

Master in Planning and
Management of Tourism Systems

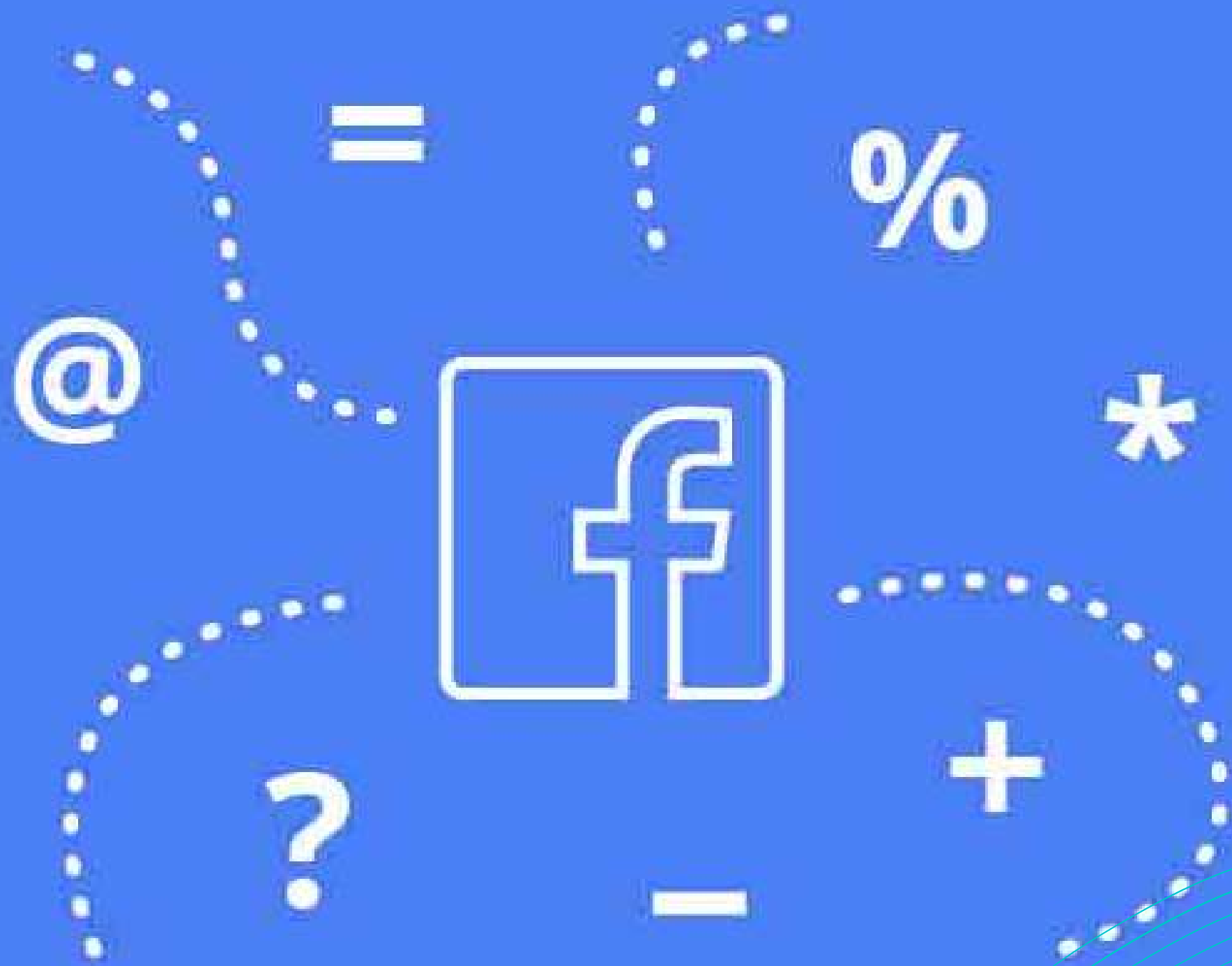


Engagement and content sharing - Community management -

Nicola Cortesi

INTRODUCTION

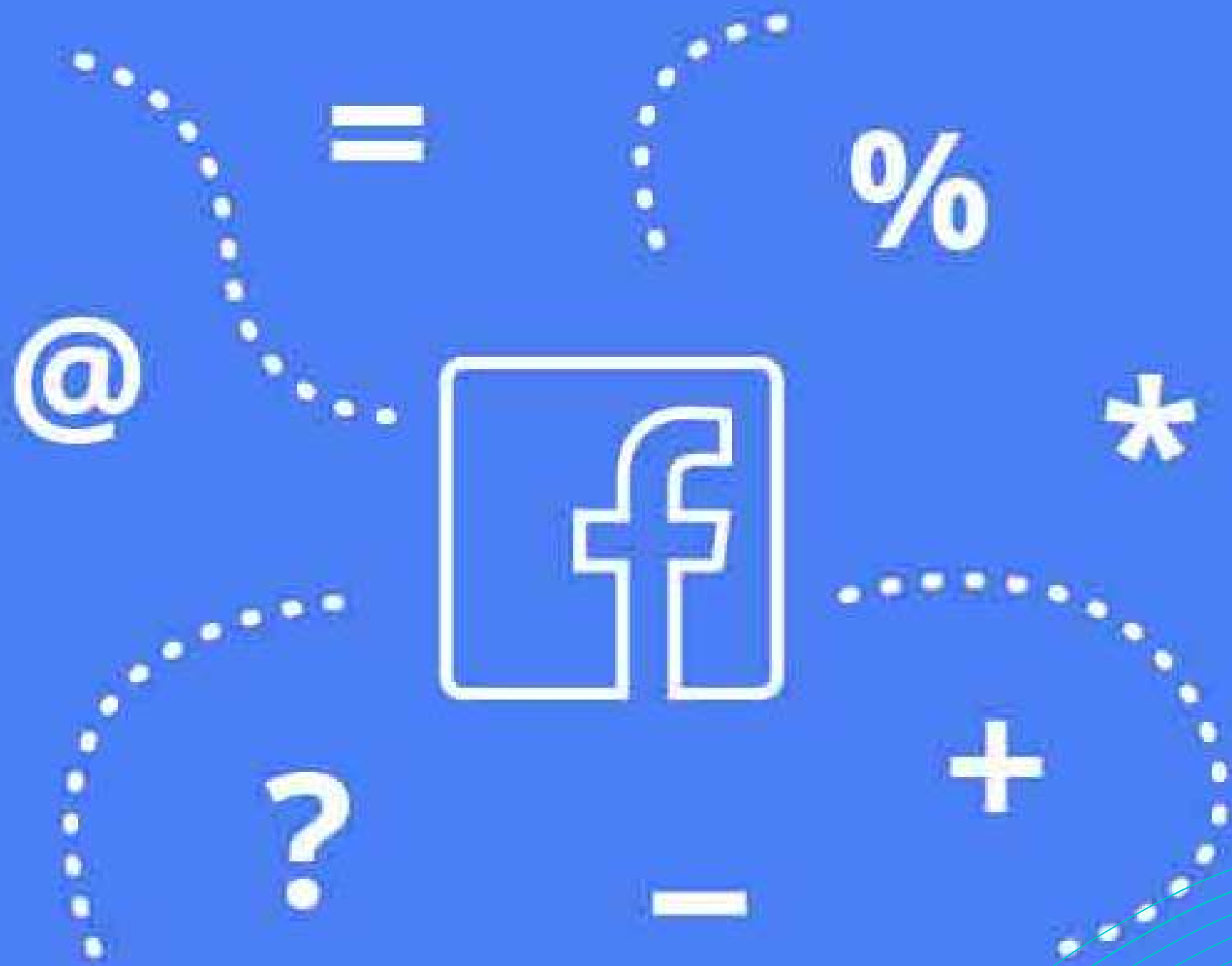
Meta's algorithm of both Facebook and Instagram is called **EdgeRank**.



THE NEWS FEED

Edgerank selects which posts are **visible** in the fb home page (the "feed")

They should be the contents **most interesting** for us



EDGERANK



Anytime you post, the algorithm send it only to a **small fraction** of your followers

If some of them **interacts** with your post (likes, comments, shares) the algorithm send your post to **other followers** of yours

EDGERANK

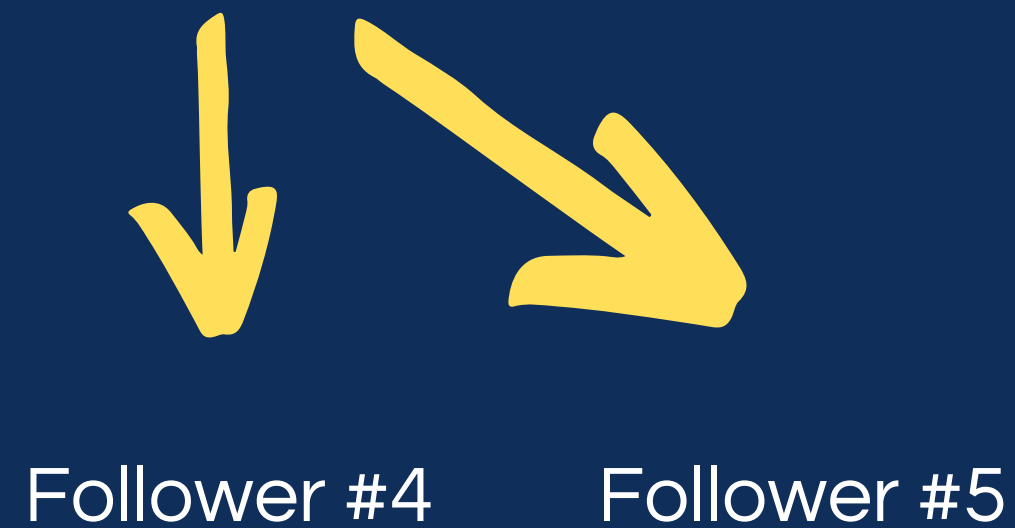


If **no one** within the sample of your followers reached first interacts with your post, the algorithm **does not share** your post anymore!

New post

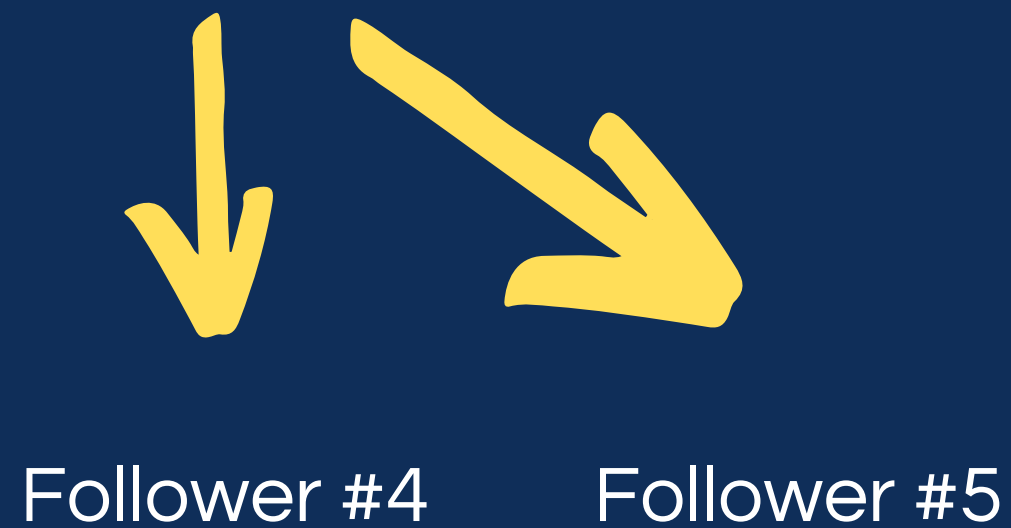
 **REACH**

The total number of followers reached by the algorithm is called **reach**



New post

 REACH



The exact reach of fb groups is unknown, but it is estimated to be around 1-5%, about 10-50 times higher than the reach of fb pages

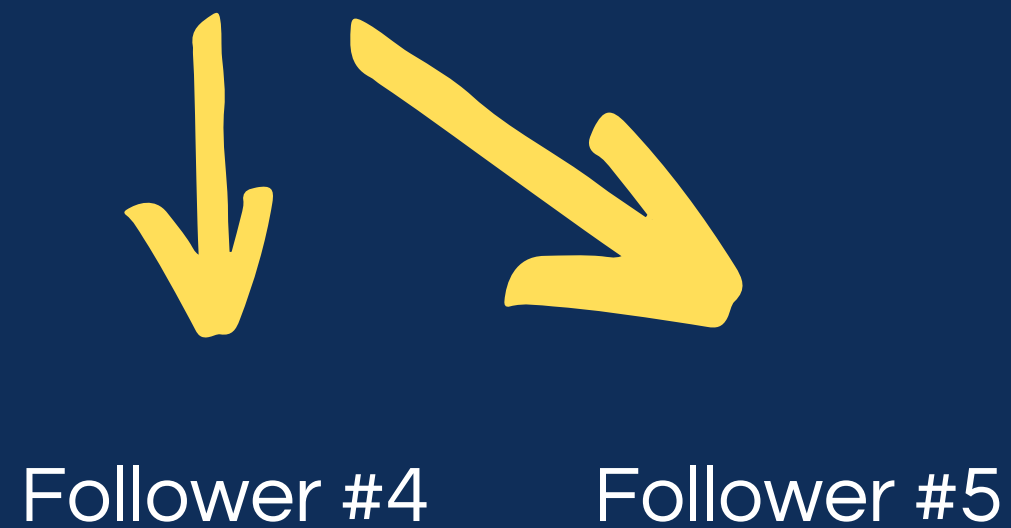
New post



REACH

One of the main reasons to open facebook **group** instead of fb page is that **the reach** of fb groups is **much higher** than that of fb pages

New post



ORGANIC REACH

The reach is also called organic reach not to confuse it with the much higher reach that is obtained by advertising



Facebook
**EDGE
RANK**

$$\left\{ \sum u_e w_e d_e \right\}$$



AFFINITY (u_e)

More you talk with your friends, reply to their photos, comments and likes. More gets the affinity towards them



WEIGHT (w_e)

More engagement on your specific posts, more weightage it will get among all posts.



TIME DECAY (d_e)

One of your posts got lot of response, but then it starts slowing down; which results in decay to push the posts down among all postings.

ORGANIC REACH

The 3 main elements of the Edgerank algorithm are:

1. The affinity with your audience: your followers will be reached first



Facebook
**EDGE
RANK**

$$\left\{ \sum u_e w_e d_e \right\}$$



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ORGANIC REACH

The 3 main elements of the Edgerank algorithm are:

2. The **weight of interactions**: followers that interacted with your previous posts will be reached first



Facebook
**EDGE
RANK**

ORGANIC REACH

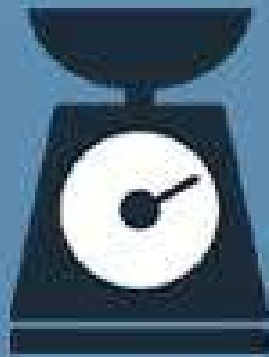
$$\left\{ \sum u_e w_e d_e \right\}$$

The 3 main elements of the Edgerank algorithm are:



AFFINITY (u_e)

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WEIGHT (w_e)

More engagement on your specific posts, more weightage it will get among all posts.



TIME DECAY (d_e)

One of your posts got lot of response, but then it starts slowing down; which results in decay to push the posts down among all postings.

1. Decay time: mean life of a post is **24 hours**, after which the reach'll slow decrease to zero

ORGANIC REACH

Full details of the algorithm are **secrets** but it is known that it also relies on **artificial intelligence** to rank the results and show them in the **feed** of each user

TIME DECAY

Time decay **resets** every time a new post is published. To minimize time decay, it is best to post **every day** or at **regular intervals (1-2 days)**

TIME DECAY

Another advantage of fb groups over fb pages is that you **don't need to post every day** to minimize the time decay factor: also posts of your **members** reset the internal clock of the algorithm.

REACH

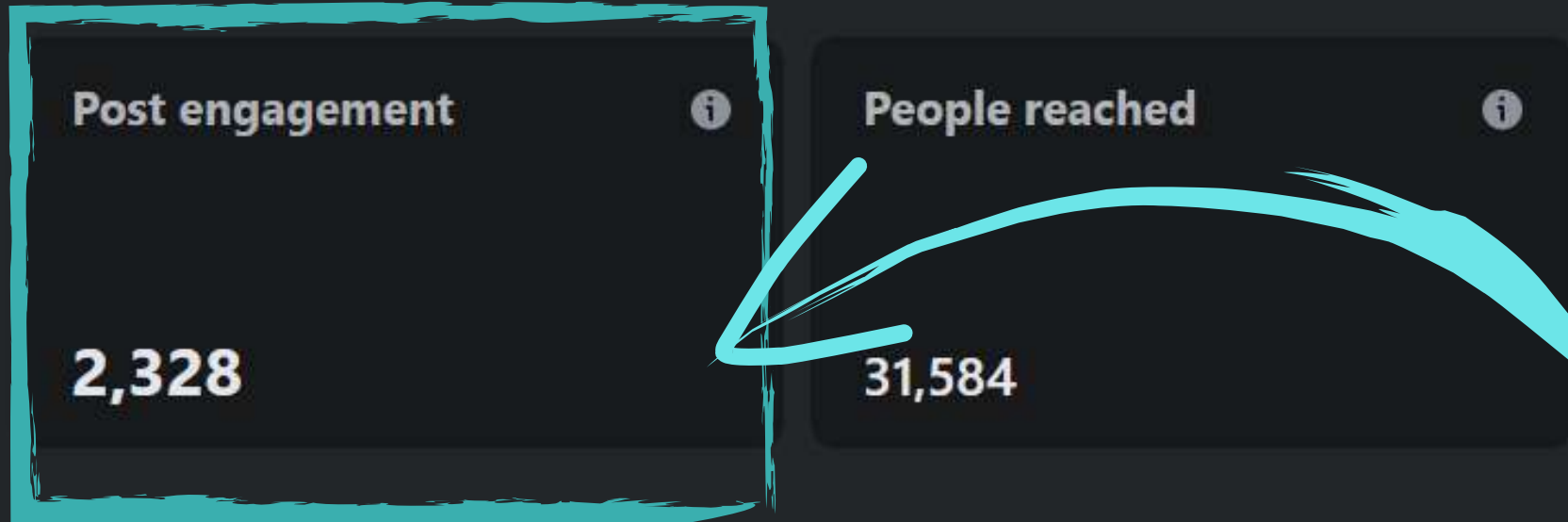
Advertising "upgrade" these factors of the reach:

1. You can reach members also **outside** your group
2. There are no **decay times**, so the same post is visible every day

ORGANIC REACH

Facebook groups cannot be advertised, but even if they were there is no need to pay for advertising once you know how to exploit the algorithm to your advantage

Performance



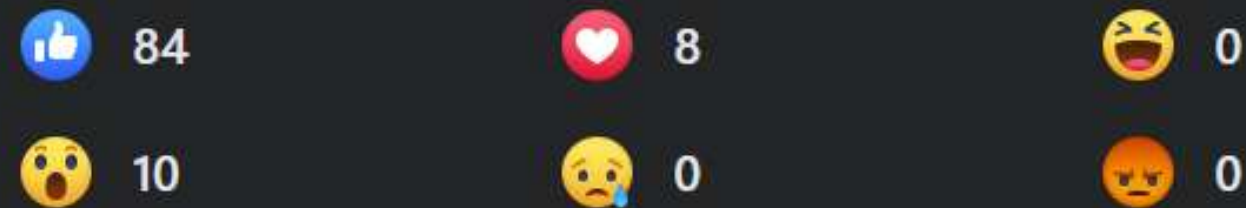
POST ENGAGEMENT

The engagement of a post is the number of times that users take an action with the post through:

- reactions (e.g: likes)
- comments
- shares
- clicks on photos, videos, links, etc
- post saves

Interactions Other

Engagement



Comments

18

Shares

19

Photo views ⓘ

2.086

Link clicks ⓘ


73

Other clicks ⓘ


30

Performance



Post engagement 

2,328







People reached 

31,584

Interactions

Other

Engagement

 84  8  0
 10  0  0




POST ENGAGEMENT

Reactions are formed by the like icon plus the love, laugh, surprise, sadness and anger icons. Each reaction count as **one** to determine engagement.


18

Shares


19

Photo views 

2.086

Link clicks 

73

Other clicks 

30

GROUP ENGAGEMENT

The engagement of a facebook group is simply the sum of the engagement of all the posts published in that group during last 28 days



POST ENGAGEMENT

Group administrators can access to statistics normally hidden to members when the group grows to 250+ members, so at present you can't see them



View insights

31.6K post reach >

👍👎❤️ Nelvi Fdn, Angelo Berton and 100 others

18 comments 22 shares

POST ENGAGEMENT

They see a bar below each post with a link to the statistics of the post called "View insights" and with the reach of the post




View insights

31.6K post reach


post reach

Performance



Post engagement 

2,328

People reached 

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Interactions

Other

Engagement

 84

 8

 0

 10

 0


 0

Comments


18

Shares


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Photo views 

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POST ENGAGEMENT

Clicking on "View insight" opens a page called "Performance" with the post statistics

Performance

Post engagement



2,328

People reached



31,584

Interactions

Other

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8

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0

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POST STATISTICS

Usually most of the engagement of the post comes from the photo and video clicks, under the label "Photo views"




Performance



Post engagement 

2,328

People reached 

31,584



Interactions


Other

Engagement

 84

 8

 0

 10

 0


 0

Comments


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POST STATISTICS

Empirically, post engagement is roughly 10-20 times its reach

ENGAGEMENT RATE

The Engagement Rate of a post is simply the ratio between its engagement and its organic reach

ENGAGEMENT RATE

It measures the % of members that take an action when they see your post: how much your posts are able to engage your audience

JAN
2022

FACEBOOK POST ENGAGEMENT BENCHMARKS

FACEBOOK PAGE POST ENGAGEMENTS (REACTIONS, COMMENTS, AND SHARES) AS A PERCENTAGE OF TOTAL PAGE FANS



GLOBAL OVERVIEW

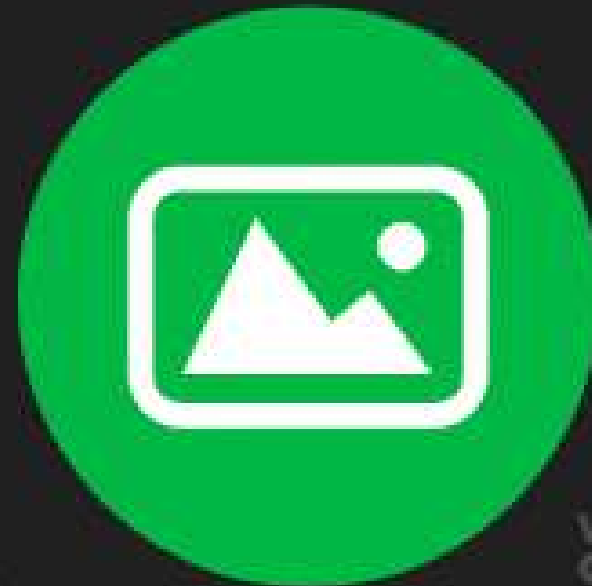
AVERAGE FACEBOOK POST
ENGAGEMENTS vs. PAGE
FANS: **ALL POST TYPES**



locowise

0.07%

AVERAGE FACEBOOK POST
ENGAGEMENTS vs. PAGE
FANS: **PHOTO POSTS**



we
are
social

0.11%

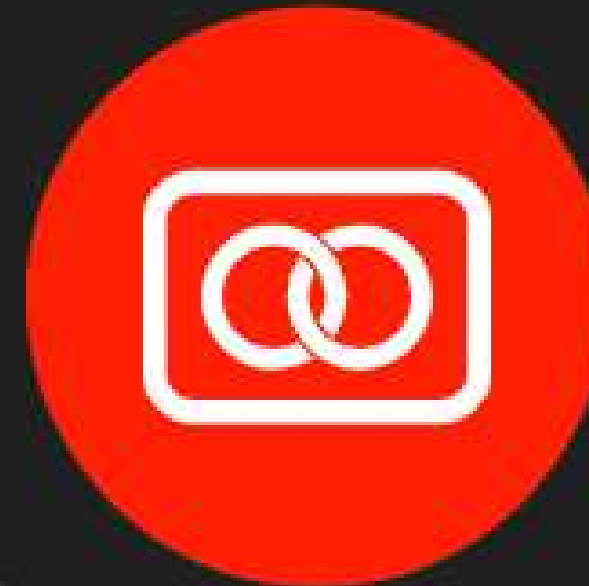
AVERAGE FACEBOOK POST
ENGAGEMENTS vs. PAGE
FANS: **VIDEO POSTS**



locowise

0.08%

AVERAGE FACEBOOK POST
ENGAGEMENTS vs. PAGE
FANS: **LINK POSTS**



we
are
social


0.03%

AVERAGE FACEBOOK POST
ENGAGEMENTS vs. PAGE
FANS: **STATUS POSTS**




0.13%

Performance

Post engagement 

2,328

People reached 

31,584

Interactions

Other

Engagement

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 8

 0

 10

 0


 0

Comments


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Shares


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Photo views 

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Link clicks 

73

Other clicks 

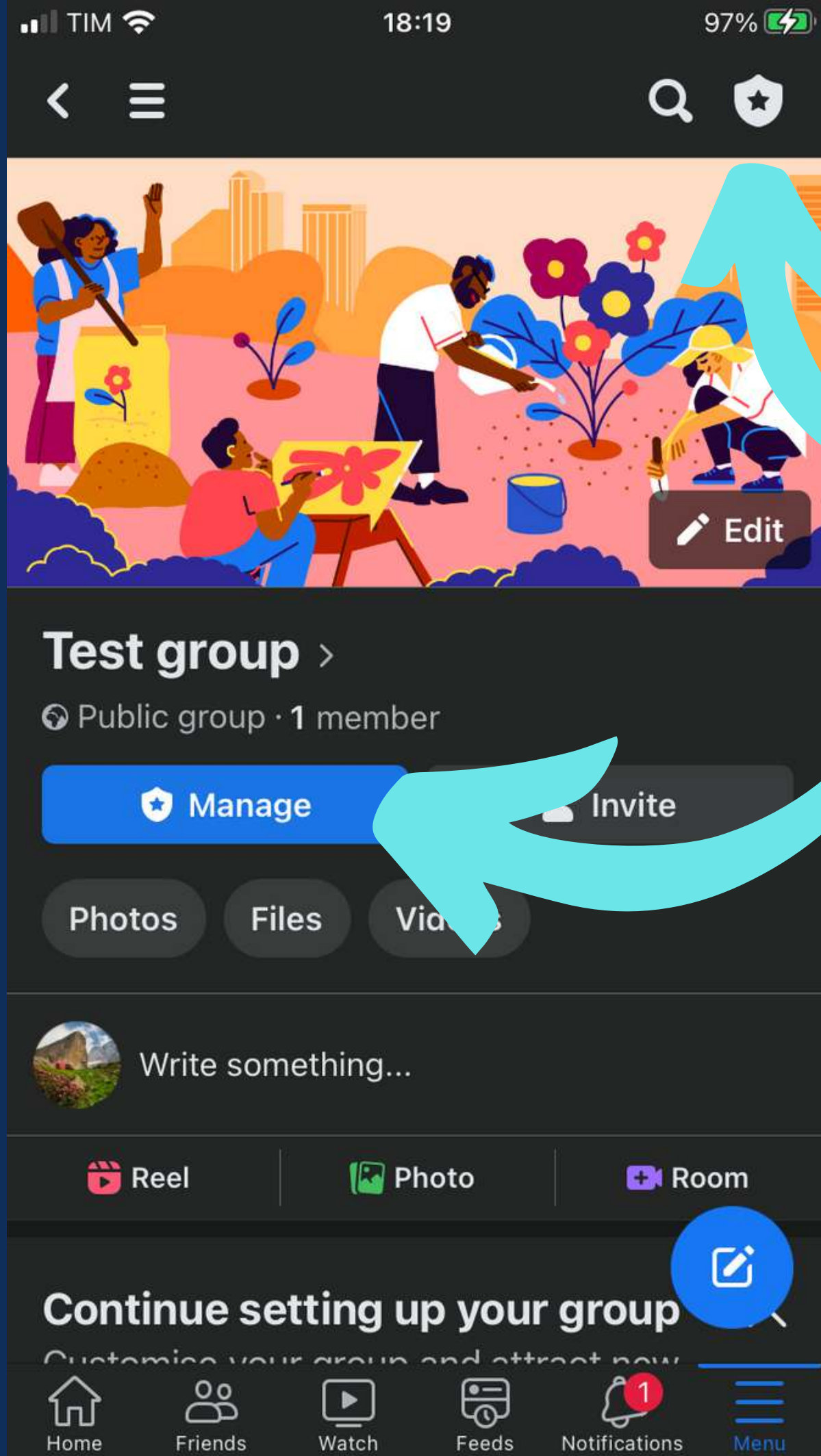
30



POST ENGAGEMENT

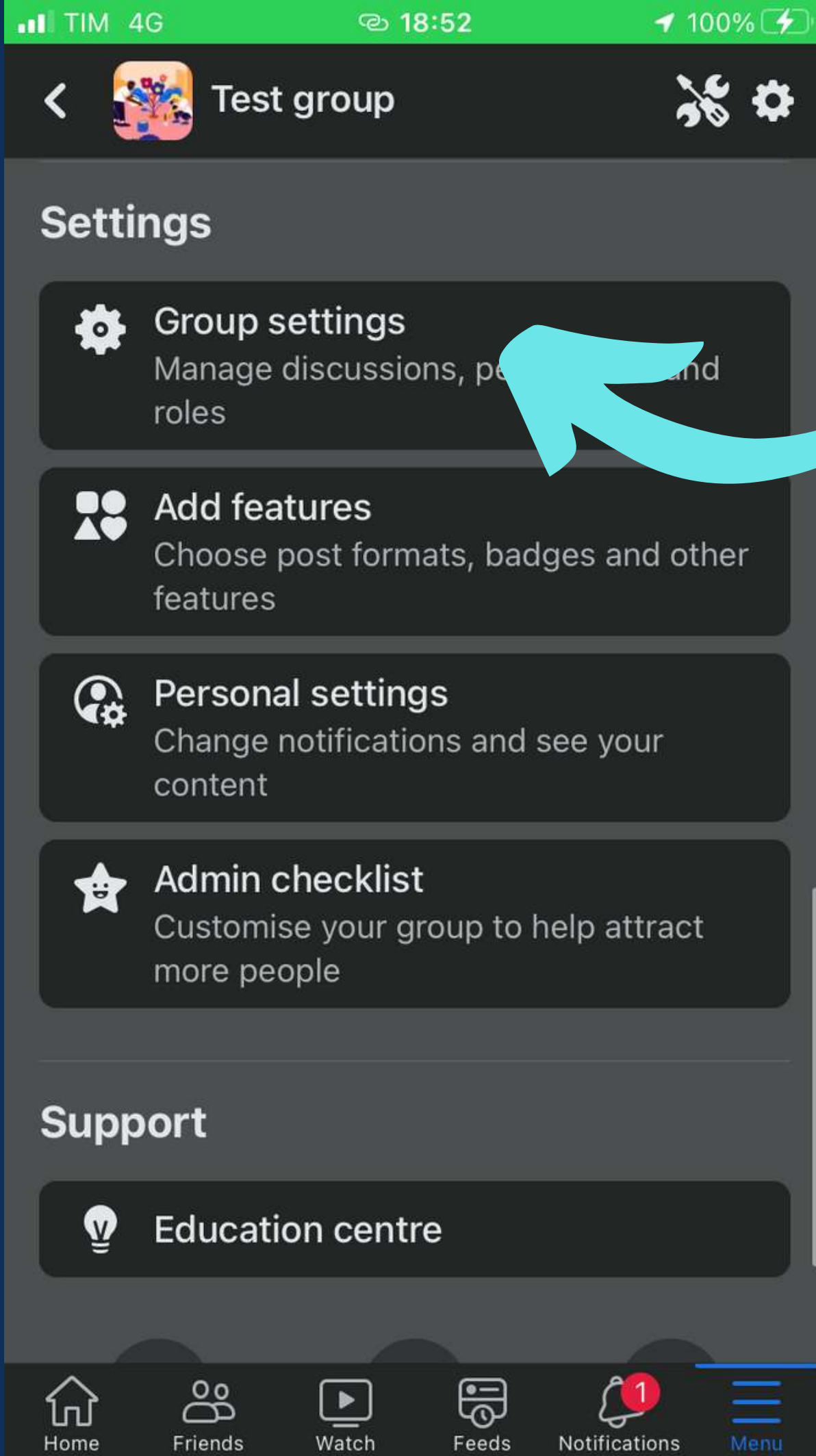
The most important ways to boost post engagement are:

- post quality content
- post beautiful photos or videos
- post at the right time
- sharing your post in similar groups



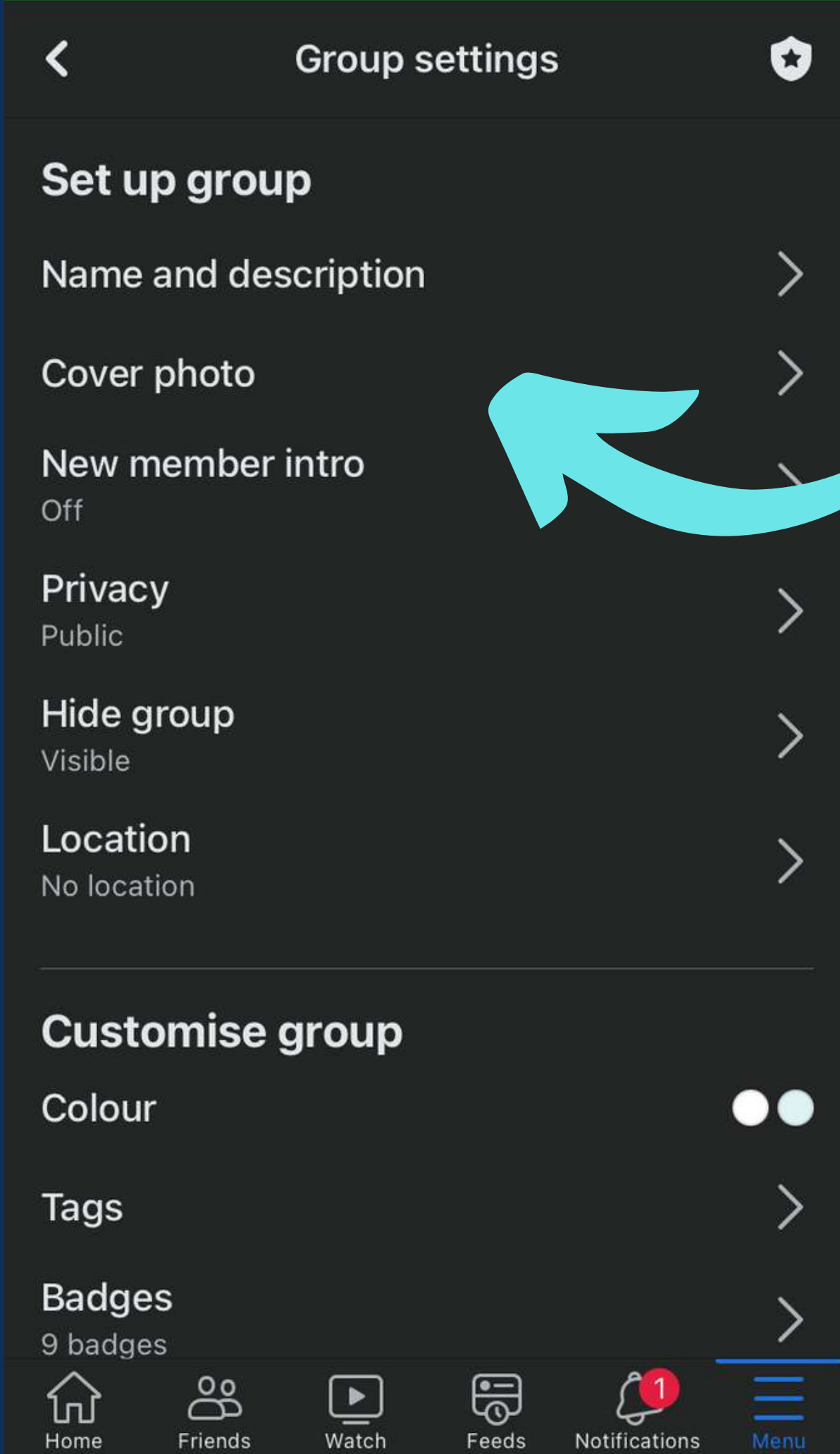
COVER IMAGE

From the Manage -> Group Settings menu, you can set the cover image of the group



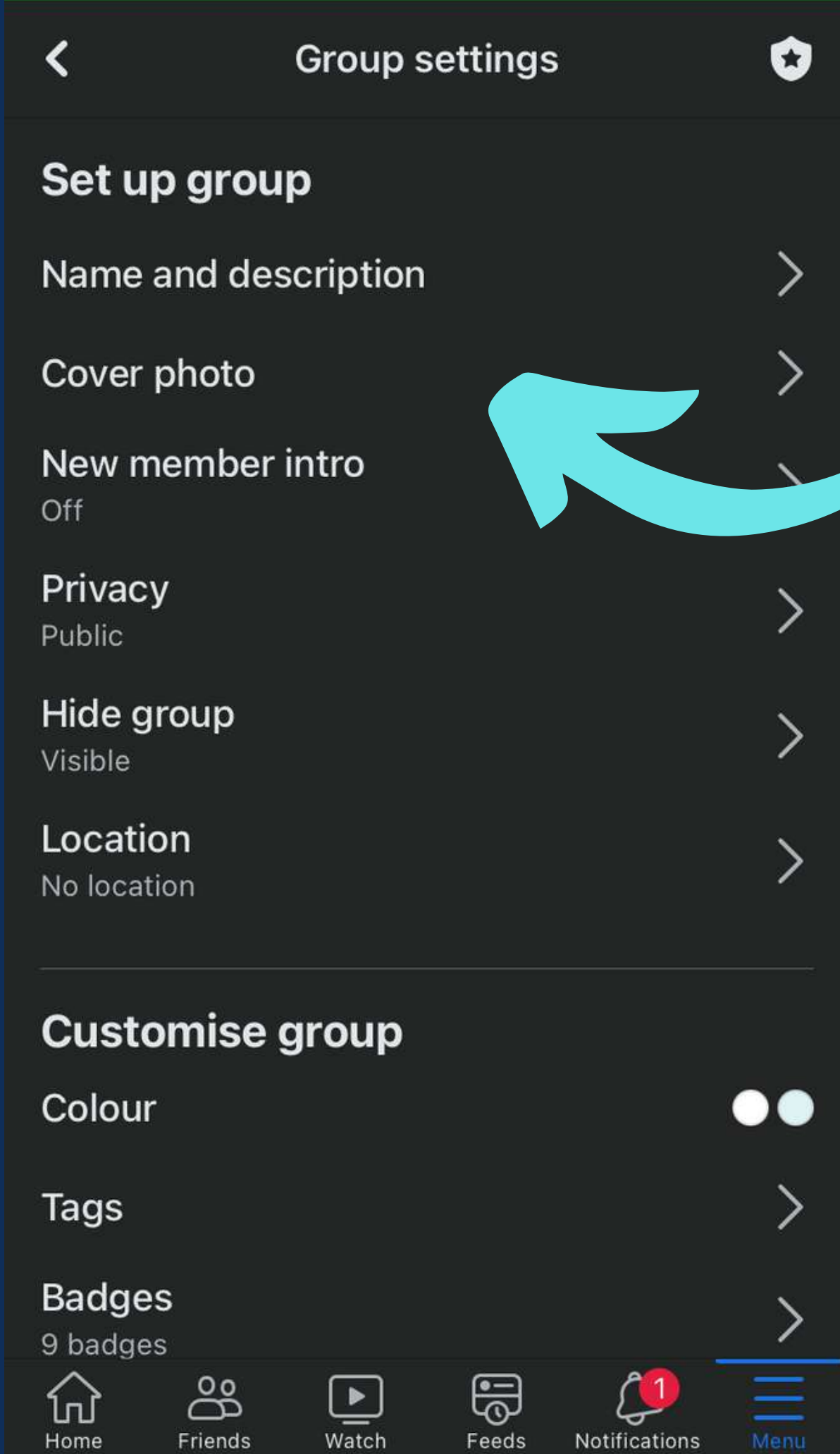
COVER IMAGE

Scroll down until the "Group settings" menu appears



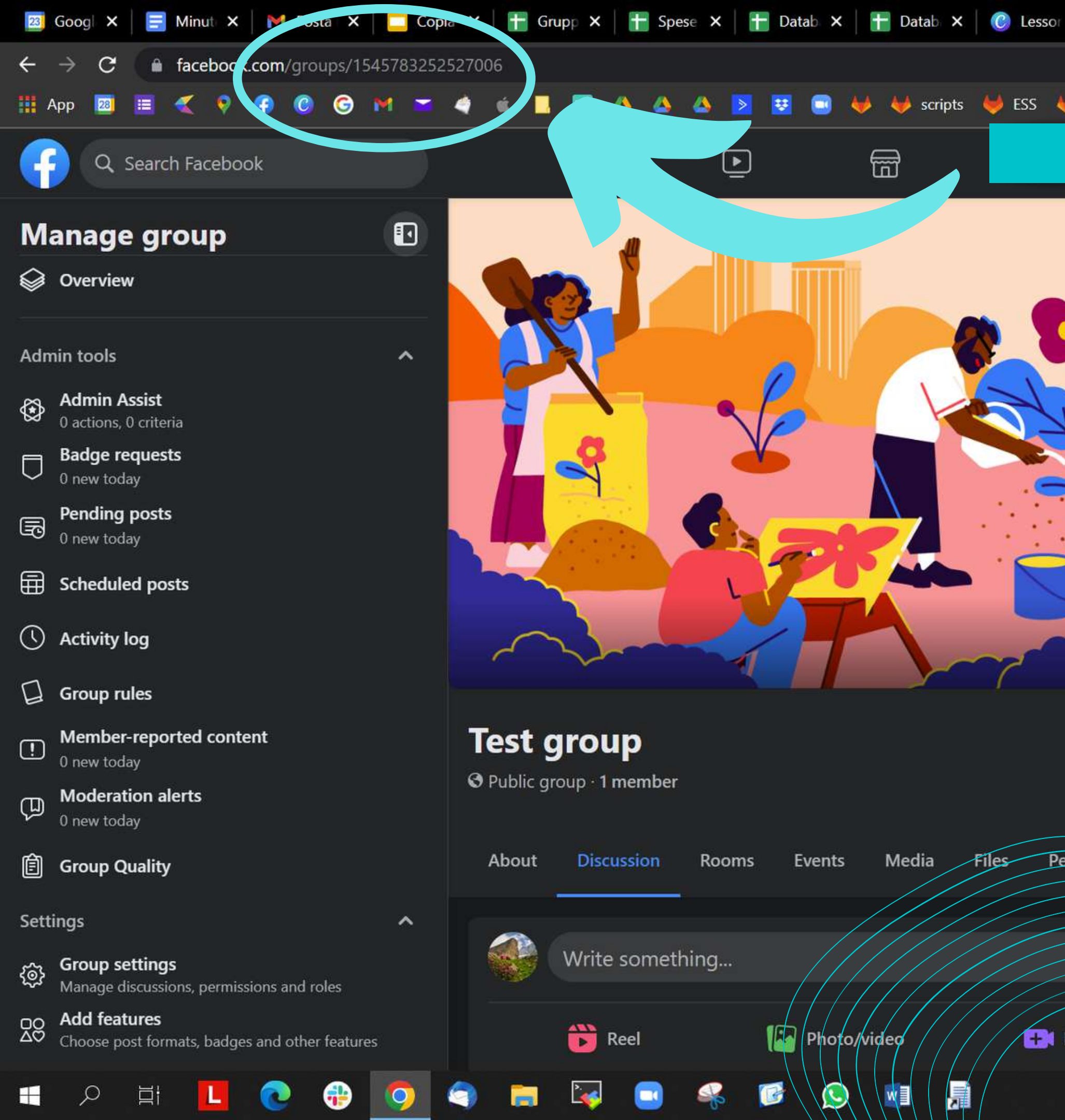
COVER IMAGE

Scroll down until the "Group settings" menu appears



COVER IMAGE

Try to insert in the cover image also the **payoff** of your community (column 3 of the Community Sheet)



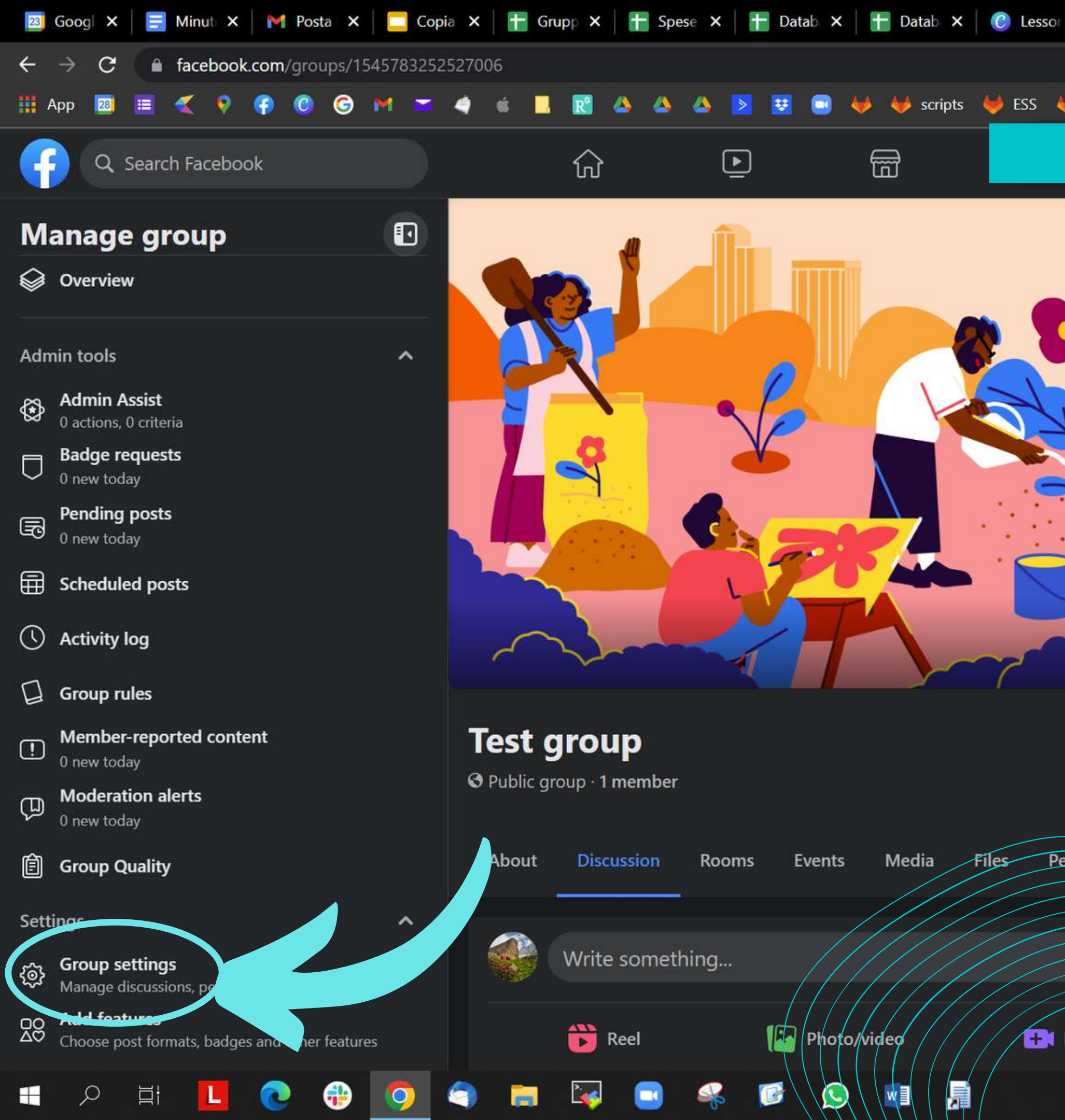
GROUP LINK

By default facebook assign to any new group a weird link, made up by an alphanumeric sequence



GROUP LINK

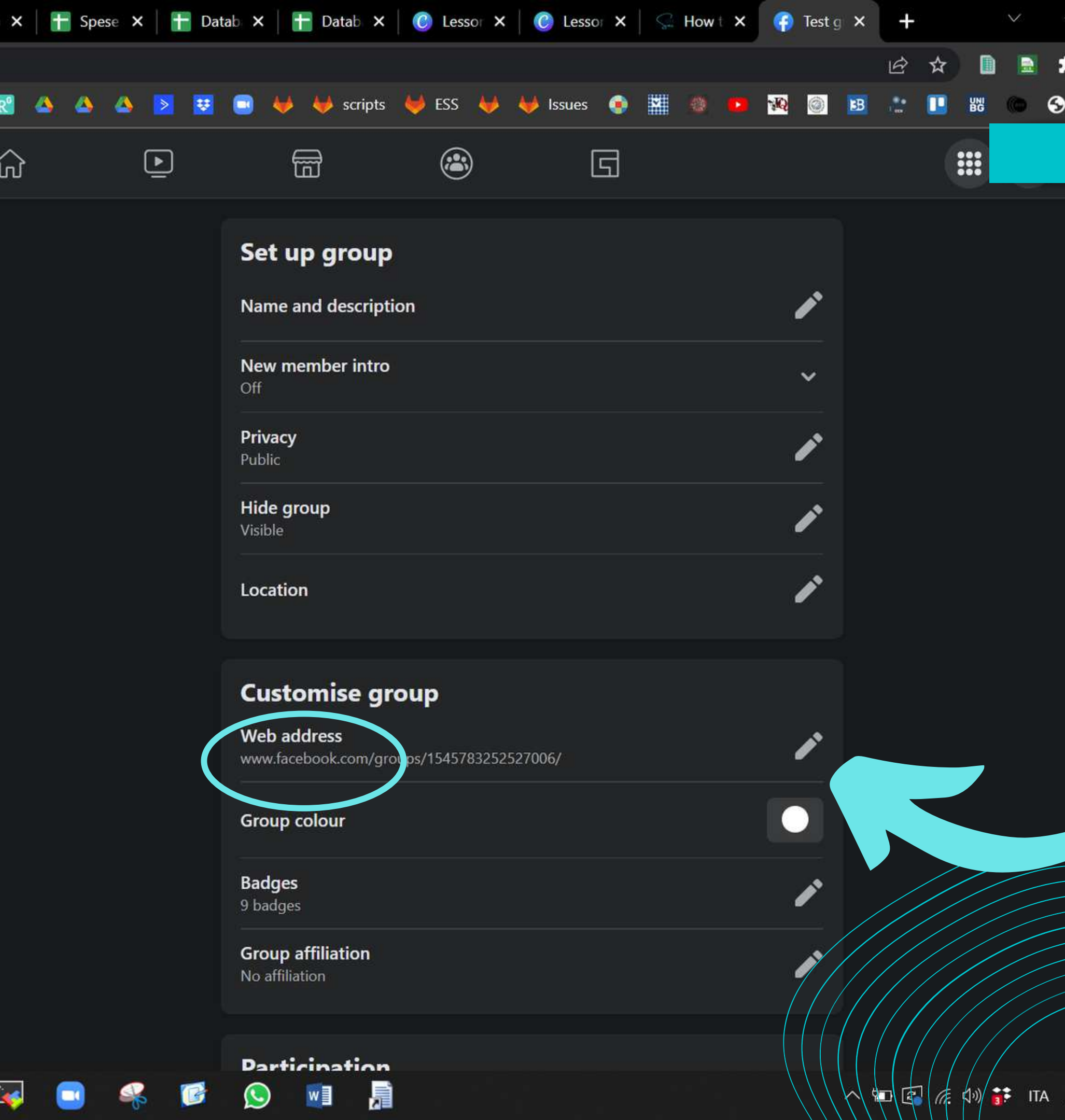
It is possible to change the link and give it the same name of your group instead, but accessing your group only from laptop





GROUP LINK

The link of your group should have the name of your group instead of the an alphanumeric sequence given by default. This tool is only available accessing your group from laptop





GROUP LINK

The beginning of the URL of a fb group is always:

www.facebook.com/groups/

You can change the last part of the URL as you like, e.g: inserting the same name of your group without spaces

Set up group

Name and description

New member intro
Off

Privacy
Public

Hide group
Visible

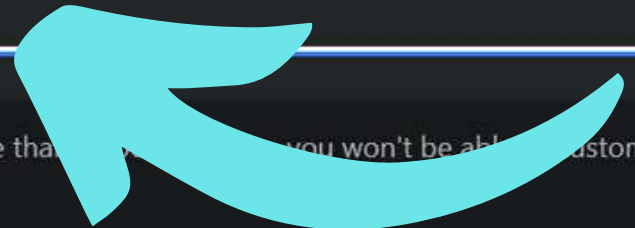
Location

Customise group

Web address

Once your group has more than 100 members you won't be able to customise your address again.

Cancel Save





GROUP LINK

When done, insert the new link in column 11 of the Community Sheet in the Moodle

Set up group

Name and description

New member intro
Off

Privacy
Public

Hide group
Visible

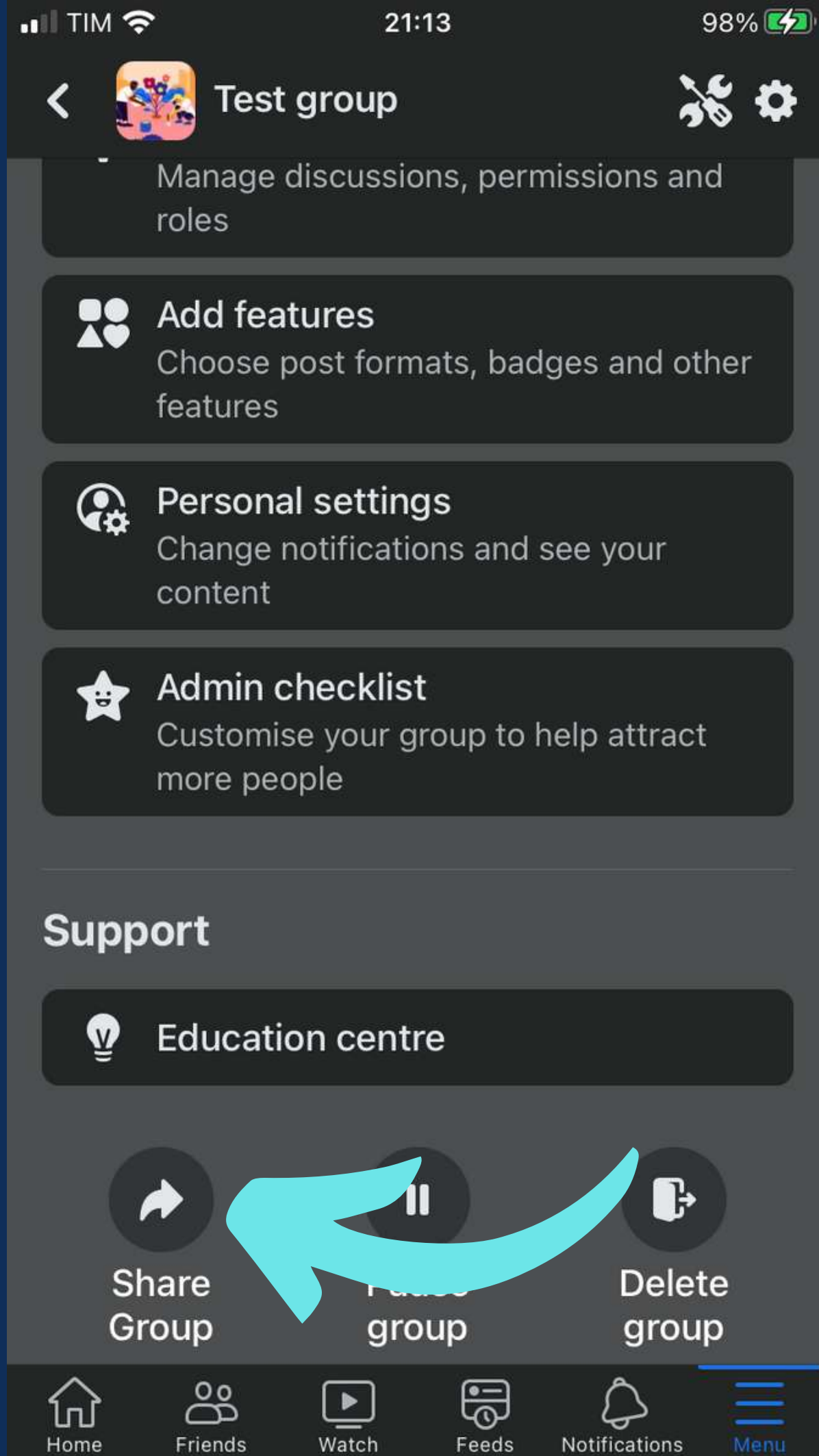
Location

Customise group

Web address

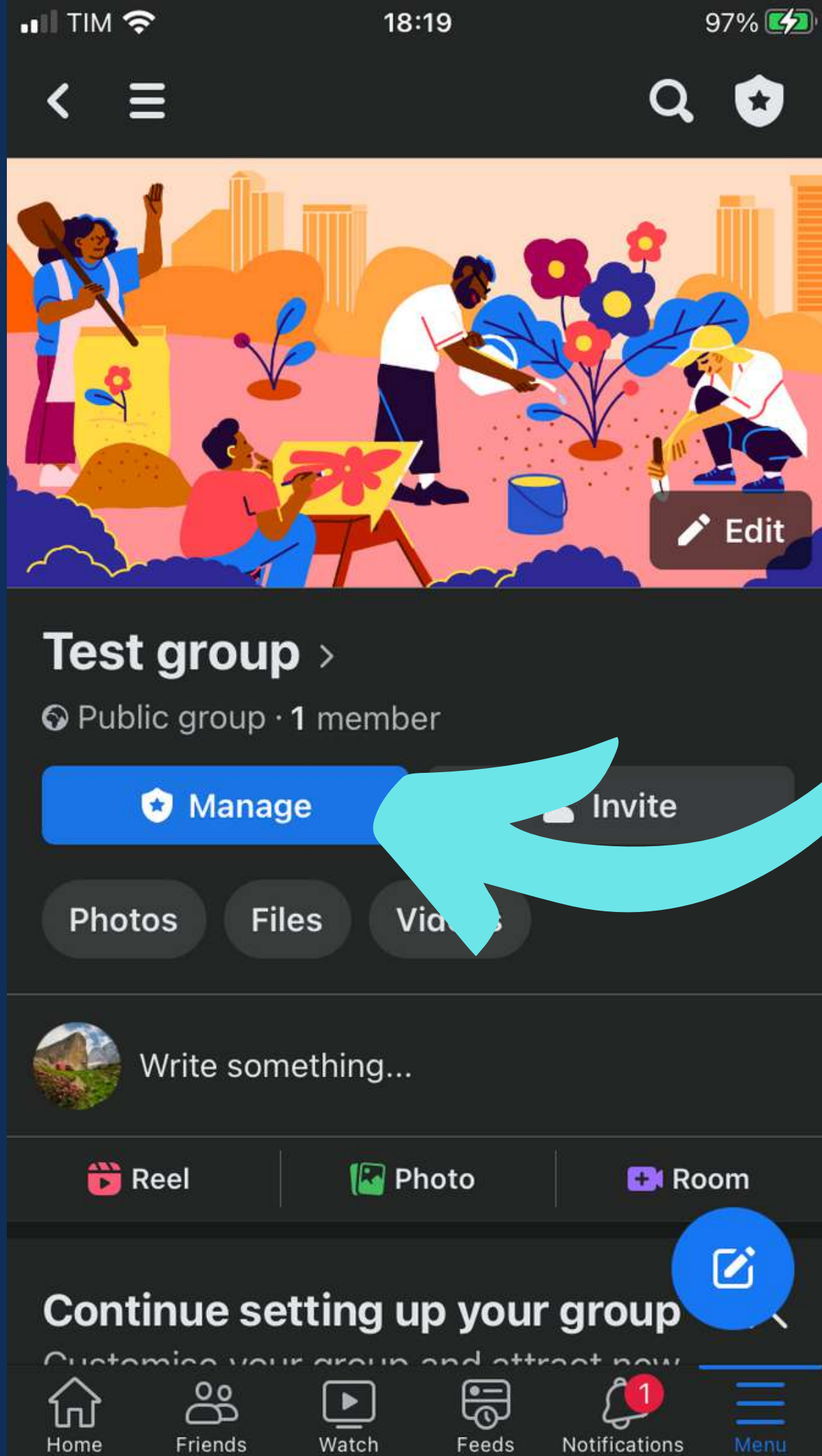
Once your group has more than 10 members, you won't be able to customise your address again.

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



GROUP LINK

From mobile version, the link to the group can only be seen from the bottom of the "Manage" window





GROUP LINK


From mobile version, the link to the group can only be seen from the bottom of the "Manage" window


Moderation


 Community chats

 Admin Assist

 Pending approvals

 Reported content

 Moderation alerts

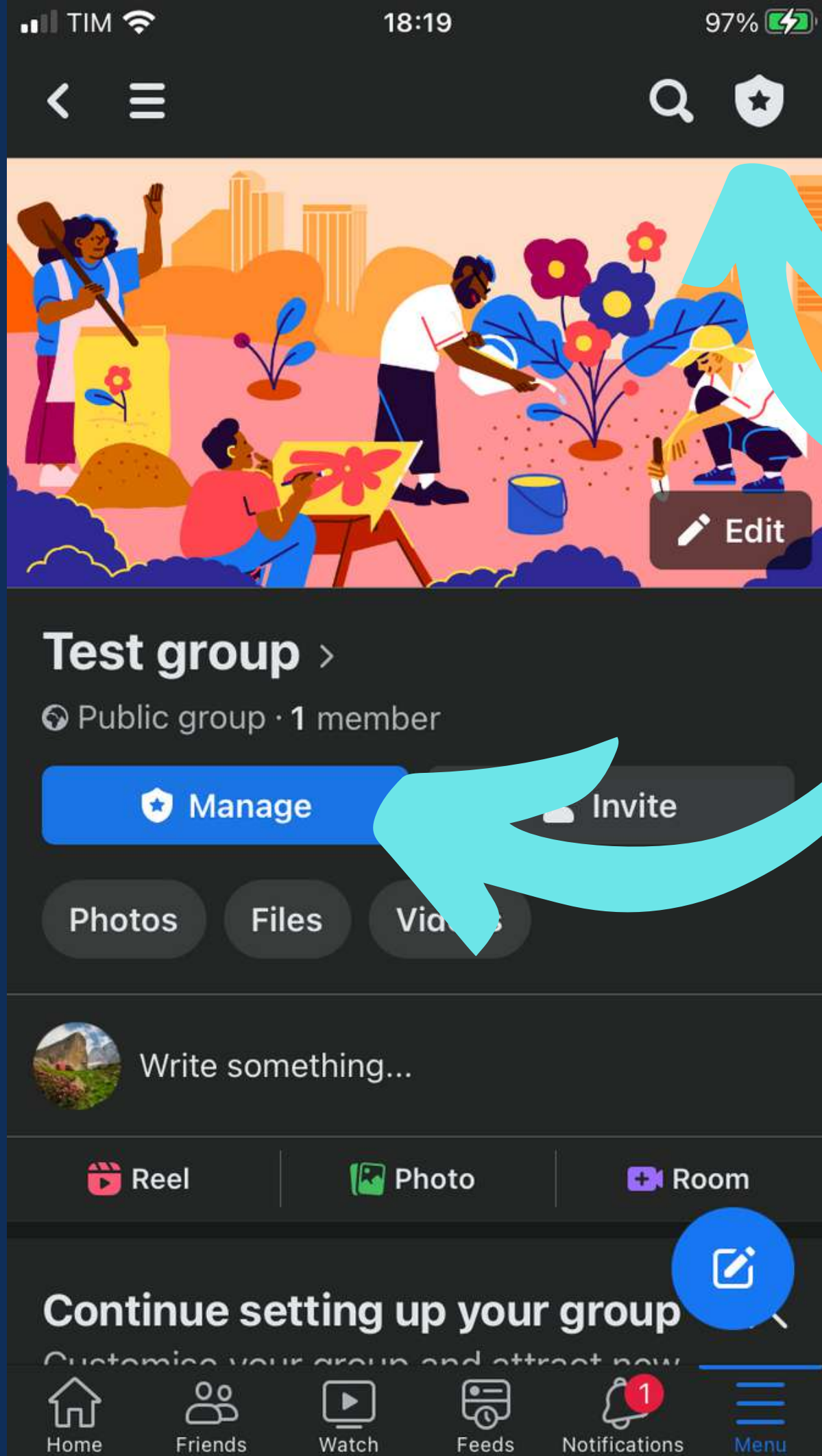
 Flagged by Facebook

 Group rules

GROUP RULES

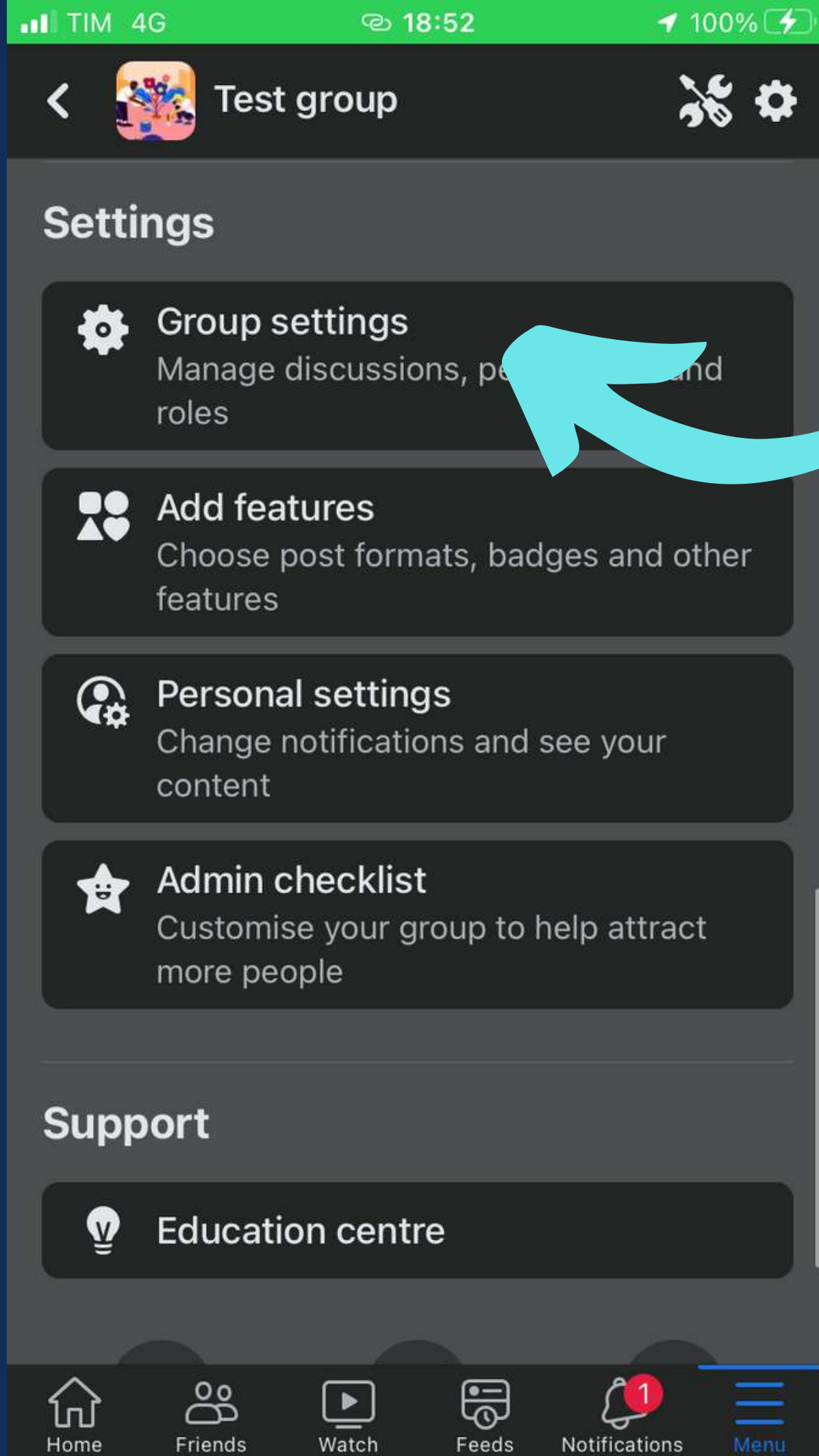
Insert 2-4 rules from menu
Manage -> See All Tools ->
Group rules -> Create
Another Rule





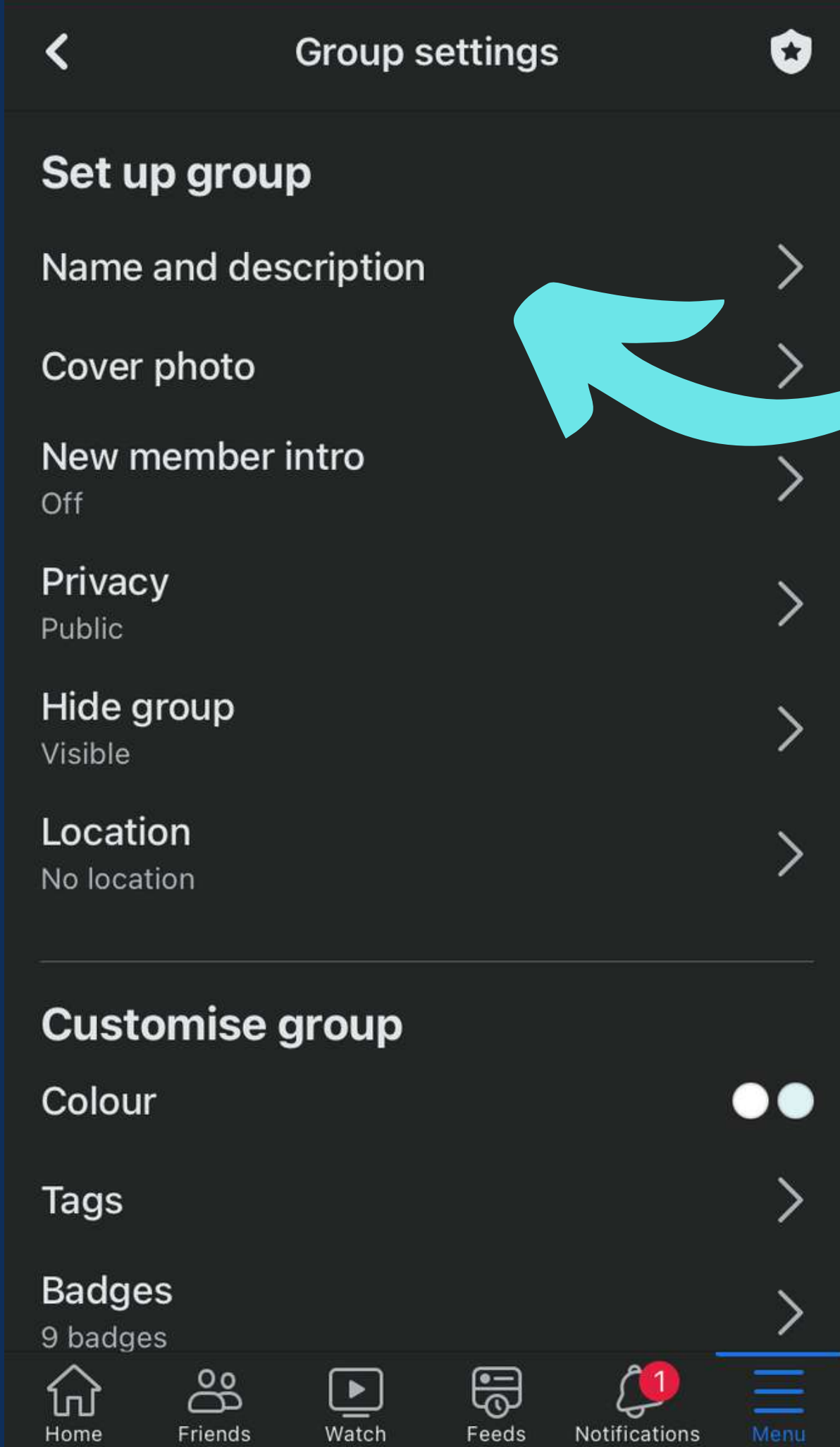
GROUP DESCRIPTION

From the Manage -> Group Settings menu, you can change the name of the group (if needed) and its description, and change the privacy of the group (from public to private, but not the opposite)



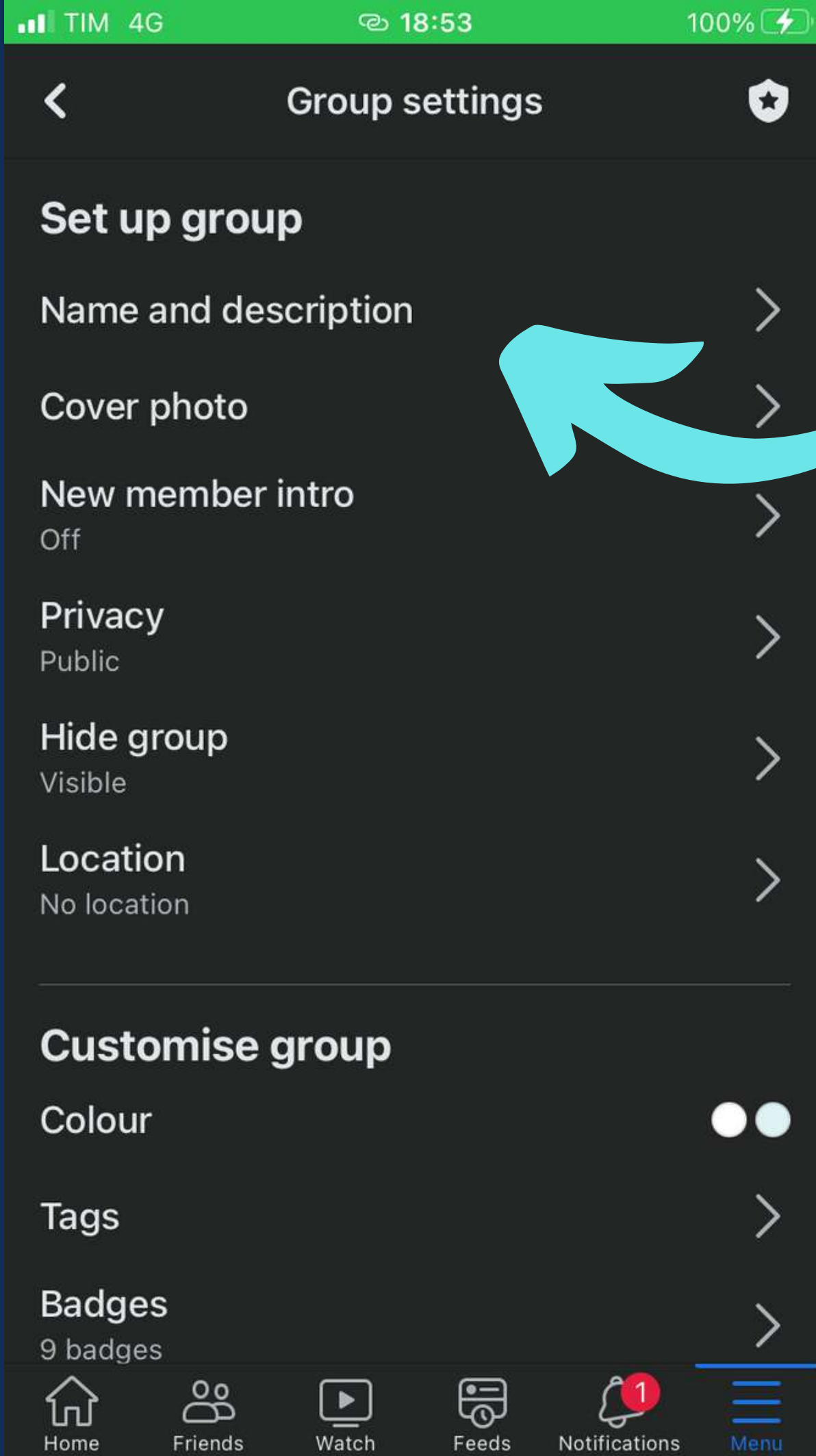
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GROUP DESCRIPTION

Create the description of the group from column 5 of the Community Sheet (the "why"). Insert this prompt in ChatGPT:

"Write the description of a facebook group called <insert name>, whose purpose is <insert column 5>. Do not itemize"



YOUR FIRST POST

Example of prompt for ChatGPT:

“Write the first post of a facebook group called <insert name>, whose purpose is <insert column 5>”



YOUR FIRST POST

Use the same post image of your group cover. Do not share the post when you publish it

A scenic landscape at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. In the foreground, several cows of various colors (white, brown, and grey) are grazing in a lush green field. The background features rolling green hills and a few small buildings, possibly a farm, under a sky with soft, wispy clouds. The overall atmosphere is peaceful and idyllic.

THE "MILKING" TECHNIQUE

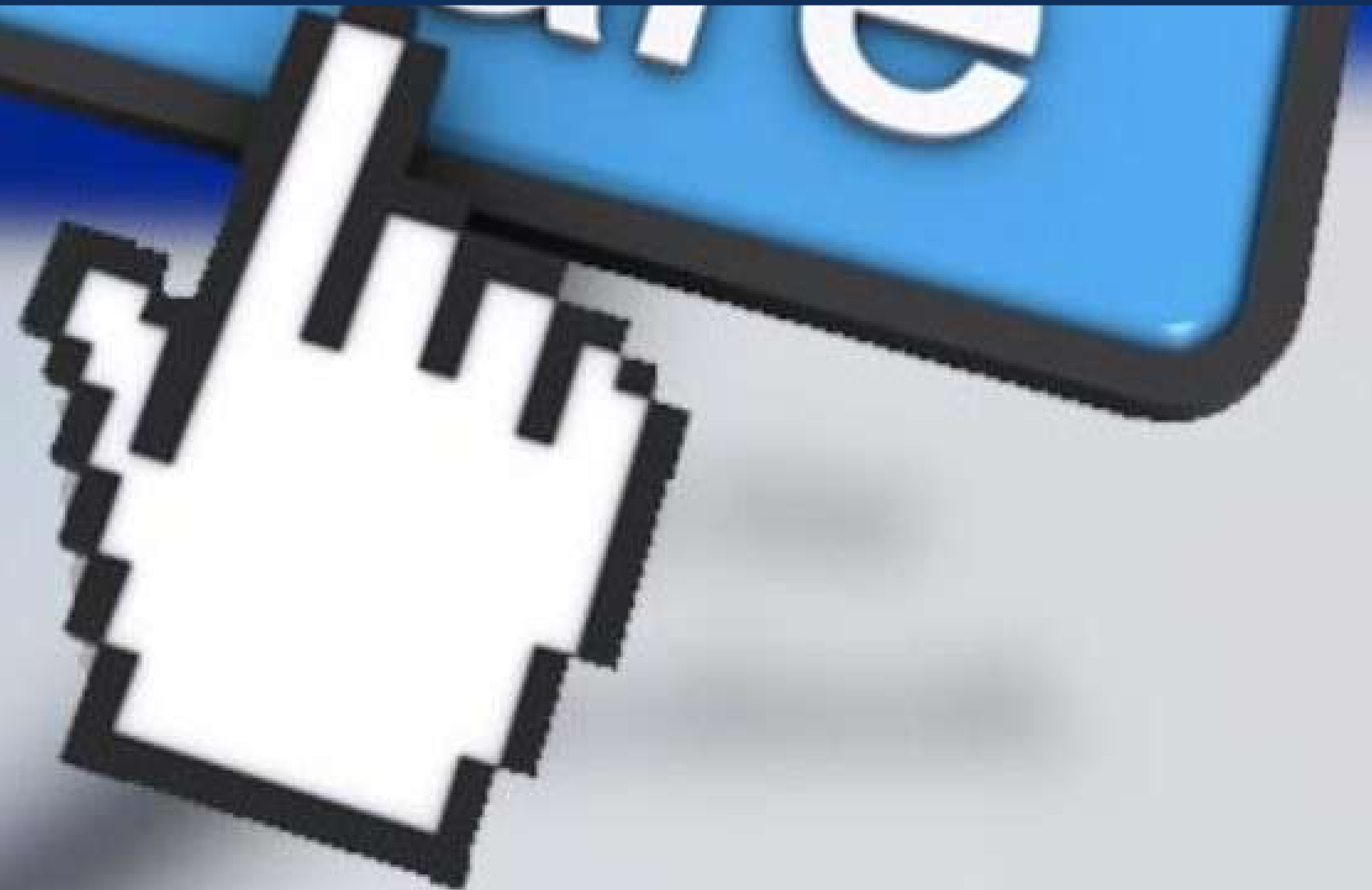
How to kick-start a community with the proper use of **post sharing**

Sharing posts is the best method left in fb to increase followers and engagement (not available on Instagram)



Sharing posts is the best method left in fb to increase followers and engagement (not available on Instagram)

Don't worry to share your posts with other fb communities. Things done with love and passion cannot be copied.



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The only way to give your posts visibility not only to your followers, but also to millions of other fb users

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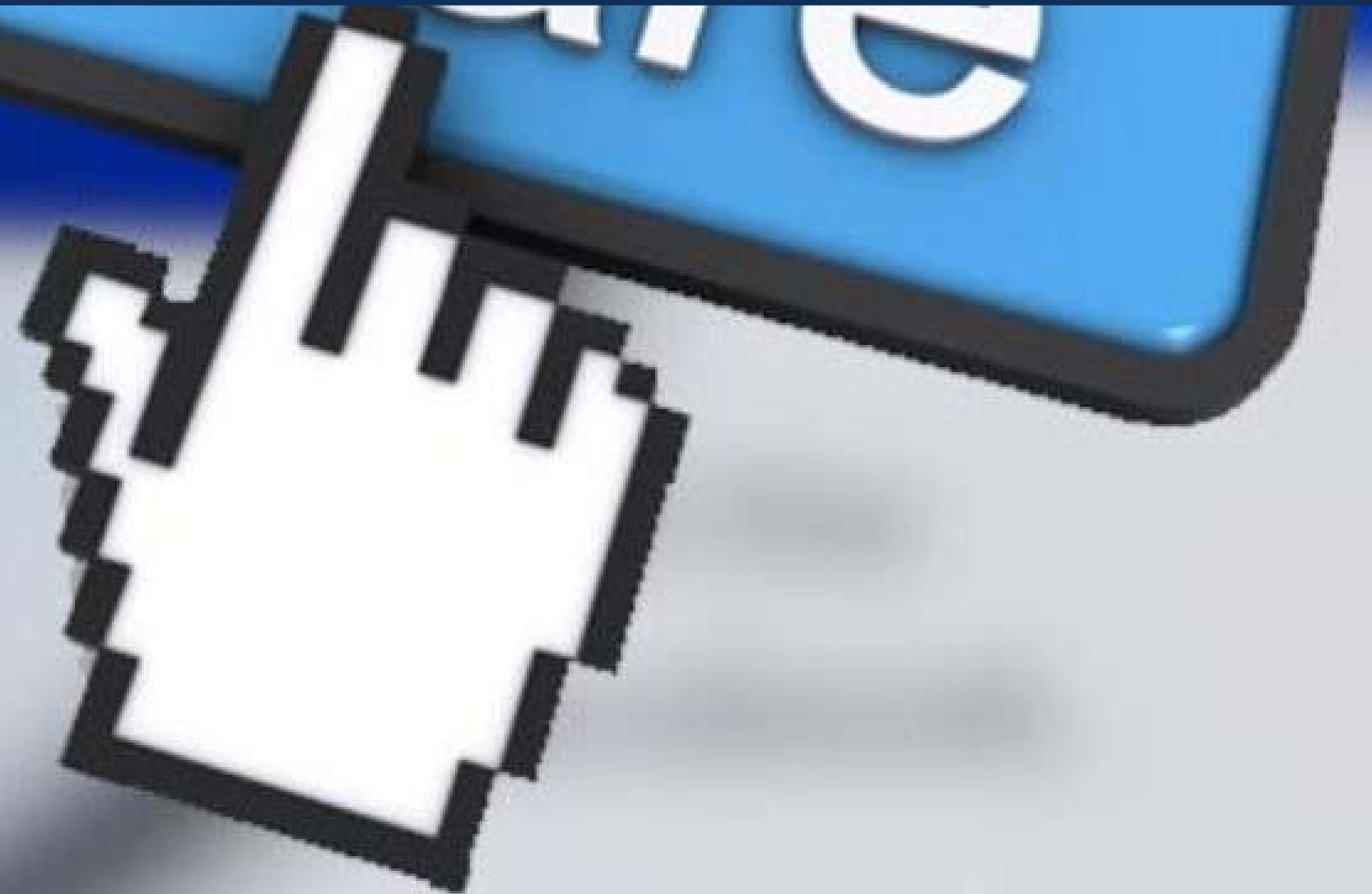
You should share one of your posts in other similar group only if you think that its content may be interesting to its members, else it is just spamming

Check the **rules** of the target group: some **forbid sharing**, or **forbid links** inside the post, or require a specific **post format**



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Usually some members of the group that appreciated your post **will join your group too**



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Usually some members of the group that appreciated your post **will join your group too**

Depending on the number of members of that group, they can be only a **few users** or **hundreds**, with a single sharing!

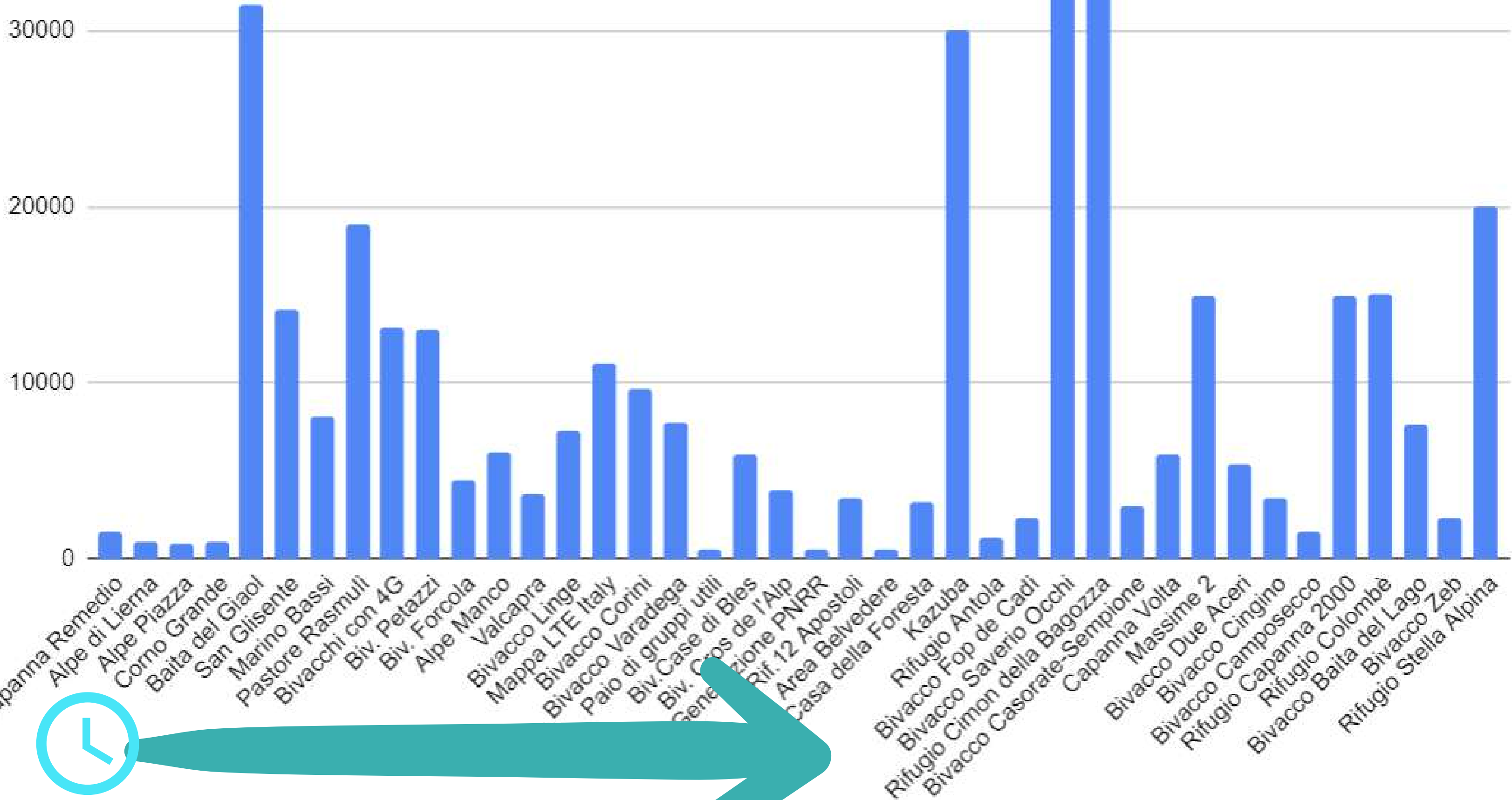
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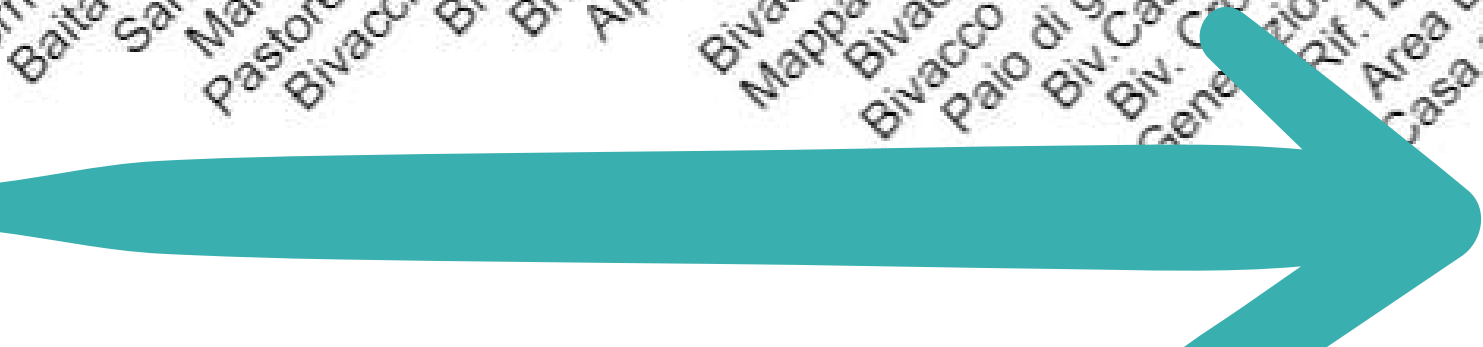
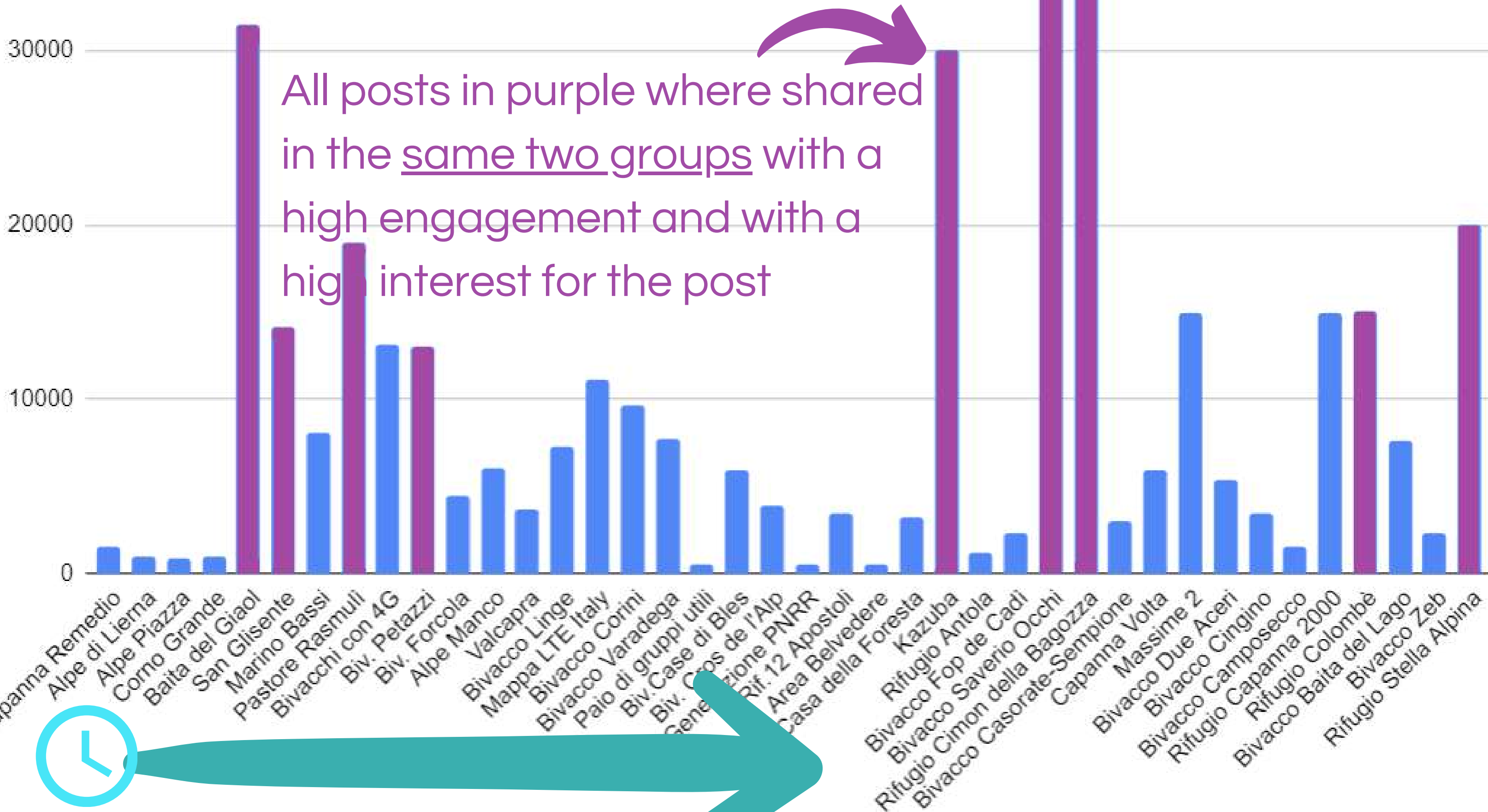
Depending on the number of members of that group, they can be only a **few users** or **hundreds**, with a single sharing!

After some shared posts in the same group less users will join your group, because most of the people interested in your group **already joined it**

ORGANIC REACH OF THE SHARED POSTS OF THE GROUP OF THE SMART TREKKERS



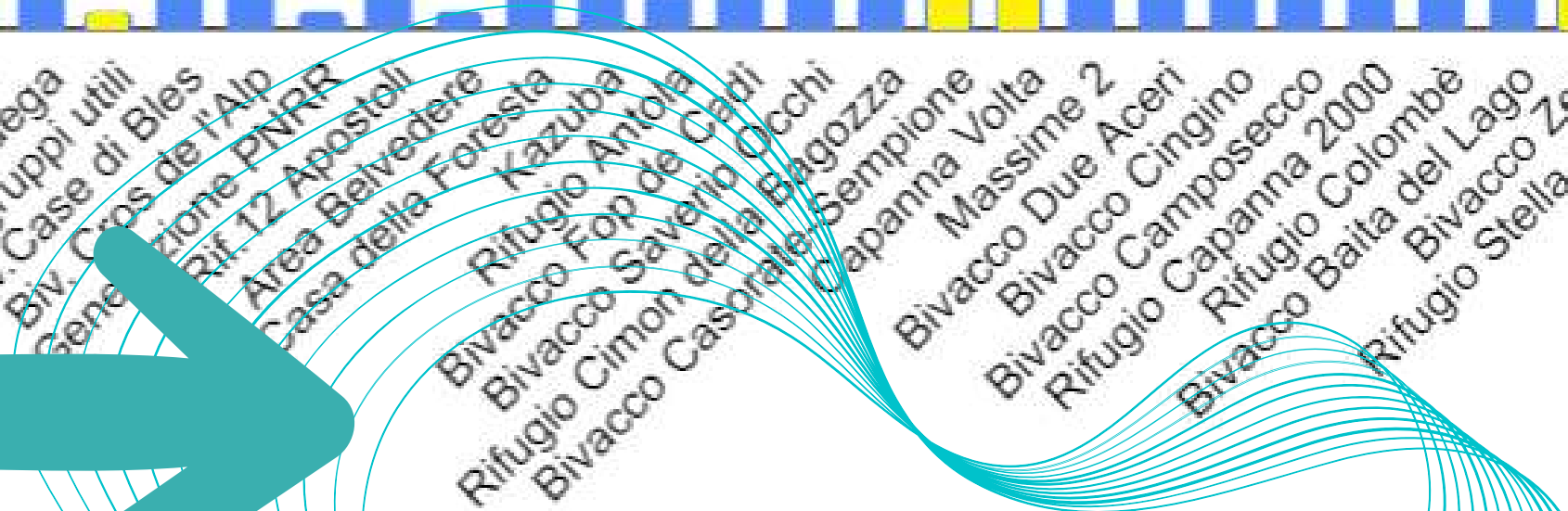
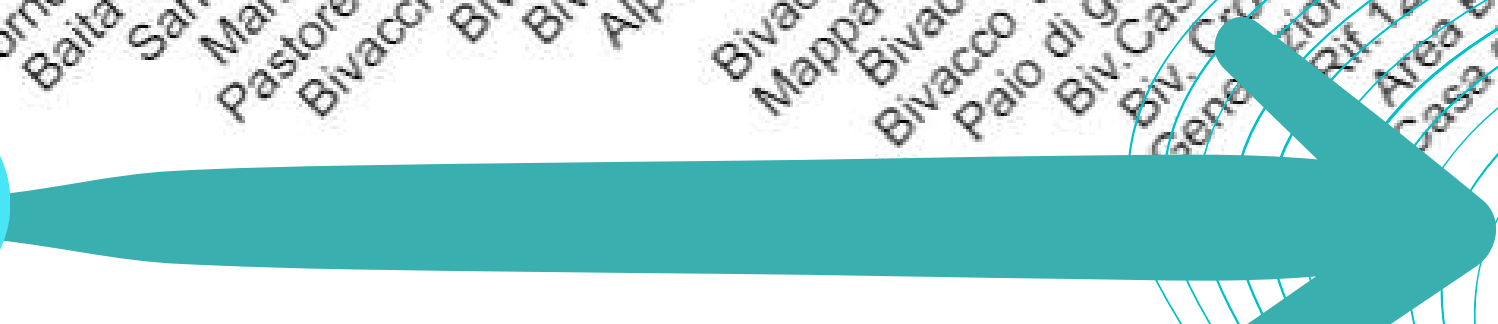
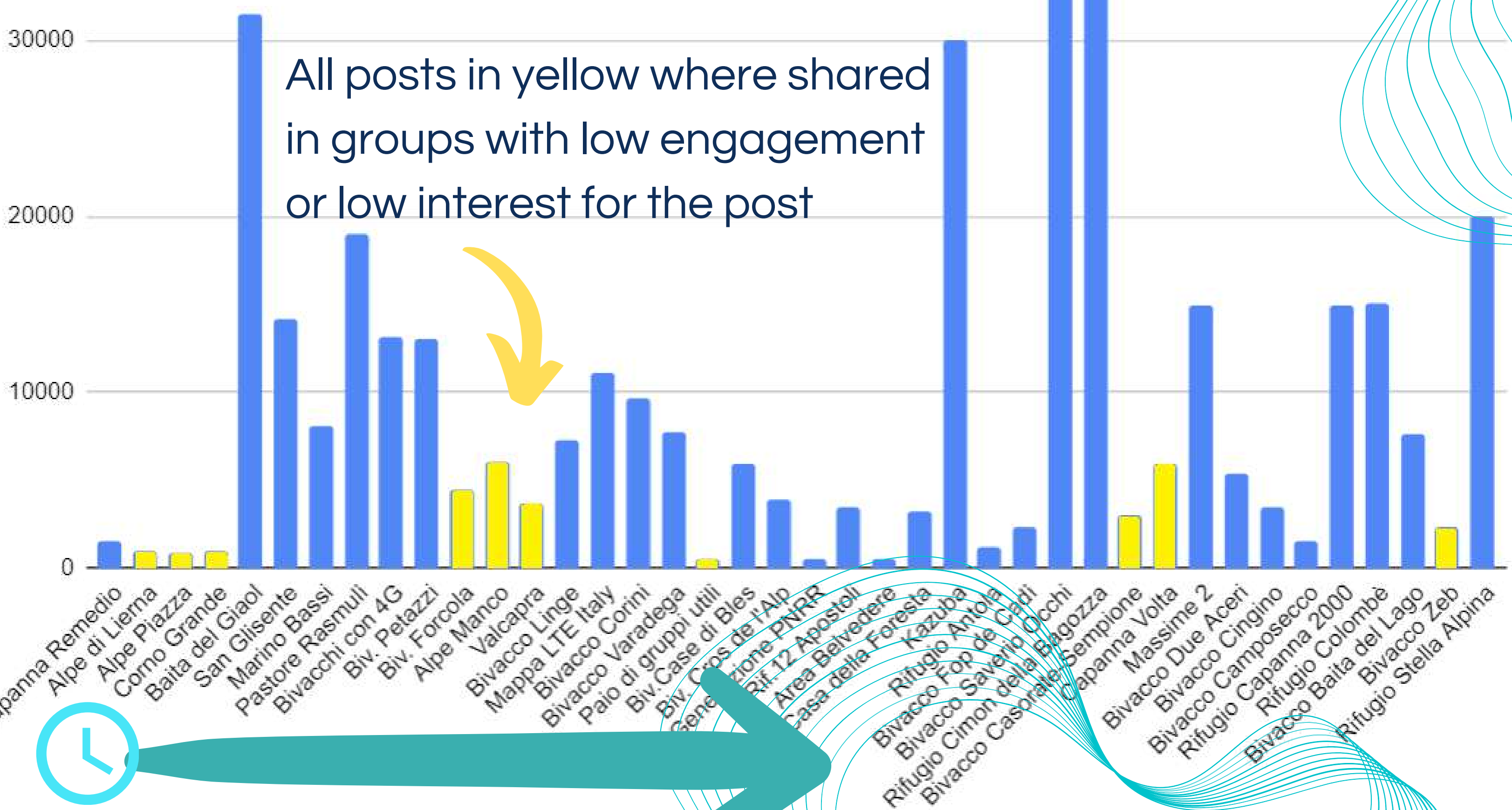
ORGANIC REACH OF THE SHARED POSTS OF THE GROUP OF THE SMART TREKKERS



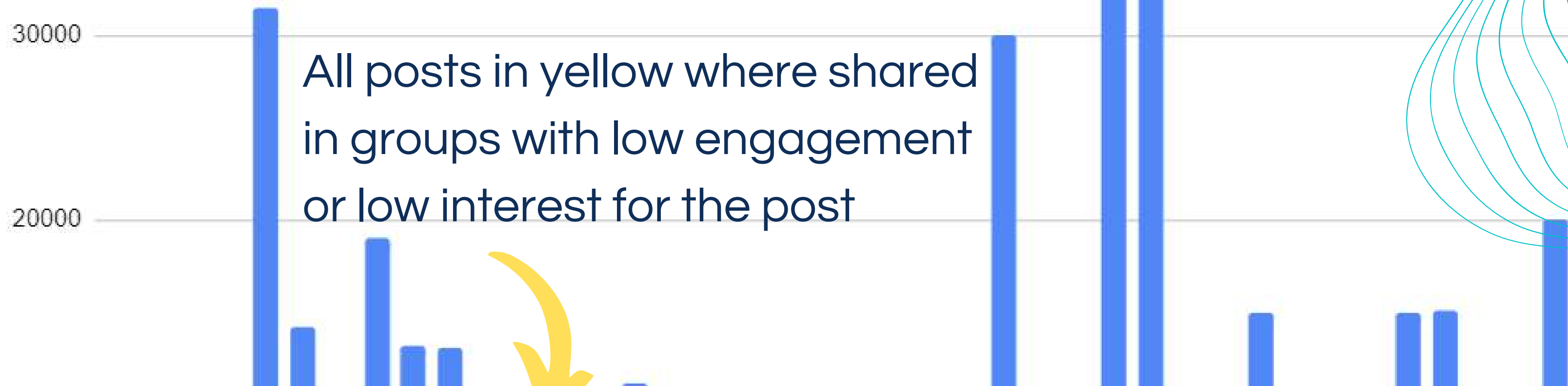
ORGANIC REACH OF THE SHARED POSTS OF THE GROUP OF THE SMART TREKKERS



All posts in yellow where shared in groups with low engagement or low interest for the post











ORGANIC REACH OF THE SHARED POSTS OF THE GROUP OF THE SMART TREKKERS



Writing down the groups where your posts have the **higher reach**, you are **mathematically sure** that each time you share something, it will reach **thousands of users** even if your group only has a few members

A template with a spreadsheet to share your posts is available in the Moodle

Course materials

-  Lesson 1 - IT for Tourism Services
-  Lesson 2 - Workation
-  Lesson 3 - Virtual Reality & Augmented Reality
-  Lesson 4 - Big Data & Artificial Intelligence
-  Social Media
-  Community Canvas: Minimum Viable Community
-  Google Sheet "Community list" with all your communities
-  Template for Sharing Posts

Group Name	Privacy	Num. of members	Last update	Group type	Language	Area?	Linked page?	Requirements?	Post: <name post 1>	<name post 2>	<name post 3>	<name post 4>	<name post 5>	<name post 6>
Ragazze in Gamba	Public	85300	3 hours	Women, Trekking	Italian	World	Rete Nazionale Donne in	Be a Woman						
Gente che va in Montagna due volte l'anno	Public	38000	1 day	Mountain, Jokes	Italian	World	Gente che va in Montagn	No one						
Digital Nomads around Europe	Private	6700	15 hours	Digital Nomads	English	Europe	No	No job offers						

Make a copy of this spreadsheet in your local folder before using it
 (File -> Create a Copy)

Look for the other fb groups where you may share some of your posts and fill the template

Group Name	Privacy	Num. of members	Last update	Group type	Language	Area?	Linked page?	Requirements?	Post: <name post 1>	<name post 2>	<name post 3>	<name post 4>	<name post 5>	<name post 6>
Ragazze in Gamba	Public	85300	3 hours	Women, Trekking	Italian	World	Rete Nazionale Donne in	Be a Woman						
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Digital Nomads around Europe	Private	6700	15 hours	Digital Nomads	English	Europe	No	No job offers						

Make a copy of this spreadsheet in your local folder before using it
 (File -> Create a Copy)

This exercise'll also help you discovering if your community is truly unique or it already exists

Group Name	Privacy	Num. of members	Last update	Group type	Language	Local group?	Shared posts	Linked page?	Requisiti?
Alla Scoperta dei rifugi delle Dolomiti	Privato	261907	2 ore	Montagna	Italian	Dolomiti	10	Volpi del Vajolet	
Viaggiare in solitaria (icona con zaino)	Privato	204308	1 ora	Viaggi	Italian		no		No share, no link
DoloMitici!	Pubblico	182701	43 min	Montagna	Italian	Dolomiti	4		No share
VACANZE - VIAGGI - TURISMO	Pubblico	114345	6 min	Viaggi	Italian		no		
Sentieri del Lago di Garda	Privato	104029	6 ore	Trekking	Italian	Lago di Garda	3		
Dolomiti... una Passione	Privato	102956	45 min	Montagna	Italian	Dolomiti	no		No group autopromotion!
IL CANTO delle SIRENE (AMICI della NATURA)	Pubblico	102505	2 gg	Natura	Italian		no		No shared, no video, no link
TRENTINO ALTO ADIGE	Pubblico	101669	1 ora	Montagna	Italian	Trentino	5		
Amanti della montagna friulana	Pubblico	93823	19 min	Montagna	Italian	Friuli	no		
ANDIAMO A CONOSCERE MONTAGNE, BORGHI E PAESINI	Privato	91753	37 min	Montagne, Borghi	Italian		no		
val badia che passione!	Pubblico	89114	7 ore	Montagna	Italian	Val Badia	no		
Soci del CAI - Club Alpino Italiano Official group	Privato	88693	1 ora	Montagna	Italian		40	CAI	
Camminare nei boschi...	Pubblico	83891	1 ora	Trekking, Boschi	Italian		1		no one
Quelli che... il Trentino ce l'hanno nel cuore	Pubblico	81336	2 ore	Montagna	Italian	Trentino	no		
I Love Trentino Alto Adige	Pubblico	80696	11 ore	Montagna	Italian	Trentino Alto Adige	no		
Regazze in Gamba	Pubblico	79371	1 ora	Trekking	Italian		no	Rete Nazionale	Women only
Poracci In Viaggio - COMMUNITY	Privato	74211	11 ore	Viaggi	Italian		no		no one
"Le Mie Montagne"	Privato	67102	29 min	Montagna	Italian		5		no one
Val di Fassa Trekking	Pubblico	60895	6 ore	Trekking, Montagna	Italian	Val di Fassa	3		
Alto Adige, la nostra passione!	Privato	59276	40 min	Montagna	Italian	Alto Adige	check		
Affitto in Montagna - Appartamenti, B&B, Camere, Case, Locali	Pubblico	57234	38 min	Montagna, Affitto	Italian		no		
Noi che amiamo le montagne	Pubblico	57206	1 gg	Montagna	Italian		no		No link
Valle Brembana di tutto di più	Pubblico	56199	36 min	Montagna	Italian	Val Brembana	4		
In vacanza ed in giro con il cane	Privato	50499	22 ore	Viaggi	Italian		no		

After a while, it will look like this

Sharing posts ☆ 📄 ☁

File Modifica Visualizza Inserisci Formato Dati Strumenti Estensioni Guida Appena modificato

100% € % .0 .00 123 Predefinito... 10 B I S A

fx Group Name

B	C	D	E	F	G	H	I	J		
Privacy	Num. of members	Last update	Group type	Languag	Local group?	Shared posts	Linked page?	Requirements?		
Privato	261907	2 ore	Montagna	Italian	Dolomiti	10	Volpi del Vajolet			
Privato	204308	1 ora	Viaggi	Italian		no		No share, no link		
Pubblico	182701	43 min	Montagna	Italian	Dolomiti	4		No share		
II CANTO delle SIRENE (AMICI della NATURA)			Pubblico	102505	2 gg	Natura	Italian	no	No shared, no video, no lin	
TRENTINO ALTO ADIGE			Pubblico	101669	1 ora	Montagna	Italian	Trentino	5	
Amanti della montagna friulana			Pubblico	93823	19 min	Montagna	Italian	Friuli	no	
ANDIAMO A CONOSCERE MONTAGNE, BORGHI E PAESINI			Privato	91753	37 min	Montagne, Borghi	Italian		no	
val badia che passione!			Pubblico	89114	7 ore	Montagna	Italian	Val Badia	no	
Soci del CAI - Club Alpino Italiano Official group			Privato	88693	1 ora	Montagna	Italian		40	CAI
Camminare nei boschi...			Pubblico	83891	1 ora	Trekking, Boschi	Italian		1	no one
Quelli che... il Trentino ce l'hanno nel cuore			Pubblico	81336	2 ore	Montagna	Italian	Trentino	no	
I Love Trentino Alto Adige			Pubblico	80696	11 ore	Montagna	Italian	Trentino Alto Adige	no	
Regazze in Gamba			Pubblico	79371	1 ora	Trekking	Italian		no	Rete Nazionale Women only
Poracci In Viaggio - COMMUNITY			Privato	74211	11 ore	Viaggi	Italian		no	no one
"Le Mie Montagne"			Privato	67102	29 min	Montagna	Italian		5	no one
Val di Fassa Trekking			Pubblico	60895	6 ore	Trekking, Montagna	Italian	Val di Fassa	3	
Alto Adige, la nostra passione!			Privato	59276	40 min	Montagna	Italian	Alto Adige	check	
Affitto in Montagna - Appartamenti, B&B, Camere, Case, Locali			Pubblico	57234	38 min	Montagna, Affitto	Italian		no	
Noi che amiamo le montagne			Pubblico	57206	1 gg	Montagna	Italian		no	No link
Valle Brembana di tutto di più			Pubblico	56199	36 min	Montagna	Italian	Val Brembana	4	
In vacanza ed in giro con il cane			Privato	50499	22 ore	Viaggi	Italian		no	

On its columns, insert these indicators

Sharing posts ☆ 📄 ☁

File Modifica Visualizza Inserisci Formato Dati Strumenti Estensioni Guida Appena modificato

100% € % .0 .00 123 Predefinito... 10 B I S A

fx Group Name

Group Name	Privacy	Num. of members	Last update	Group type	Languag	Local group?	Shared posts	Linked page?	Requisiti?
Alla Scoperta dei rifugi delle Dolomiti	Privato	261907	2 ore	Montagna	Italian	Dolomiti	10	Volpi del Vajolet	
Viaggiare in solitaria (icona con zaino)	Privato	204308	1 ora	Viaggi	Italian		no		No share, no link
DoloMitici!	Pubblico	182701	43 min	Montagna	Italian	Dolomiti	4		No share
VACANZE - VIAGGI - TURISMO	Pubblico	114345	6 min	Viaggi	Italian		no		
Sentieri del Lago di Garda	Privato	104029	6 ore	Trekking	Italian	Lago di Garda	3		
Dolomiti... una Passione	Privato	102956	45 min	Montagna	Italian	Dolomiti	no		No group autopromotion!
IL CANTO delle SIRENE (AMICI della NATURA)	Pubblico	102505	2 gg	Natura	Italian		no		No shared, no video, no lin
TRENTINO ALTO ADIGE	Pubblico	101669	1 ora	Montagna	Italian	Trentino	5		
Amanti della montagna friulana	Pubblico	93823	19 min	Montagna	Italian	Friuli	no		
ANDIAMO A CONOSCERE MONTAGNE, BORGHI E PAESINI	Privato	91753	37 min	Montagne, Borghi	Italian		no		
val badia che passione!	Pubblico	89114	7 ore	Montagna	Italian	Val Badia	no		
Soci del CAI - Club Alpino Italiano Official group	Privato	88693	1 ora	Montagna	Italian		40	CAI	
Camminare nei boschi...	Pubblico	83891	1 ora	Trekking, Boschi	Italian		1		no one
Quelli che... il Trentino ce l'hanno nel cuore	Pubblico	81336	2 ore	Montagna	Italian	Trentino	no		
I Love Trentino Alto Adige	Pubblico	80696	11 ore	Montagna	Italian	Trentino Alto Adige	no		
Regazze in Gamba	Pubblico	79371	1 ora	Trekking	Italian		no	Rete Nazionale	Women only
Poracci In Viaggio - COMMUNITY	Privato	74211	11 ore	Viaggi	Italian		no		no one
"Le Mie Montagne"	Privato	67102	29 min	Montagna	Italian		5		no one
Val di Fassa Trekking	Pubblico	60895	6 ore	Trekking, Montagna	Italian	Val di Fassa	3		
Alto Adige, la nostra passione!	Privato	59276	40 min	Montagna	Italian	Alto Adige	check		
Affitto in Montagna - Appartamenti, B&B, Camere, Case, Locali	Pubblico	57234	38 min	Montagna, Affitto	Italian		no		
Noi che amiamo le montagne	Pubblico	57206	1 gg	Montagna	Italian		no		No link
Valle Brembana di tutto di più	Pubblico	56199	36 min	Montagna	Italian	Val Brembana	4		
In vacanza ed in giro con il cane	Privato	50499	22 ore	Viaggi	Italian		no		

Order groups vertically, by decreasing numb. of members

Group Name	Privacy	Num. of members	Last update	Group type	Language	Local group?	Shared posts	Linked page?	Requisiti?
Alla Scoperta dei rifugi delle Dolomiti	Privato	261907	2 ore	Montagna	Italian	Dolomiti	10	Volpi del Vajolet	
Viaggiare in solitaria (icona con zaino)	Privato	204308	1 ora	Viaggi	Italian		no		No share, no link
DoloMitici!	Pubblico	182701	43 min	Montagna	Italian	Dolomiti	4		No share
VACANZE - VIAGGI - TURISMO	Pubblico	114345	6 min	Viaggi	Italian		no		
Sentieri del Lago di Garda	Privato	104029	6 ore	Trekking	Italian	Lago di Garda	3		
Dolomiti... una Passione	Privato	102956	45 min	Montagna	Italian	Dolomiti	no		No group autopromotion!
IL CANTO delle SIRENE (AMICI della NATURA)	Pubblico	102505	2 gg	Natura	Italian		no		No shared, no video, no link
TRENTINO ALTO ADIGE	Pubblico	101669	1 ora	Montagna	Italian	Trentino	5		
Amanti della montagna friulana	Pubblico	93823	19 min	Montagna	Italian	Friuli	no		
ANDIAMO A CONOSCERE MONTAGNE, BORGHI E PAESINI	Privato	91753	37 min	Montagne, Borghi	Italian		no		
val badia che passione!	Pubblico	89114	7 ore	Montagna	Italian	Val Badia	no		
Soci del CAI - Club Alpino Italiano Official group	Privato	88693	1 ora	Montagna	Italian		40	CAI	
Camminare nei boschi...	Pubblico	83891	1 ora	Trekking, Boschi	Italian		1		no one
Quelli che... il Trentino ce l'hanno nel cuore	Pubblico	81336	2 ore	Montagna	Italian	Trentino	no		
I Love Trentino Alto Adige	Pubblico	80696	11 ore	Montagna	Italian	Trentino Alto Adige	no		
Regazze in Gamba	Pubblico	79371	1 ora	Trekking	Italian		no	Rete Nazionale	Women only
Poracci In Viaggio - COMMUNITY	Privato	74211	11 ore	Viaggi	Italian		no		no one

Red rows: groups where sharing is forbidden

Yellow rows: groups where sharing is possible but locally

Green rows: groups where you can easily share all posts

	A	Q	R	S	T	U	V	W	X	Y	Z
Group Name	Baita del Giaol	San Glisente	Marino Bassi	Pastore Rasmul	Bivacchi con 4G	Biv. Petazzi	Biv. Forcola	Alpe Manco	Valcapra	Bivacco L	
Alla Scoperta dei rifugi delle Dolomiti											
Viaggiare in solitaria (icona con zaino)						SHARE					
DoloMitici!											
VACANZE - VIAGGI - TURISMO						SHARE			0		
Sentieri del Lago di Garda											
Dolomiti... una Passione											
IL CANTO delle SIRENE (AMICI della NATURA)							20				
TRENTINO ALTO ADIGE											
Amanti della montagna friulana											
ANDIAMO A CONOSCERE MONTAGNE, BORGHI E PAESINI											
val badia che passione!											
Soci del CAI - Club Alpino Italiano Official group	88	33	11	48	13	52	9	5	16	10	
Camminare nei boschi...	52			SHARE			post suspended				
Quelli che... il Trentino ce l'hanno nel cuore											
I Love Trentino Alto Adige											
Regazze in Gamba											
Poracci In Viaggio - COMMUNITY						SHARE					
"Le Mie Montagne"		10					18	11	10	7	
Val di Fassa Trekking											
Alto Adige, la nostra passione!											
Affitto in Montagna - Appartamenti, B&B, Camere, Case, Locali											
Noi che amiamo le montagne					post suspended						
Vall...											

Think to a **short name** to give to each of your shared posts in order to **name the columns** of this google sheet

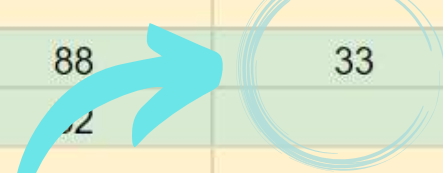
Group Name	Baita del Giaol	San Glisente	Marino Bassi	Pastore Rasmul	Bivacchi con 4G	Biv. Petazzi	Biv. Forcola	Alpe Manco	Valcapra	Bivacco L
Alla Scoperta dei rifugi delle Dolomiti										
Viaggiare in solitaria (icona con zaino)						SHARE				
DoloMitici!										
VACANZE - VIAGGI - TURISMO						SHARE			0	
Sentieri del Lago di Garda										
Dolomiti... una Passione										
Il CANTO delle SIRENE (AMICI della NATURA)							20			
TRENTINO ALTO ADIGE										
Amanti della montagna friulana										
ANDIAMO A CONOSCERE MONTAGNE, BORGHI E PAESINI										
val badia che passione!										
Soci del CAI - Club Alpino Italiano Official group	88	33	11	48	13	52	9	5	16	10
Camminare nei boschi...	52				SHARE		post suspended			
Quelli che... il Trentino ce l'hanno nel cuore										
I Love Trentino Alto Adige										
Regazze in Gamba										
Poracci In Viaggio - COMMUNITY						SHARE				
"Le Mie Montagne"		10					18	11	10	7
Val di Fassa Trekking										
Alto Adige, la nostra passione!										
Affitto in Montagna - Appartamenti, B&B, Camere, Case, Locali										
Noi ch...										

Inside each cell, write if you plan to **share** the post in that group.
 Try to post in **at least 5** groups (10+ is better)

Group Name	Baita del Giaol	San Glisente	Marino Bassi	Pastore Rasmul	Bivacchi con 4G	Biv. Petazzi	Biv. Forcola	Alpe Manco	Valcapra	Bivacco L
Alla Scoperta dei rifugi delle Dolomiti										
Viaggiare in solitaria (icona con zaino)						SHARE				
DoloMitici!										
VACANZE - VIAGGI - TURISMO						SHARE			0	
Sentieri del Lago di Garda										
Dolomiti... una Passione										
IL CANTO delle SIRENE (AMICI della NATURA)							20			
TRENTINO ALTO ADIGE										
Amanti della montagna friulana										
ANDIAMO A CONOSCERE MONTAGNE, BORGHI E PAESINI										
val badia che passione!										
Soci del CAI - Club Alpino Italiano Official group	88	33	11	48	13	52	9	5	16	10
Camminare nei boschi...	52			SHARE			post suspended			
Quelli che... il Trentino ce l'hanno nel cuore										
I Love Trentino Alto Adige										
Regazze in Gamba										
Poracci In Viaggio - COMMUNITY						SHARE				
"Le Mie Montagne"		10					18	11	10	7
Val di Fassa Trekking										
Alto Adige, la nostra passione!										
Affitto in Montagna - Appartamenti, B&B, Camere, Case, Locali										
Noi ch...										

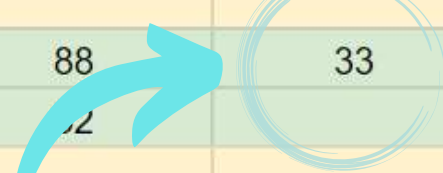
Beware that facebook limits each user to a maximum of 25 post sharing per day

Group Name	Baita del Giaol	San Glisente	Marino Bassi	Pastore Rasmul	Bivacchi con 4G	Biv. Petazzi	Biv. Forcola	Alpe Manco	Valcapra	Bivacco L
Alla Scoperta dei rifugi delle Dolomiti										
Viaggiare in solitaria (icona con zaino)						SHARE				
DoloMitici!										
VACANZE - VIAGGI - TURISMO						SHARE			0	
Sentieri del Lago di Garda										
Dolomiti... una Passione										
Il CANTO delle SIRENE (AMICI della NATURA)							20			
TRENTINO ALTO ADIGE										
Amanti della montagna friulana										
ANDIAMO A CONOSCERE MONTAGNE, BORGHI E PAESINI										
val badia che passione!										
Soci del CAI - Club Alpino Italiano Official group	88	33	11	48	13	52	9	5	16	10
Camminare nei boschi...	72				SHARE		post suspended			
Quelli che... il Trentino ce l'hanno nel cuore										
I Love Trentino Alto Adige										
Regazze in Gamba										
Poracci In Viaggio - COMMUNITY						SHARE				
"Le Mie Montagne"		10					18	11	10	7
Val di Fassa Trekking										
Alto Adige, la nostra passione!										
Affitto in Montagna - Appartamenti, B&B, Camere, Case, Locali										

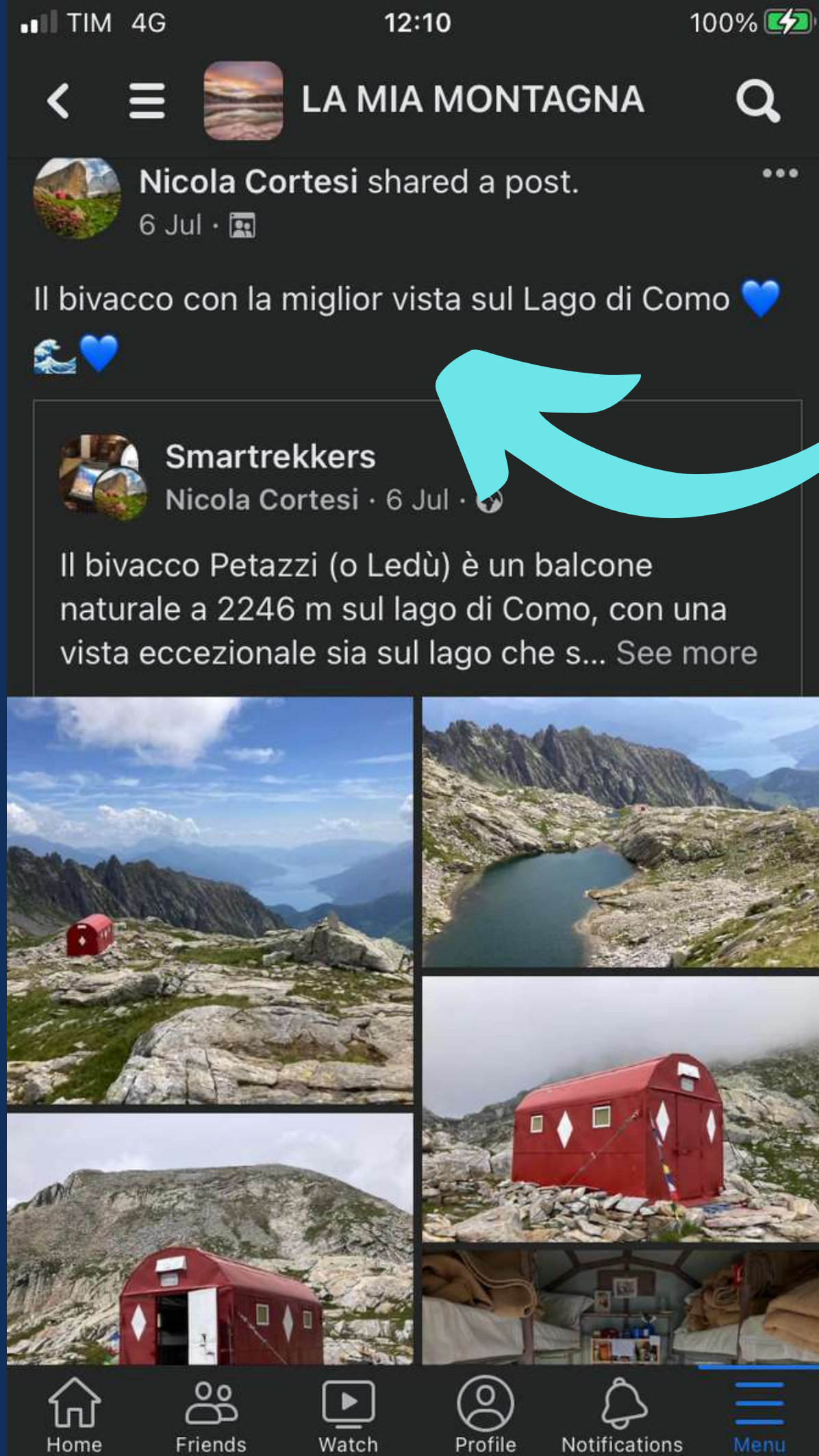


After a week from sharing it, note down in the google sheet the num. of reactions to your post from each group

Group Name	Baita del Giaol	San Glisente	Marino Bassi	Pastore Rasmul	Bivacchi con 4G	Biv. Petazzi	Biv. Forcola	Alpe Manco	Valcapra	Bivacco L...
Alla Scoperta dei rifugi delle Dolomiti										
Viaggiare in solitaria (icona con zaino)						SHARE				
DoloMitici!										
VACANZE - VIAGGI - TURISMO						SHARE			0	
Sentieri del Lago di Garda										
Dolomiti... una Passione										
Il CANTO delle SIRENE (AMICI della NATURA)							20			
TRENTINO ALTO ADIGE										
Amanti della montagna friulana										
ANDIAMO A CONOSCERE MONTAGNE, BORGHI E PAESINI										
val badia che passione!										
Soci del CAI - Club Alpino Italiano Official group	88	33	11	48	13	52	9	5	16	10
Camminare nei boschi...	72				SHARE		post suspended			
Quelli che... il Trentino ce l'hanno nel cuore										
I Love Trentino Alto Adige										
Regazze in Gamba										
Poracci In Viaggio - COMMUNITY						SHARE				
"Le Mie Montagne"		10					18	11	10	7
Val di Fassa Trekking										
Alto Adige, la nostra passione!										
Affitto in Montagna - Appartamenti, B&B, Camere, Case, Locali										
Noi che amiamo le montagne										



Sum the number of likes + comments + shares of the post to estimate its engagement



POST SHARING

When you share a post, always introduce it with a **short sentence** at the beginning (some groups require it), and use one or more **emoticons** to attract more attention



POST SHARING

It's better to share a post on **Tuesday** or **Wednesday** because it may take up to a couple of days for the group administrators to approve your post



POST SHARING

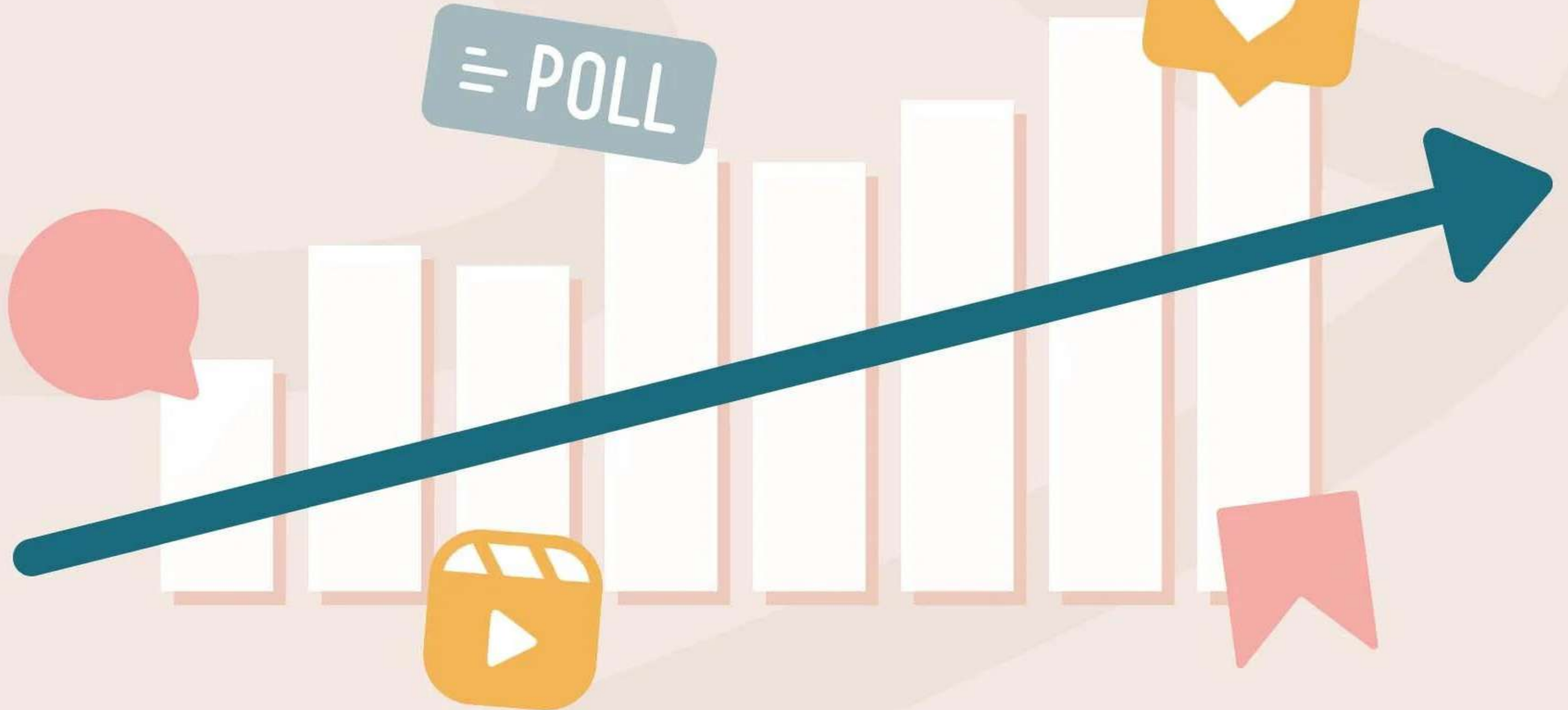
You can also share posts of other groups in your group (the opposite of before), if they are interesting for your community. However, in this way you'll only reach your own members.

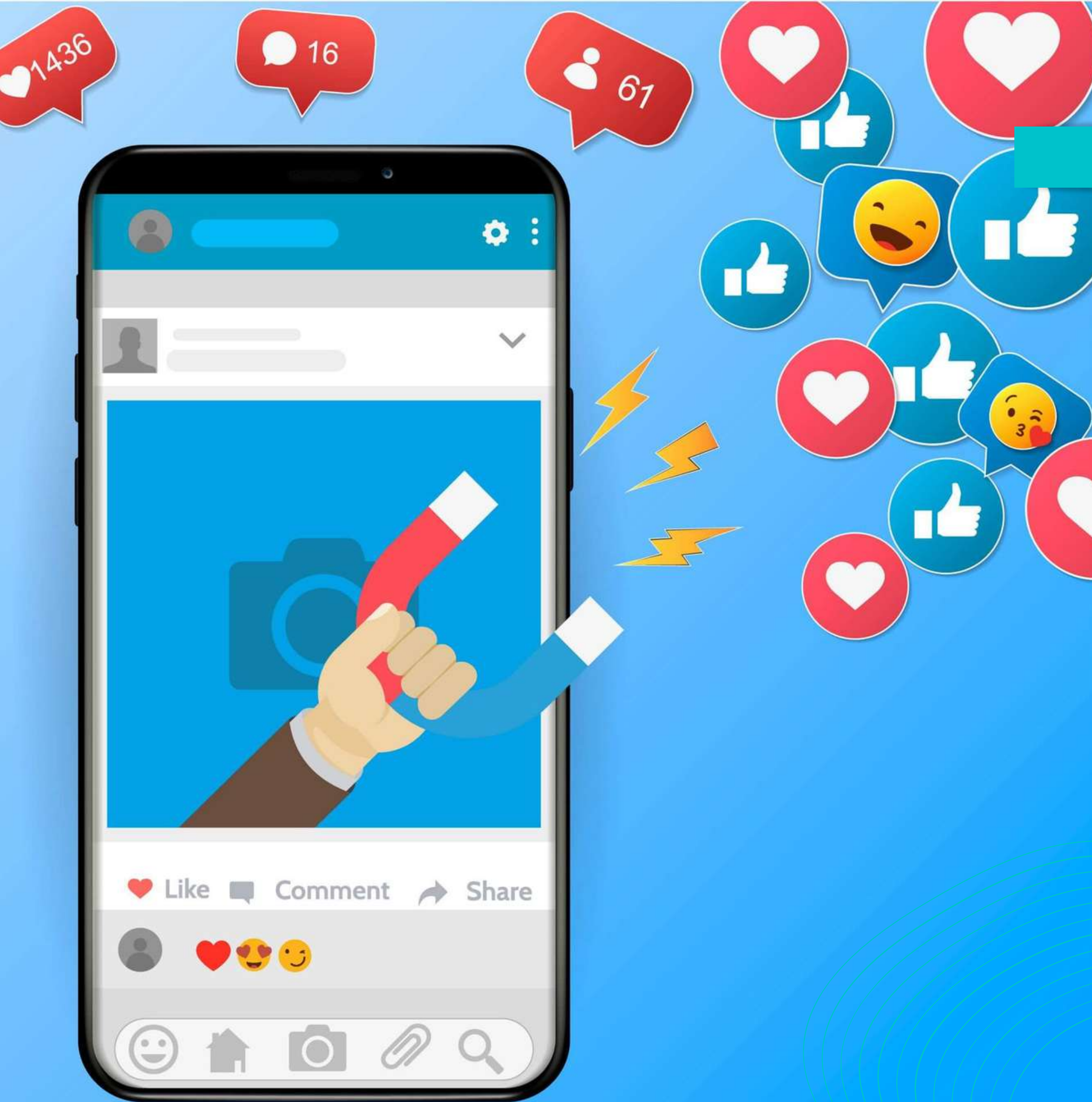


POST SHARING

From now on you'll publish **one post per week** every Tuesday, sharing it to 10+ other groups that you classified in the template for Sharing Posts

OTHER STRATEGIES TO INCREASE ENGAGEMENT





ENGAGEMENT

Other tricks to stimulate engagement:

- Try to reply to every comment of the members
- Ask questions to members
- Create posts that prompt members to share them
- Follow the groups of your companions

[+ Invite](#)

Smarttrekkers

Manage 18



Nicola Cortesi

Admin

· 24 November at 15:05 · 🌐

Un'ottima notizia per chi vive in una delle zone bianche del Paese (quelle con una connessione internet assente o debole): a partire da novembre il canone mensile del collegamento satellitare Starlink è sceso da 70 a 50 euro! 🎉

Ricordiamo che in Italia la velocità della connessione Starlink è attorno ai 100 Mbps, e a differenza delle altre compagnie satellitari non fissa nessun tetto ai dati scaricabili ogni mese.

<https://www.hdblog.it/.../starlink-internet-prezzo.../>

#starlink #entroterra #smartworking



WORKING al trekking. Grazie alla diffusione del telelavoro e dell'...
banda larga, é f... See more

🌐 **Public**

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

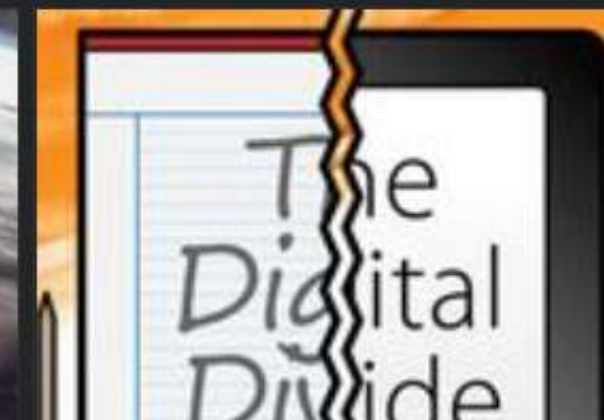
👁️ **Visible**

Anyone can find this group.

📍 **Italy**

[Learn More](#)

Recent media



End your posts with **2-3 hashtags** highly related to the content of the post.

VIDEO LINKS

Post video directly instead of inserting links to Youtube or other media not owned by Facebook.

Posts with links to Youtube are largely penalized by the algorithm (almost no organic reach)



OTHER LINKS

More in general, avoid any kind of link inside a post because the algorithm penalizes them too (reach decrease by 50%).


Insert any link in the first comment of the post instead

WARNING


Do not ask members to **react** to the post (e.g: with a like), to **share** it or to **tag** their friends because the algorithm **penalizes** these kind of posts



ASK QUESTIONS

 **Nicola Cortesi**
20h · 



Alguien sabe si o cuando será restaurada la linea de buses Pamplona - Roncesvalles - Saint Jean Pied de Port de ALSA?

 4  11 comments



About

Este es un espacio para COMPARTIR experiencias del Camino de Santiago.

-  **Public**
Anyone can see who's in the group and what they post.
-  **Visible**
Anyone can find this group.

 **Santiago de Compostela, Spain**

[Learn More](#)

Recent media



Ask simple questions that members can answer quickly and use a nice background to attract more attention



ASK QUESTIONS

Nicola Cortesi
20h · 🌐

Create post

Nicola Cortesi
Public

What's on your mind, Nicola?

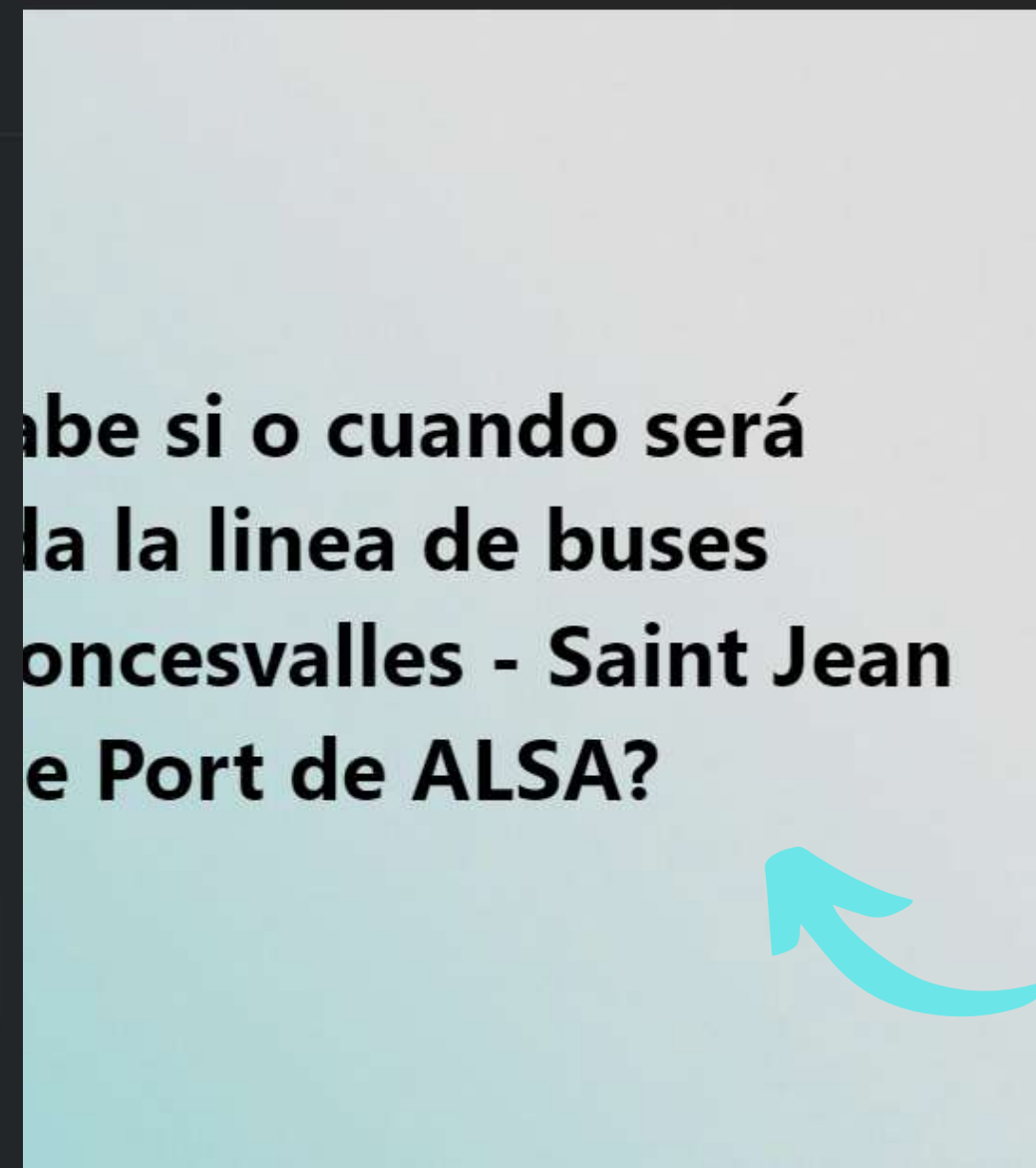


Add to your post



Post

4



11 comments

About

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Santiago de Compostela, Spain

Learn More

Recent media



Ask simple questions that members can answer quickly and use a nice background to attract more attention



ASK QUESTIONS

Nicola Cortesi
20h · 🌐

Create post

Create post

Nicola Cortesi
Public

Nicola Cortesi
Public

What's on your mind, Nicola?

What's on your mind, Nicola?



Add to your post



Add to your post



Post

Post

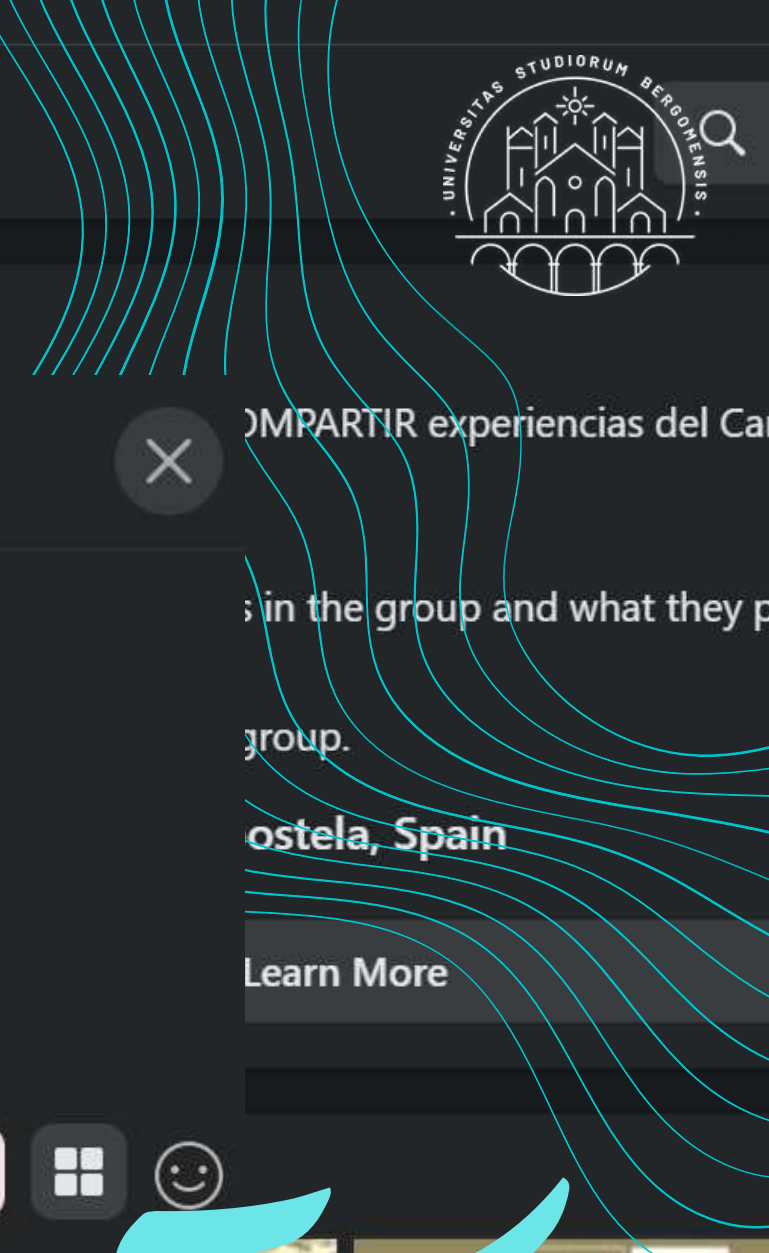
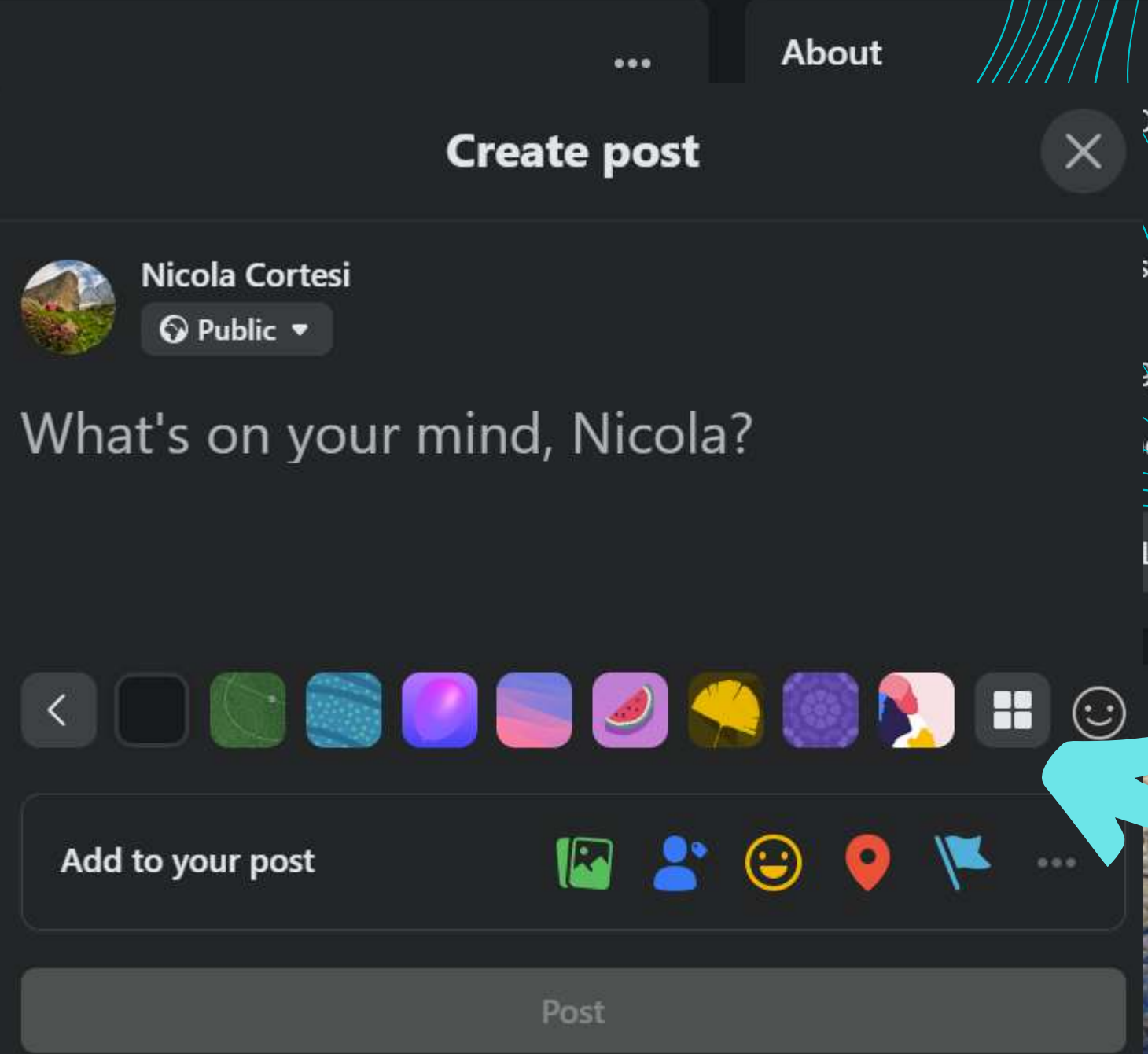
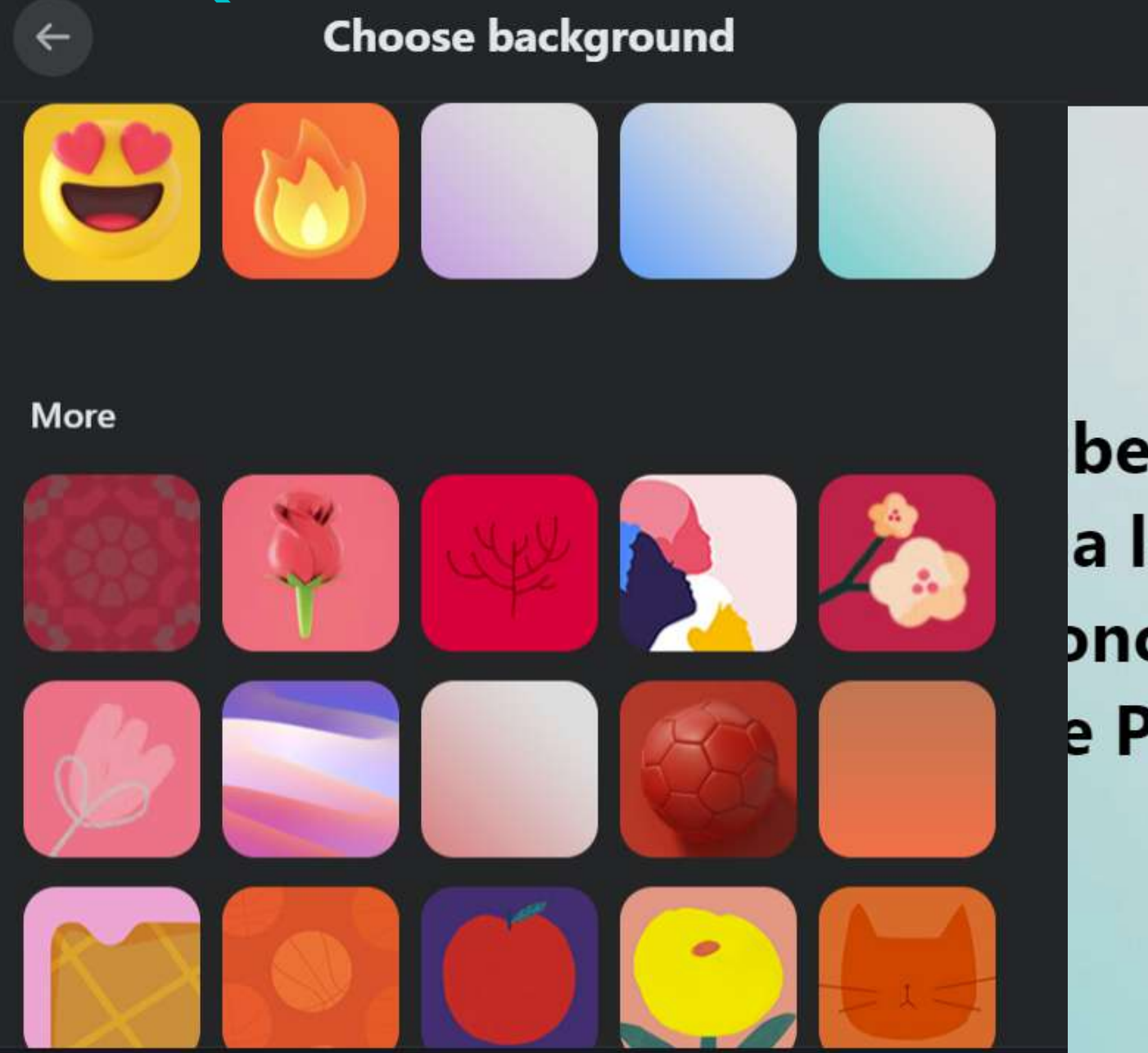
4

11 comments

Ask simple questions that members can answer quickly and use a nice background to attract more attention



ASK QUESTIONS



Ask simple questions that members can answer quickly and use a nice background to attract more attention



Smarttrekkers

Public group · 3.5K members

Discussion Featured Media Files **People** Videos

People




Unavailable

Search

Members · 24

[See all](#)

These are people who've joined your group.

-  **Sil Cio Bin Momo**
Unavailable. [Learn More](#) · Joined about a month ago
-  **Marco Milano**
Unavailable. [Learn More](#) · Joined about 2 months ago
-  **Bhabi Raj Gurung**
Unavailable. [Learn More](#) · Joined about 4 months ago

INACTIVE MEMBERS

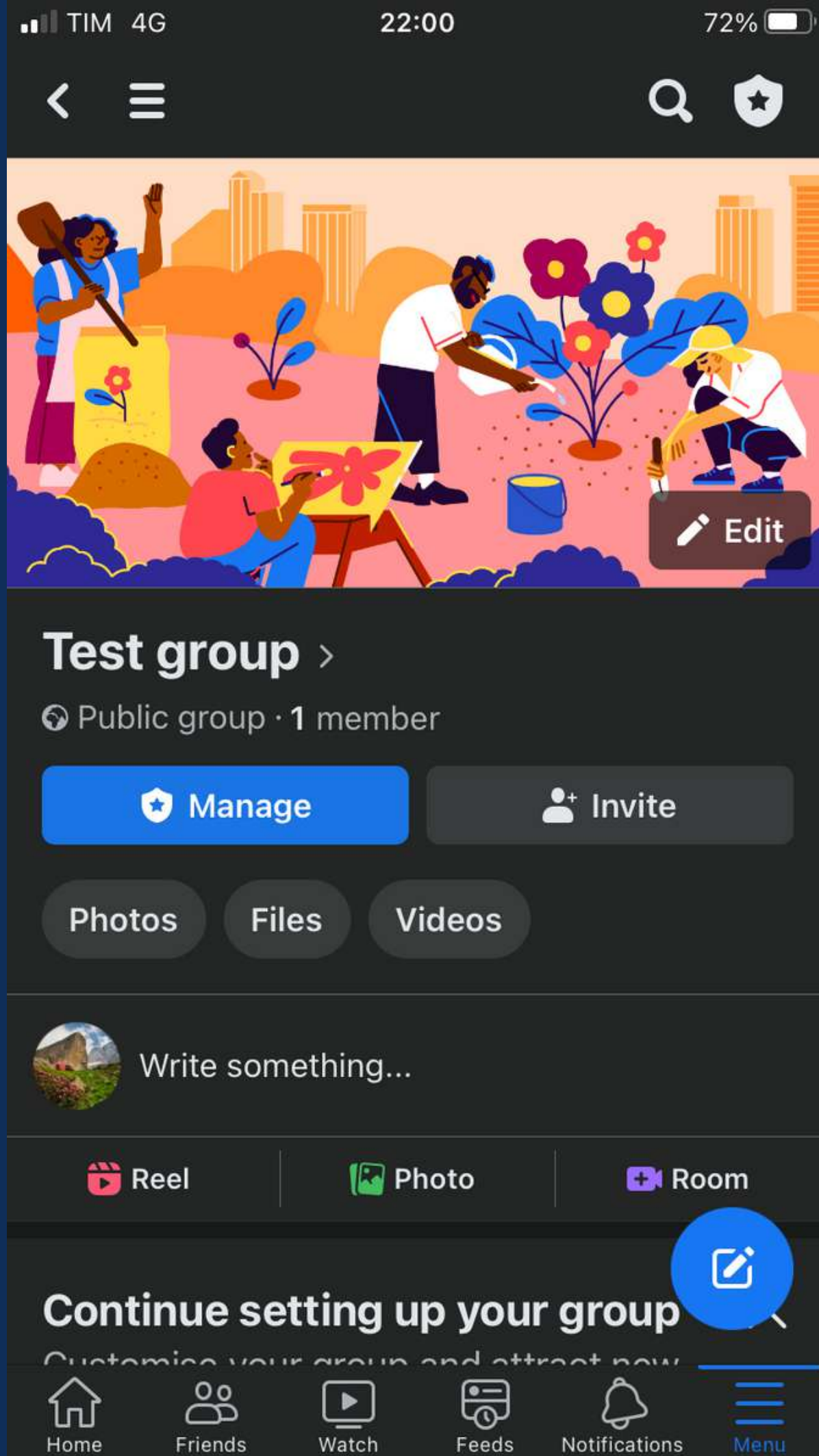
From time to time check the list of members under

People -> Unavailable

and remove all members from this list, because they belong to **deleted fb**

accounts and they

decrease your **reach**



TASKS

Before next lesson :

- insert the **group description and rules**
- publish your **first post**
- insert your **group link** in the Community Sheet (column 11)
- follow **your companion's communities**
- prepare your own version of the template for **sharing posts** and insert the link in the Community Sheet (column 15)
- write your **second post** but do not publish it yet; we'll share it together in class next lesson