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UTILIZING LOCAL FACEBOOK GROUPS

# *Utilizing Local Facebook Groups*

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## **How to find local Facebook groups:**

- Go to the Groups tab on Facebook and search your city/town or your surrounding area. (click See All for all pages to show)
- You will need to research the groups in your area to find ones that will fit your business best. We suggest joining groups that will have members that fit your desired customer or potential business partner demographics.
  - Mom Groups
  - Food Truck Pages
  - Local Events/Fun Things To Do In...

## **Interacting with groups:**

- Commenting on posts with genuine authentic information or feedback
- Your intent is not to promote your business in these groups but to become a valuable contributing member.
- When posting about your participation at events, you can inform the group of the event itself and invite the group to come and support your local community.