formats

Anonymous posting

Sort comments

This setting applies to all posts in the group by default. Members can still change the order they see comments if they want.

Suggested default Automatically show comments in whichever order encourages participation in the group.

Top comments Show the most engaging comments first.

Most recent Show the the newest comments first.

All comments Show all comments in chronological order, including potential spam.

[Cancel](#) [Save](#)

Sort comments: Here you can define the way comments will be shown. This setting applies to all posts in the group by default. Members can still change the order they see comments if they want.

We chose the default option.

Step 2 | How to create your group

Vertical Menu with Settings tools | Group settings

Our example

Approve edits: How to manage the editing of the posts.

We chose that group members can edit their posts directly.

Approve edits

On Edited posts must be approved by admin or moderator

Off Members can edit their posts directly

[Cancel](#) [Save](#)

Manage discussion

Who can post

Approve all member posts Off

Sort comments

Approve edits Off

Default tab

Default post

Post shortcuts

Post formats

Anonymous posting Off

Default post

Choose the format that works best for your group.

Write something...

Choose a photo

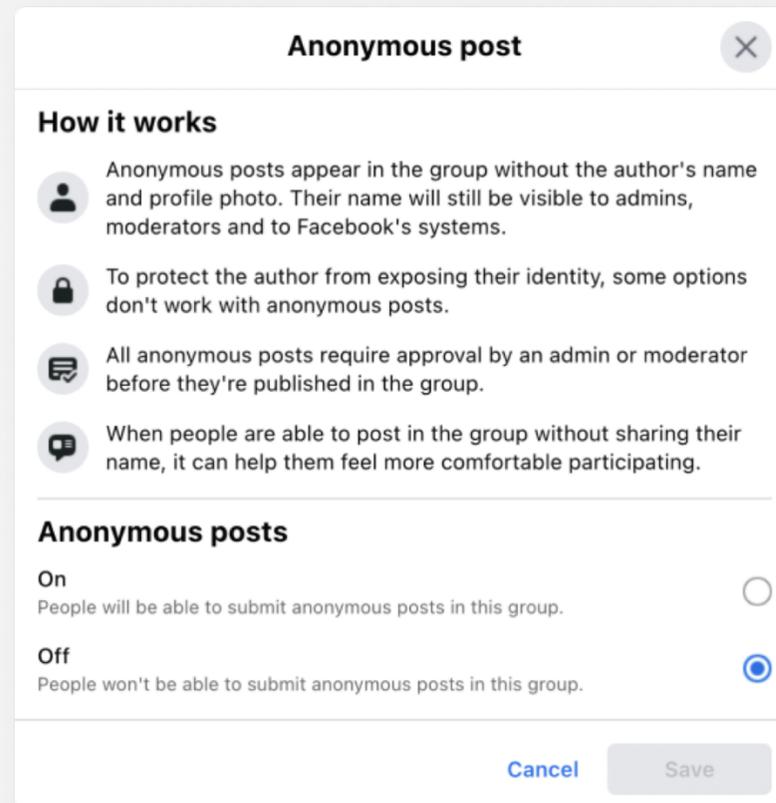
What are you selling?

[Cancel](#) [Save](#)

Default post: Here you choose the format of the post window that will pop up every time someone posts something, whether it will be "Write something" or "Choose a photo", etc.

Step 2 | How to create your group

Vertical Menu with Settings tools | **Group settings**



Anonymous posting: Here, you choose if someone can post in the group anonymously.

We chose "off".

Step 2 | How to create your group

Vertical Menu with Settings tools | Group settings

Added to group

Added to group
Features add capabilities so that you and others get the most from your group.

- Events**
Schedule online and in-person events.
- Ask for recommendations**
Allow people to crowdsource suggestions from your community.
- Files**
Allow people to share files to the community.
- GIF**
Allow people to post GIF images.
- Host a Q&A**
Let an expert answer questions from your community.
- Live video**
Broadcast in real time.
- Poll**
Allow people to survey the community with polls.
- Prompts**
Prompt conversations with an interactive format.
- Rooms**
Allow rooms and live-audio broadcasts.
- Sell something**
Allow people to sell and buy items in the group.

[Add new](#)

Manage advanced settings

Manage advanced settings

- Linked Pages**
No linked Pages
- Recommended groups**
No recommended groups
- Apps**
No apps

Here, you can add capabilities so that you and others get the most out from your group & choose which buttons will be displayed at the top of your group & when someone makes a post.

Linked Pages: If you manage other pages, you can link them to your group. Each page will become an admin of the group, and all page admins, moderators and editors will be able to manage the group. You can manage these roles in each page's settings or unlink the group at any time.

Recommended groups: You can recommend other groups that you want your members to know about.

Apps: Here you add apps that will be active in your group. This means that they can see posts and comments in the group, but not who wrote them. You can manage these apps' access to your data in your personal settings for this group.

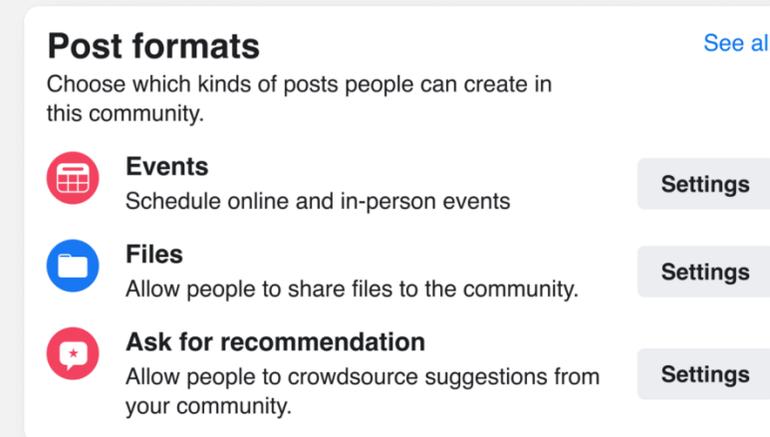
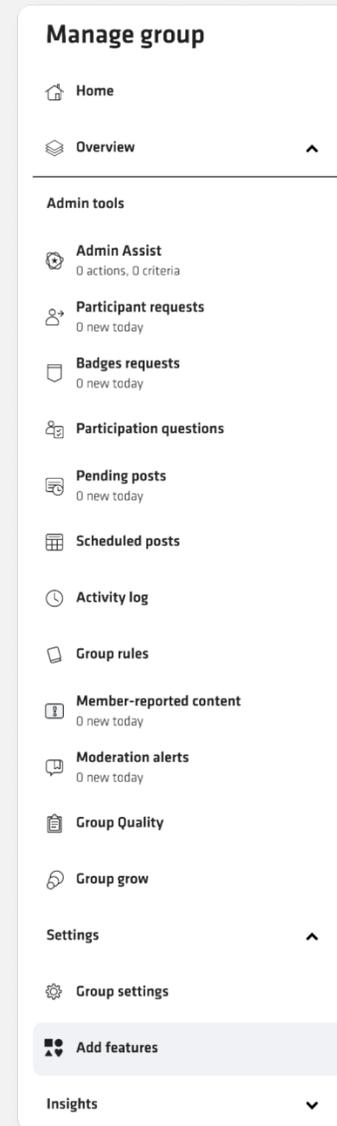
Step 2 | How to create your group

Vertical Menu with Settings tools | Group settings

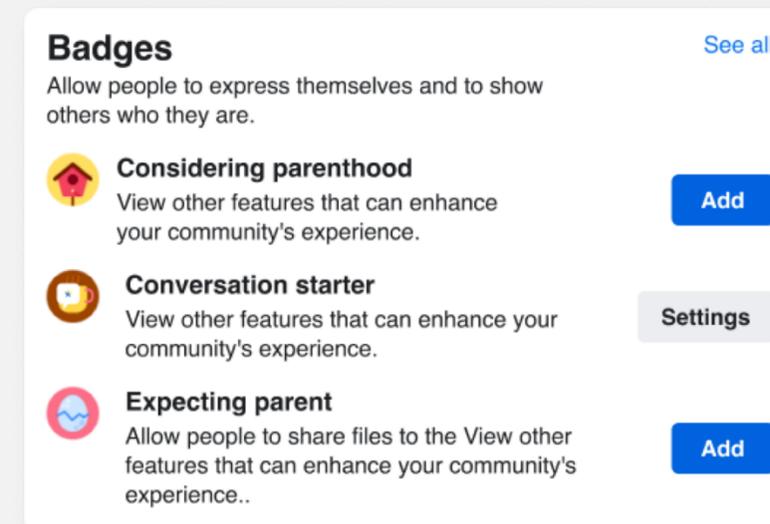
Added features

Add features: Here you have 4 subsections

- Post formats
- Feature sets
- Badges
- Other features



This choice is the same as before in the section “manage discussion-post formats”.



Some special badges you can add but do not really relate to our group’s character & aim.

Step 2 | How to create your group

Vertical Menu with Settings tools | Group settings

Added features

Some special features you can add but do not really relate to our group's character & aim.

Feature sets
Choose a set to add multiple features all at once.



Emergency relief

- Raise money
- Events
- And 4 more

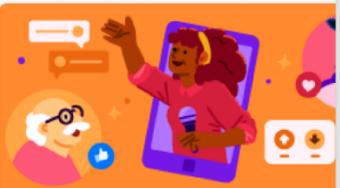
+ Add Set



Parenting

- Mentorship
- Anonymous posts
- And 8 more

+ Add Set



Questions and advice

- Host a Q&A

+ Add Set

Other features

View other features that can enhance your community's experience.

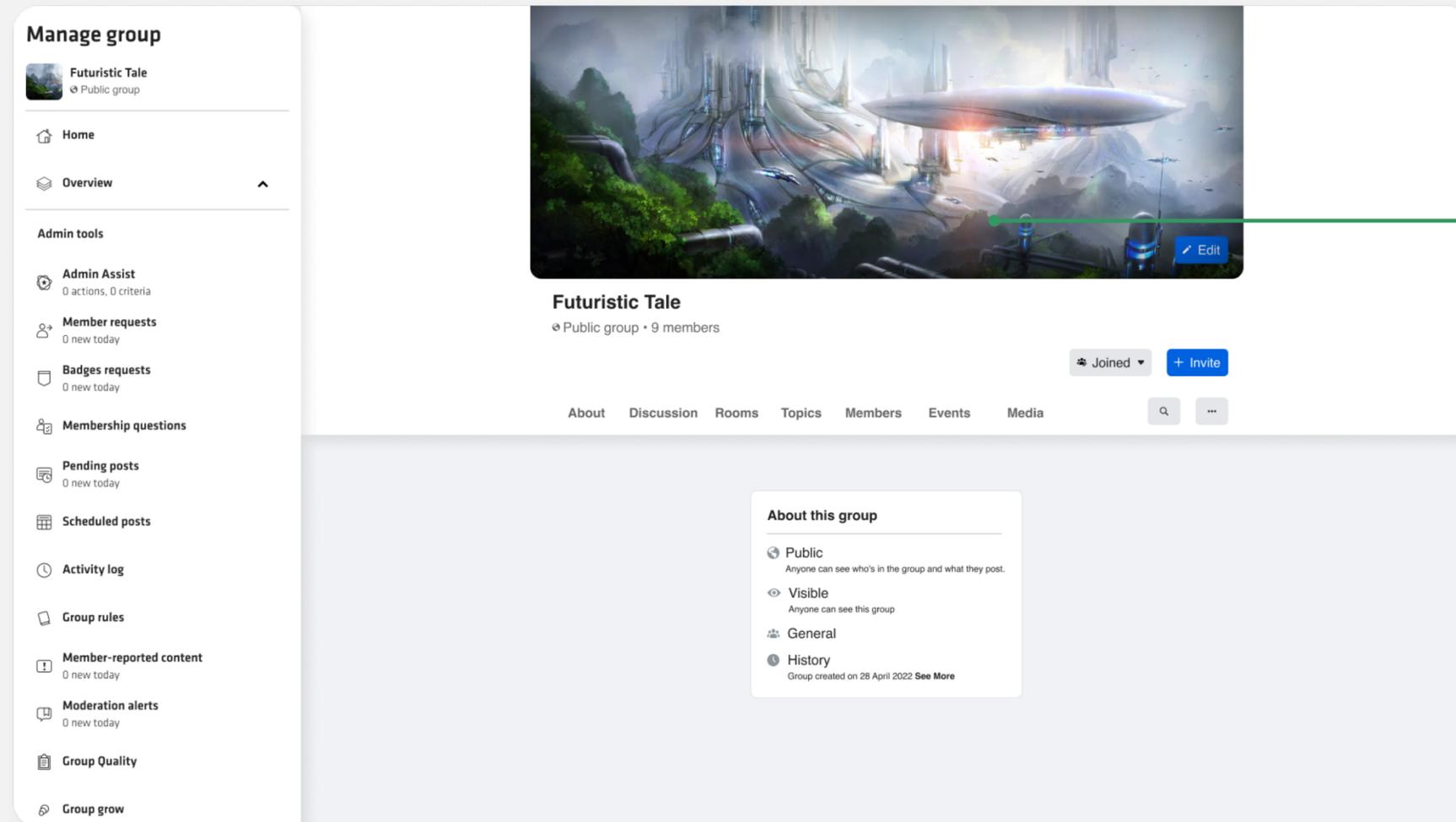
-  **Guides**
Organise posts by subject to help people learn new things. [Settings](#)
-  **Mentorship**
Share knowledge one to one through mentorship. [Settings](#)

This choice is the same as before in the section "manage discussion-post formats".

Step 2 | How to create your group

Our group will ultimately look like this:

<https://www.facebook.com/groups/futuristictales>



We chose this image for our cover photo

Step 2 | How to create your group

When your group is finished you have these options:

- ← Share group
- ↪ Share now (Public)
- ✍ Share to feed
- 💬 Send in Messenger
- 📞 Send in WhatsApp
- 👥 Share to a group
- 🚩 Share to a Page
- 👤 Share on a friend's profile
- 🐦 Send in Twitter
- 📄 Share via QR code
- 🔗 Copy link
- 📝 More options >

To share it

👥 Joined ▼ + Invite

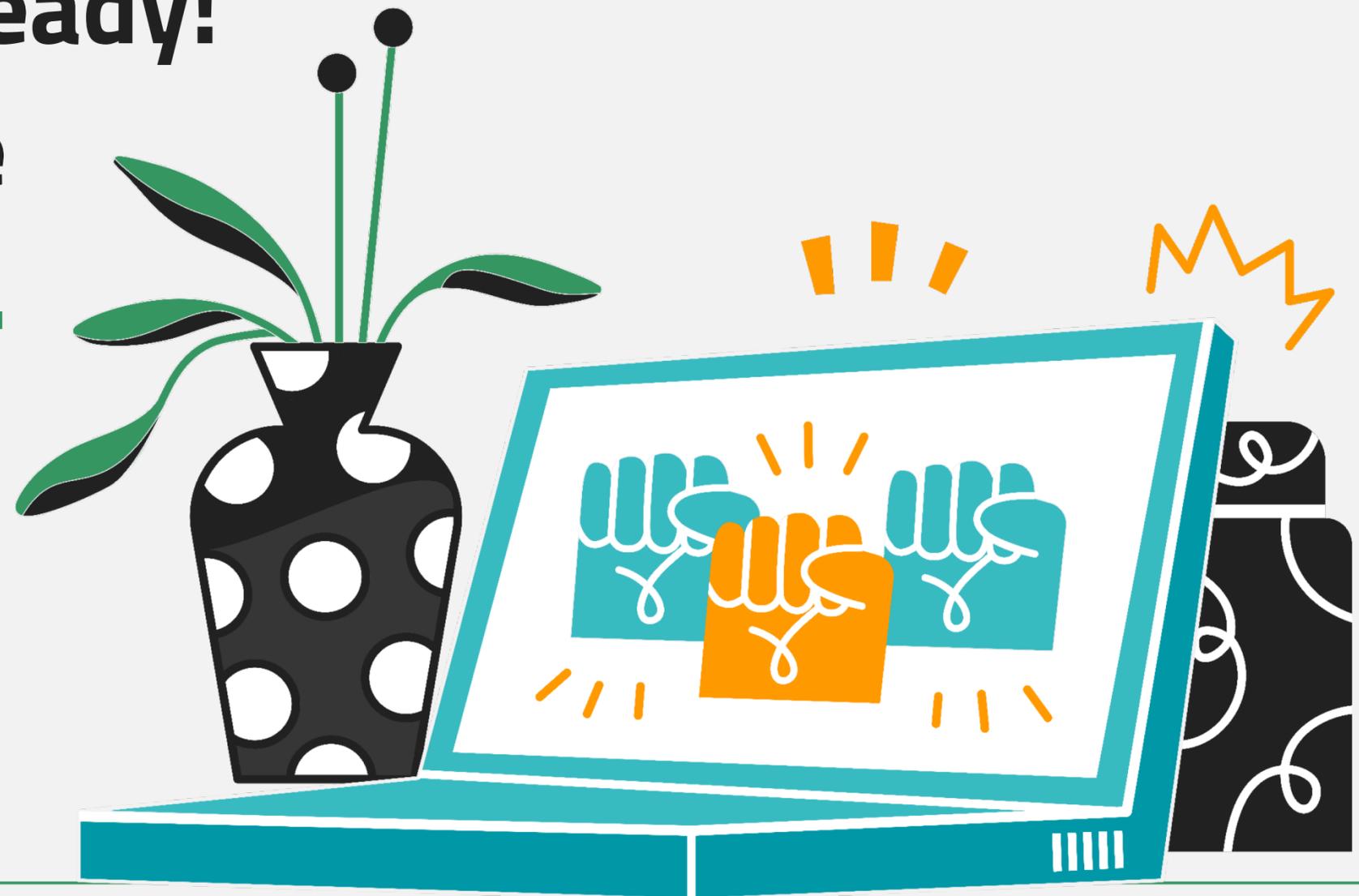
To invite your friends to become members.

To make other people admins of the group.

1. You have to invite them to become members.
2. When they join, you follow the steps explained here:

<https://www.facebook.com/help/148640791892225>

You are done!
Your group is now ready!
Let's go through the
next steps together.



[Go back to Index](#)

Step 3 | How to build the The “Futuristic Tale” example

Visual Materials

Add an album with visual material (images & videos) of well-known or less known **art** connected with the story you want to tell. Your aim is to trigger inspiration to upcoming group members and act as a training on the **power of art as means of communication**.

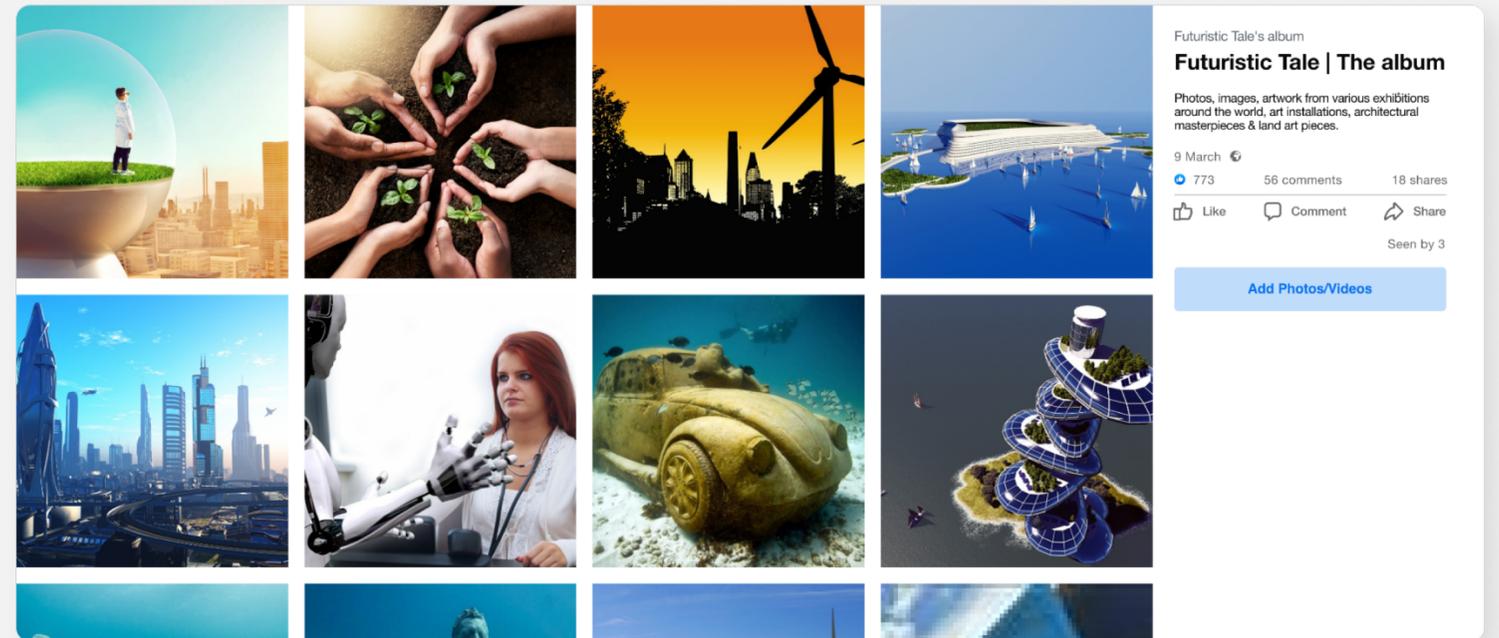
“How to”: Go to the central menu, under the tab “Media” & click “create album”. Write a name for the album & upload your images from your computer.

Step 3 | How to build the The “Futuristic Tale” example

Visual Materials

We want to describe how our society will look like in environmental terms in a time not so far from now.

We chose **images** that describe exactly this topic, citing the source. We also included **artwork** from various exhibitions around the world, **art installations, architectural masterpieces & land art pieces** (images & video links) **citing the name of the artist and a short description of the artwork** (see an example of this on the next page).



Step 3 | How to build the The “Futuristic Tale” example

Visual Materials

This is an example of an image we have put in the album. It is an artwork by French sculptor Paulo Grangeon expressing the problem of animal endangerment across the world.

Next to the image you can see a small description of the artwork which is useful for your users.



Step 4 | The "Welcome" post

Write a **welcome post** explaining to your upcoming group members what you want them to do.

Group members are **invited to continue the story** you chose to tell. They can use as many words as they want to write their caption. For the visual part they can either pick pieces of the album you have already provided & inspire them or upload **new visual material they have created (image, video) or material of another artist (not forgetting the credits)**. The stories made by members can be **fairytales, poetry, prose, narrative** or even a dystopia. Members are encouraged to create characters and places for this society, add autobiographical elements, emotions and thoughts, personal experiences of life in nature, etc.

In the caption, you can also write the **introduction of the story** you want to unfold, e.g. "Once upon a time, not long away from our days, there was a place where people....".

Also, you have to provide **keywords in hashtags** (plus a unique # to be used by everyone) to be used in the stories and/or to be added to the visual material. Hashtags will be used so that one can find and read all the story episodes posted on your group's page.

Our example's hashtags

Unique hashtag: **#GreenArtivismTales**

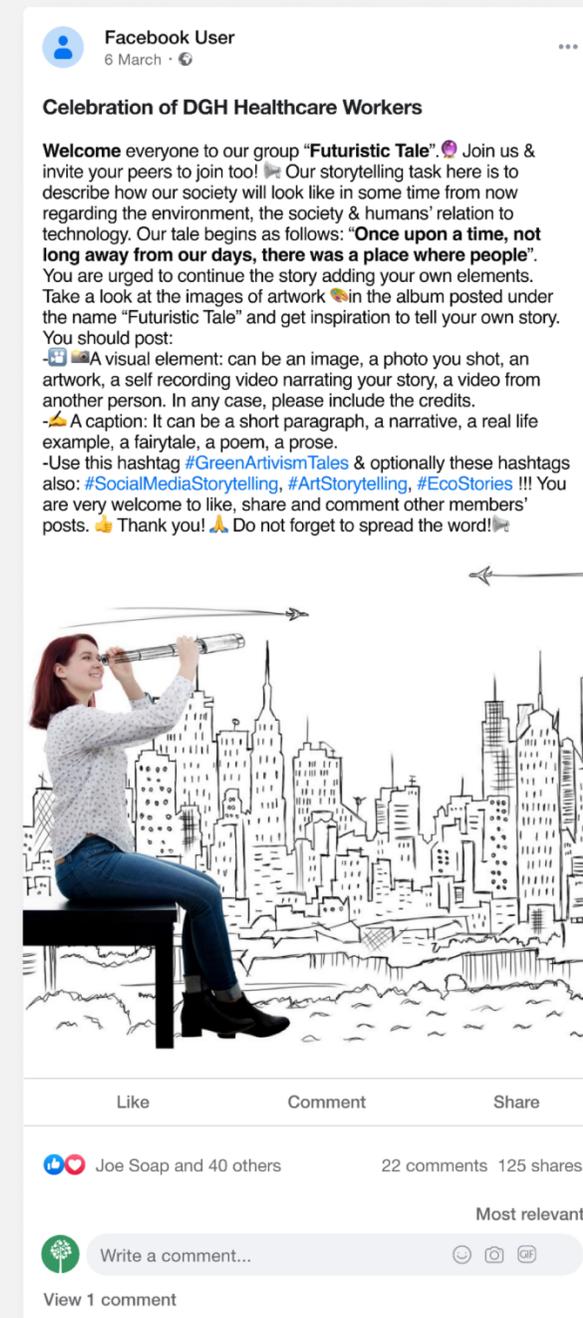
Other hashtags that could be used: #SocialMediaStorytelling, #ArtStorytelling, #EcoStories

Step 4 | The "Welcome" post

The caption we wrote:

Welcome everyone to our group **"Futuristic Tale"**. 🌟 Join us & invite your peers to join too! 📣 Our storytelling task here is to describe how our society will look like in some time from now regarding the environment, the society & humans' relation to technology. Our tale begins as follows: **"Once upon a time, not long away from our days, there was a place where people...."** You are urged to continue the story by adding your own elements. Take a look at the images of artwork 🎨 in the album posted under the name "Futuristic Tale" and get inspiration to tell your own story. You should post:

📸 A visual element: can be an image, a photo you shot, an artwork, a self recording video narrating your story, a video from another person. In any case, please include the credits. 📝 A caption: It can be a short paragraph, a narrative, a real life example, a fairytale, a poem, prose. Use this hashtag #GreenArtivismTales & optionally these hashtags also: #SocialMediaStorytelling, #ArtStorytelling, #EcoStories !!! You are very welcome to like, share and comment on other members' posts. 👍 Thank you! 🙏 Do not forget to spread the word! 📣



See our "welcome post" example:

Step 5 | Engagement

Group members are allowed to make comments on other posts. **Audience engagement** is triggered by liking, sharing and commenting on the content. Audience's actions are expected to empower the tool, attract more people to engage and contribute to the narrative.

Step 6 | Use of Other Social Media

After finishing with the creation of the group, first post, etc., you can set up accounts with the same theme and in the same scope on other social media platforms, like Instagram, Twitter, Tik Tok, etc. The content you will use for these platforms **will be the same** as in the Fb group. In that case you should definitely first ask **permission** from your group's members. You could do that in the beginning when you set up your group by adding **a group rule** noting: "By joining the group, **I consent to share** my content to other social media platforms the administrator will use for the same purpose."

Another example of telling a story through social media

Stories of eco transformation | Nick's story of Astypalaia

Here is another idea of how to tell a story using graphics and photos on a facebook group. The difference from our first example with Futuristic Tale is that now, you do not make a story collectively but rather on your own and then ask others to comment on it and share their relevant stories within the group.

The idea here is that we want to tell a story that has to do with some kind of **eco transformation** that has taken place in our city, region, or neighborhood.

We created a group named "**Stories of eco transformation**" and we posted an example story of a **Greek island, Astypalaia** that has been undergoing a transformation to a smart & sustainable transport model of the future by introducing energy efficiency and alternative mobility solutions.

The way we unfold our story, and you should ask people who will join the group to do the same, is with the use of graphics and photos. You can also set them free to choose another kind of visuals, like videos, gifs, self-taken photographs or artwork (using credits if it belongs to someone else).

Also we used the hashtags: [#greenartivism](#) , [#ecotransformation](#) & [#ecostories](#) and we ask people who will join the group and post their stories to do the same.

Another example of telling a story through social media

The Fb group link:

<https://www.facebook.com/groups/1179377476195894>

Our first post is:

“Nick is 25 years old and lives in a remote island in Greece, named Astypalaia.

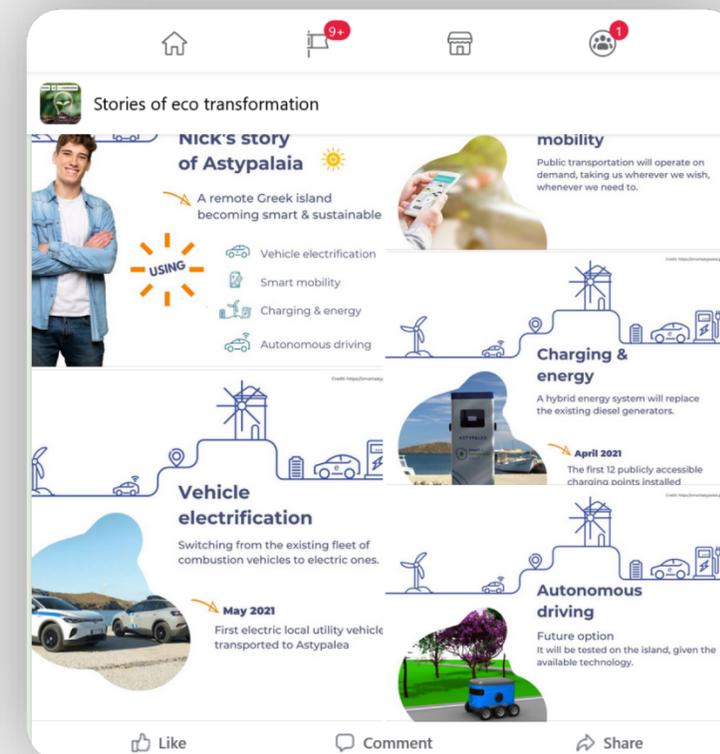
He is lucky as his island is chosen to become a transport model of the future, through the maximum penetration of green energy, e-mobility and innovative mobility services.

Nick wants to unfold the story of his island while it becomes day by day a paradigm for all society. In this post named “Nick’s story of Astypalaia” you will see a sequence of images describing Astypalaia’s transformation to a model-island.

Feel free to comment and share with us other similar examples from your countries/regions/cities.

#ecotransformation #ecostories #greenartivism

Credits: <https://smartastypalea.gov.gr/>



5. Why use FB Groups?

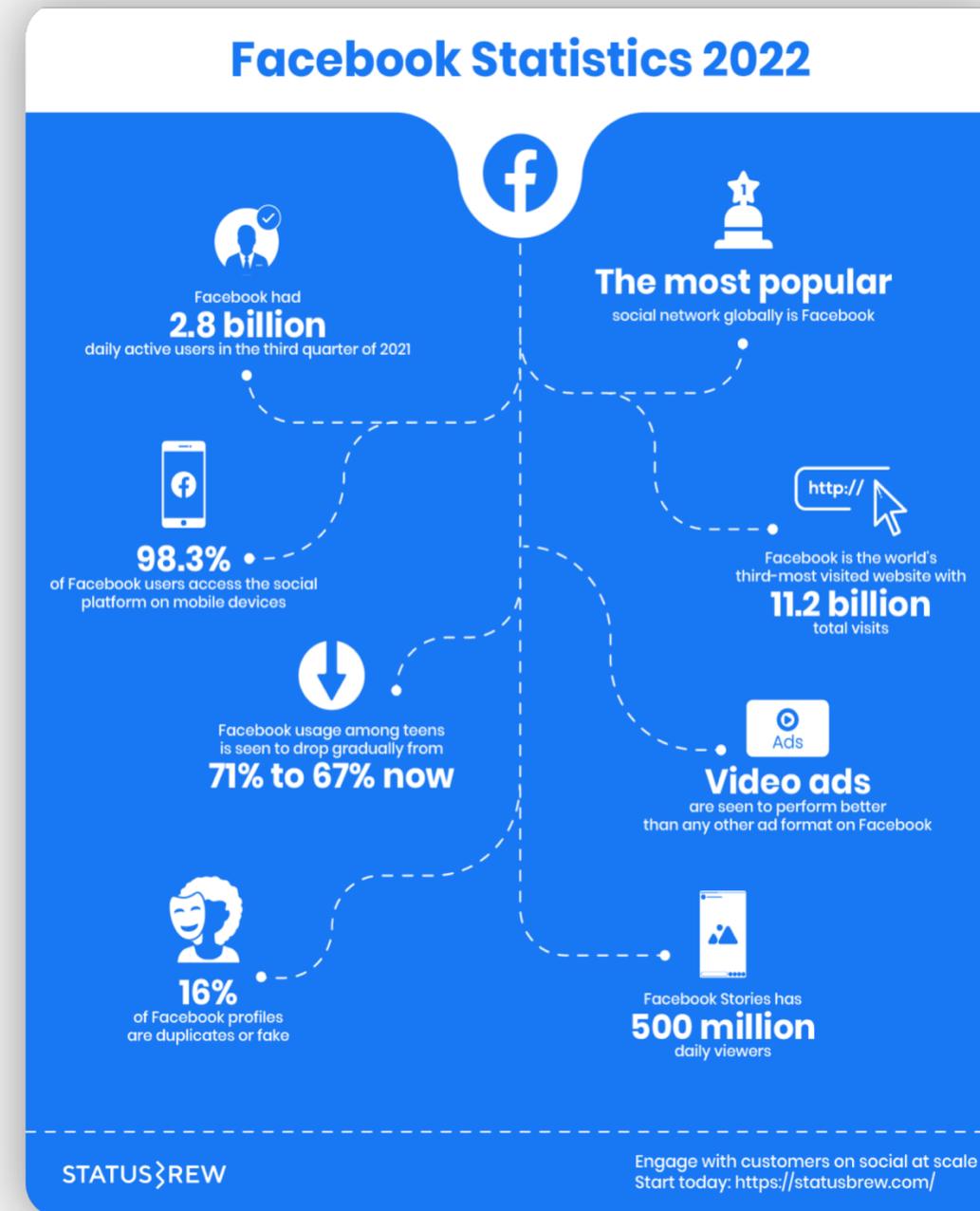
For collective storytelling



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Why use Facebook?

1. It is **less restrictive** than other platforms.
 - a. You can use **text without limitations on words number**.
 - b. You can post **visual elements as well**. You can add multiple images or photos and videos per post.
2. It is **the most popular medium** worldwide.
(see infographic on the right)



Why use Facebook groups?

When you set up a group you have a variety of choices to make. These options offer you:

- **Good management of your fb group's members.**
- **Good organization potential.**
- **Automatisation of actions.**

These options are:

1. Name & description.
2. **Privacy settings:** Private or Public (cannot change that later).
3. **Hide group** (who can see this group, everyone or only members).
4. Invite others with a link & set if **others** except the admin **can invite** new members.
5. **Location** of the group.
6. **Choose web address** (cannot change if members get over 5.000).
7. **Color.**
8. **Badges:** you can set "labels" to members according to their actions (e.g.: new member, rising star, group ambassador, visual storyteller).

9. **Affiliation:** Add affiliation to show that a specific person or organisation is an admin of the group.
10. **Manage discussion:** Who can post, approve all posts, sort comments, approve edits, default posts, post shortcuts, post formats, and anonymous posting.
11. **Post formats:** how people are going to post in the group (e.g. allow them to post links, make polls, etc).
12. Add **extra features** (e.g.: "Questions & advice", "mutual support", etc).
13. Set **guides & mentorship features:**
Guides = Organise posts by subject to help people learn new things.
Mentorship = Share knowledge one to one through mentorship.
14. You can **link Pages** you manage to your group.
15. You can **recommend groups** that you want your members to know about.
16. Activate **apps** in your group.

Why use **Facebook groups**?

When you set up a group you have many options that offer you **advantages as the administrator**.

FB Groups offers:

- **Good control of the group's actions.**
- **Good search option using filters.**
- **Administer Roles & Actions.**

These options are:

- 1. Change of admin:** If you set up a group & you want to leave, you can pass the admin role to somebody else from the group.
- 2.** You can activate "**Admin Assistant**", an **automated set of actions** the assistant will do you instead of you (e.g. automatic member approval, automatic post rejection).
- 3.** Take the role of the **admin or the moderator** (moderator has fewer actions)
- 4.** You can **search members** using **filters**.
- 5.** As an admin you set up which **questions** will be made to someone in order **to become a member**.
- 6.** Check **pending posts** you have not seen.
- 7.** You can **schedule posts**.
- 8.** You can make a **search in the activity** of the group using **filters**.
- 9.** Set up **group rules**.
- 10.** You can check if members **report** some **content**.
- 11.** You get informed by **alerts** if some **keywords** (you have already set) are being used by members or if some posts are attracting big engagement.
- 12.** You get informed by **updates** if the quality of your group goes down, or if Facebook policies are not met.

6. Q&A

About posting on other social media platforms

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Q & A

Issue 1: Can I post at the same time at a Fb Page and Instagram?

You can NOT post at both automatically by simply posting through the main account (from “Create Post” tab), **but you can post** at both from Meta Business Suite (go to Publishing Tools) **and pre-schedule your post in the two different platforms** making the right adjustments in the text and the visuals.

Q & A

Issue 2: Can I post automatically at a Fb Group and Instagram?

No, you cannot do either.

Instagram allows you only to connect with a Fb Profile or a Page for now and not a Facebook Group.

So, how can I “link” my Fb Group to an Instagram account?

You will make the Fb group and the Instagram account as two different entities & you will post the same content separately and independently on them.

Q & A

Issue 3: Can I share posts from Instagram to my Fb Page automatically?

Not exactly automatically, but yes, I can post at both the same content within some minutes.

It has to be an Instagram Business account & a Fb Page, not a profile!

How can I link the two platforms?

To do so, open the Instagram app to your profile and tap the "**menu**" button, represented with three parallel horizontal lines. Tap the "**Settings**" button and tap the "**Account**" option. Tap the "**Linked Accounts**" button and choose Facebook page from the list of social networking services. If you do not have a Fb page (but only a profile), you will be asked to create a Fb page very easily.

So you cannot post automatically but you can post first on Instagram, then go to your image/video and tap on it, click the three dots on top right of the image/video (...) and click "Post on other apps" & select from the slider button "Facebook".

- See more on how to do it by [clicking here](#).

Q & A

Issue 4: Can I link my Fb page/account/group to Twitter?

No. Directly from inside Fb platform, it is impossible.

Possible solution: Use of an external social media manager like BUFFER.

Here's how it works: Buffer's free account lets you sign up for up to three accounts; these can include a Facebook page, a Facebook group, Instagram, Twitter, a LinkedIn page, or a LinkedIn profile.

Q & A

Issue 5: Can I link my Instagram account to Twitter? Can I post automatically at both?

Not exactly automatically but within a few minutes, yes. It has to be thought an Instagram Business account, not a personal profile.

How to link the two platforms?

To do so, open the Instagram app to your profile and tap the "**menu**" button, represented with three parallel horizontal lines. Tap the "**Settings**" button and tap the "**Account**" option. Tap the "**Linked Accounts**" button and choose Twitter from the list of social networking services.

So you cannot post automatically but you can post first on Instagram, then go to your image/video and tap on it, click the three dots on top right of the image/video (...) and click "**Post on other apps**" & select from the slider button "**Twitter**".

Q & A

Issue 6: Word limit, tags & hashtags on Instagram

Word limit: The Instagram character limit is **2,200 characters = around 400 words**. Just because you can doesn't mean you should. No Instagram caption should ever reach 2,200 characters. Best practice: Not to use so many words. Consider this: **Instagram captions truncate at 125 characters**. In other words, if you want your entire caption to display, it should be no more than 125 characters.

Hashtags & Tags:

You can include **up to 30 hashtags** on a regular post, and up to 10 hashtags on a Story.

You can use **up to 30 tags** on a post.

More on hashtags here: <https://blog.hootsuite.com/instagram-hashtags/>

Q & A

Issue 7: Word limit, hashtags & videos on Twitter

Word/Character limit: The maximum Tweet length is now 280 characters or [Unicode glyphs](#). Some glyphs will count as more than one character. Emoji supported by [twemoji](#) always count as two characters, regardless of combining modifiers. More on this [here](#).

Hashtags: We recommend using no more than 2 hashtags per Tweet as best practice, but you may use as many hashtags in a Tweet as you like. More on this [here](#).

Find the dos and don'ts of hashtags [here](#).

Videos: How to share and watch videos on Twitter, see [here](#).

Congratulations

You've reached the
end of this course



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Green Artivism

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