

Week 27 Focus – Communities on Social Media – Facebook, Mighty Networks, LinkedIn etc...

Focus Question: What are the communities you want to build on social media?

DESCRIPTION

In early 2018 Facebook announced it was going to place an emphasis on communities in their social media ecosystem.

In addition to having a profile on the varying social networks, building community intentionally on social media has multiple benefits including cultivating connection with like-minded people, sharing resources with people who have a common interest, and also adding value to a community who can refer.

What are the communities you want to build on social media?

There are several different platforms you might want to consider including:

- Facebook
- Mighty Networks
- LinkedIn Groups

I've set up a number of different community opportunities I hope you will decide to connect around:

1. The PlanDoTrack Facebook page (<https://www.facebook.com/PlanDoTrack>)
2. The Conversation Sparker Zone I host on Mighty Network which focuses on several smaller communities: Team and Group Coaching, Virtual Conversations, Virtual and Remote Entrepreneurship, Virtual and Remote Teamwork and Leadership. Join us there - https://conversation-sparker.mn.co/share/9AhrmE0vGHrmUkw7?utm_source=manual
3. The CoachingBizBuilder feed over at Instagram (<https://www.instagram.com/CoachingBizBuilder>)

ACTIVITY

Consider what community you might want to spearhead in social media.

- What is the purpose?
- What are the guidelines?

What content would you populate your new community on social media with? Consider material you have created, go-to resources from others, and polls to find out what people want.

Consider dedicating each day to a different theme: Throwback Thursday, Motivation Monday...

CONNECTION TO THE WORKBOOK AND PLANNER

Use the Content Daily Trackers, and Content Brainstorm to identify key content you are sharing or plan to share.



"Engage, Enlighten, Encourage and especially...just be yourself! Social media is a community effort, everyone is an asset." – Susan Cooper (@buzzedition)