



Master in Planning and
Management of Tourism Systems



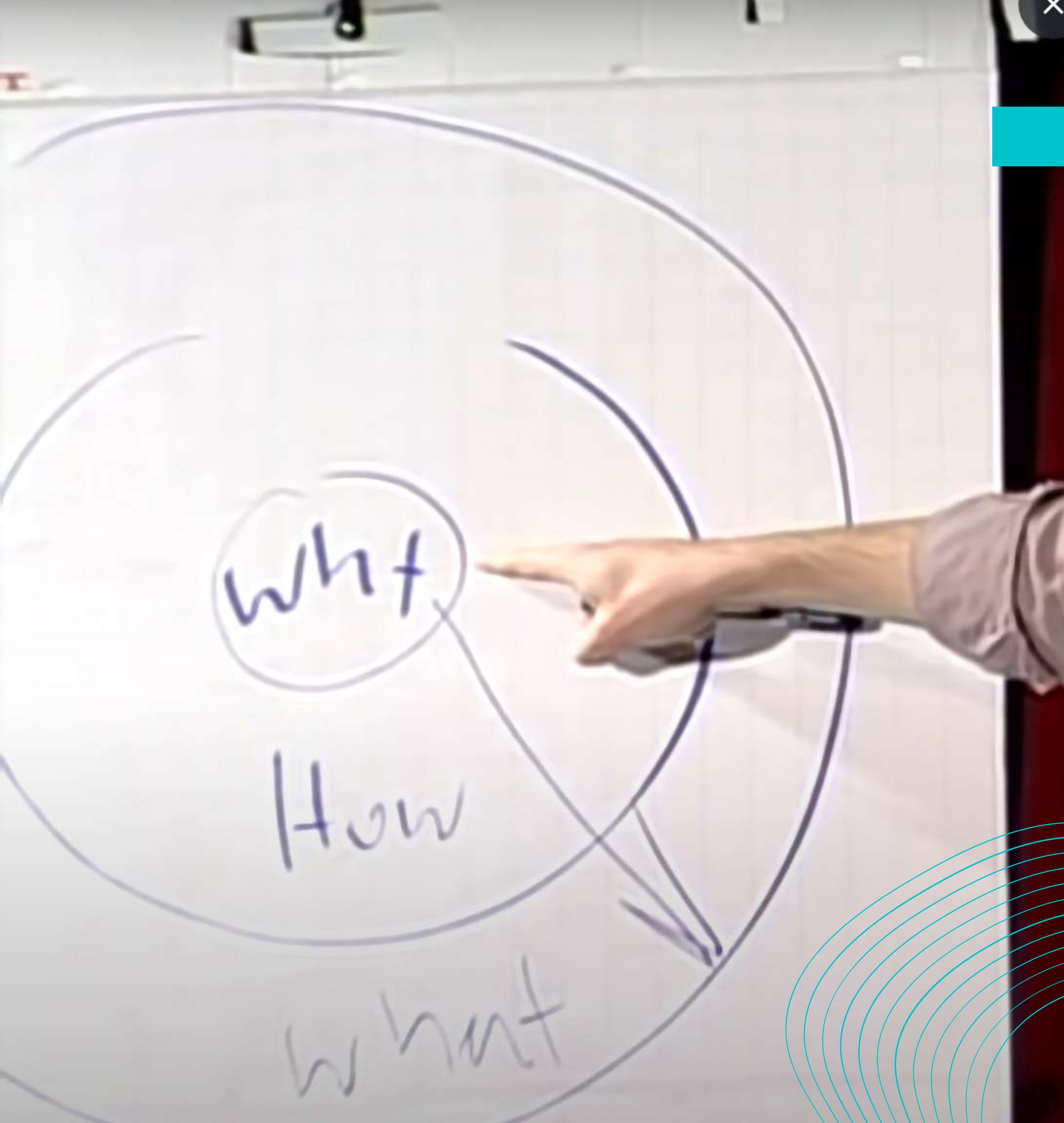
Structure

- Community management -

Nicola Cortesi

GOLDEN CIRCLE

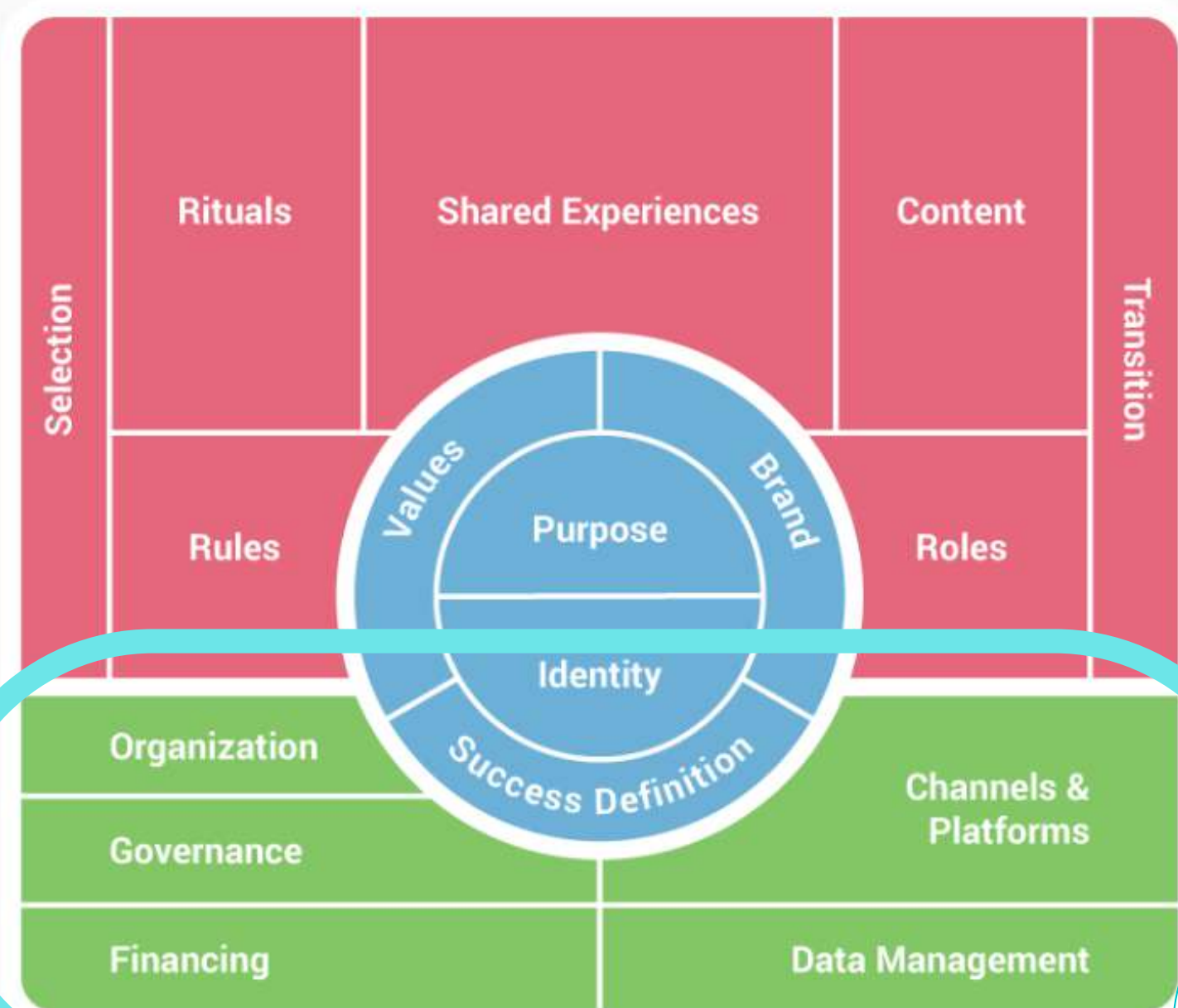
Lesson 2 was focused on the definition of the contents of the community (the "what"), while this one on the structure of the community (the "how")



The Community Canvas

STRUCTURE

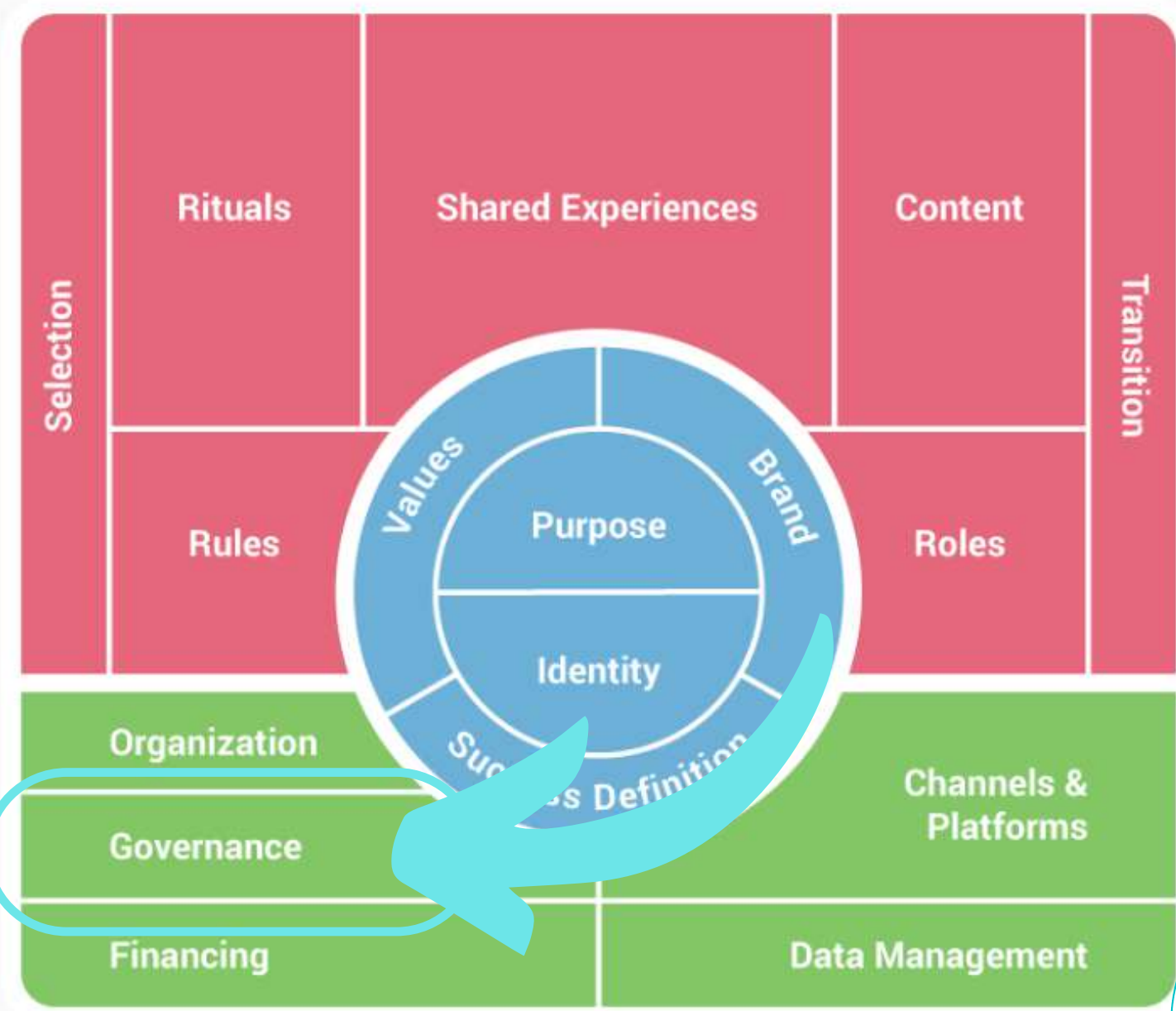
Last lesson we focused on the definition of the contents of the community (the "what"), today on the structure of the community (the "how")

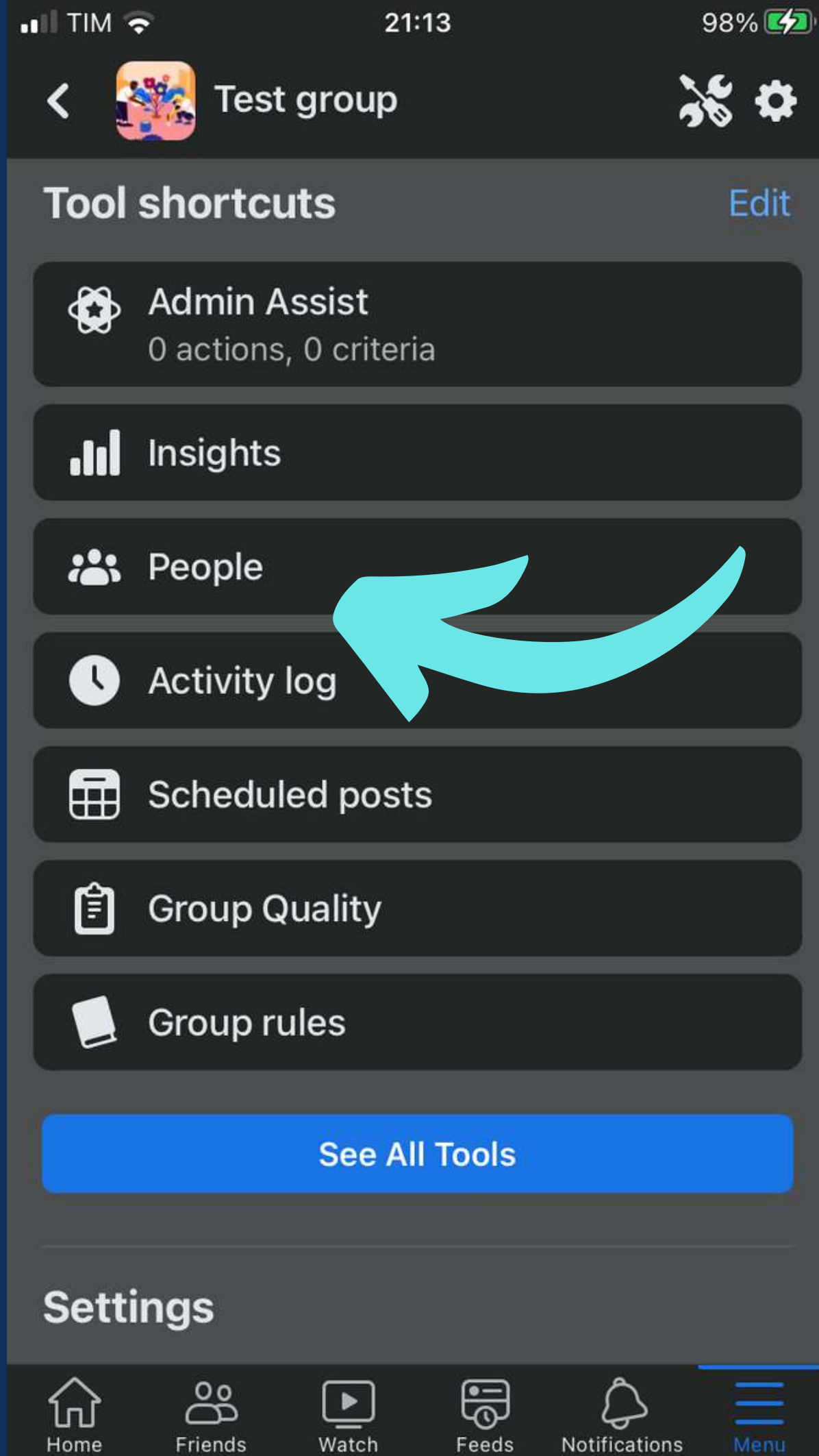


The Community Canvas

GOVERNANCE

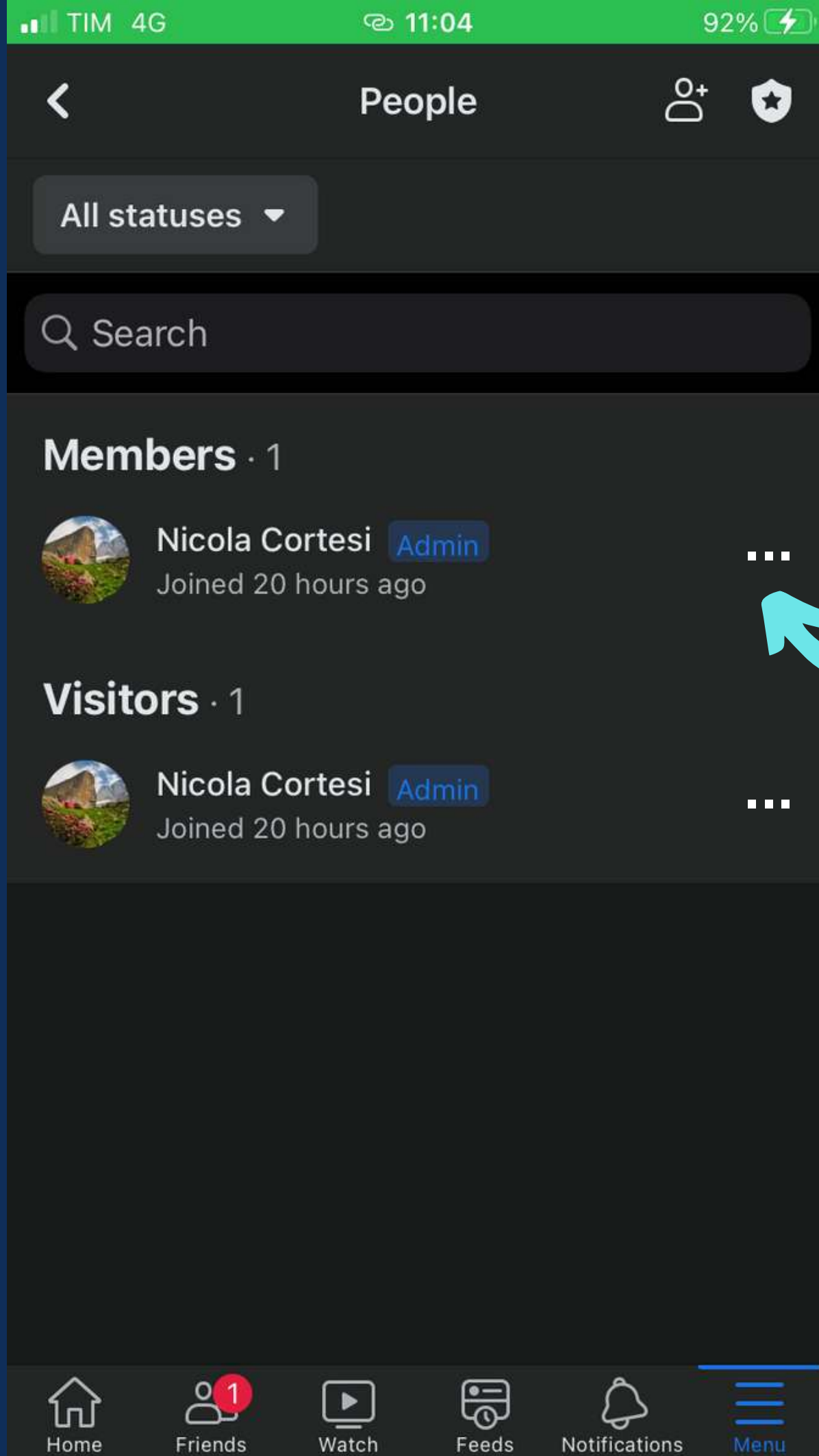
You need at least two group administrators in case your fb credentials are stolen. The second admin can be a friend or a familiar. He/she doesn't need to help you manage the group





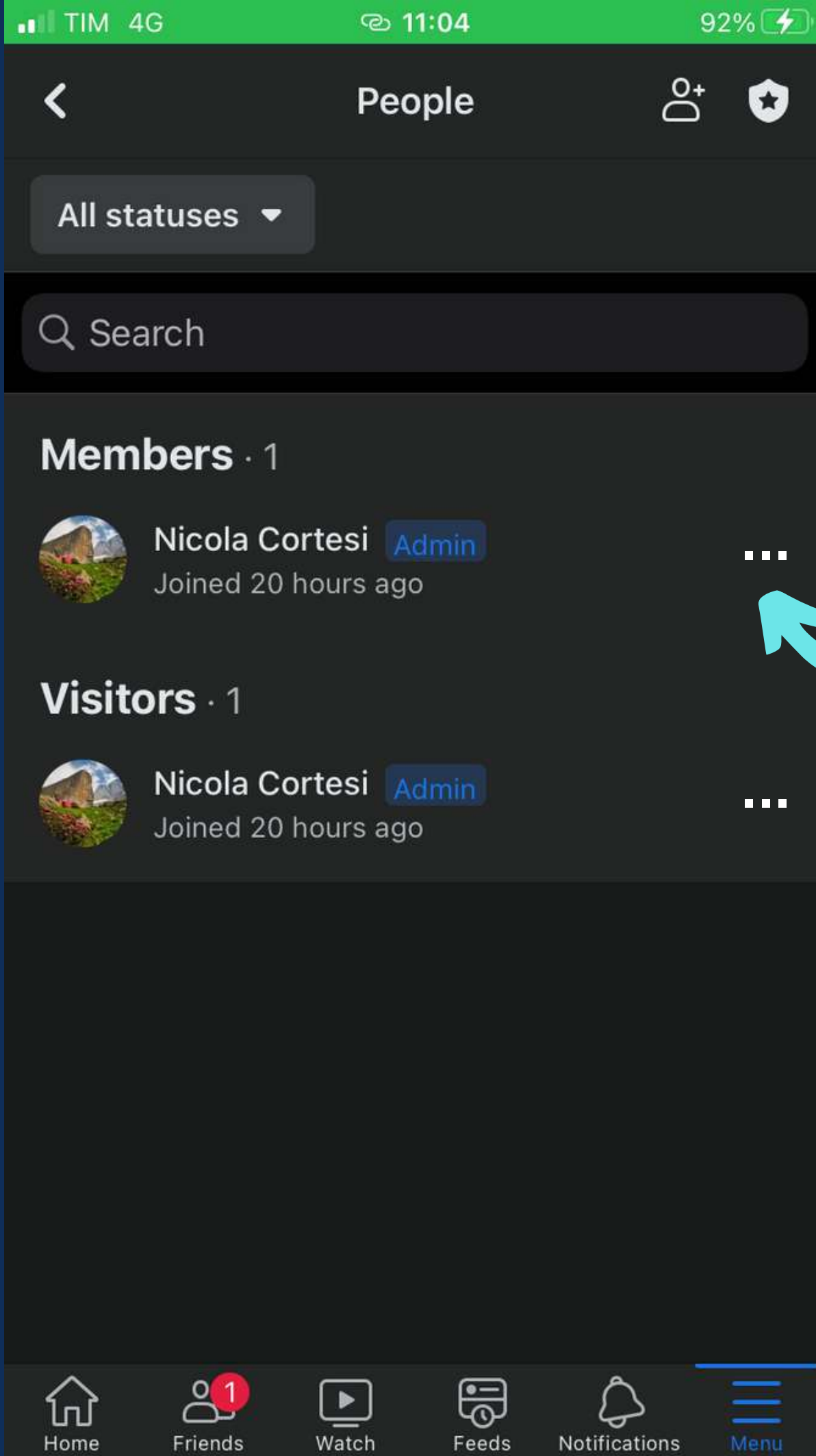
CHANGE GROUP ADMIN

In order to add a second group administrator, go to **People** and select the member of the group you want to 'promote' to admin



CHANGE GROUP ADMIN

Then, click on the three dots to the right of her/his name (...) and choose the "Add as admin" option from the menu that will open



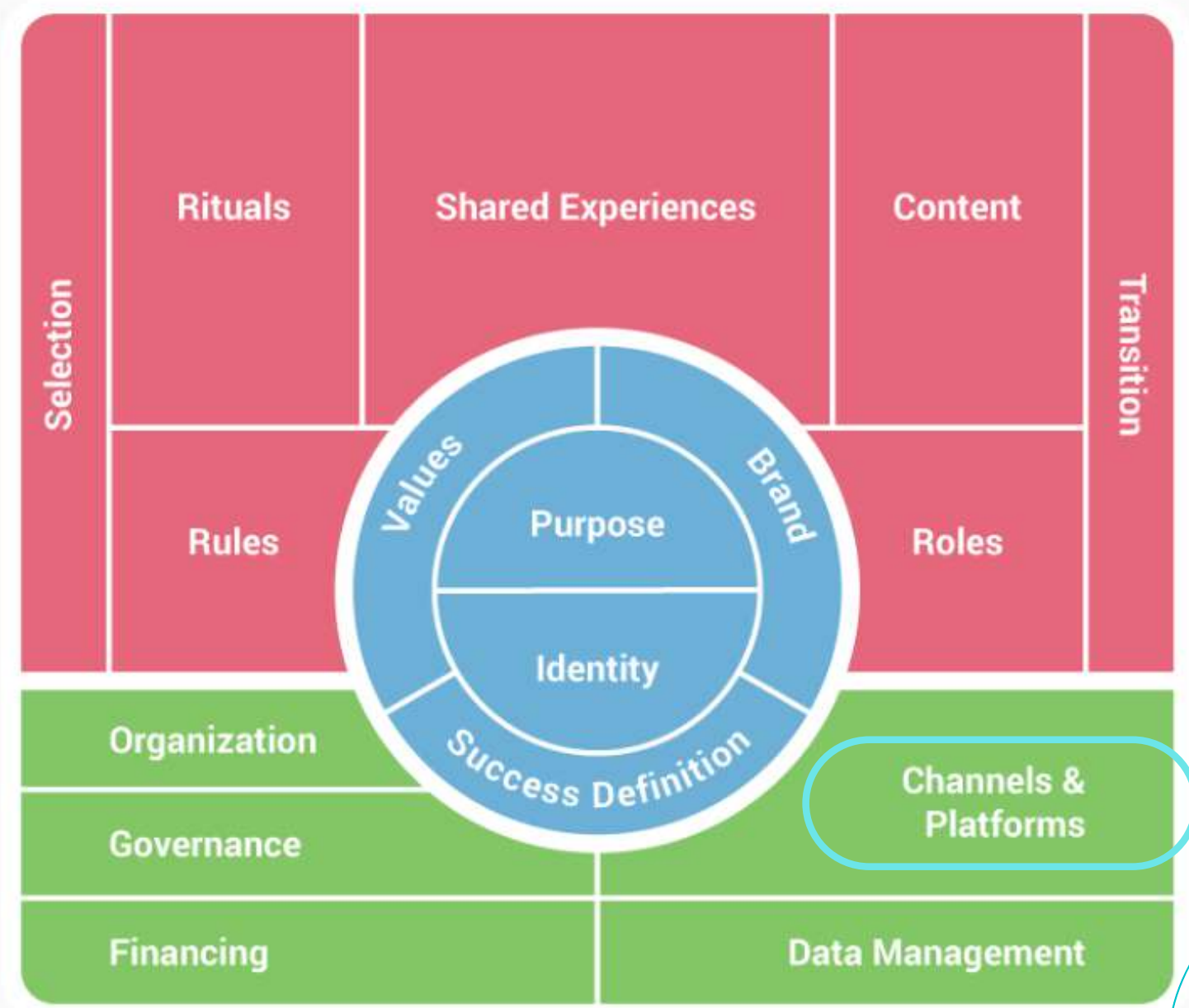
CHANGE GROUP ADMIN

if you don't find any friend or parent you can trust, you can add me as second administrator

The Community Canvas

MEDIA CHANNELS

After you've kickstarted your community in facebook, the following step'd be to open an **instagram page** to increase the **visibility** of the facebook group thanks to the **higher reach** of Instagram



Smart Trekkers

357 likes • 393 followers



tions Reviews Followers Photos **More** ▾

Videos

Live

Groups

Music

Questions

Check-ins

Sports

kkers

roup · 3.5K members

Link to your
fb group



MEDIA CHANNELS

If in future you want to open your own brand related to your own super niche, you can also open a fb page and link it to your fb group



MEDIA CHANNELS

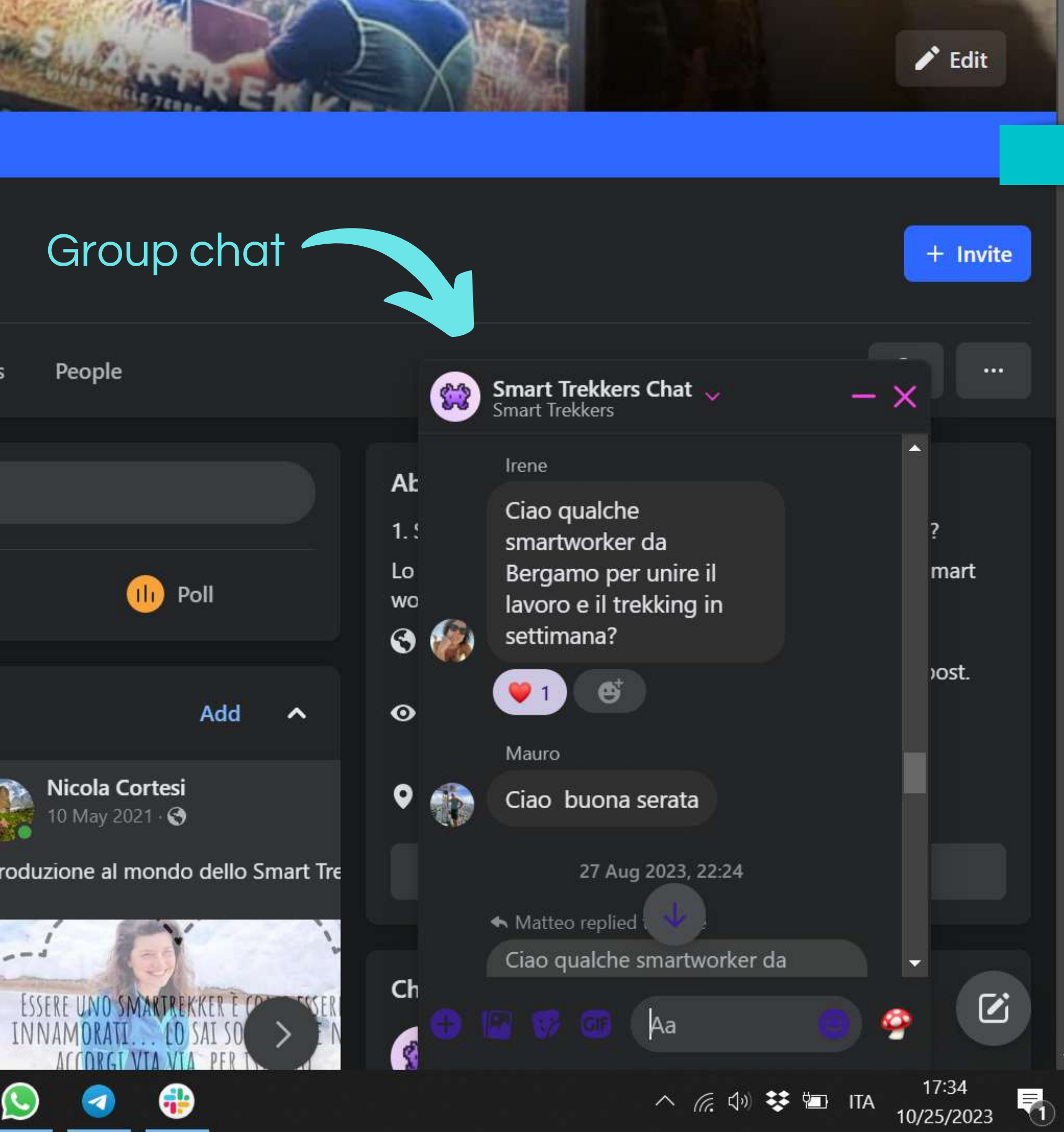
If your members also meet physically from time to time you might want to open a Whatsapp group or a Telegram group to manage these meetings, and/or fb group chat



MEDIA CHANNELS

If your members also meet physically from time to time you might want to open a **Whatsapp** group or a **Telegram** group to manage these meetings, and/or **fb** group chat

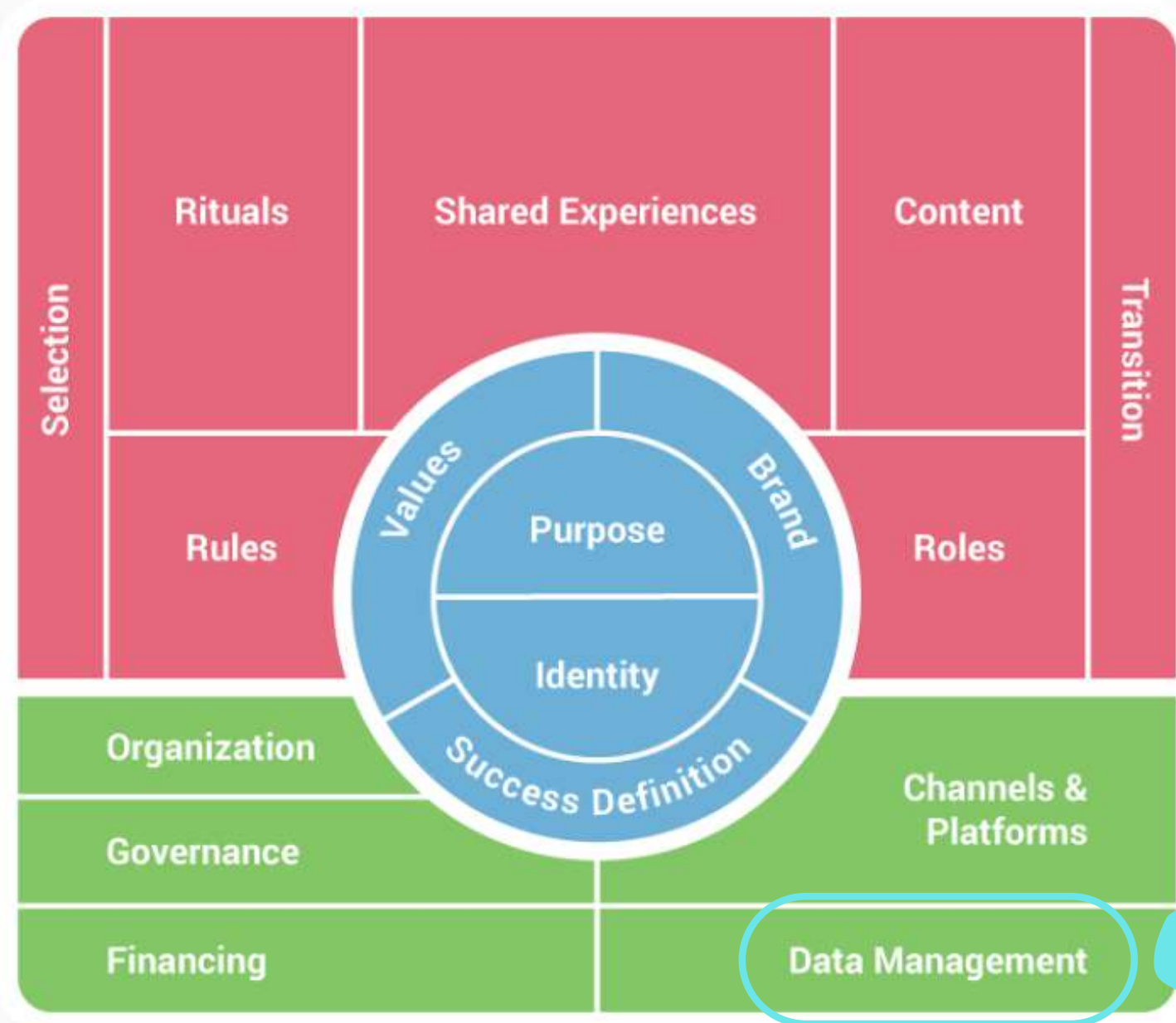
Group chat



The Community Canvas

DATA MANAGEMENT

The most important data to collect in a fb group are the names and the emails of your members, particularly the early adopters



DATA MANAGEMENT

In the past it was possible to ask for the email of every new member in their registration page (only available for private groups). Now Facebook discourages this practice due to privacy concerns



DATA MANAGEMENT

You need their email not only for your future business, but also in case facebook close your group by error.



Le risposte non possono essere modificate

Benvenuto* tra gli Smart Trekkers!

Breve registrazione per accedere a tutti i contenuti della community

* Indica una domanda obbligatoria

Il tuo nome: *

Donato

Il tuo cognome: *

Colaprico

La provincia in cui vivi: *

Milano

La tua migliore email: *

d[REDACTED]@gmail.com

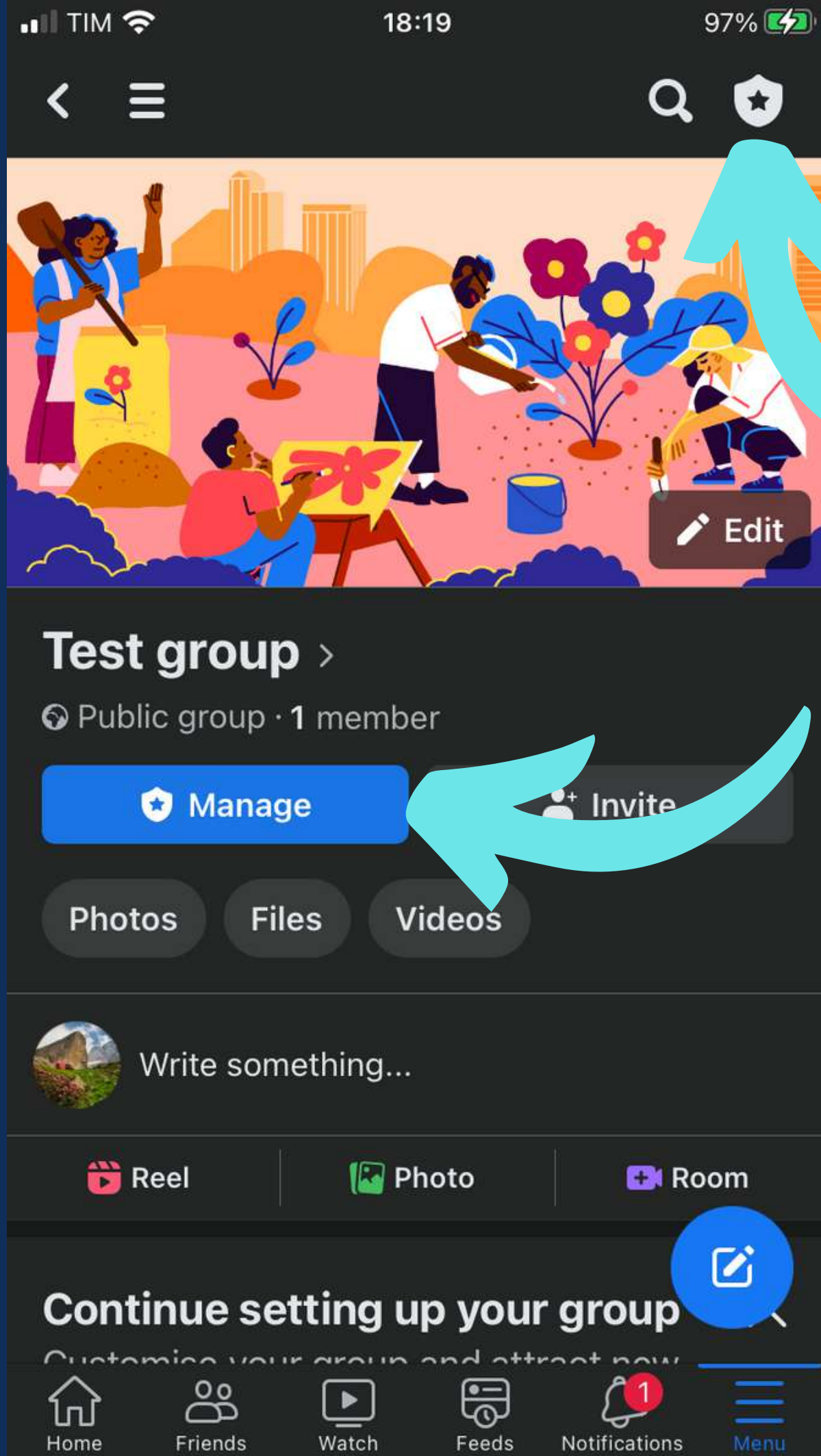


DATA MANAGEMENT

Best solution is to create a **google form** and insert its link in the **first comment** of all your weekly **Welcome Post**

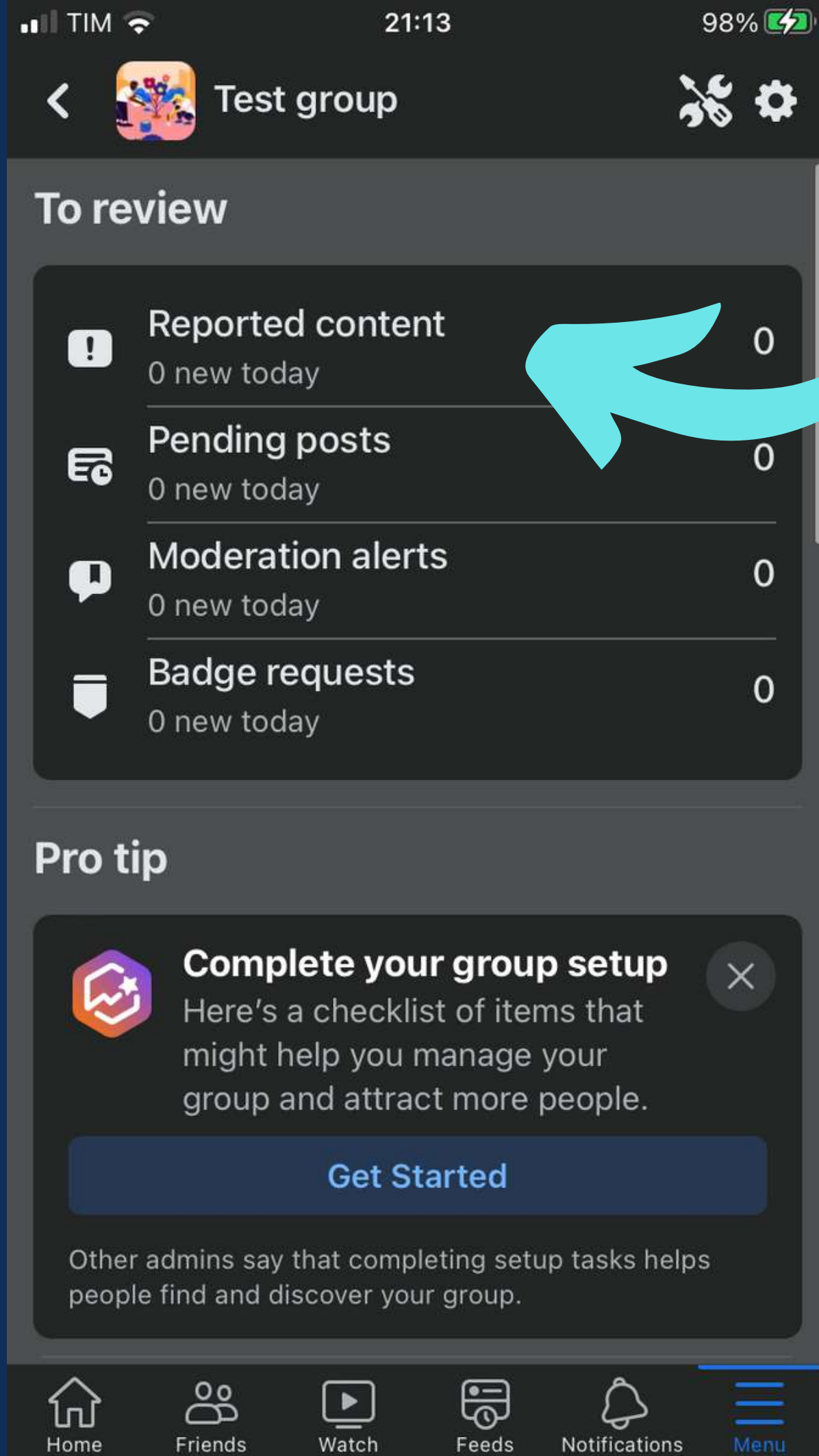
DATA MANAGEMENT

It is possible to create a **backup** of all posts of fb pages but not of fb groups, so take at least a **screenshot** of your posts to backup them in this simple way.



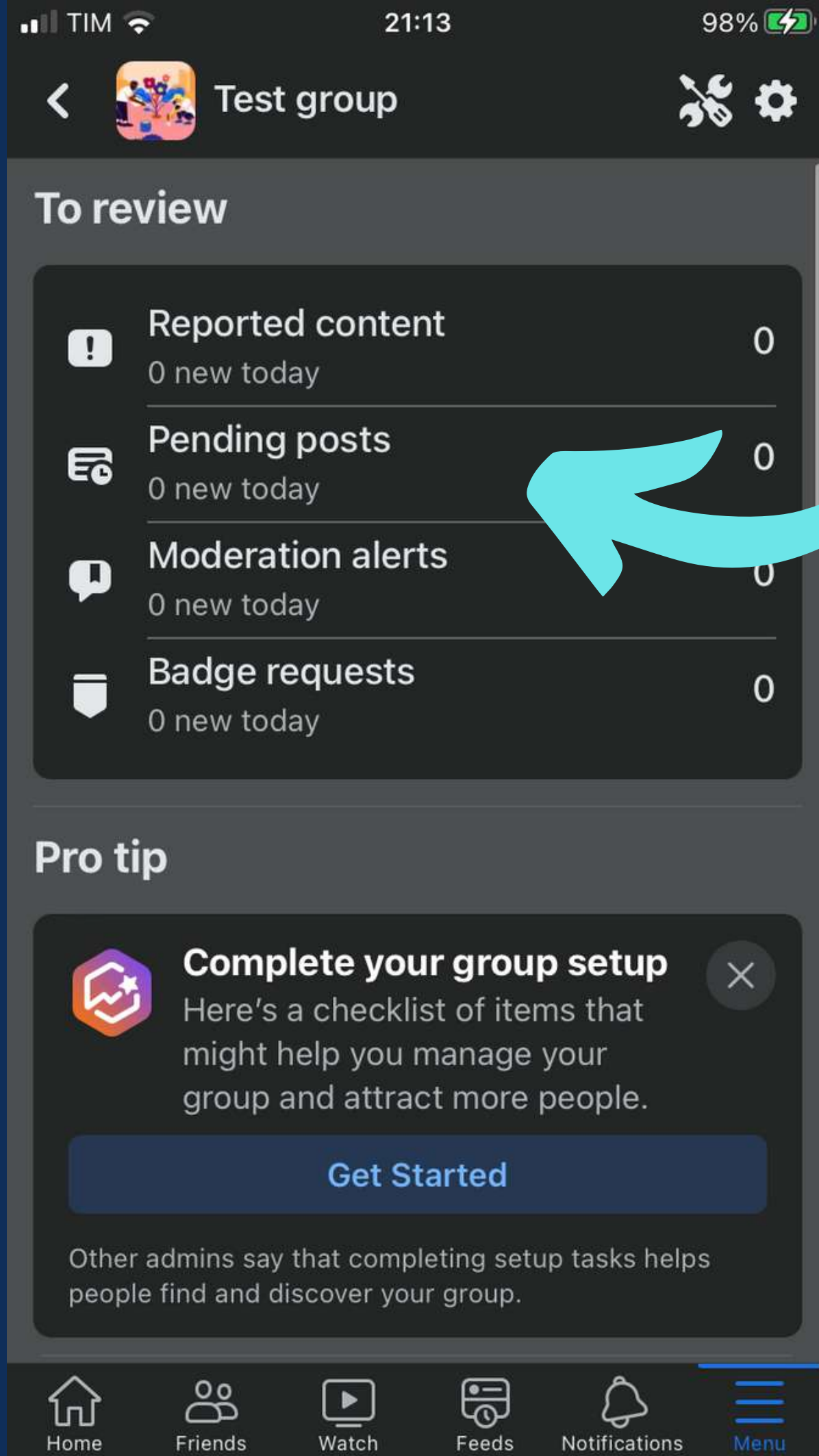
TOOLS FOR THE ADMIN.

Select the shield-like icon at top right that show all the tools available to the group's administrators



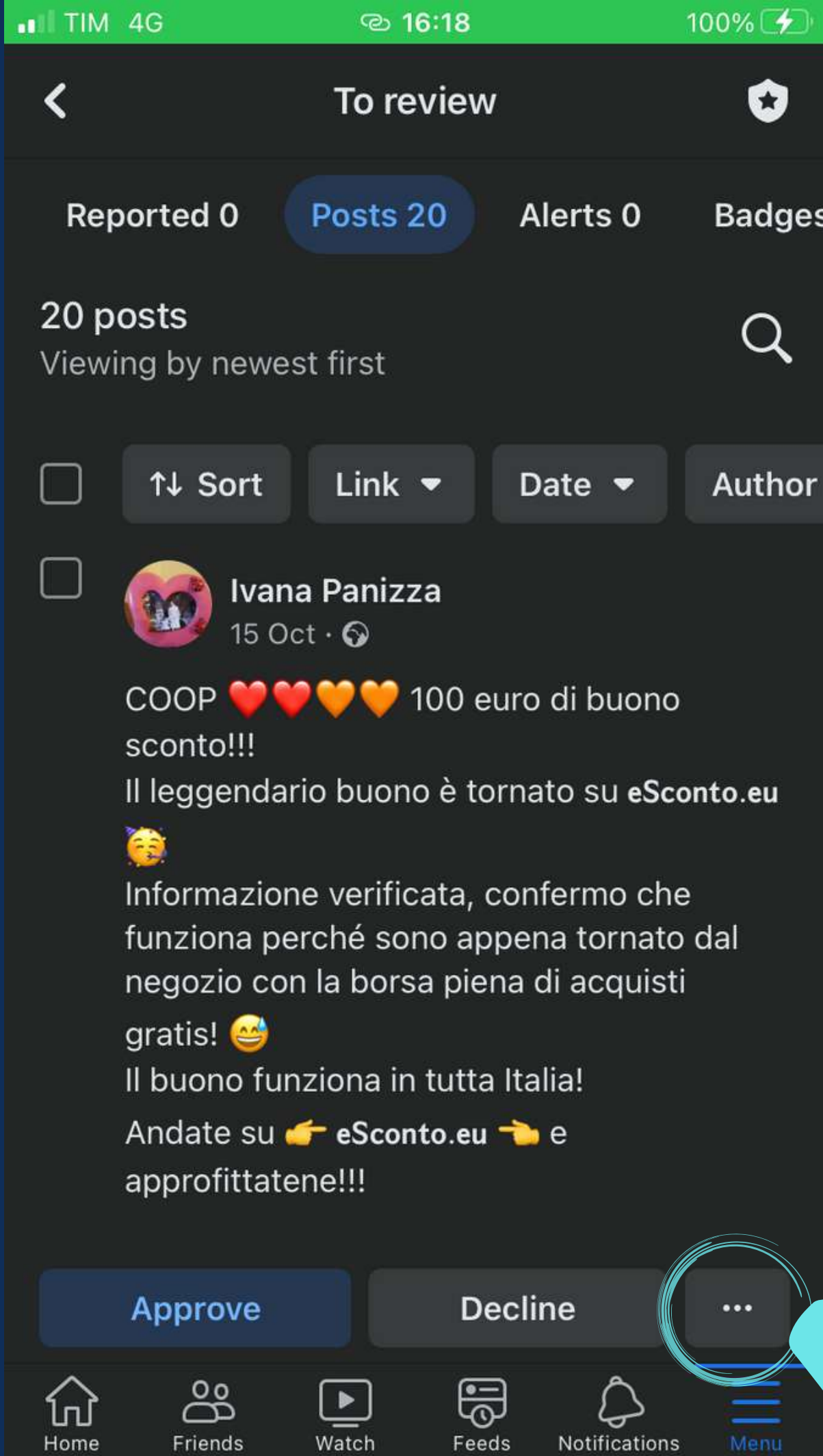
TOOLS FOR ADMIN.

Reported content are the posts or comments that your members report to the group administrators if they found swear words, false or misleading informations or violations of the group's rules



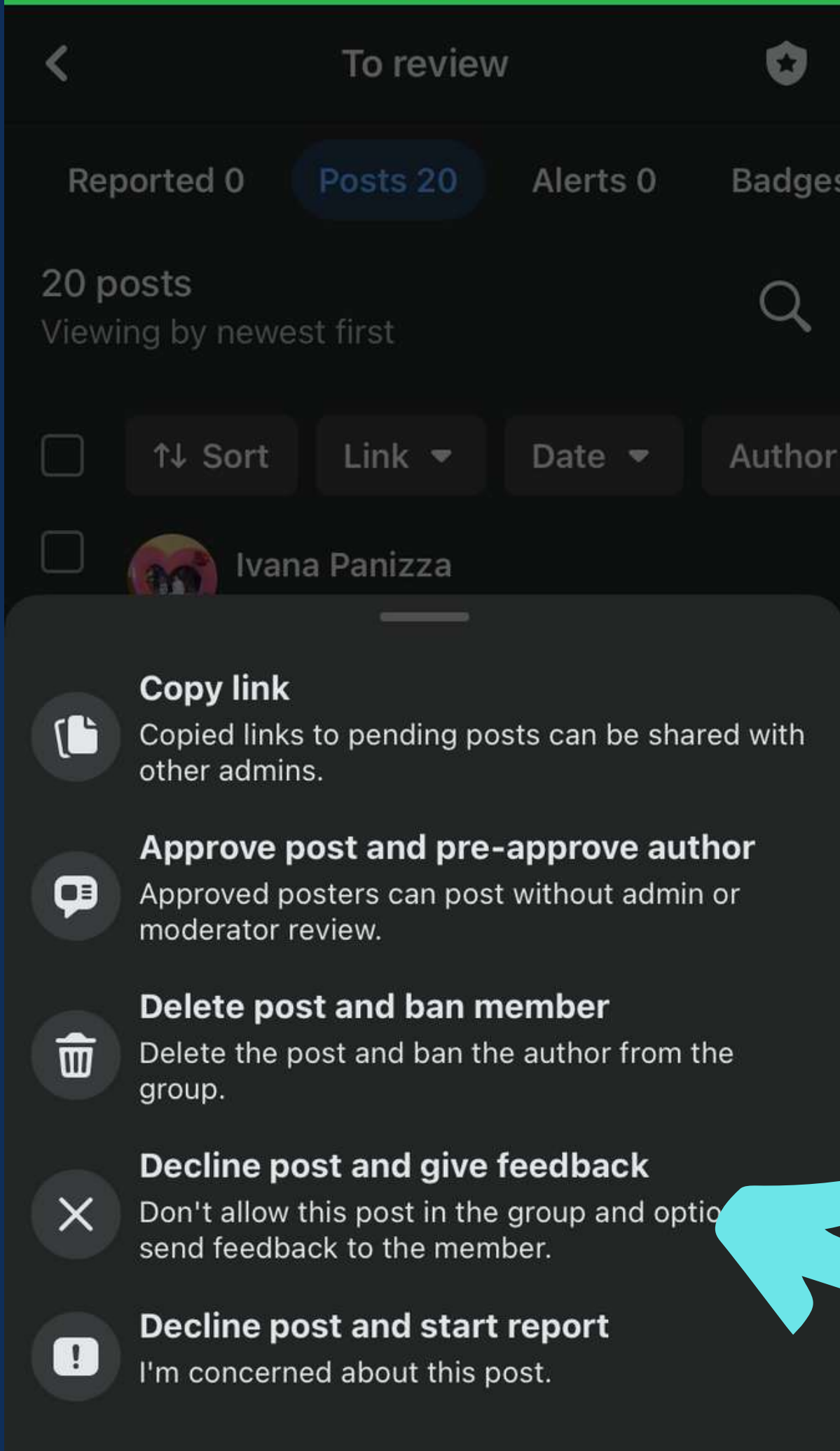
TOOLS FOR ADMIN.

Pending posts is one of the most useful tools: from here you can monitor all posts submitted by your members before they are published. You can approve or decline them if they are off topic or they don't follow the group rules



TOOLS FOR ADMIN.

When you decline a post, you can also tell the member who wrote the post **why** it was not accepted for publication and/or which **rules** of the group it violated



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To review

Decline post

Admin notes

Other admins will be able to see these notes in the activity log.

Add optional details

Which rules did this pending post violate?

- 1 **Work in the Wild**
Potete postare qualsiasi cosa che si riferisca anche vagamente allo smart working nelle Terre Alte.
- 2 **Smart Hosts**
Se gestite una struttura ricettiva con wifi, potete postare la sua descrizione, dal punto di vista dell'utilità per gli smart workers. Per

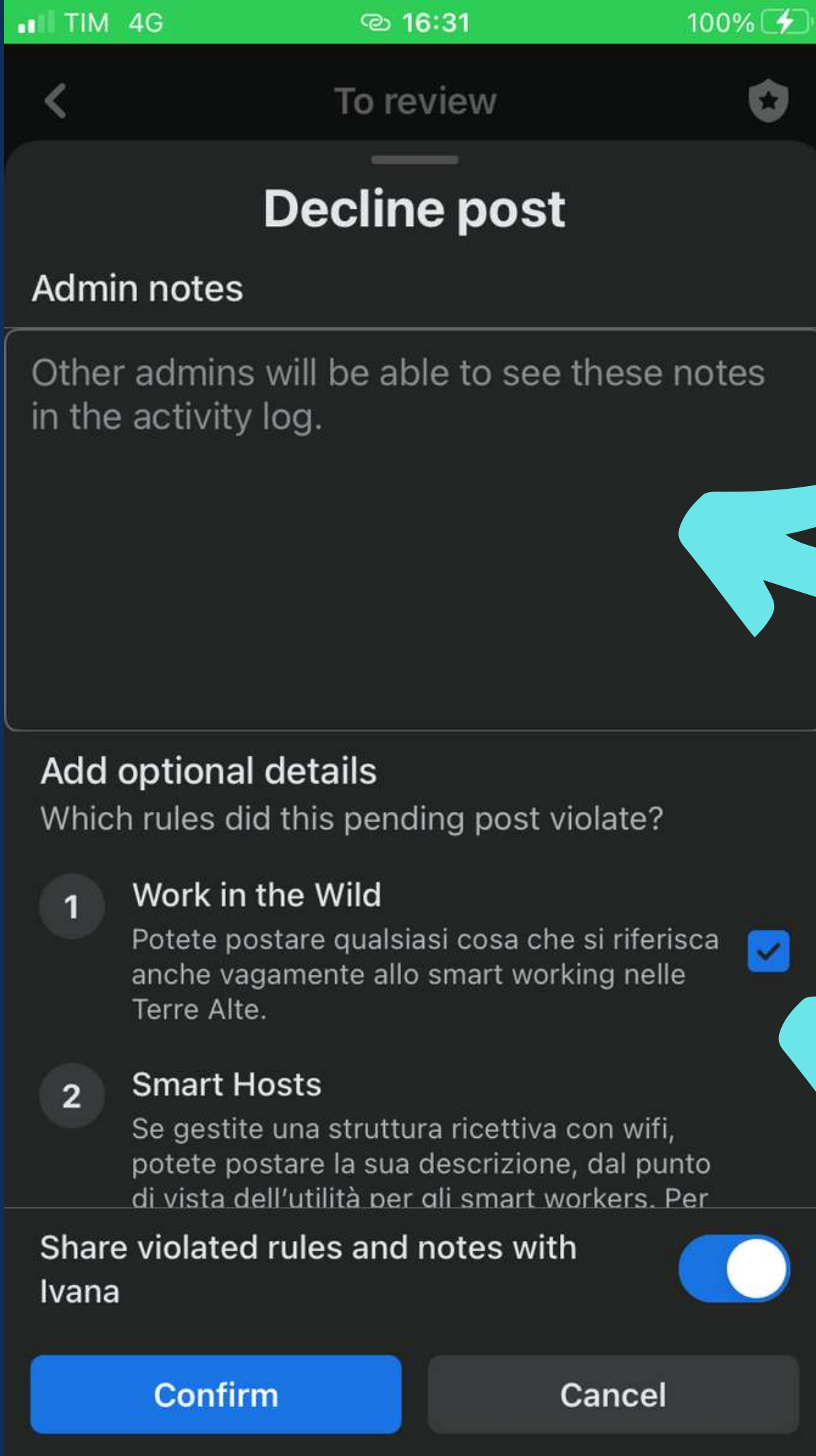
Share violated rules and notes with Ivana

Confirm **Cancel**



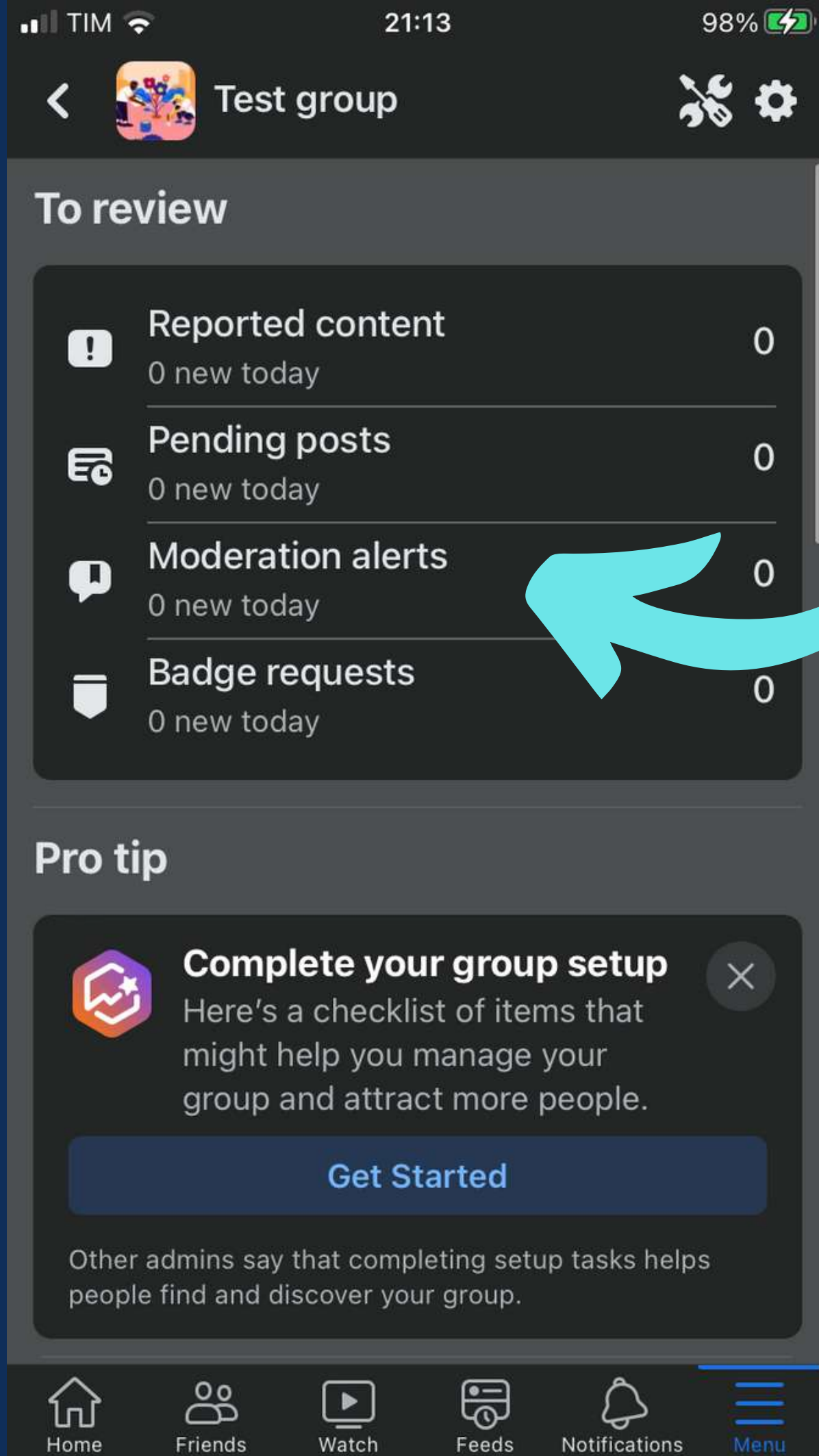
TOOLS FOR ADMIN.

When you decline a post, you can also tell the member who wrote the post **why** it was not accepted for publication and/or which **rules** of the group it violated



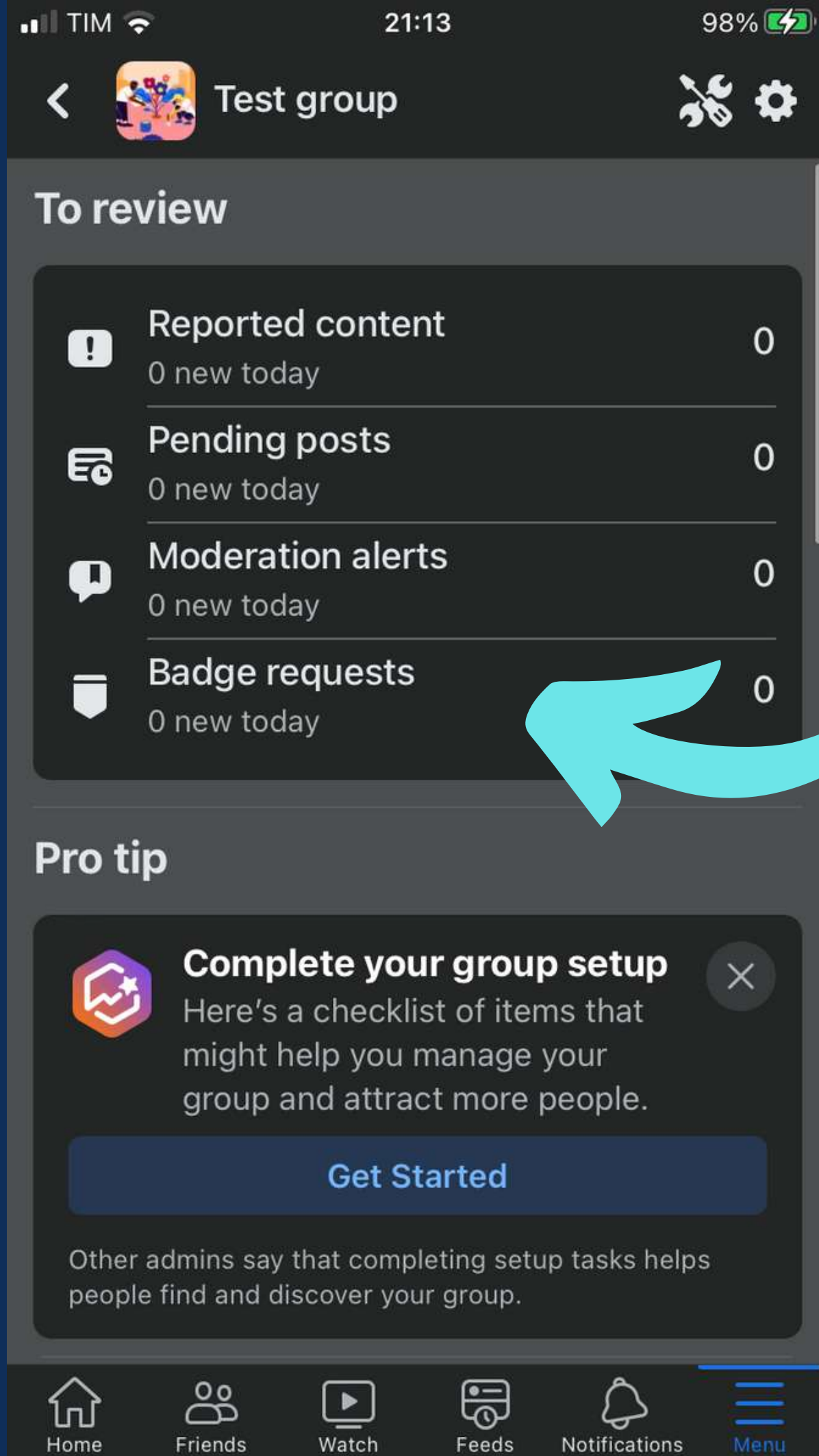
TOOLS FOR ADMIN.

If the same member keep posting wrong content (usually to promote his/her products) even after your warnings, you can decline all his/her posts without any further explanation, or even ban the member from the group: he/she is only decreasing your reach



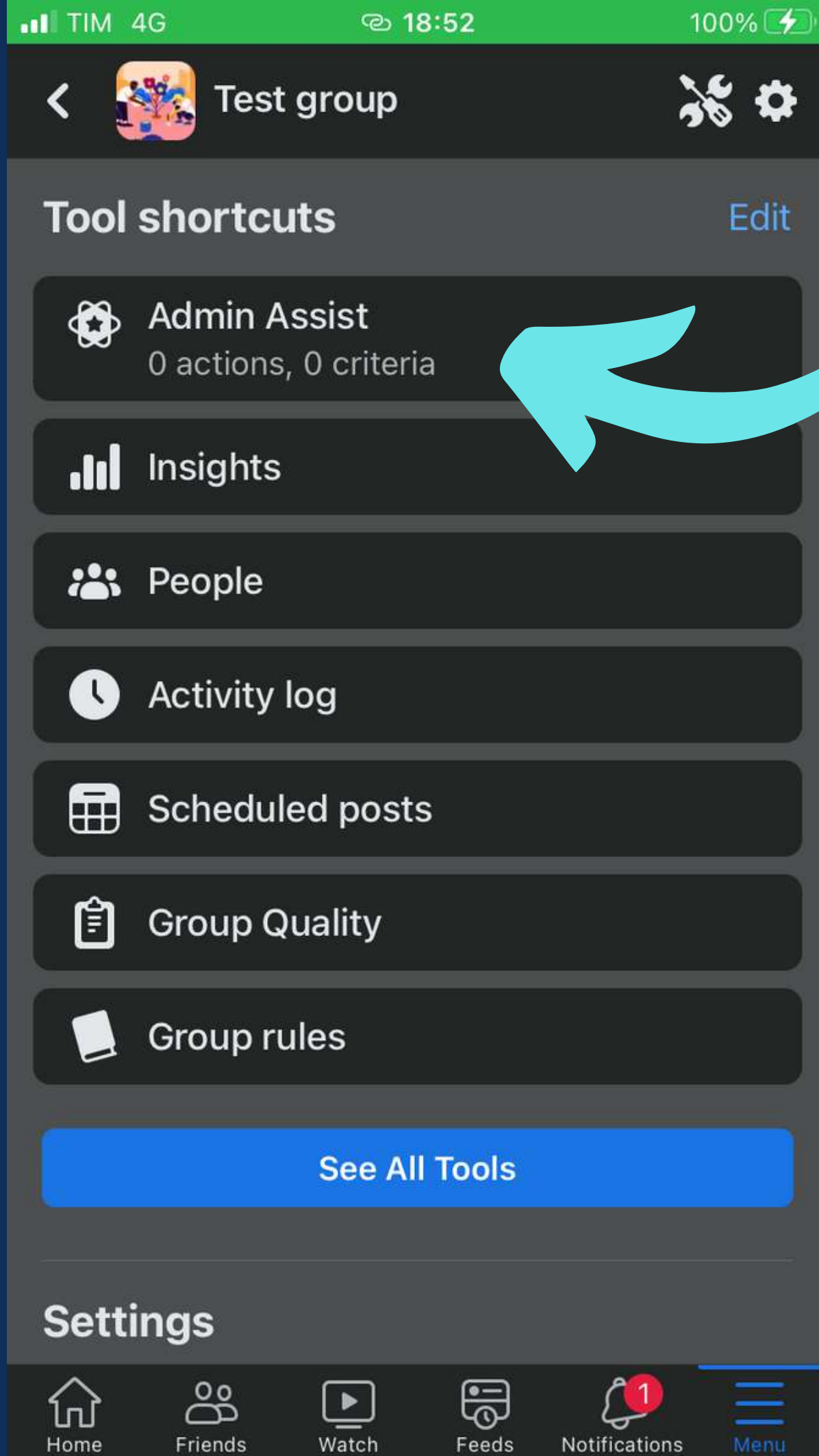
TOOLS FOR ADMIN.

Moderation alerts are similar to Reported content tool, but the posts and comments shown here are reported from the algorithm instead from the members of the group



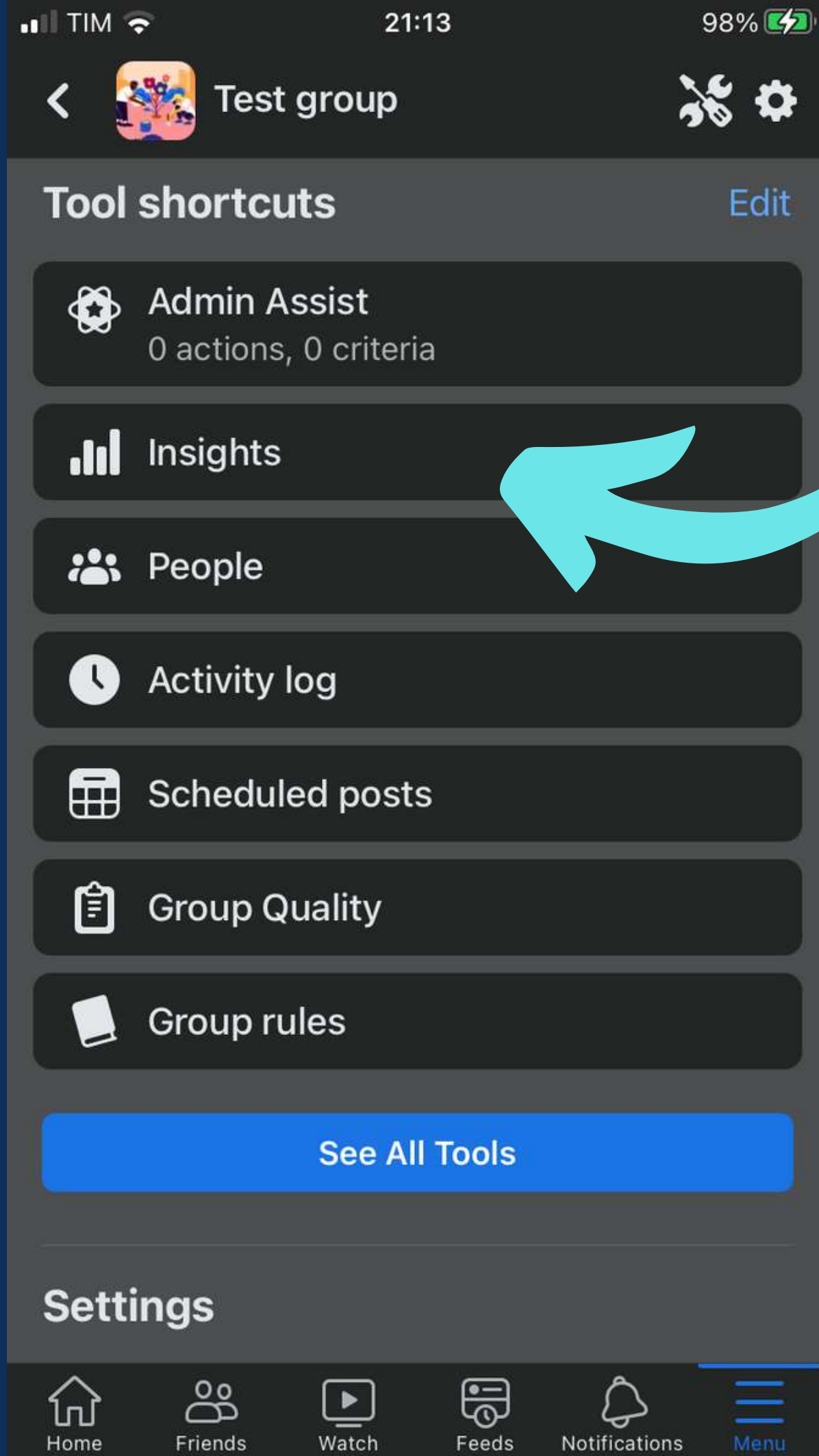
TOOLS FOR ADMIN.

Badge requests: you can give a prize to your most active members (e.g: the **early adopters**), in form of a badge that will be shown next to their user names.



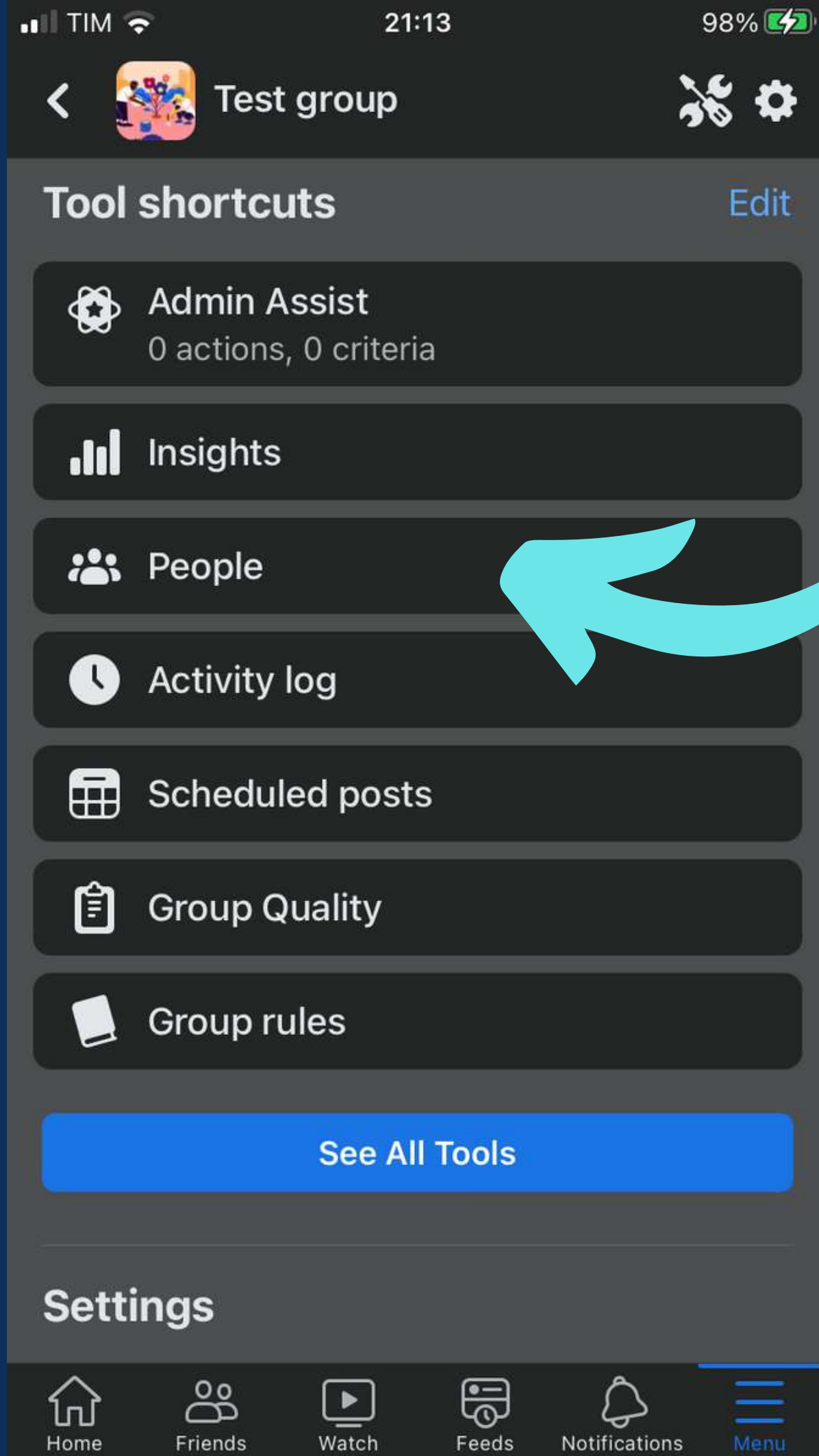
TOOLS FOR ADMIN.

Scrolling down, there are more tools available. When you'll receive many posts per day you can set some criteria in the "Admin Assist" section, in order to decline posts automatically if they don't follow these criteria



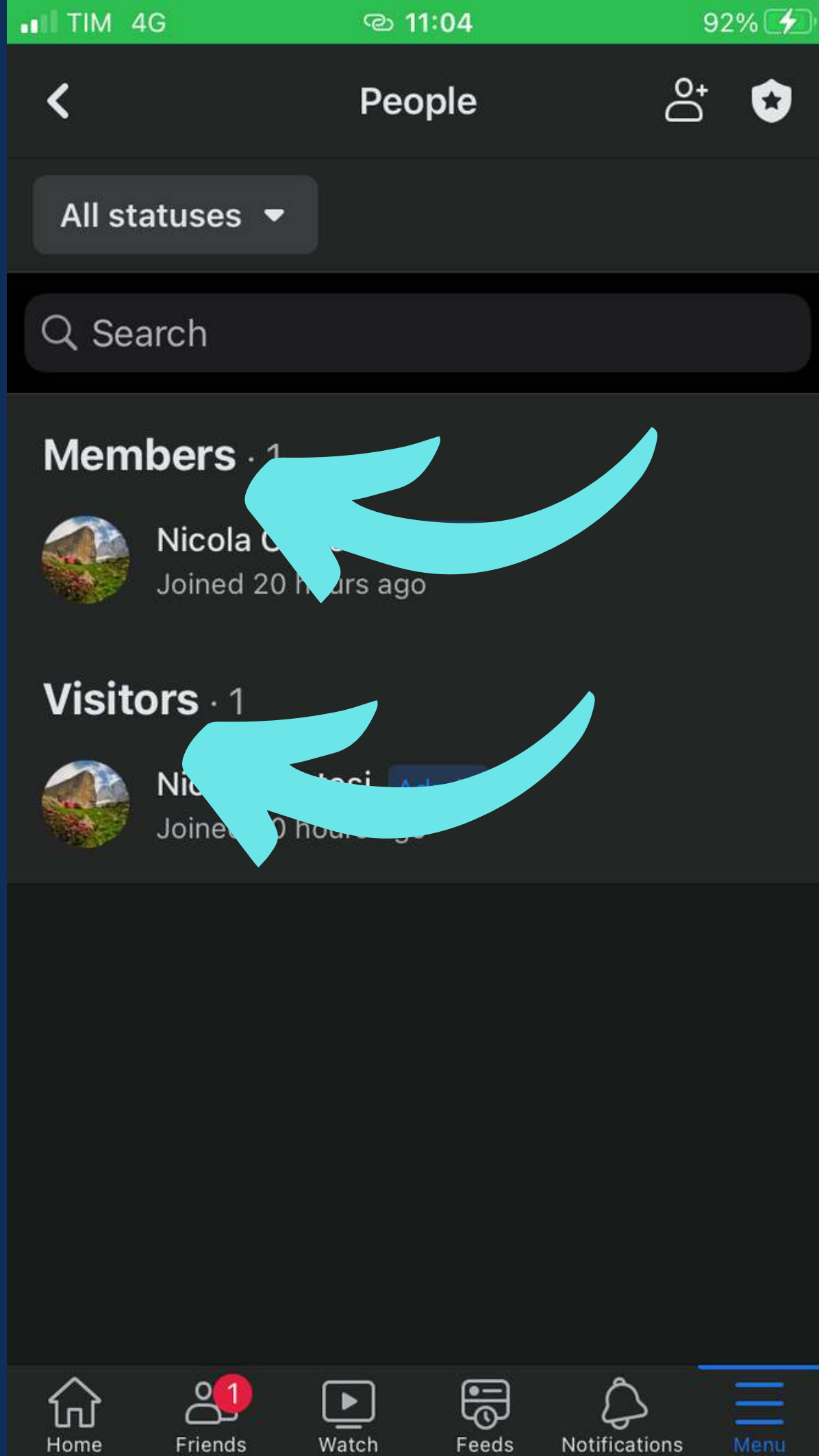
TOOLS FOR ADMIN.

Some interesting group statistics are available in the **Insight** item



TOOLS FOR ADMIN.

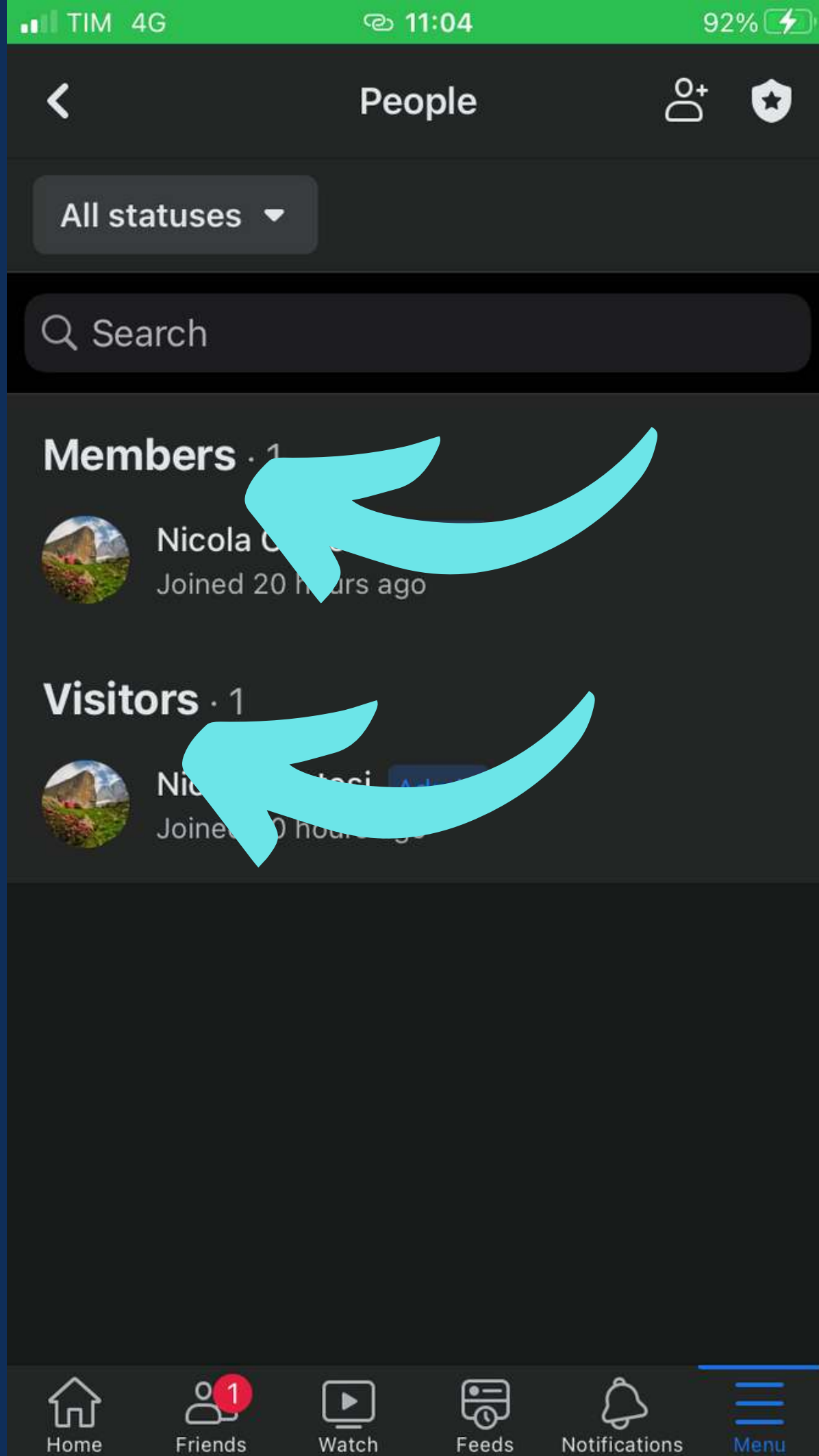
And manage your members in the **People** section



TOOLS FOR ADMIN.

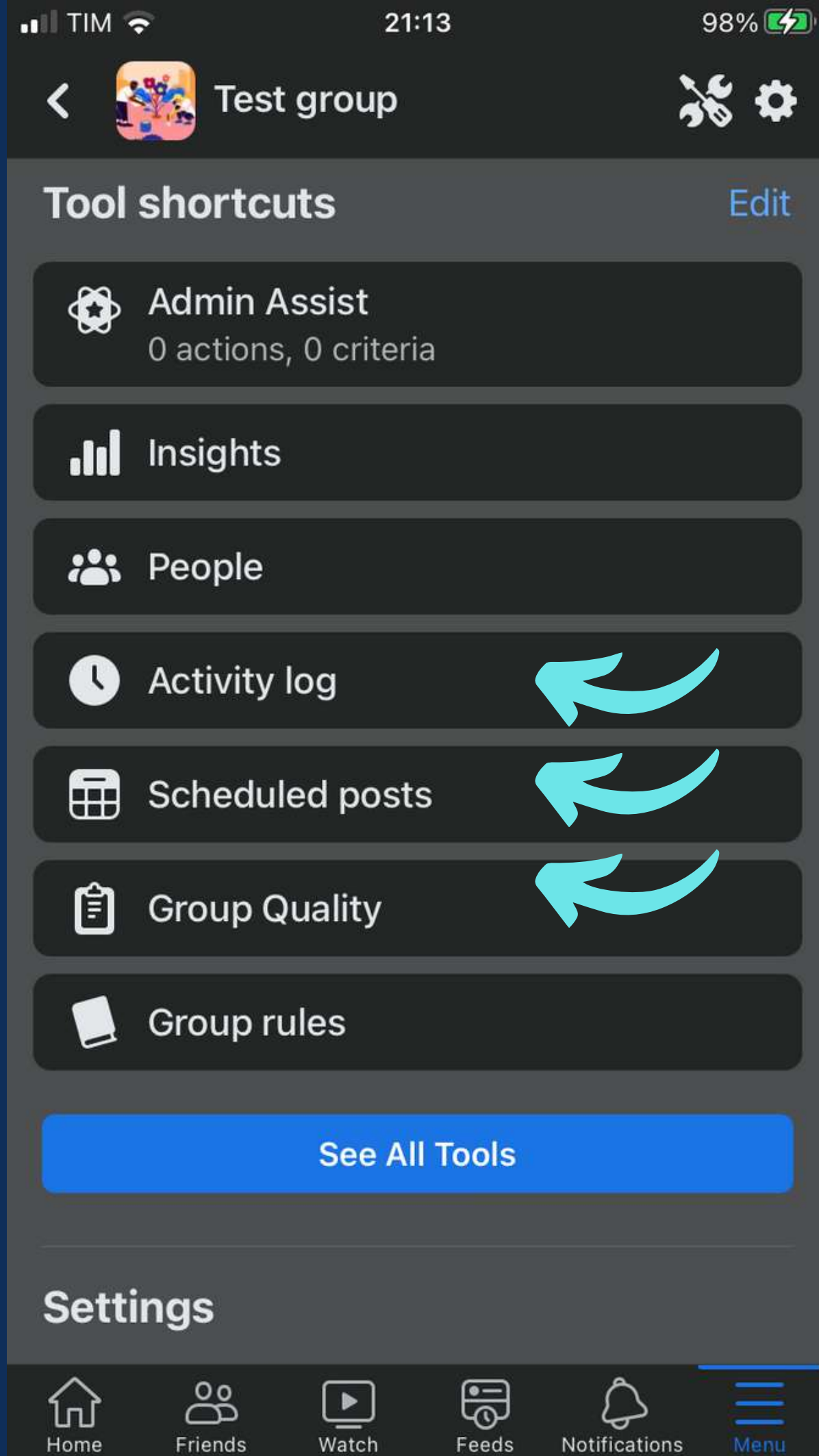
Inside, you'll notice that there are two kinds of people: **Members** and **Visitors**.

Visitors were introduced last year; they are like members but the posts of the group **don't** appear in their feed.



TOOLS FOR ADMIN.

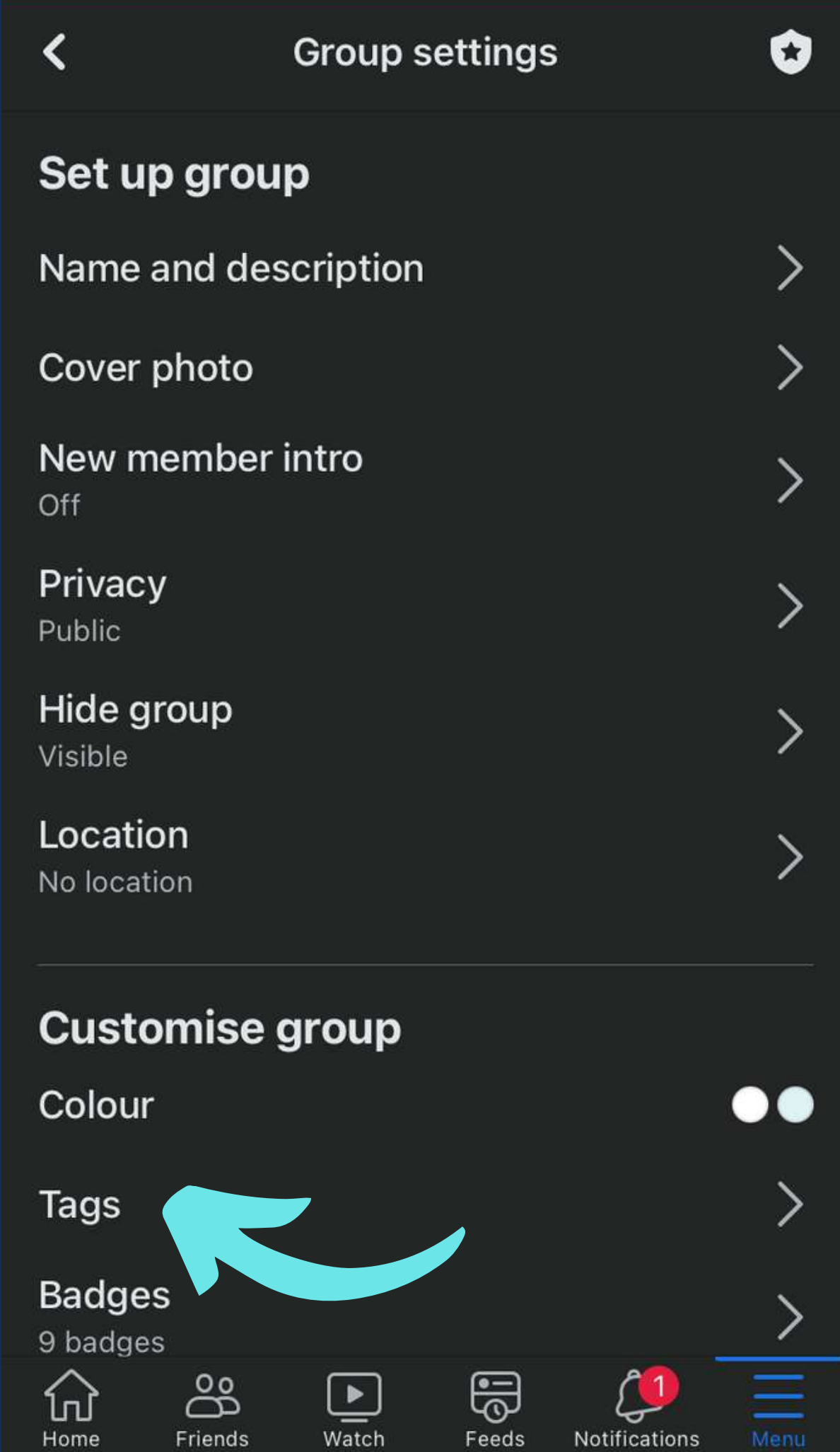
The algorithm doesn't take into account visitors when sending your posts, so visitors don't influence your organic reach



TOOLS FOR ADMIN.

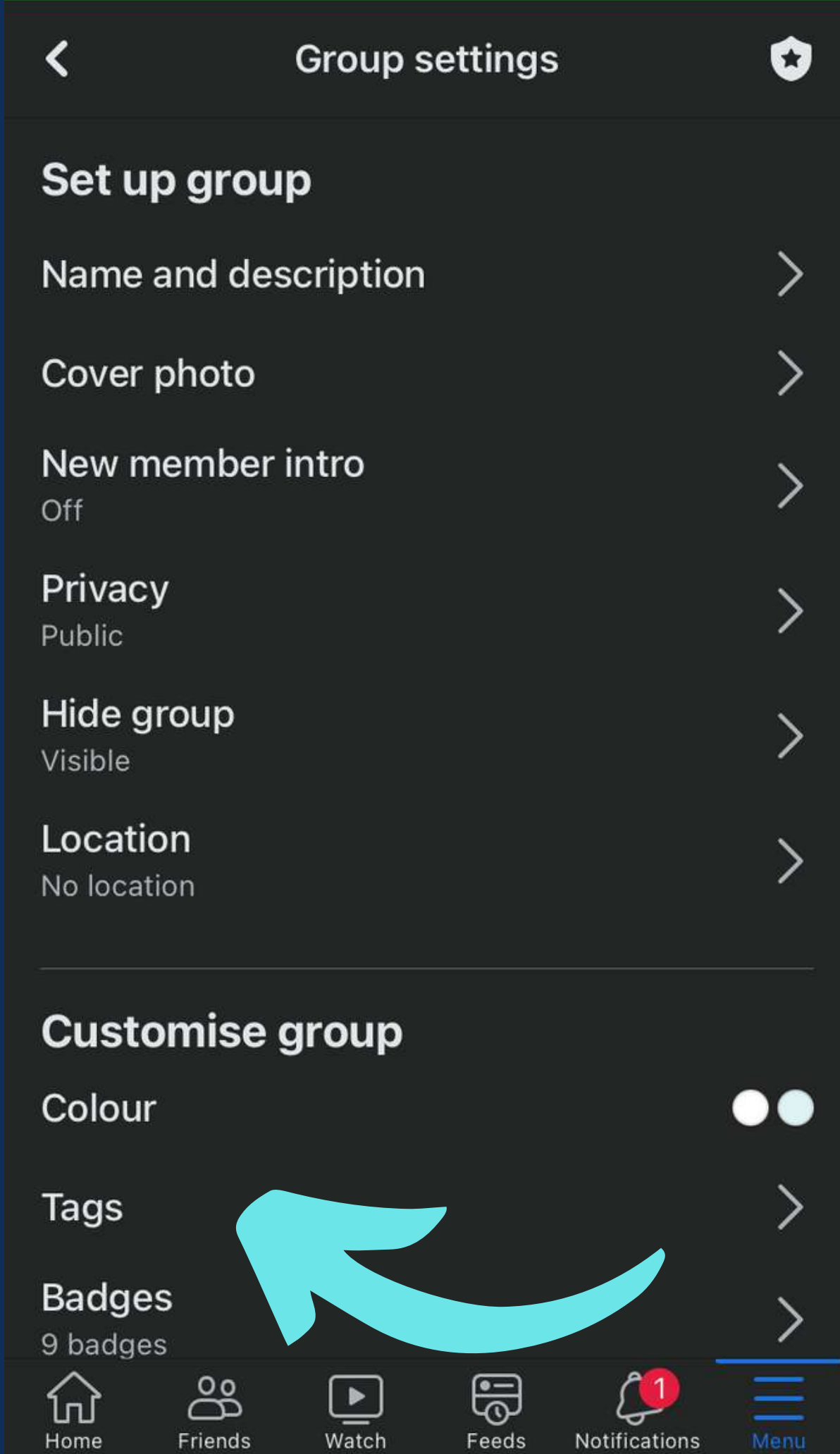
Activity log and Scheduled posts are self-explaining.

Group Quality show contents that go against facebook rules.



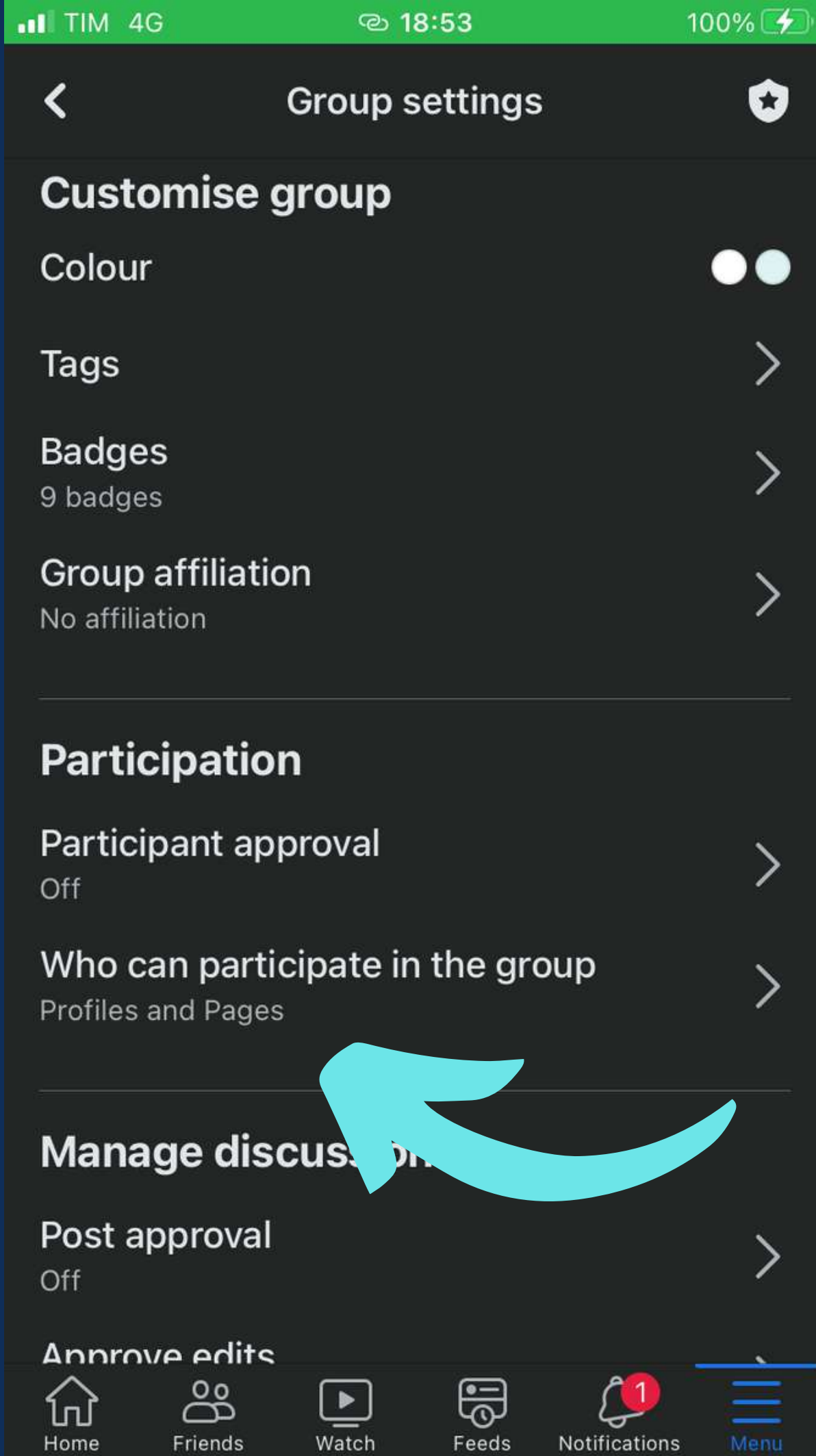
GROUP TAGS

From the Tag section you can set up to two keywords to help users find your group easier



OTHER SETTINGS

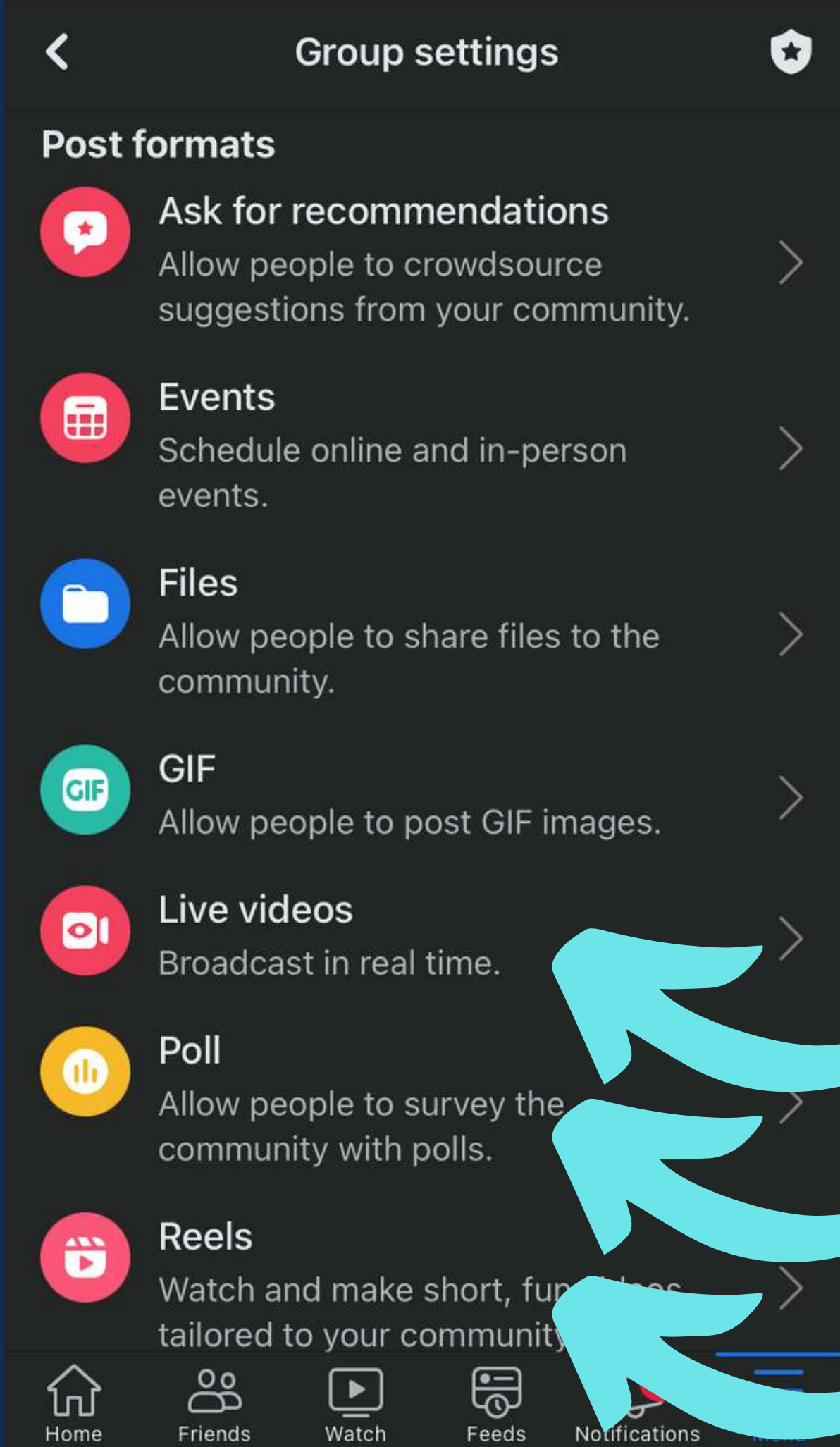
Unfortunately, the two tags can only be selected from a list of pre-defined tags, so they are often not very representative of your community. Try to select the two closer tags



OTHER SETTINGS

Under "Who can participate in the group" you can choose to allow fb pages to become members of the group or not.

You can forbid them to increase your reach because usually fb pages don't interact with your posts a lot



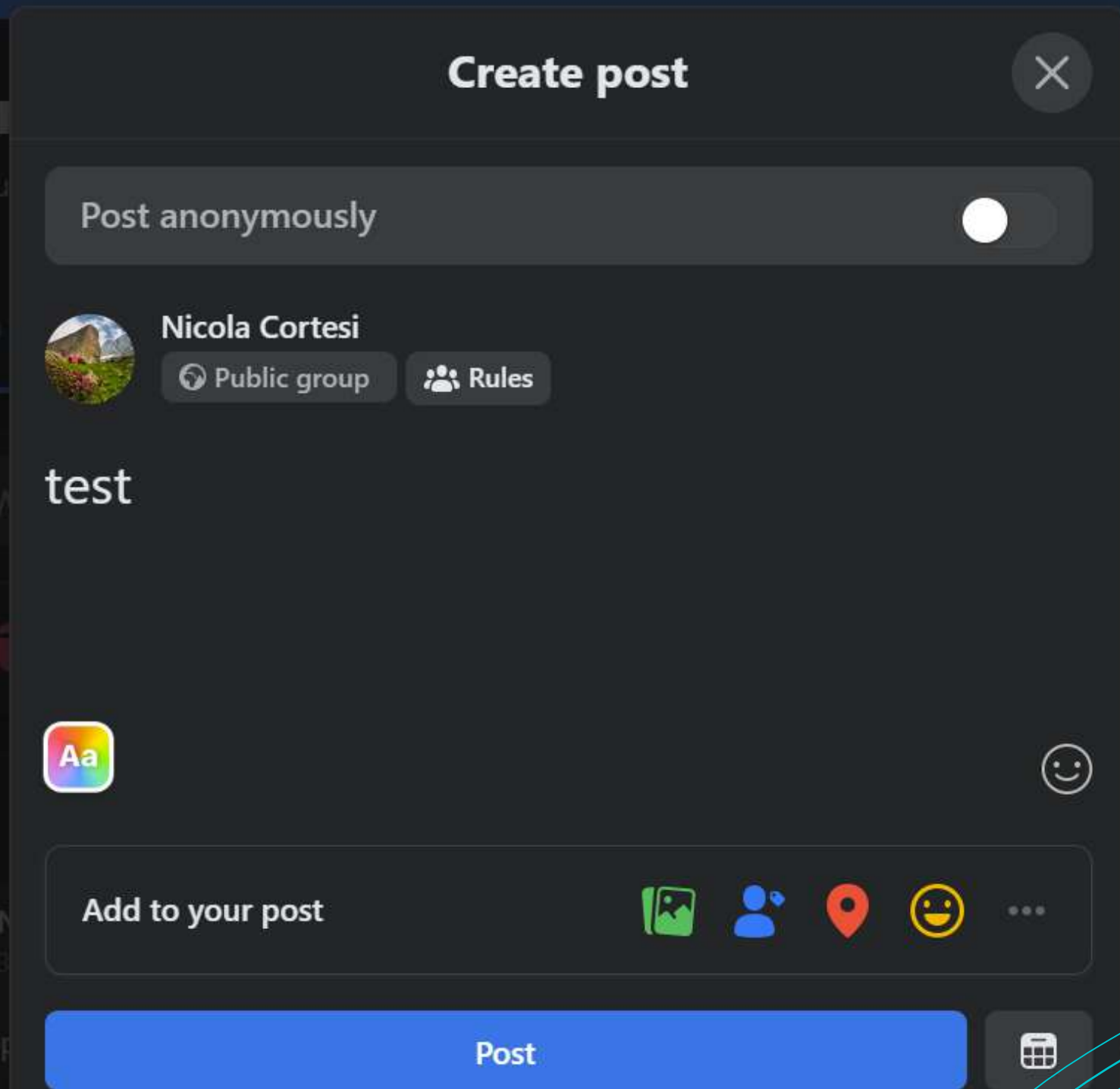
OTHER SETTINGS

This section allows to employ advanced formats for your posts, like **Poll**, **Live videos** and **Reels**. Activate these three formats



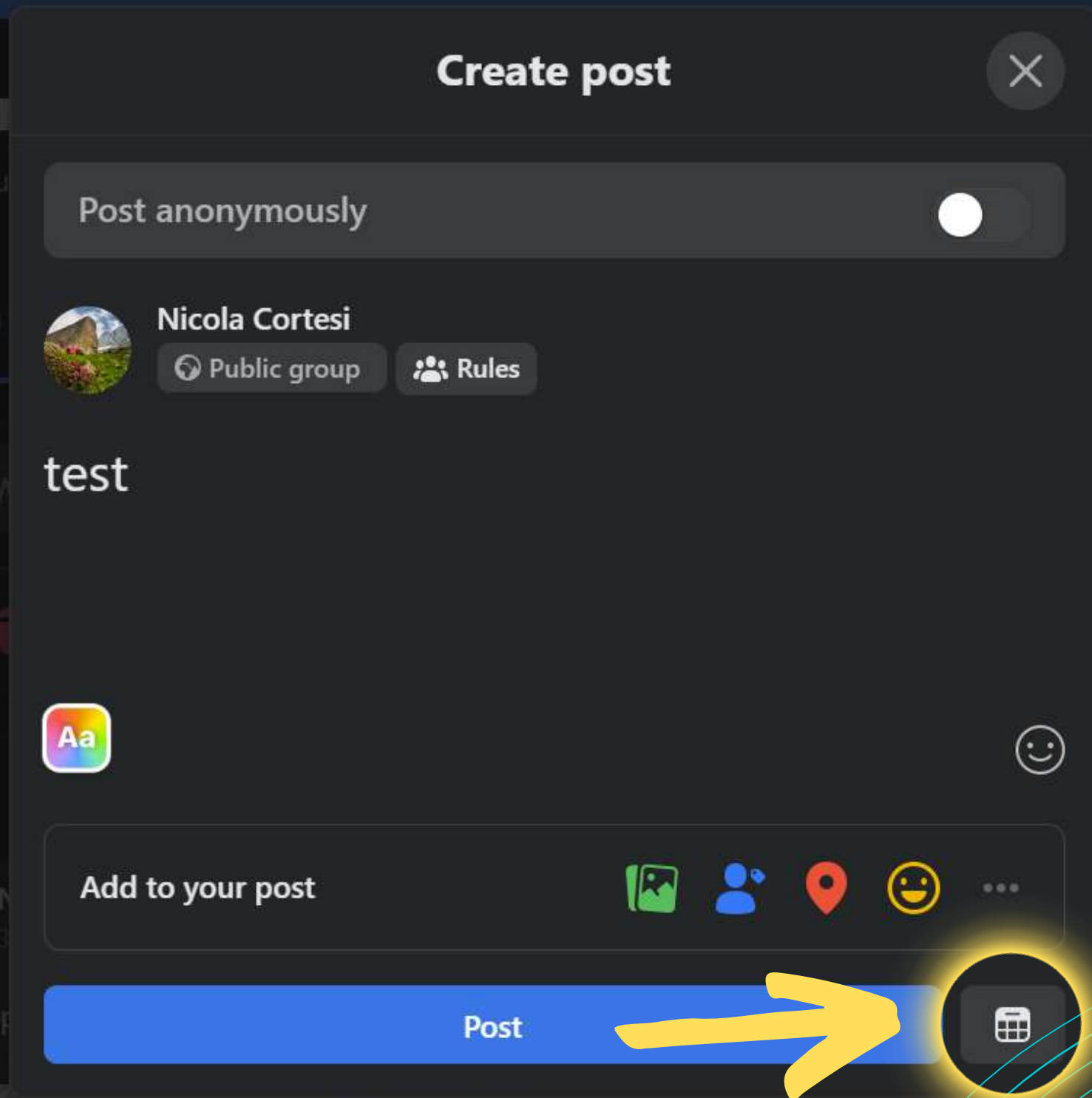
SCHEDULE POSTS

You don't need to wake up early each morning to write a post: you can **schedule** when you want to publish your posts



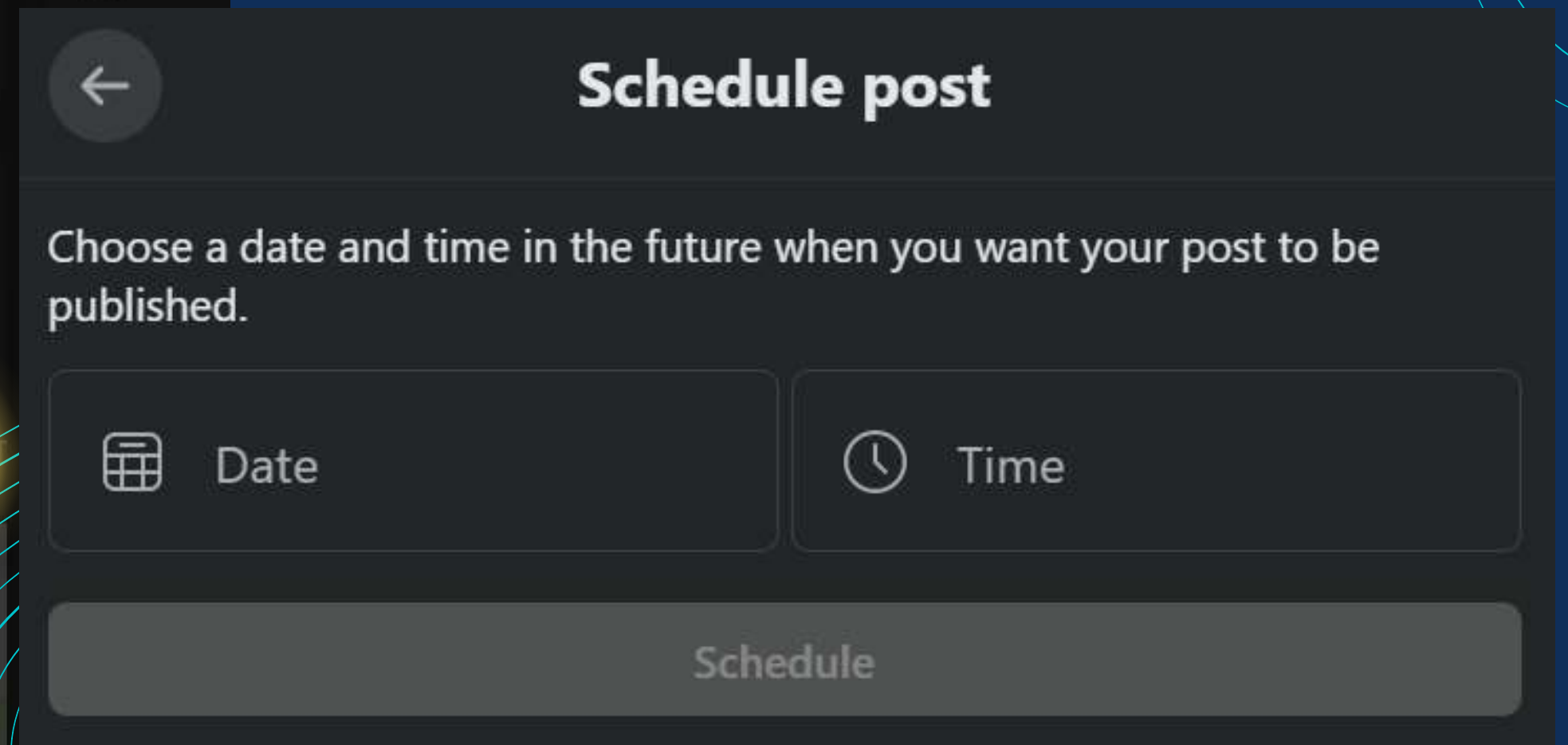
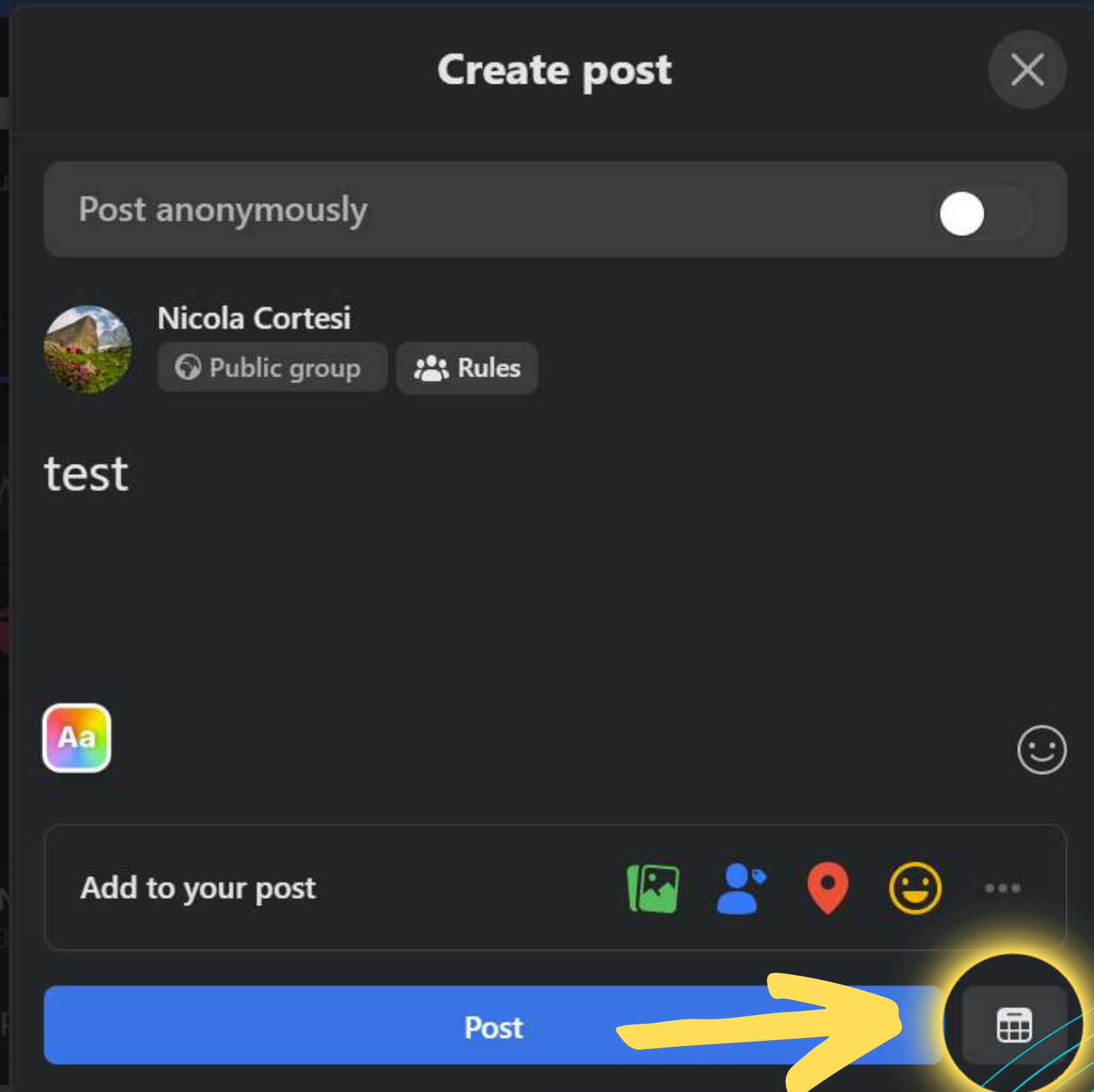
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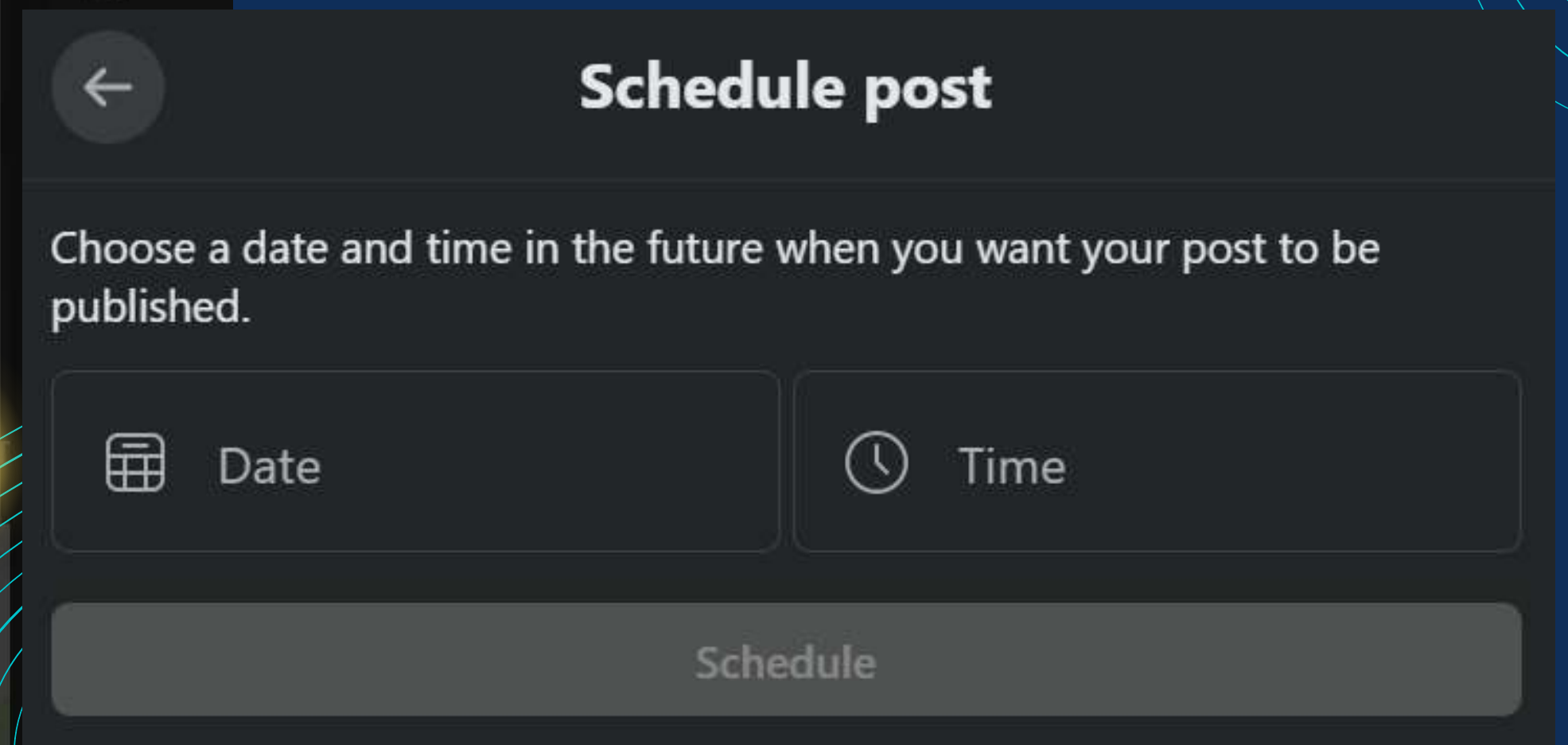
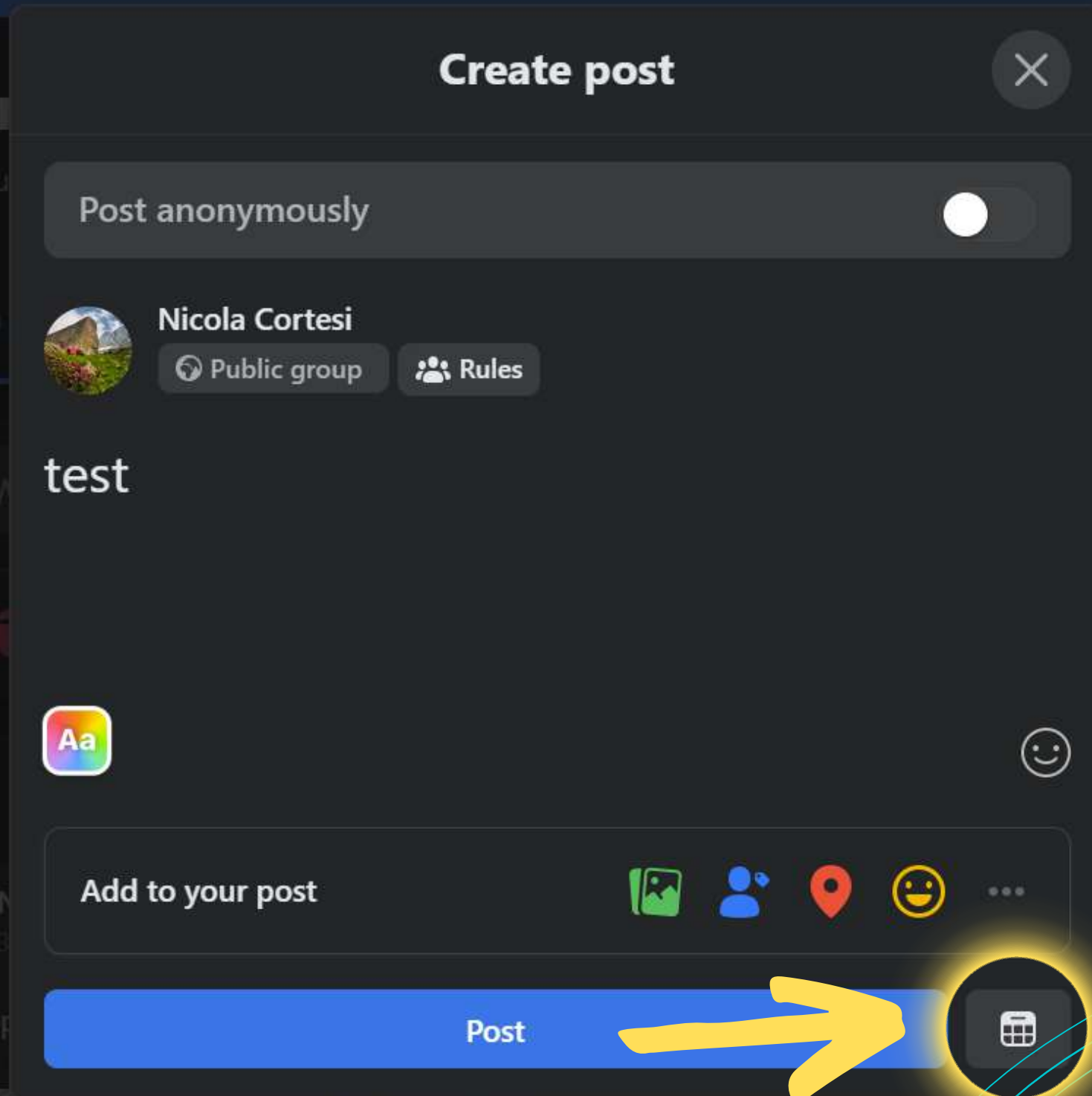
SCHEDULE POSTS

You can easily schedule when you want to publish your posts



SCHEDULE POSTS

However, it is not possible to schedule post sharing too



MOVE YOUR MOST IMPORTANT POSTS TO THE TOP

- Smarttrekkers
- Browse
- Manage 9
- Community home
- Overview
- Admin tools
- Admin Assist (0 actions, 0 criteria)
- Badge requests (0 new today)
- Pending posts (0 new today)
- Potential spam (0 new today)
- Scheduled posts
- Activity log
- Group rules
- Flagged by Facebook

Featured

Nicola Cortesi · 31 May 2021 · 🌐

Mappa online rifugi e strutture con free wifi/4G:
https://umap.openstreetmap.fr/rt-huts-20_508708#7/44.972/10

Legenda mappa:
facebook.com/groups/smarttrekkers/417358626205288/

Database strutture nella mappa

16 likes

- Pin to Featured
- Save link (Add this to your saved items.)
- Add Nicola as group expert
- View edit history
- Edit post
- Edit post topics
- Delete post
- Turn off notifications for this post
- Turn off translations
- Turn off commenting
- Slow down comments (Limit members to one comment every five minutes)

Most relevant

Nicola Cortesi shared a post. **Admin** · 3 November at 08:13 · 🌐

Siete tutti invitati al prossimo webinar a sostegno dei borghi! Parleremo di come sta andando la lotta al digital divide, per cercare di portare la connessione anche nelle aree più sperdute dell'entroterra!

Interverranno due startup molto promettenti: [NATworking](#) e [Smart Walking for Smart Workina](#), che hanno scommesso fin dall'inizio sullo sviluppo del digitale nelle aree interne.

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

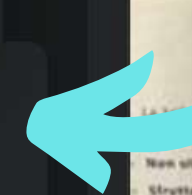
Visible
Anyone can find this group.

Italy

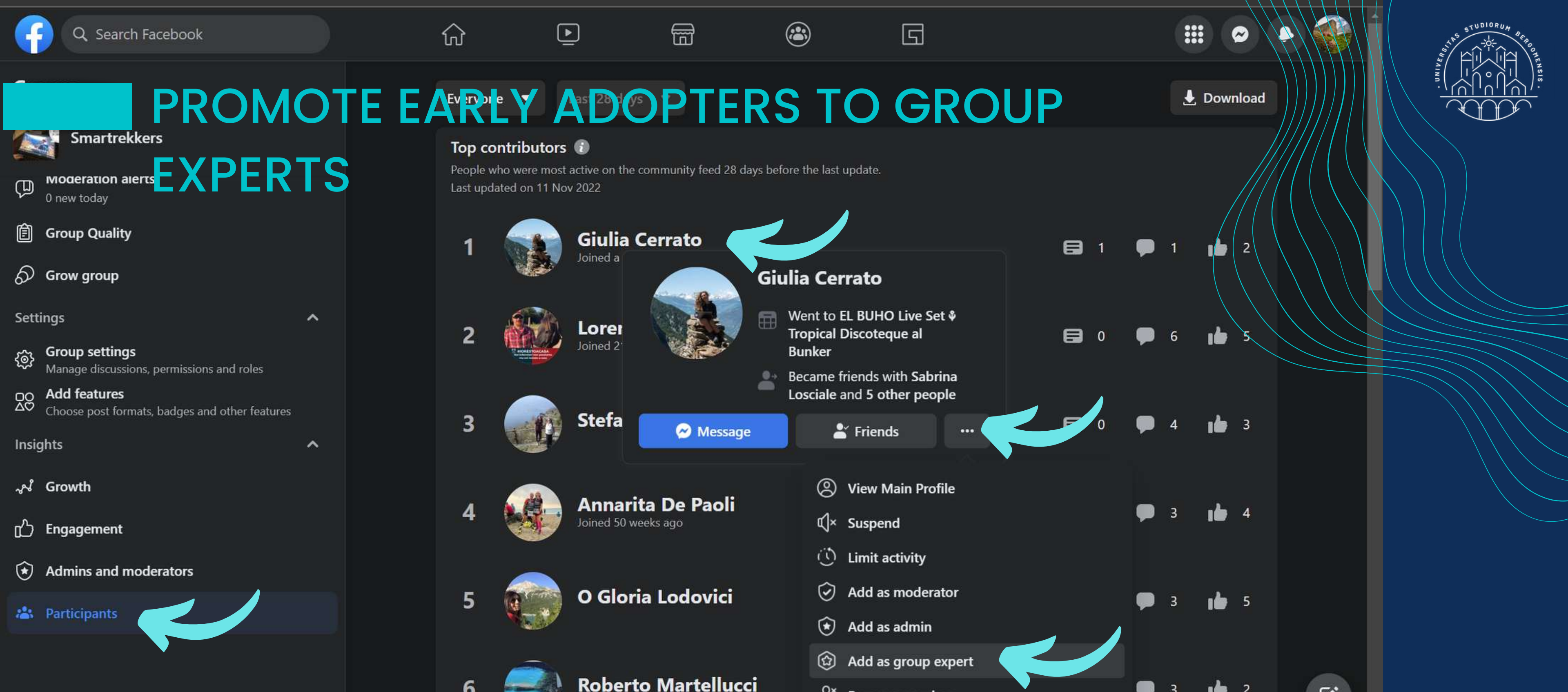
Learn More

Recent media

The collage shows a rustic wooden cabin, a wooden signpost with directions to Santiago de Compostela and Hedjugorje, and a document titled 'TOILETTA KAZUBA' which discusses an eco-friendly toilet system. The document text includes: 'Non utilizza acqua, elettricità e prodotti chimici', 'Struttura l'azione di vento e sale per creare una circolazione naturale di aria che estrica e ridistribuisce i prodotti organici', 'Il sistema elimina il problema degli odori sgradevoli attraverso un flusso costante di aria attraverso il WC', 'Non necessita di allaccio alla fogna', 'Non bisogna lasciare il sacco di ordine, di non sporcare, di non utilizzare fognaie o non intralciare oggetti nelle vicinanze', 'Non ci dovrebbero essere inconvenienti per i cattivi odori purché ognuno faccia i propri bisogni nel WC attraverso il WC, viene infatti ispirata aria fresca che impedisce agli odori molesti di entrare nella toilette', 'Ciascun utente è invitato a contribuire al buon funzionamento di questo servizio igienico innanzi tutto con:', 'Lasciandolo pulito ed in ordine', 'Evitando di gettare rifiuti nel WC'.

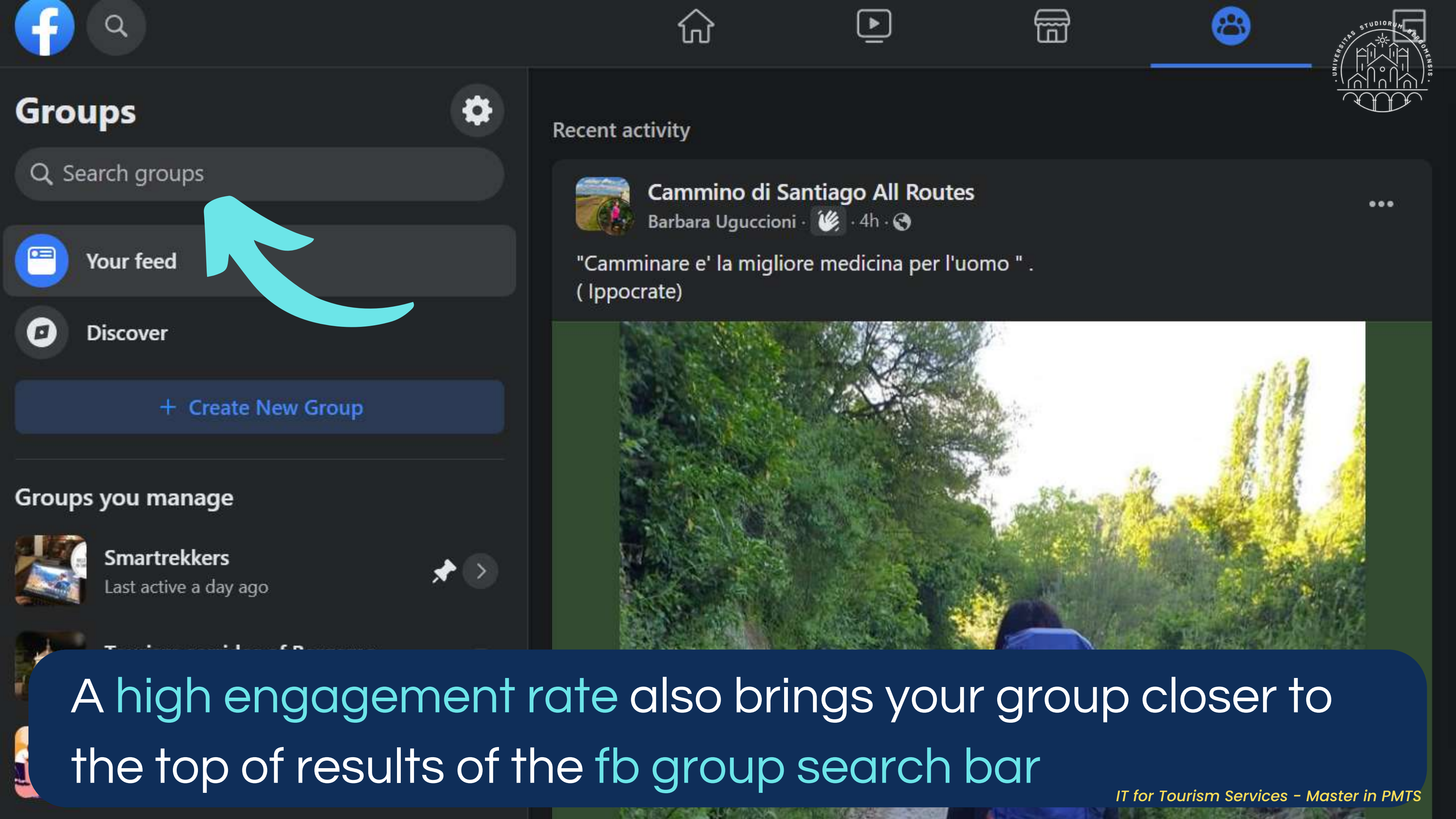


So they will be forever visible to all members




PROMOTE EARLY ADOPTERS TO GROUP EXPERTS

You can make them **group experts**, motivating them to engage you group even more



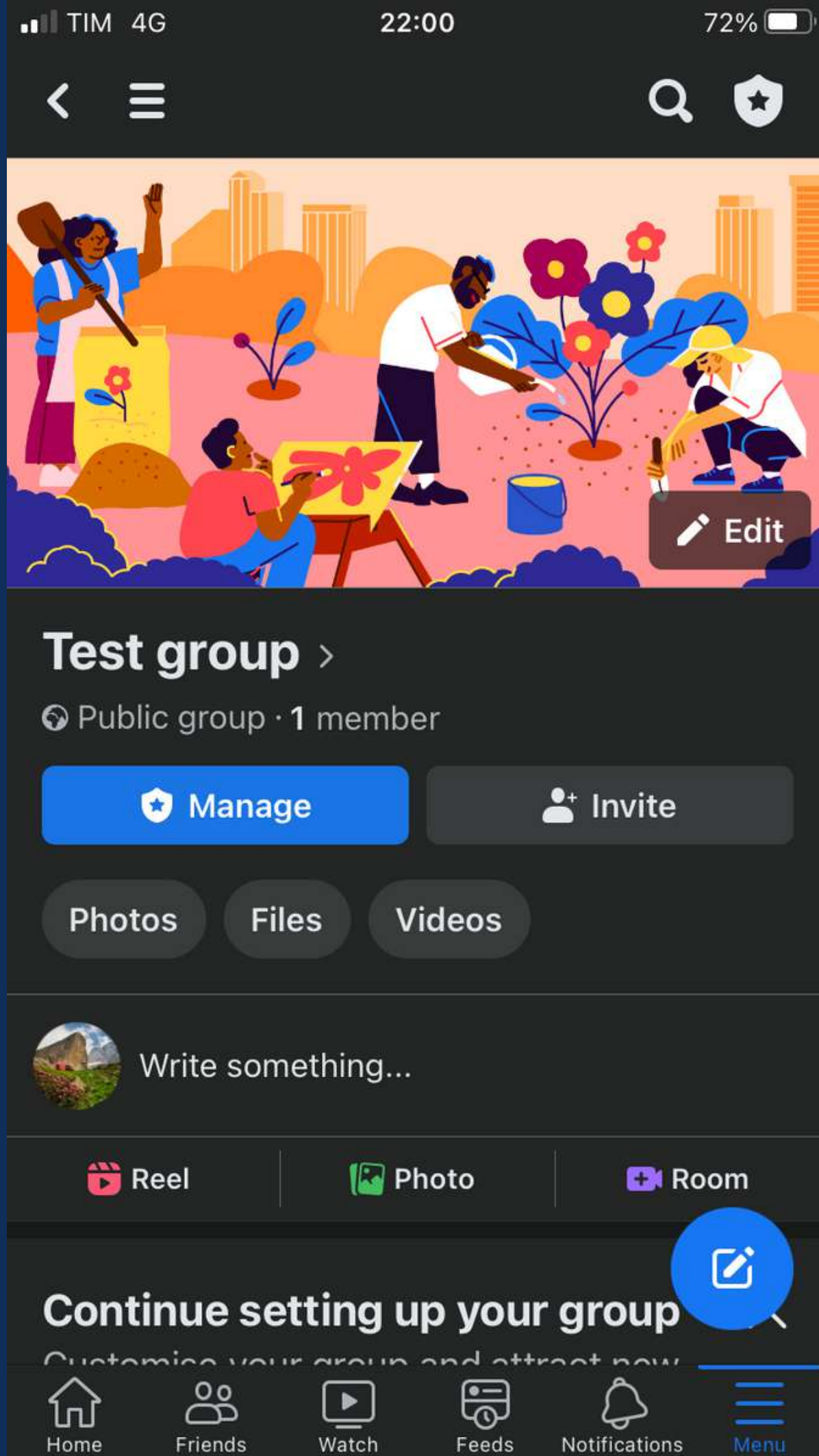
A high engagement rate also brings your group closer to the top of results of the fb group search bar

A futuristic robot with a white and grey body is shown from the side, interacting with a large, glowing blue digital interface. The interface displays various data points, charts, and glowing elements, suggesting a complex system or algorithm. The background is dark and atmospheric.

The EdgeRank algorithm is your ally, because if your community has a high engagement rate the algorithm recommends your group to other fb users too

A futuristic robot with a white and grey body is shown from the side, interacting with a large, glowing blue digital interface. The interface displays various data points and icons, suggesting a complex system or application. The background is dark and atmospheric.

This feature is already active by default in every group. It is available from the fb option: [Group Settings](#) -> [See All Tools](#) -> [Grow group](#) -> [Allow Facebook to suggest this group](#)



TASKS

Before next lesson :

- **schedule** your Welcome Post for each Monday at 13.00 (from Manage -> See All Tools -> Admin Assist -> Publish a Welcome post)
- prepare a **google form** to ask the email of your members and insert its link in the first comment of your **Welcome Post**
- prepare your **third post** (we'll share it in class next lesson)