

Community

Use Facebook & LinkedIn to Build Community
and Inspire Brand Advocates


Presented by Stacey De Polo, Social Advocacy Manager at GoDaddy
November 2017



Facebook Pages vs. Facebook Groups

- Facebook Pages are for publishing brand and product messaging
- Facebook Groups are for conversations & relationships

Facebook Live is Key to Organic Reach for Pages

GoDaddy 
@GoDaddy

Home
Posts
Photos
Community
Videos
Events
About
Jobs

Like Following Share ... Shop Now Message


- ★Beyond the Domain Episode 33 featuring Adam Leidhecker★
2.5K views · October 19
- ★Beyond the Domain Episode 32 featuring Isaac Irvine★
3K views · October 12
- ★Beyond the Domain Episode 31: from Grace Hopper Celebration o...
2.6K views · October 5
- Build a better website in under an hour with GoDaddy GoCentral.
0:35
6.4K views · September 6
- ★Beyond the Domain Episode 30 featuring Kelly Loubet Singh★
5K views · August 31
- ★Beyond the Domain Episode 29 featuring Dennis Yu★
8K views · August 24
- Solar Eclipse 2017
1K views · August 21
- ★Beyond the Domain Episode 28 featuring Sara Hawkins★
3.6K views · August 17
- ★Beyond the Domain Episode 27 featuring Robert Thornton★
8.4K views · August 10

- Employee advocates host
- Consistent schedule
- Influencers as guests
- Set up costs < \$500
- 10x engagement than any other type of organic content
- Increased shares, hearts, likes, comments over time

Secret Facebook Groups for Employee Advocacy



Joined ▾ ✓ Notifications ➔ Share ⋮


 **Noah Plumb** September 21, 2015

ICYMI, this is pretty much what we covered in Friday's meeting. Feel free to comment with corrections/suggestions/omissions...

Goal: Enable internal women in tech advocates to participate and defend GoDaddy in social conversations related to GoDaddy, the industry, and women in tech.

Is this for you? No pressure here; this is just an effort to help you, our internal advocates, find and engage with external advocates and detractors. If you're not feeling it or are unsure, just ask your question in this group or don't post. No hard feelings either way.

ADD MEMBERS
+ Enter name or email address...

MEMBERS 120 Members


DESCRIPTION Edit
for GoDaddy employees looking to contribute to the social conversation around women in tech and the Grace Hopper Conference

GROUP TYPE

- Trained ambassadors to engage detractors
- Shared examples
- Real-time communication
- Coordination between ambassadors

Combine Facebook Live with Groups

- BeLive.tv customer advocates co-create live shows driving visits to groups for resources



The screenshot shows a Facebook Live video player. The video features a woman, Molly Mahoney, with a surprised expression. The video has a purple and teal overlay with the text "Camera Confidence Live with Molly Mahoney" and "The Prepared Performer". The video is set against a dark background with starburst effects. The Facebook interface on the right shows the video's description, engagement metrics (233 Views, 6 Shares), and a list of users who liked the video.

LIVE 30

Camera Confidence Live
with Molly Mahoney

It's most likely a frame or a lower third, and that is an effect you can make happen EASILY with BeLive.TV!

In this video, our Camera Confidence Coach, Molly Mahoney, will show you how to create one for yourself, so that you can create your own Brand Ambassador!

You'll also be able to walk away with a few templates, making it suuuper duuuper easy!
[See Less](#)

233 Views

Love **Comment** **Hootlet** **Share** **Ho**

You and 31 others

6 Shares

- Stacey De Polo** Please also do share that FB Group link.
Like
- Jim Fullerton** YES
Like
- Asaf Idan** frame
Like
- Stacey De Polo** frame
Like

The Prepared Performer

Write a comment...

Human 2 Human Closed Facebook Group

- Clear purpose and onboarding
- Group by page, emphasis on group
- Ties to email-list & drives paid subscriptions to h2hclub.com
- Team leaders engage members daily in exchange for exposure
- Exclusive live video events periodically
- Weekly live video & multi-platform chat
- Brands can engage our customers there if done carefully (see appendix)

#H2HHUB

ALAN BERKSON MIA VOSS JEFF HOWELL J.S. GILBERT LYNN ABATE-JOHNSON JENNIFER QUINN

HUMAN MARKETING HUB TEAM LEADERS

Joined ▾ Notifications Share ...

Write Post Add Photo/Video Live Video More

Write something...

Photo/Video Poll Feeling/Activ... More

LINKED POST

Bryan Kramer created a private event for the group. Admin · 16 hrs

WILDLY GROW YOUR LEADS LIST

NOV 3 **SPECIAL LIVE EVENT: Learn How to Wildly ...** Today 10 AM · Live in this group only + Join

LINKED GROUP BY

H2H CLUB H2H Marketing 4,291 like this Learn More

ADD MEMBERS

+ Enter name or email address...

MEMBERS 2,470 Members

DESCRIPTION

This group is built for all private H2H members to help deconstruct marketing and business efforts and challenges by sharing tactics, tools, case studies, and tricks you can use every day to help you reach peak performance in business, marketing, entrepreneurialism and social media.

As a new member, please take a moment to make a new introduction post that answers the following 3 questions. After you answer, please invite 1 or more people that you think would benefit from this group.

I. What market are you in and a little bit about your product/service?

II. What's the ONE thing you need help with

Human 2 Human Closed Facebook Group

- Spotlight new members
- Mention members when they join live video
- Ask members to share

H2H: Human of the Week

STACEY DEPOLO

STACEY DEPOLO - THE ADVOCATE
SDEPOLO@GODADDY.COM
TWITTER: @SDEPOLO
GODADDY.COM

What is the goal of your business? I help people and brands thrive by developing social media marketing strategies based on advocates who share values, capable of influencing others to join our tribes.

What have you accomplished that you are most proud of in your career? After cutting my teeth as a grassroots organizer, I established a brand and a career as a serial social entrepreneur, adapting to each setback, reinventing myself to expand my possibilities at each turn.

What is your favorite tech innovation (as it relates to your business) of the last 2 years? Social CRM, the ability to locate with increasing accuracy, the social profiles & influence estimates of individuals and groups I am networking with so I have more opportunities to connect efficiently. Nimble is my current tool of choice and the best-in-class I've found so far.

What's a serendipity that changed how you look at your business? Working on the Rainforest Action Network campaign to mobilize customers to cease buying Ancient Old-Growth Redwood lumber. It showed me the power of working directly with companies' customers instead of simply trying to get the industry regulated by governments. That inspired a career pivot from political organizing into brand and customer advocacy that I thoroughly enjoy today.

"Looking at the next 2-3 years I expect to focus on _____ to help _____?" (fill in the blanks) Creating systems, telling stories, documenting case studies, and discovering ideal partners to help advance the cause of humans connecting through tribes to create the world we want to live in. I'll partner with entrepreneurs, activists, businesses and co-ops that share progressive values and profit from creating value through stewardship of the planet and without depriving others of their human rights.

Alan Berkson ▸ Human to Human Marketing Group
Following · 8 hrs ·

Working for social good through social media and digital community engagement is an area that's near and dear to me. Add to that the agility to pivot and reinvent yourself and you have a power combination.

This week's H2H Human of the Week is: [Stacey De Polo](#).

Her mission is to help people(!) and brands thrive by developing social media marketing strategies based on advocates who share values.

Say hello to [Stacey De Polo](#)!

#H2HHumanOfTheWeek

Like Comment

9

[Bryan Kramer](#) Love me a grassroots organizer, cheers [Stacey De Polo](#)!
Like · Reply · 2 · 8 hrs

[Jennifer Quinn](#) Nice to meet you Stacey!!
Like · Reply · 8 hrs

[Jeff Howell](#) Yay for Nimble users 😊
Like · Reply · 4 mins

[Stacey De Polo](#) Thanks everyone. Wow, an amazing feeling to be featured in this way. I'm excited to see how we can grow together as a community of humans working to make the world a better place. I truly appreciate each and every one of the people I have met here and look forward to meeting the rest of ya, (in real life, too, if possible).
Like · Reply · Just now

Write a comment...

Key Takeaways

1. Community spaces work best for awareness and advocacy, not direct selling.
2. Build community in spaces where your advocates prefer to hang out through regular engagements that inspire them to recruit others like them.
3. Use Facebook Groups to make advocates feel special by offering access to something that adds value they can't get anywhere else.
4. Measure beyond engagement! If possible, develop audiences for paid ads to show reduced CPM's.
5. Involve advocates at every stage of the community building process, including inception and growth.

Appendix


Resources

- WOMMA's [Guide to Social Media Measurement](#)
- Find customer content on **Instagram** via locations and hashtags
[free.foundontack.com](#)
- Podcast/FB Group for building [communitiesthatconvert.com](#)
- Types of [Facebook Group privacy settings](#)
- Bryan Kramer's list of [free & paid tech to use for Live Video](#)
- Kim Garst's [22 Ways to Use Facebook Live to market](#) (grab her Live Streaming Toolkit Checklist)

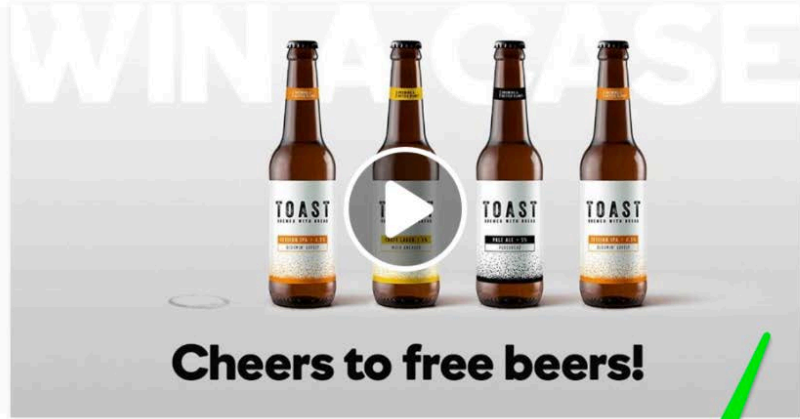
GoDaddy's Facebook Page for Turkey

- Contest encourages check ins
- Give-away highlights our customers' products





Posts






 **GoDaddy**
Yesterday at 6:00am · 🌐

Every day this week we're giving away a case of Toast Ale to celebrate entrepreneurs everywhere. Check-in each day to see how you can win!




75 Views

 Like  Comment  Share 

 Write a comment...    

Top Comments ▾


Human 2 Human Closed Facebook Group


 **Karen Mohring**
New Member · October 20 at 9:07pm · Canberra, ACT, Australia


Any info and recommendations on which provider to use for a domain name please


Like Comment


2

 **Scott Lahde** GoDaddy? That's what I did
Like · Reply · 1 · October 20 at 9:44pm


 **Karen Mohring** How do you like that? I did some research and my top were Netregistry, gohosting, Zuver, cheaper domains and go daddy
Like · Reply · October 20 at 11:51pm


 **Peter Davison** Karen Mohring I would say the extra few bucks is well worth it to stick with GoDaddy. There are lots of promo codes out there.
Like · Reply · 1 · October 21 at 7:06am

 **Scott Lahde** you can prob find cheaper, but GoDaddy has a lot of a la carte services (web hosting, web site build, email, etc) & the bundles are pretty reasonable and user friendly to operate
Like · Reply · 1 · October 21 at 7:33am

 **Alfredo Chavero** Peter Davison how do you get those promo codes? Where do you look for them?
Like · Reply · October 23 at 11:48am

Write a reply...

 **Mike Ellsworth** I like Namecheap so far (a few months). I left BulkRegister after too many snafus. I'd never use GoDaddy, BTW.
Like · Reply · 1 · October 21 at 10:33pm

 **Nazim Beltran** Totally dropped GoDaddy last month and transfered all the domains and hosting I had with them to another provider. Got feed up with the slow server speeds and additional issues. Transfered it all over to InMotion. Great service and amazing Customer support.
Like · Reply · 1 · October 21 at 10:47pm

 **Stacey De Polo** Sorry to hear you had issues. Glad to hear InMotion is working well for you. Hosting speeds are a thorny issue as there are often so many issues at play. One issue that is common is that older servers and plans don't perform as well as our newest offer. See More

Employee Advocates can carefully engage brand detractors within private FB Groups like H2H

View 7 more comments



Karen Mohring I decided to go with Netregistry

Like · Reply · 1 · October 23 at 2:13pm



Courtney Smith Kramer Stacey De Polo I appreciate your feedback about Go Daddy in this thread. although you're not "the brand" I think you've done a really amazing job of developing relationships without being pushy, being a resource where you can, and an amazing integral member of the H2H community. It's been you, Isaac Irvine Shawn Pfunder and Noah Plumb who have shifted my attitude about Go Daddy from a "Paris Hilton in a bikini" brand to a brand that invests in smart, caring minds and is continually working to just do better. Thank you for that 😊

Like · Reply · 4 · October 24 at 8:47pm



Shawn Pfunder Love you, Courtney. We're a pretty lucky crew. We get to hang out with writers, artists, creators like you. Sometimes there are tacos. Thanks for the HT. 😊

Like · Reply · 2 · October 24 at 8:53pm



Write a reply...

