

10 Best Practices for Maintaining a Facebook Group for Your SaaS Business

This is an extra resource to go along with the original article:
[How to Use Facebook in Your SaaS Customer Retention Strategy](#)

1. Decide whether you'd like for your group to be open, closed, or secret. Weigh the pros and cons of each. Closed or secret groups work best for maintaining privacy if you plan to share exclusive content with your members.
2. Create group rules to set expectations and show members how best to engage with yourself and others in your group.
3. Don't be afraid to ban people who break the rules— but be sure to send a private message as a warning first.
4. Minimize or ban self-promotional posts to maintain the integrity of your group
5. Spark engagement by posting at a time when the majority of your members are on Facebook. It's usually between 1 pm to 3 pm, but check your analytics to find the perfect posting time for your audience.
6. Create and then stick to a posting schedule so that your customers know when to expect new content.
7. Encourage your customers to help each other. This will foster a sense of community.
8. Assign admins who will monitor and maintain your group page.
9. Ask that your new members introduce themselves so that they get into the habit of engaging in your group.
10. Create a variety of posts (Q&As, memes, videos) that educate, entertain, or prompt your members to action.