



Bonus!

*Engaged* & PROFITABLE GROUPS  
with Sandra De Freitas

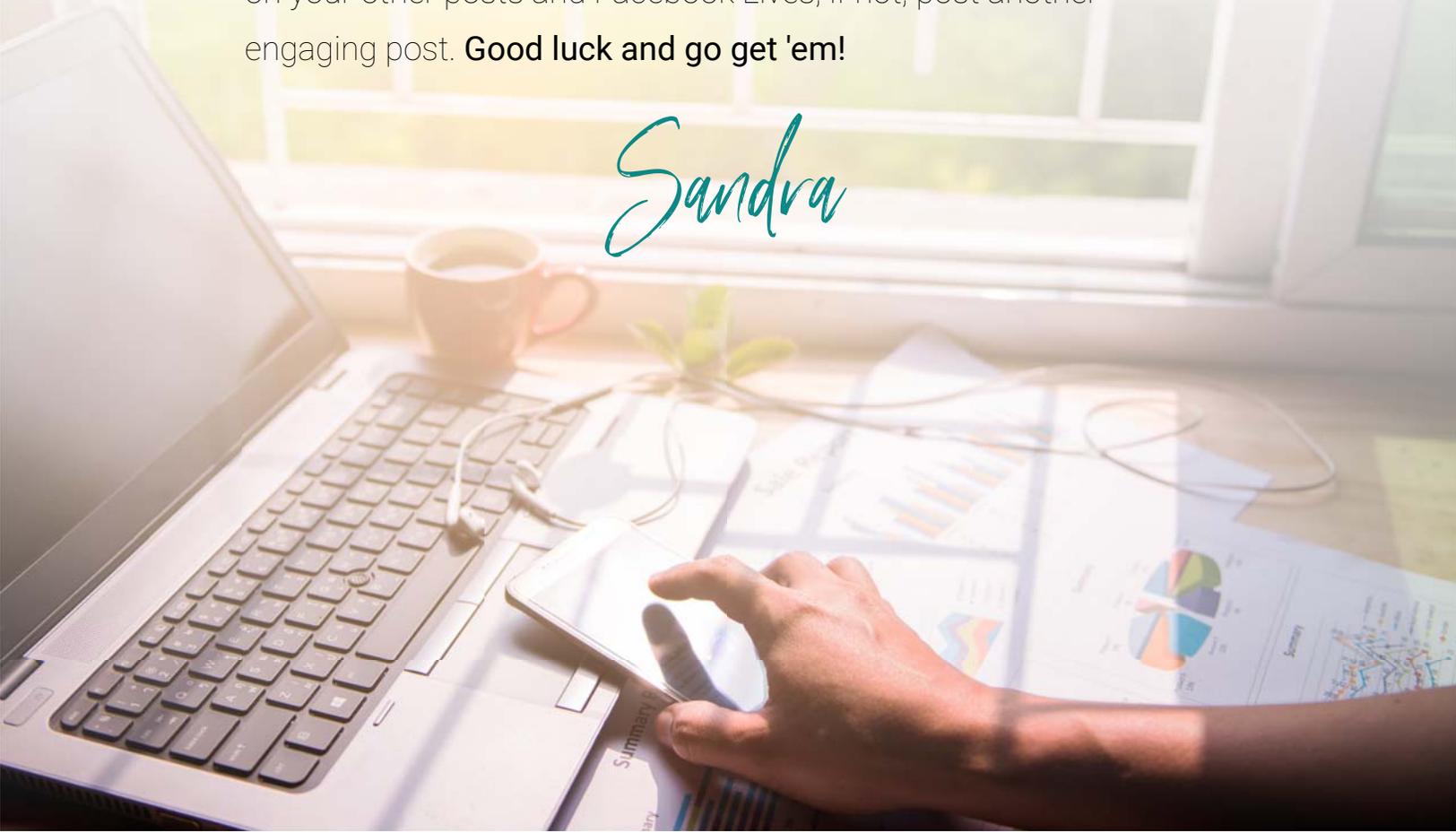
**20 HIGHLY ENGAGING  
POSTS TO BOOST  
YOUR COMMUNITY'S  
ENGAGEMENT**

NOTE FROM SANDRA

## WHEN YOU NEED TO INCREASE ENGAGEMENT IN YOUR GROUP...

...you will want to post one of these posts, then another in 2 days. After those two posts you should start getting more engagement on your other posts and Facebook Lives, if not, post another engaging post. **Good luck and go get 'em!**

*Sandra*



## POST ONE

# THE 'WHERE IS EVERYONE FROM' POST!

People love to talk about themselves, it's human nature. It's also non-confrontational to say what is the truth for you. This post is also popular because people who live in the same city, were born in that city OR have visited that city start to engage with each other in your post.

- » Where is everyone from? (City and country)
- » So, where does everyone live and/or where were you born?
- » Where is everyone from? I'll add your country's flag here as we go.



**Sandra De Freitas**  
Admin · June 5

So, where is everyone from? I'll add your country's flag here as we go.



 Dale Berkebile, Lisa Canning and 1 other      107 Comments    Seen by 78

## POST TWO

# PETS!

Ask any pet owner how much they love their pet, and they will talk about their pet for as long as you let them. They are passionate about their furry family members. Am I right? Just ask me about my rescue dog...if you have an hour to talk. :)

I've seen this type of post get THE MOST engagement. Why? Because give those pet owners a chance to show a picture of their pets and they will. Then they will comment on other people's pet pics because they think their dog looks like there's, or as a child they also had a certain breed of dog or cat, or they always wanted a pet iguana.

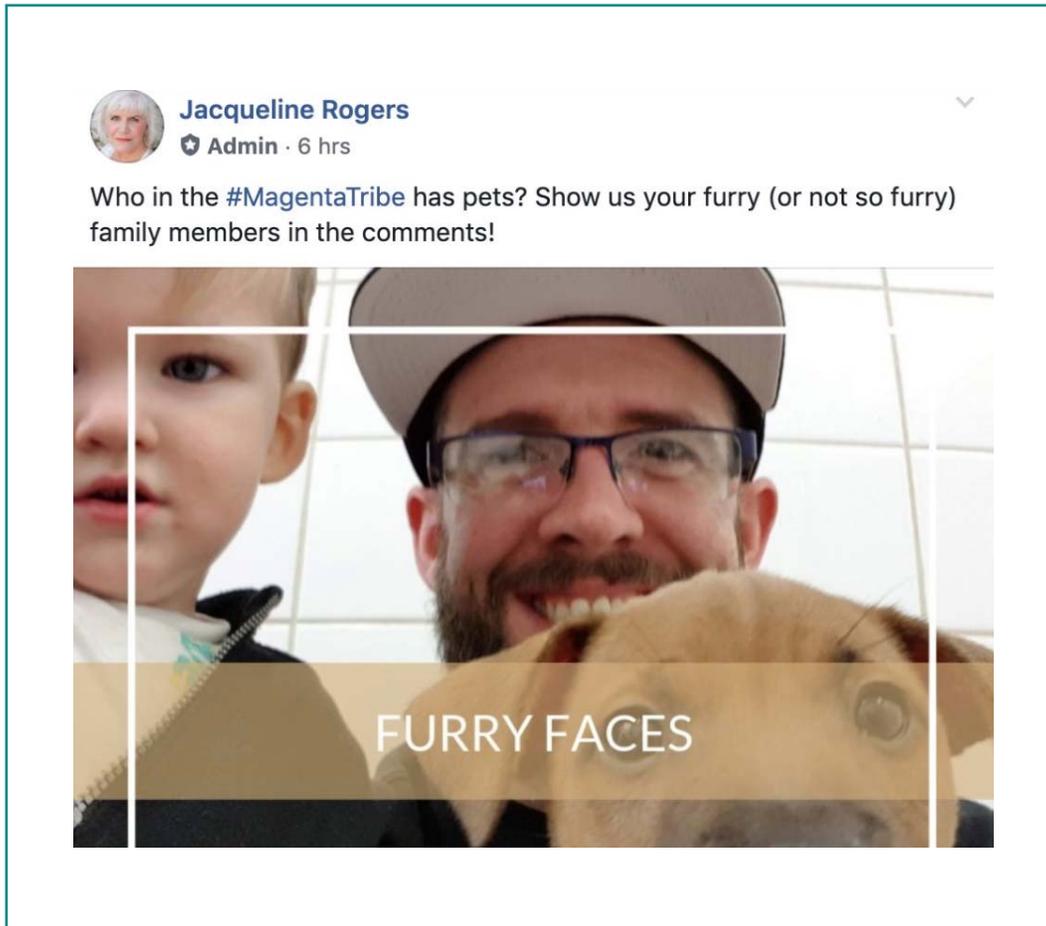
Here's what our Engaged Groups member Jacqueline Rogers shared in our group. You may remember July 3rd, 2019. This was the day that images didn't display on Facebook. It didn't seem to slow down Jacqueline's paid group for The Athena Network.



**Jacqueline Rogers**  
July 3

**Today's post about our Furry Friends has created quite the stir. So far, 122 comments!**

**It may be my favourite newsfeed ever, love looking at the photos**



Here are a few variations. If you have pets, add a picture of your pet or pets to get them going.

- » Show us your furry family members!
- » Do you have a family/business mascot? Show us your furry family member!
- » Do you have any pets? We'd love to see pictures of them.

### POST THREE

## RELIEVING STRESS

This post will get to their current or recent stress levels. It tells you a lot about what is on their minds and their typical day.

» “If you could remove one thing from your daily schedule, what would it be?”

### POST FOUR

## SUPER POWERS

This one you'll find commenters will start getting super creative and try to out-creative each other, not that that's a word, but you know what I mean.

» “If you could have one superpower, what would it be and why?”

### POST FIVE

## HOBBIES

This one gets them to share their hobbies and if they are creative (which they usually are) people will start sharing pictures of what they have created. It becomes very engaging.

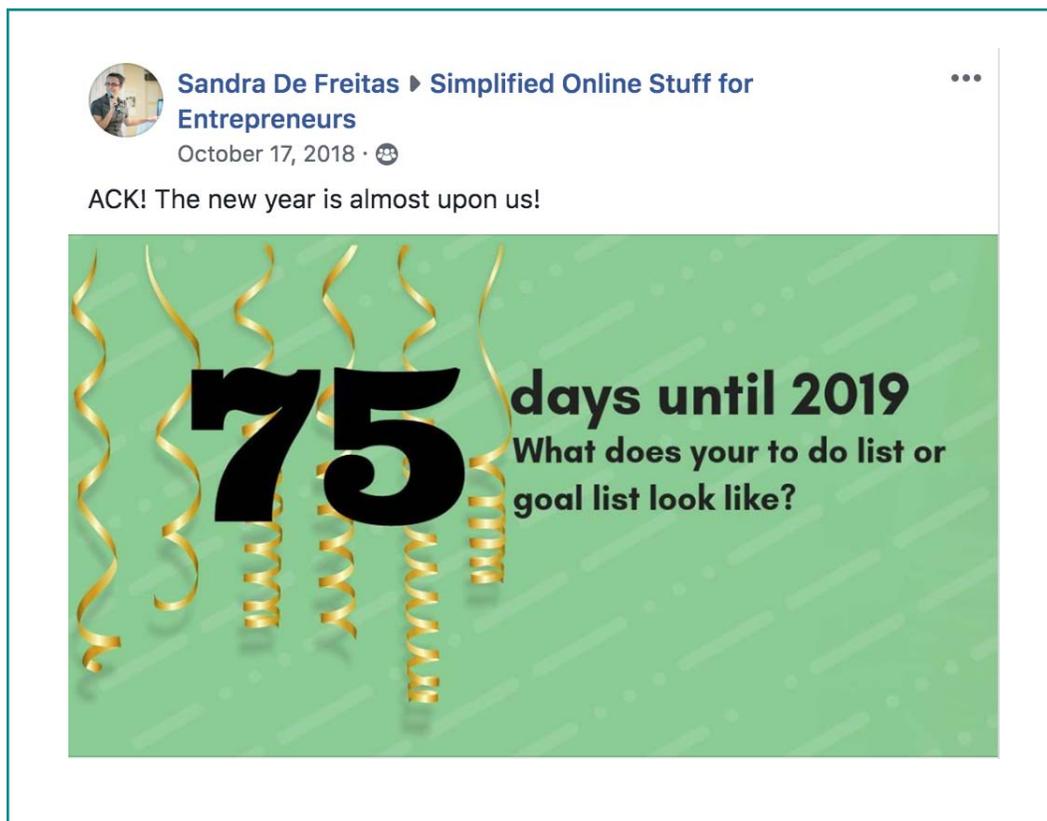
» “Do you have any hobbies? What are they?”

## POST SIX

# TIME IS TICKING

Many people don't think about how the year is coming to an end, until you point it out to them. When you point it out to them they start to assess where they are at and what they have to accomplish before the year is over. Edit the "x" in this post to reflect the day you post. You can write this in the caption or post it in the image, as you see below.

- » "There are x months left in the year. What do you want to accomplish before the year ends?"
- » "There are x working days left in the year. What do you want to accomplish before the year ends?"



## POST SEVEN

# TELL US WHAT YOU ARE AN EXPERT IN!

Here we want to know what they are an expert in and what their knowledge is about. People want others to know they are smart, (as humans we are worried about looking good) so they are going to take the time to reply to this question.

» “If you were giving a presentation, what would the topic be?”

## POST EIGHT

# EXPRESS YOURSELF WITH A GIF

This is a good one because some people feel like it's a challenge to find the funniest or most unique gif.

» “Show us how you are feeling right now using a gif.”

## POST NINE

# NOSTALGIA

This one will get people talking about what games made them happy as a kid. More than likely you'll have people commenting “Yes. This was my favorite game too!” or “I never played that, was it any fun?”

» “What was your favorite game to play as a child?”

## POST TEN

# NETFLIX

You probably have seen a post like this on Facebook. It always gets tons of responses and why? Because their show is the BEST and everyone should watch it. That is what is true for them and they are happy to tell you about it and give you a great recommendation.

» “What are you watching on Netflix these days? What do you recommend?”

## POST ELEVEN

# BUCKET LIST

This will get people either listing what's on their list, thinking about it or taking ideas from others. People love to show that they are smart, fun and adventurous, they will show it in this post!

» “What are three things on your bucket list?”

## POST TWELVE

# CELEBRATIONS

This is another post where people either know the answer, they will start thinking about it now or they will take ideas from others. You can get them going with commenting about your next goal

and how you will celebrate. Ideas: nap, champagne, vacation, dinner out with family or paying off your debt (not fun but definitely real).

» "How will you celebrate when you achieve your next goal?"

### POST THIRTEEN

## INSPIRATIONAL AND EMOTIONAL

This one always gets emotional. Get ready. Most people will comment and talk about one of their parents or grandparents. It becomes a very inspirational and emotional post.

» "Who do you admire the most and why?"

### POST FOURTEEN

## DAY IN THE LIFE!

This one is popular as it is time limited (today only) AND if you tell them that you don't care what they look like (messy hair, paint in their hair etc) you will get a lot more engagement!

» "Share a picture TODAY of a "day in the life" of you! What are YOU up to today? Let's see you, messy hair and all."

Engaged Groups member Wendy Batten, posted this (see next page) in her free group Rockstar Creatives, and reported back to us that within 5 hours **1/3** of her membership had posted images and had engaged!



**Wendy Batten**

August 7

This has been going over super well in my group, thought I would share.  
I have 110 members and in 5 hours 40 plus have posted a picture.  
Thought I would share.  
Happy hump day friends!



**Wendy Batten**

Admin · 5 hrs

Let's have some fun...  
How's your day?  
Share a picture/selfie TODAY of a "day in the life" of you! What are YOU up to today?  
Let's see if we can get every Paintpreneur to share a photo today!  
Would LOVE to see YOUR face btw - paint hair and all  
xo



### POST FIFTEEN

## CLEAN SLATE

Post this one on the first of the month. People will feel good that it's a new month and therefore a clean slate. Get them thinking about what they want to accomplish this month and sharing it with the group. This helps keep them accountable and makes their goal more real.

» "What big juicy goal do you want to accomplish this month?"

## POST SIXTEEN

# FOR FUN!

Can you see how this post is a fun one? People get creative and think outside their “comfort box”. You’ll see responses from fitness classes, to artistic classes, to language classes!

- » “If you were to enrol in a class that has nothing to do with your career, what would it be?”

## POST SEVENTEEN

# RELIEVING STRESS POST #2

This post is popular because people get excited thinking about the possibility of someone taking over a giant household chore for them. Because you have given them options, they can quickly answer with one letter.

- » If you could hire help at home who would you hire? a) a professional chef b) a housekeeper c) a nanny d) dog walker e) other

## POST EIGHTEEN

# DREAMING BIGGER

This post gets people thinking about how they would invest \$10,000. You’ll see people get really creative with their answers and it will open up great discussion in your group.

- » “If I gave you \$10,000 to invest in your business, education or home, what would you do with it?”

## POST NINETEEN

# WHERE DO YOU WORK?

Here we are asking people to show us where they work. This could be a desk, a couch, an outdoor office or a studio. The first option opens up the image to show even the messiest of offices and you'll get all those who also work on a messy desk cheering them on. It's quite entertaining and engaging.

- » "Show us your workspace. Whether it's Pinterest-worthy, a Pinterest Fail or down right messy, we want to see it."
- » "Show us your desk, your outdoor office, the couch you work from or your hammock!"

## POST TWENTY

# YOUR BEVERAGE

Ask people to show you their favorite beverage. This one gets popular because it becomes a coffee drinker vs tea drinker thing, and hot beverages vs cold alcoholic beverages thing! It's a fun, low controversial post.

- » "Show us your favorite beverage with a pic or a gif!"
- » "Show us your favorite beverage with a pic or a gif! Are you a coffee drinker or a tea drinker? Do you prefer cold adult drinks instead?"



*Engaged* & PROFITABLE GROUPS  
with Sandra De Freitas