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## Sharing a page to a group on facebook

Maybe you already have a Facebook profile, but you're wondering if you should have a Facebook Page too. Or perhaps even a Facebook Group. Facebook profiles, pages, and groups are all features that allow people to stay connected with everything that matters in their lives, including friends, businesses, celebrities, and interests. Despite this, they do have their differences. Think of a Facebook profile as your personal page as an individual. You actually can't use any other Facebook feature without signing up for a profile first. Your profile is a place where you can put information about yourself (your name, profile photo, short bio, where you went to school, where you work, what your favorite books are, and so on). It's also a place to post your status to express what you are doing, thinking, feeling, etc. Some of the ways you can personalize your profile include: Using a fun cover photo or profile picture Writing a snappy bio Uploading photo albums Displaying your workplace Adding in your alma mater(s) Displaying your hometown Adding your family members Updating your marital status Letting others know what you're looking for: Friendship, Networking, Men, Women The more you can add to your Facebook profile, the more others will feel they have a sense of who you are. Remember, Facebook profiles are meant to be a representation of you as an individual. You can connect with others through your profile by adding them as friends (or optionally having them follow you if you have this enabled). You also have full control over your privacy, so you get to choose what kind of information you want to share with the public, with your friends, and even with custom lists of friends. A Facebook Page is very similar to a Facebook profile, but it's always public. Pages are typically used to represent public figures, businesses, brands, organizations, and other entities. Facebook Pages have similar layouts and main features to Facebook profiles, such as a cover photo, main photo, photo albums, status updates, and more. These are all ways that public figures, brands, businesses, and other entities can interact with their audience in a similar way that individuals do with friends through their profiles. Facebook pages have additional features like: Analytics/Tabs for other social pages like Instagram and Pinterest/Promotion tools/Publishing tools/Call-to-action buttons People connect with a Facebook Page by either liking the page or following the page. When they do, they'll receive status updates from the page in their news feeds. Multiple people can also manage pages as admins or editors. A Facebook Group is essentially used to create a community. It's a place for people to connect and share information about a common topic of interest. Both profiles and pages can create groups. Groups have similar features to profiles and pages, including a cover photo, a feed of updates, and more. Anybody who creates a group can decide whether to make the group public for anyone to join, require admin approval for members to join, or make a group private by invitation only. Groups also include features like: Member invitations/Real-time chats/File uploads/Pinned announcements/A search function Like pages, groups can be managed by multiple users as admins or moderators. These users accept and reject member requests, pin announcements to the top of the feed, remove members who don't follow the group rules, and more. Admins can appoint particularly knowledgeable group members as Group Experts who can help keep members updated and informed. As mentioned earlier, a Facebook profile is an essential building block. You need it in order to create a page or a group. Sometimes a profile is all you need. And you can always start with that and see how it goes. Eventually, you might want to create a page or a group. Use a Profile When: You want your Facebook presence to represent your personal identity.You want to keep certain information private.You want to limit the number of friends/followers you have.You don't plan on doing any paid Facebook advertising among your Facebook friends/followers. Use a Page When: You want your Facebook presence to represent your business, organization, brand, or professional identity.You want to be found, liked, and followed by as many people as possible.You want to share all your information publicly.You want access to analytics to see how your fans/followers are engaging with you.You want to be able to use paid promotions. Use a Group When: You want to have discussions about a particular topic.You want to learn or achieve something and help other people learn/achieve it too.You want to build closer relationships with other users through shared interests and goals. Thanks for letting us know! Tell us why! Facebook has become a central hub on the internet. This is where ideas are shared, brands are followed, and innovations are shown to the world. It goes without saying that companies are trying to get their messages out into the world beyond their groups of friends or followers, but not everybody knows how to do that. In this post, we'll talk about how to make a post shareable on Facebook so you can get the most attention to your brand. By default, your posts are only viewable by people in your circle. This is so your privacy is protected, but it also means those great posts you want everyone to see can't automatically be shared. Fortunately, in just a few steps, you can make a post shareable on Facebook so people around the globe can view your messages. How to Make Facebook Posts Shareable There are two ways to make your Facebook posts shareable. You could either create a new post that's shareable by anyone or retroactively make an existing post shareable. The first thing you need to do is open the Facebook app and choose the text box that says, "What's on your mind?" Beneath your name, you'll see two drop-down menus: "Friends" and "Album." Choose the first box and select "Public," then type a post you'd like to share with the world. Once you hit "Share," anyone will be able to see this post, whether they're friends, followers, or someone else. This should help you post gain visibility across the internet. Now, if you have existing (older) posts that you want to make shareable, you'll need to head to those posts and select the ellipses icon (the three dots or ...) located on the right side of the post. From there, choose "Edit Post" and select the first drop-down menu that appears beneath your name. This is where you can choose "Public" so everyone can see and share your post. Make sure you select "Save" in the upper-right corner to finalize your changes. Sharing Posts from Pages If you're wondering how to make something shareable on Facebook, it's important to think about where the post is coming from. For instance, if you're working in Pages, your post will already be completely public and viewable by anyone, even if they haven't liked your Page. All posts on Pages are automatically public and can be shared by anyone. Sharing Posts from Groups The initial share-ability of Group posts depends on the security settings of the group itself. Public Facebook Groups (or those which are open to everyone on Facebook) automatically have public settings so posts can be shared with anyone, as well. If the Facebook group is private, you can only share posts from the group with people who are also members of that same group. Sharing Posts from Friends Similar to Group settings, your ability to make Facebook posts shareable on mobile or desktop is completely dependent upon that friend's privacy settings. If you're unable to see the Share button on a friend's post, it's likely that he or she has their account locked down. Although you won't be able to share their posts in this situation, you can ask them to change their privacy settings to "Friends" on a particular post so you can share it with others. When Sharing on Facebook, Keep in Mind: There are certain items you share on Facebook that will always be public. For example, if you comment on a public thread, your post will be public, and anyone can view your statement. When you select an audience for your posts, the audience selector will continue to utilize that same audience choice until you change it. For example, if you choose Public for your next post, all subsequent posts will remain Public until you alter the settings. When you change the audience on one device, it will automatically update on all of your devices. For example, if you're trying to figure out how to make a Facebook post shareable on your phone, any changes you make will automatically update to your desktop or laptop, too. Your post will show up in your News Feed, on your profile, and in search results. You cannot automatically post to another person's profile; he or she has the ability to control who can see that post. If you tag someone, the tagged person's friends may also be able to see that post or photo. If you've opted to lock your profile, some of your sharing choices may be more restricted. Do you need help learning how to make FB posts shareable? Our team at Zero Gravity Marketing can help you with this and so much more! Reach out to us to schedule a demo today!





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