



**LONDON
SPORT**

Facebook Groups to support people to start and stay active

Chris Norfield

SUPPORTED BY
MAYOR OF LONDON



Hello.



Chris Norfield

chris.norfield@londonsport.org

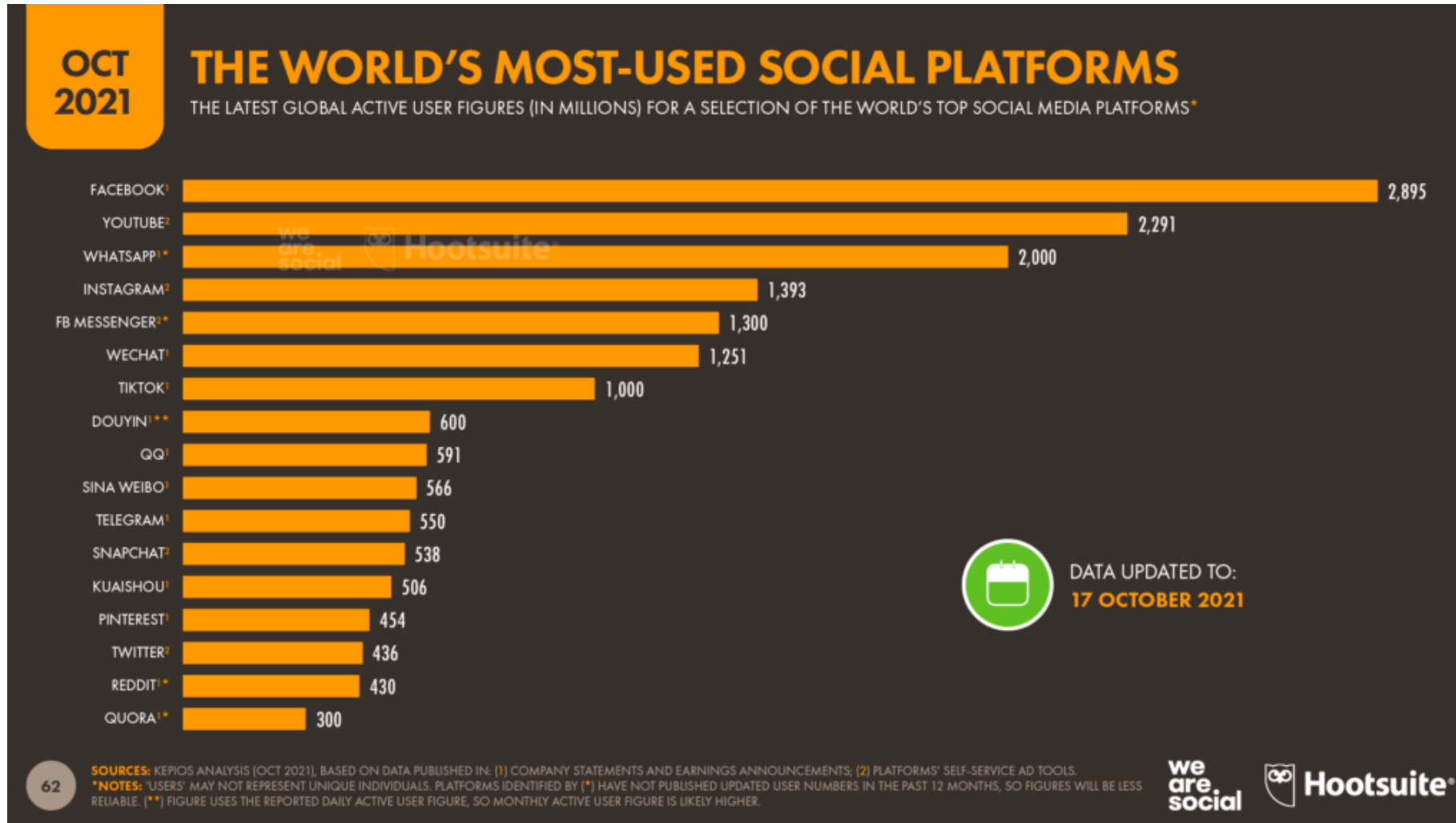
@chrisnorfield

- Head of Digital Behaviour Change at London Sport
- 10 years working in Public Health and Leisure

Isn't everyone leaving Facebook?



Isn't everyone leaving Facebook?



- Facebook has **44.84 million users** in the UK
- Facebook is used **daily by 44%** of the UK population
- Users spend an average of **23 minutes** on Facebook every day

But, how to get results has changed

The ability to reach people with your Facebook Page has been declining for years.

Facebook now prioritises:

- Adverts (!)
- Person to person engagement
- Building communities around common interests

*"Give people the power to build community
and bring the world closer together"*

Pages

vs

Groups

Like a public profile for organisations

A community of people with a common interest



A screenshot of the Peloton Facebook page. The profile picture is a red 'P' logo. The name is 'Peloton' with a blue checkmark. Below the name is '@onepeloton · Product/Service' and a blue 'View Shop' button. At the bottom, there are 'Like', 'Message', and search icons. The 'About' section is expanded, showing text: 'Peloton is reinventing fitness with live & on-demand boutique studio classes you can take anytime with the Peloton Bike, Peloton Tread & Peloton App.' and 'Peloton is the largest interactive fitness platform in the world with a loyal community of over 1.4 million Members. The company pioneered connected, ... See more'. A red circle highlights the text '846,239 people like this, including 1 of your friends' with a large red '<5%' overlaid on it. Another red circle highlights the text '885,437 people follow this'.

A screenshot of the 'Official Peloton Member' Facebook group. The cover photo is red with white text 'OFFICIAL PELOTON MEMBER'. Below the cover is 'Group by Peloton'. The group name is 'Official Peloton Member' with a red circle around it and a large red '~60%' overlaid. Below the name is 'Private group · 457K members' and a 'Join Group' button. The 'About' tab is selected, showing 'About this group' with a welcome message: 'Welcome to the Official Peloton Member Page! In this group, you can connect with fellow Peloton Bike, Tread, and Digital Members and stay up to ... See more'. Below the welcome message are group settings: 'Private' (Only members can see who's in the group and what they post.), 'Visible' (Anyone can find this group.), 'United States · London, United Kingdom', 'General', and 'Group apps' (2 apps added by admins. See More).

Question:

Does your organisation have:

a) Facebook Page










b) Facebook Group

c) Neither

d) Both

Facebook Groups

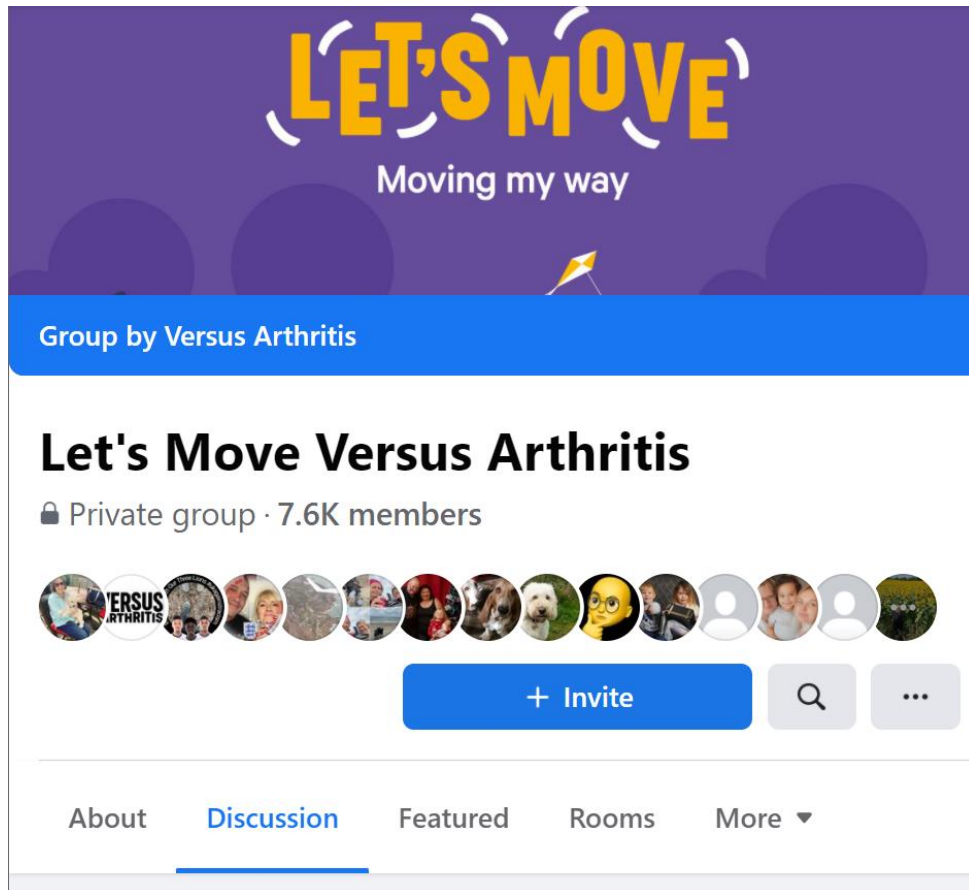
- Great reach
- Great engagement
- User generated content
- Other tools to support users:
 - Rooms
 - Guides
 - Mentorship

Posts ¹			Top posts ▾
The posts with the most activity in the last 28 days.			
Date	Post	Reach	
16/01/2022 10:06	 After 8months of no activity and feeling sorry for myself. I've just completed WK1D1 Posted by Harsha Thaker	2258	
03/01/2022 9:31	 Hello again day 1 week1 completed starting a fresh after a very longtime out of action with a ruptured quad but here comes th... Posted by Sara Taylor	1677	
31/12/2021 15:21	 Happy New Year to you All! A huge congratulations to all you have achieved this year on your Couch to Fitness Programme... Posted by Danni Cooper	1643	
05/01/2022 6:58	 Week1 day 2 completed whoohooo back in the saddle have a fantastic day everyone xxx Posted by Sara Taylor	764	
10/01/2022 14:30	 #programmefinisher how do I begin Posted by Al Greg	415	
21/12/2021 12:47	 12 day couch to Christmas complete! 🙌. Thank you to the team who kept me motivated. 🎅🎄🍷 Posted by Sheila Curties-Johnson	889	
31/12/2021 15:32	 Happy new year to Born, Danni and the team and to all my fellow parkers! Last run of the year done! Despite Toes-gate in... Posted by Sara le Roux	1311	
10/01/2022 7:10	 W2D1 Completed Happy Monday everyone Xxx 🍓🍌🍌 Posted by Sara Taylor	596	
12/01/2022 8:24	 W2D2 Done What a lovely bright morning Yeehaa 😊😊😊 Posted by Sara Taylor	612	

Who is doing it well?

- **Let's Move by Versus Arthritis**
- **Couch to Fitness by Our Parks**
- **Make Movement Your Mission by Later Life Training**
- **Couch to 5K**

Let's Move Versus Arthritis



- A way to share physical activity content
- A unique opportunity for members to be able to share their stories and motivate each other

Let's Move Versus Arthritis



Versus Arthritis

Admin • 21 Dec 2021

🎅🎄🎁 Our Let's Move with Leon Christmas special is now available on YouTube! It doesn't matter if you haven't completed the main series, in this episode, Leon and his mum demonstrate different versions of each exercise to ensure there is something for everyone. 🎁 Grab your Christmas hat and get ... See more



Chat with Versus Arthritis in Messeng...

Message



52

16 comments



Versus Arthritis shared an event.

Admin • 4 d

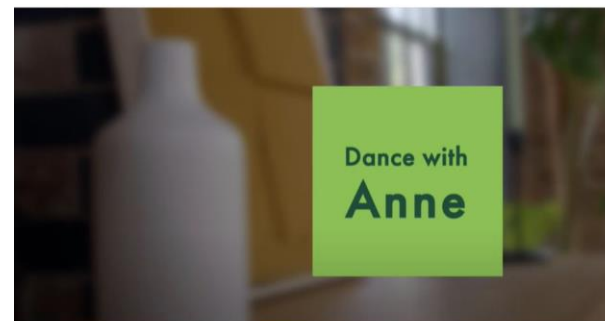
☀️ Join on us on Wednesday at 12:15 for the premiere of the first video in the #MakeYourMove series - Dance with Anne. ☀️

Chair-based dance teacher, Anne Little, will guide you through this Latin inspired session designed to help enhance strength and stamina and improve mood. Exercises can be done seated, standing or standing with chair support.

We would love to see how you got on with session, so feel free to share your pictures on the group.

👉 Sign up below!

<https://www.facebook.com/events/611158713476968/?ref=newsfeed>



LIVE NOW

Dance with Anne - #MakeYourMove

Online event

INTERESTED

Shared to Let's Move Versus Arthritis

Couch to Fitness by Our Parks



Couch to Fitness >

🌐 PUBLIC GROUP · 2.2K MEMBERS



About

Welcome to the Couch to Fitness community!

We're all taking part in the FREE 9-week Couch to Fitness home workout programme from Our Parks.

Whether you're on your way to completing the programme or just about to get started. Let's keep each other motivated on our fitness journey. Share your experience, your challenges, and victories!

Plus: Check out our Bitesize (5 min) Couch to Fitness workouts only available in this group



Couch to Fitness by Our Parks

 **Our Parks UK**
Admin · 9 September 2020 · 🌐

A huge welcome to our new members! You're in the right place to connect and share your Couch to Fitness Journey!

You can access the full FREE 9 week Couch to Fitness programme anytime here – <https://ourparks.org.uk/couch-to-fitness>

BONUS – Try our bitesize (5 min) workouts exclusively within this group. Click the "Guides" button at the top of this group.

Feel free to introduce yourself in the comments and share your Couch to Fitness experiences with the community!



 **Lesley** [redacted]
★ Rising star · 1 Oct at 11:51 · 🌐

I am in happy tears of disbelief typing this!

6 weeks ago, I was very unfit, 55 years old, recovering from a mastectomy 3 years ago and ongoing hormone treatment to prevent cancer coming back.

6 weeks ago, if you'd told me I would hold the full plank for 15 seconds more than once in a session I would have laughed. My arms aren't that strong and... See more



 128  95 comments


 **Abi** [redacted] White shared her first post. ...
👤 New member · 1 d · 🌐

Thanks everyone that has been posting about their week 1! It really encouraged me and finally started today 😊

[View insights](#) 481 post reach

  14 4 comments


 Like  Comment  Share

 **Lin** [redacted] shared her first post. ...
👤 New member · 4 Oct at 11:11 · 🌐

Hey All, im starting Monday all signed up to the web site... So this may be my first & last post... 😊

Can I ask when do people find it best to do the exercise morning or evening as I'm one of the lucky ones & work all day.... x

[View insights](#) 1.6k post reach

 Born Barikor and 11 others 47 comments

Make Movement Your Mission



Make Movement your Mission (MMYM)

Private group · 4.0K members



+ Invite



About Discussion Featured Topics More ▾

Bex Townley was live. Admin · 42m · 🗨️

A live video showing a woman, Bex Townley, sitting on a colorful patterned chair in a kitchen. She is wearing a dark blue t-shirt and light pink pants. Her hands are on her hips. The background shows a kitchen counter with a kettle and white cabinets.

3 35 comments

Like Comment

Couch to 5K



Couch to 5K UK

Private group · 54.3K members



+ Invite







About

Discussion

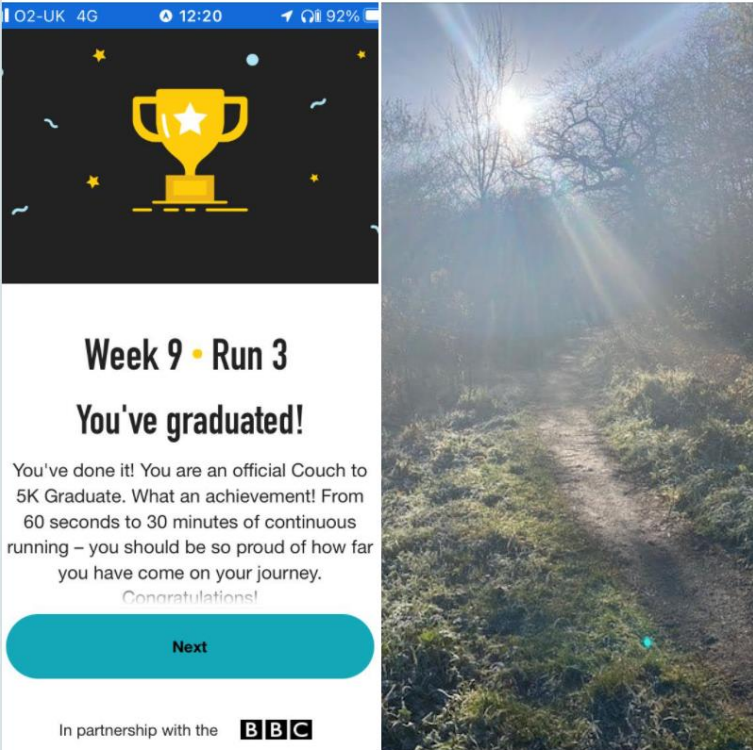
Featured

Topics

More ▾

 Karen   feeling proud. ★ +3 · 17 January at 17:05 · 

Me: 51, overweight, grieving, wine drinker. On 7 November, on a whim, I downloaded the Couch25K NHS app and promptly forgot about it. The next day I was out on my daily pootle with the pooch and remembered the app, so thought to myself, just play it and see what happens. Before I knew it Week 1 Run 1 was done, wow. So then I thought I'd just keep trying it every other day and see how far I could progress, without any real expectation of ever completing it, I imagined I woul... [See more](#)





Week 9 • Run 3


You've graduated!

You've done it! You are an official Couch to 5K Graduate. What an achievement! From 60 seconds to 30 minutes of continuous running – you should be so proud of how far you have come on your journey. Congratulations!

[Next](#)

In partnership with the **BBC**

  1.3K 221 comments

 Like Comment

Setting up a group

Setting up a new Facebook Group

The image shows a screenshot of the Facebook mobile app interface. At the top, there are navigation icons for home, notifications (9+), marketplace, and a profile icon. Below the navigation bar, there are several story thumbnails from users like Aaron Velky, David Beckham, Born Barikor, and Nutmeg Cafe. A text input field asks "What's on your mind, Chris?" with options for "Live video", "Photo/video", and "Feelin". Below this is a "Create Room" button and a row of profile pictures. The main content area shows a post from "Dr. B's Microbiome 21 Group" with a colorful background and the text: "Can someone please explain why we use oil? I haven't seen anything from about not using oil. #confused". On the right side, there is a "Menu" section with a search bar and categories: Social, Entertainment, and Shopping. The "Create" section is also visible, listing options like Post, Story, Life Event, Page, Ad, Group (circled in red), Event, Marketplace Listing, Fundraiser, and Job.

Menu

Search menu

Social

- Events: Organise or find events and other things to do online and nearby.
- Friends: Search for friends or people you may know.
- Groups: Connect with people who share your interests.
- News Feed: See relevant posts from people and Pages that you follow.
- Pages: Discover and connect with businesses on Facebook.

Entertainment

- Gaming video: Watch and connect with your favourite games and streamers.
- Play games: Play your favourite games.
- Watch: A video destination personalised to your interests and connections.

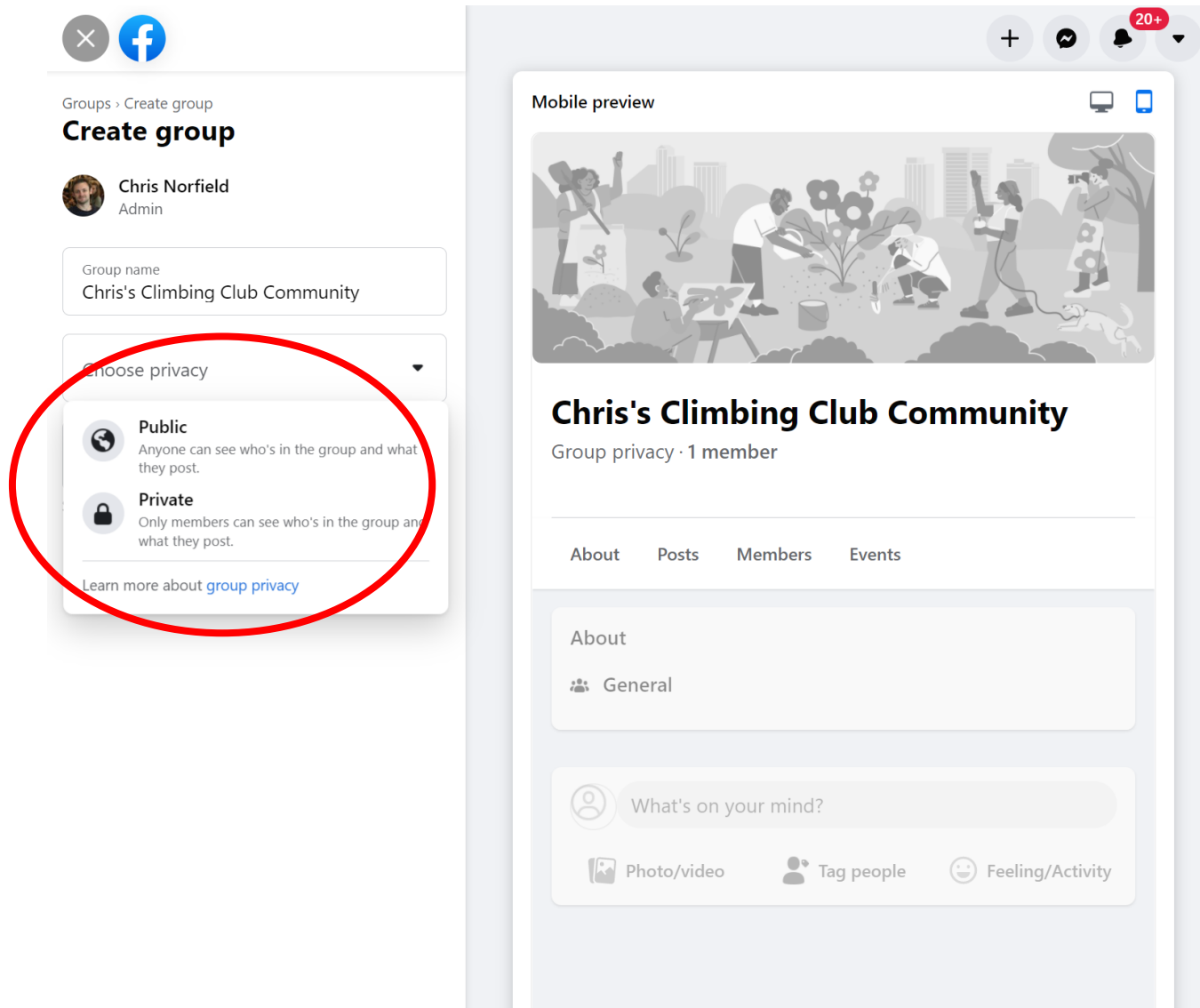
Shopping

- Facebook Pay: A seamless, secure way to pay in the apps you already use.
- Marketplace

Create

- Post
- Story
- Life Event
- Page
- Ad
- Group**
- Event
- Marketplace Listing
- Fundraiser
- Job

Setting up a new Facebook Group



The screenshot shows the Facebook group creation process. On the left, the 'Create group' form is visible, with the 'Choose privacy' dropdown menu highlighted by a red circle. The group name is 'Chris's Climbing Club Community'. The privacy options are 'Public' (selected) and 'Private'. The 'Public' option is described as 'Anyone can see who's in the group and what they post.' The 'Private' option is described as 'Only members can see who's in the group and what they post.' A link to 'Learn more about group privacy' is also present.

Groups > Create group
Create group

Chris Norfield
Admin

Group name
Chris's Climbing Club Community

Choose privacy

- Public**
Anyone can see who's in the group and what they post.
- Private**
Only members can see who's in the group and what they post.

Learn more about [group privacy](#)

Mobile preview

Chris's Climbing Club Community
Group privacy · 1 member

About Posts Members Events

About
General

What's on your mind?

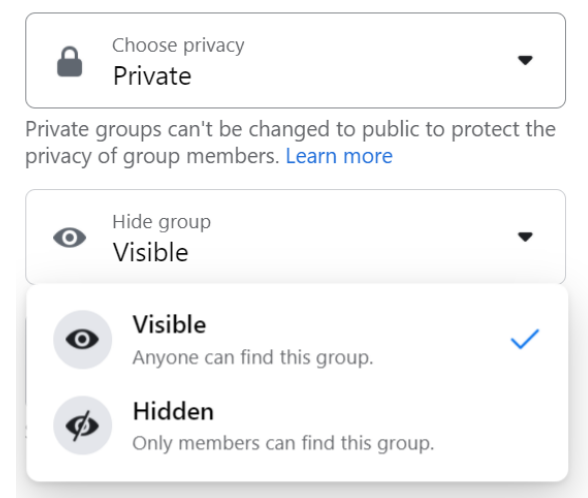
Photo/video Tag people Feeling/Activity

- **Public Group**

Anyone on Facebook can see who's in the group and what they post

- **Private Group**

Only members can see who's in the group and what they post



The screenshot shows the Facebook group privacy settings. The 'Choose privacy' dropdown is set to 'Private'. Below it, a note states: 'Private groups can't be changed to public to protect the privacy of group members. [Learn more](#)'. The 'Hide group' dropdown is set to 'Visible'. The 'Visible' option is selected with a blue checkmark. The 'Hidden' option is also visible, with the description 'Only members can find this group.'

Choose privacy
Private

Private groups can't be changed to public to protect the privacy of group members. [Learn more](#)

Hide group
Visible

- Visible**
Anyone can find this group. ✓
- Hidden**
Only members can find this group.

Setting up a new Facebook Group

The screenshot shows the Facebook interface for managing a group. The top navigation bar includes the Facebook logo, search, home, video, marketplace, calendar, menu, and notification icons. The left sidebar contains navigation options for the group: Home, Overview, Admin tools (Admin Assist, Member requests, Badge requests, Membership questions, Pending posts, Scheduled posts, Activity log, Group rules, Member-reported content, Moderation alerts, Group Quality), and Settings.

The main content area is divided into three sections, with red circles highlighting the first two:

- Set up group**: This section includes settings for:
 - Name and description
 - Privacy (set to Private)
 - Hide group (set to Hidden)
 - Invite with link (set to Only admins)
 - Location
- Customise group**: This section includes settings for:
 - Web address (www.facebook.com/groups/312899273952630/)
 - Group colour
 - Badges (9 badges)
 - Group affiliation (No affiliation)
 - Group type (General)
- Manage membership**: This section includes the setting for:
 - Who can join the group (Only profiles)

Setting up a new Facebook Group

Manage group



Chris's Climbing Club
Community

Private group

Home

Overview

Admin tools

Admin Assist
0 actions, 0 criteria

Member requests
0 new today

Badge requests
0 new today

Membership questions

Pending posts
0 new today

Scheduled posts

Activity log

Group rules

Member-reported content
0 new today

Moderation alerts
0 new today

Group Quality

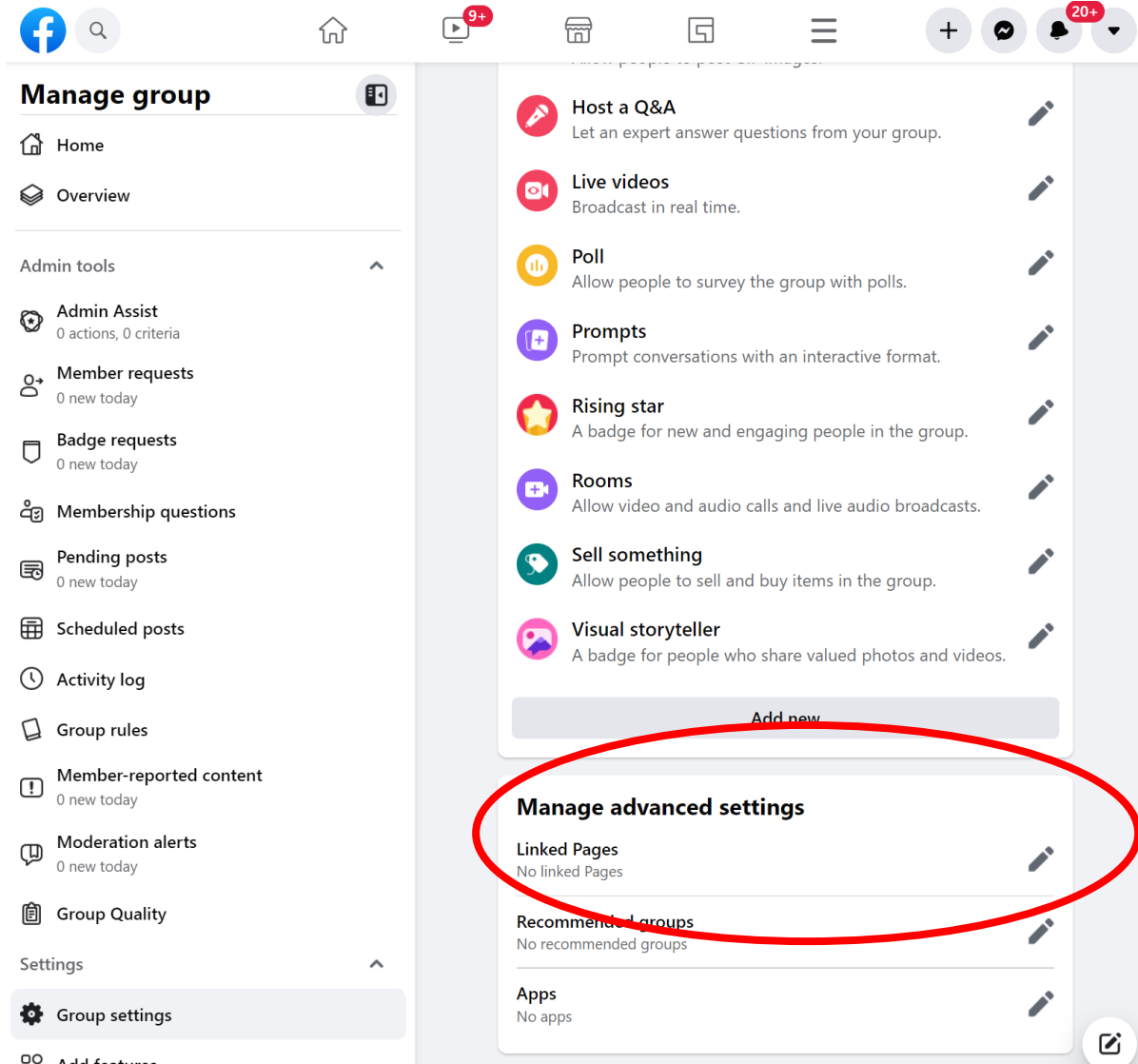
Manage membership

- Who can join the group: Only profiles
- Who can approve member requests: Anyone in the group
- Who is pre-approved to join: Nobody

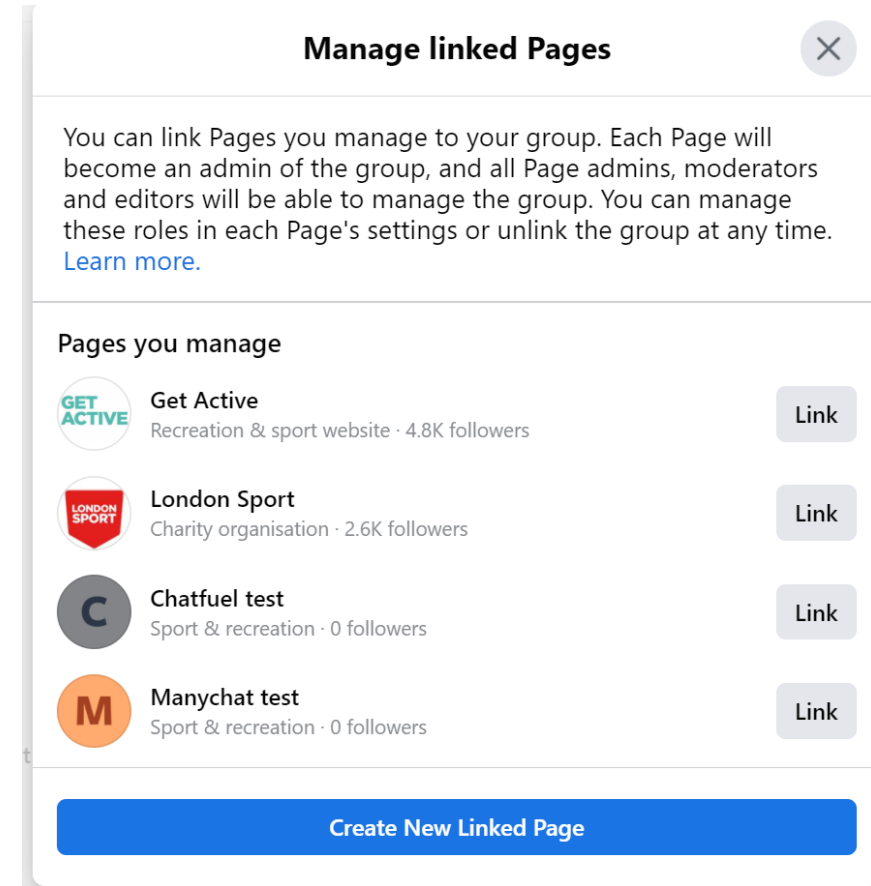
Manage discussion

- Who can post: Anyone in the group
- Approve all member posts: Off
- Sort comments: Suggested default
- Approve edits: Off
- Default post: Write something...
- Post shortcuts: Live, Photo, Poll
- Post formats
- Anonymous posting: Off

Setting up a new Facebook Group



The screenshot shows the Facebook Group Management interface. On the left is a navigation menu with sections: 'Manage group' (Home, Overview), 'Admin tools' (Admin Assist, Member requests, Badge requests, Membership questions, Pending posts, Scheduled posts, Activity log, Group rules, Member-reported content, Moderation alerts, Group Quality), and 'Settings' (Group settings, Add features). The main area displays a list of features: Host a Q&A, Live videos, Poll, Prompts, Rising star, Rooms, Sell something, and Visual storyteller. Below this is an 'Add new' button and a section titled 'Manage advanced settings' which is circled in red. This section includes 'Linked Pages' (No linked Pages), 'Recommended groups' (No recommended groups), and 'Apps' (No apps).



The screenshot shows the 'Manage linked Pages' dialog box. It has a title bar with a close button (X). The main text reads: 'You can link Pages you manage to your group. Each Page will become an admin of the group, and all Page admins, moderators and editors will be able to manage the group. You can manage these roles in each Page's settings or unlink the group at any time. [Learn more.](#)' Below this is a section titled 'Pages you manage' which lists five pages with 'Link' buttons: 'Get Active' (Recreation & sport website · 4.8K followers), 'London Sport' (Charity organisation · 2.6K followers), 'Chatfuel test' (Sport & recreation · 0 followers), and 'Manychat test' (Sport & recreation · 0 followers). At the bottom is a large blue button labeled 'Create New Linked Page'.

Rules

Group rules Create

- 1 Be Kind and Courteous** ...

Help us keep this a friendly and positive space. Let's motivate eachother, be kind to eachother. We're all in this together.
- 2 No Hate Speech or Bullying** ...

Make sure everyone feels safe. Bullying of any kind isn't allowed, and degrading comments about things like race, religion, culture, sexual orientation, gender or identity will not be tolerated.
- 3 No politically-related posts or comments** ...

We know that there are many important political issues to talk about. But please use other platforms for those debates.
- 4 Respect Everyone's Privacy** ...

Being part of this group requires mutual trust. Authentic, expressive discussions make groups great, but may also be sensitive and private. What's shared in the group should stay in the group.
- 5 No Promotions or Spam** ...

Let's keep this community free of spam, self-promotion and irrelevant links.
- 6 Please Do Not Organise Events** ...

Don't go live, create watch parties or message rooms that the admin has not set-up/ approved.

Think about rules for:

- Promotional content
- Going live (video)
- Creating polls
- Posting videos
- Profane language
- Use of personal messaging
- Friending admins
- Not blocking admins
- Closing comments on posts
- Medical advice

Admitting new members

The screenshot displays the Facebook group management interface for a group named "Couch to Fitness". The left sidebar contains navigation options: Home, Overview, Admin tools, Admin Assist, Member requests (highlighted with a red circle and showing 3 new today), Badge requests, Membership questions, Pending posts, Scheduled posts, Activity log, Group rules, Member-reported content, Moderation alerts, Group Quality, and Grow group. The main content area is titled "Member requests · 9" and features buttons for "Approve All" and "Decline All". A search bar and filter options (Questions, Joined Facebook date, More filters) are present. Two member requests are visible: one from "Ana" (requested 4 days ago) and one from "Teresa" (requested a week ago). Both requests have "Approve" and "Decline" buttons highlighted with red circles. The "Ana" request includes a profile picture, friend count (883), group count (38), and a list of membership questions: "What Borough/Council do you live in? Bitola R. Macedonia", "What is your fitness goal? to lose weight", "Provide your e-mail address and we'll send you our newsletter with details of our free online classes and park sessions near you [redacted]@yahoo.com", and "Do you agree to the group rules from the admin? I agree".

- Being thoughtful about accepting members lets you include people who will enjoy being in your group and positively contribute.
- Adding membership questions gives you an idea of whether the person asking to join will be a good fit.

Membership questions

Membership questions Create

Question 1
What Borough/Council do you live in?

Write your answer...

Edit Delete

Question 2
What is your fitness goal?

Write your answer...

Edit Delete

Question 3
Provide your e-mail address and we'll send you our newsletter with details of our free online classes and park sessions near you

Write your answer...

Edit Delete

- Ask to agree to group rules
- Data capture – email address
- How did you find us?
- Why do you want to join?
- What are you struggling with?
- (£) Use to confirm they have joined a programme as a member

Admins and Moderators

Admins

- Control over everything in the group
- Manage all the settings
- Manage posts

Moderators

- Delete posts and comments
- Respond to member queries in group
- Approve and decline posts
- Manage member requests
- Pin and unpin posts
- Welcome new members

Good practice

Cover image



Ideal size

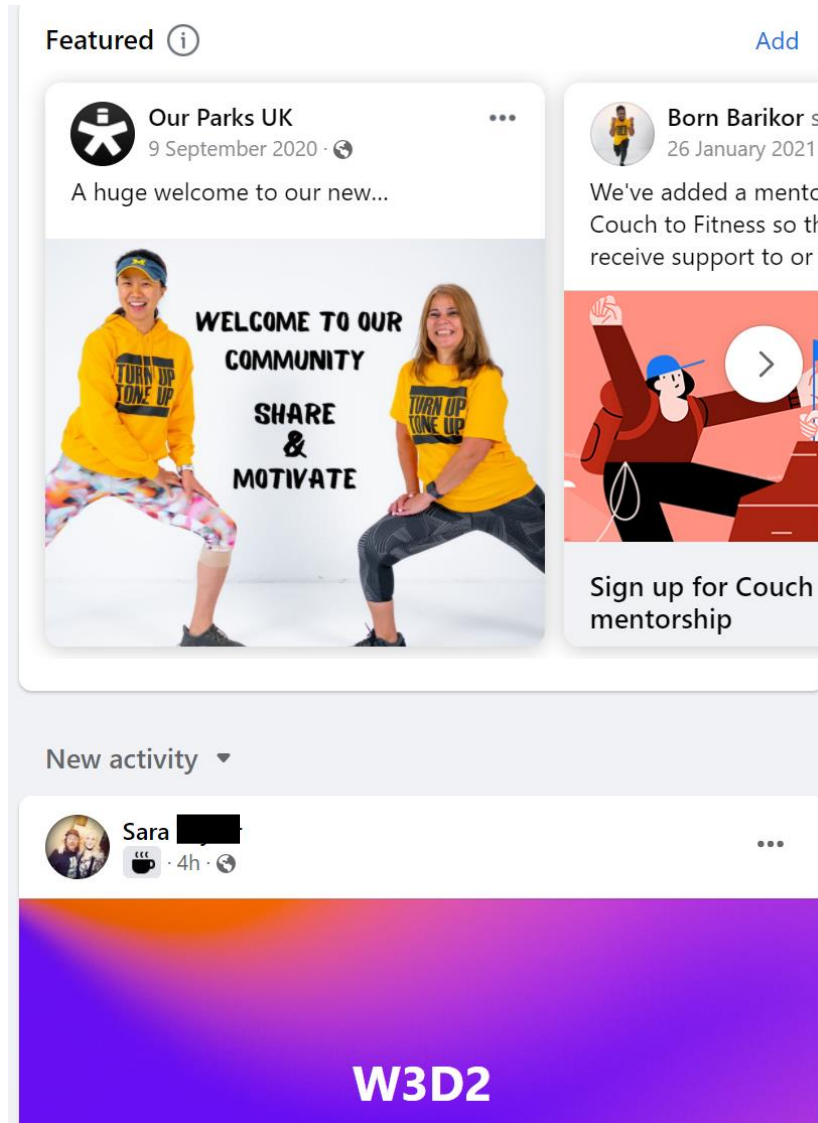
- 1920 x 1080 pixels

Check how it looks on mobile, tablet and desktop!

For a template go to:

thedigiterati.com/recommended-facebook-group-cover-image-size

Move posts to Featured section



- Introduction to the group
- Reminders of group rules
- Upcoming events
- New features

Welcome new users regularly



Our Parks UK shared a link.

Admin · 10 January at 14:47 · 🌐



A huge welcome to our new members! You're in the right place to connect and share your Couch to Fitness Journey! You can access the full FREE 9 week Couch to Fitness programme anytime here:

<https://ourparks.org.uk/couch-to-fitness> Let us know how far you have gotten, when you plan to start, or if you are finding it difficult to get going, or simply say hi 😊

Anne [redacted]

Joanne [redacted]

Karen [redacted]

Pauline [redacted].. See more

- Facebook will prompt you to create a post which tags members who have recently joined

Dealing with spam / trolls



- Rapid removal of offensive posts
- Send personal message
- Mute them for 24 hours
- Remove from group (immediately for serious offences)

Set up keywords

Moderation alerts

Keywords [Edit](#)

personal training donate charity live watch buy sell

selling contact video

Engagement

[Create](#)

Find out when posts or comments in your group are getting a big response.

Conflicts

Find out when there's conflict in your group

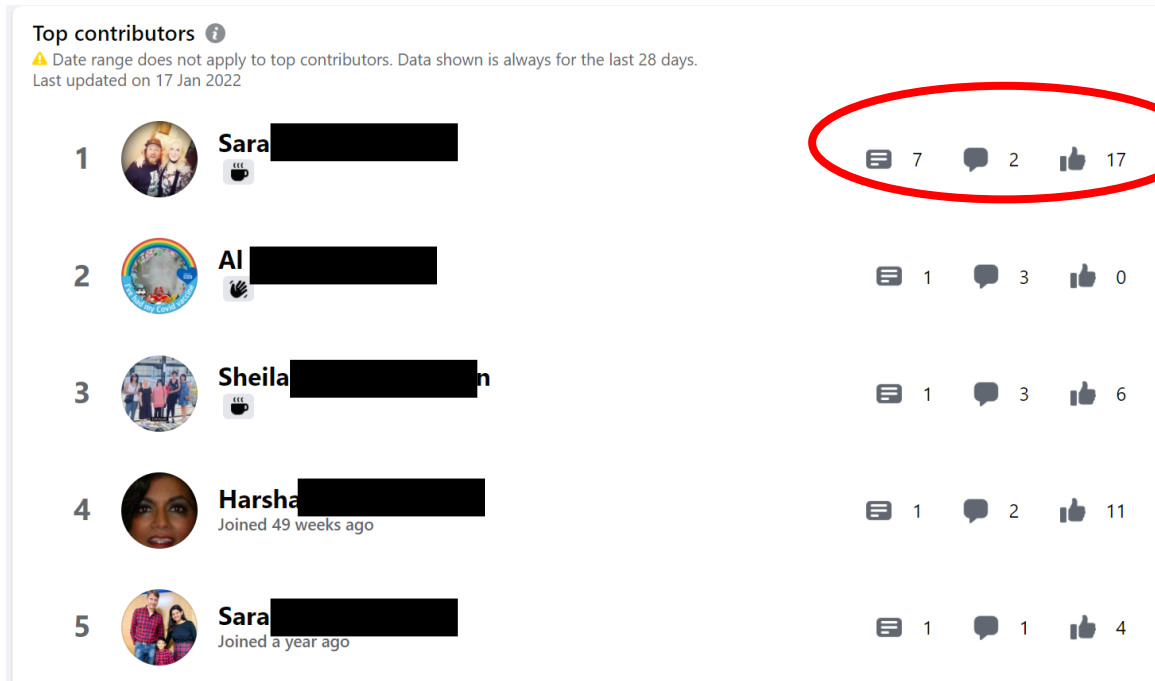
- Will automatically move any posts from members into a queue to be approved by moderator
- Review keywords regularly

Post options

The image shows a Facebook post interface with a menu of options open. The post is from a user named 'AI' and is dated '10 January at 14:30'. The post content includes the hashtag '#programm', a 'View insights' link, and a 'Like' button. The menu of options is displayed on the right side of the post, with the 'Turn off commenting' option circled in red. The menu options are:

- Pin to Featured
- Save Post
Add this to your saved items.
- Add AI as group expert
- + Add post to guide
- # Edit post topics
- Turn on notifications for this post
- Remove post
- Remove post and block author
- Turn on post approval for AI
- Turn off commenting**
- Slow down comments
Limit members to one comment every five minutes
- Limit activity
Limit how often this member can post or comment
- Report post to group admins
- Hide post
See fewer posts like this.
- Report post
I'm concerned about this post


Identify potential ambassadors




- Will often answer questions quicker than an admin or moderator
- Likely contributing because they are getting value from your club / organisation and want to help others
- Consider how best to show appreciation and nurture ambassadors

Content ideas



Go live





 **Born Barikor**
22 October 2021 · 🌐

Happy Friday 🥳🥳 We started filming a brand new couch to fitness series today 🎬🎬 It will also be also FREE forever 🙌🙌 #getfitforfree



[View insights](#) 1.5K post reach >

  68 14 comments

 Like  Comment  Share 

- Live sessions
- Q+A
- Exclusive content
- Behind the scenes
- Meet the team

Ask questions or polls



Born Barikor

19 August 2021 · 🌐



Hi Team!


I am thrilled to announce that we are developing another Couch to Fitness series and making improvements to the website, and we would love your input and help, so we can make the best possible FREE exercise series.

Feel free to fill out our survey for a chance to win an Our Parks hoodie. It only takes 5 mins, and you will be entered into a draw to win a lovely new hoodie, ready for your winter workouts!


Survey - <https://www.surveymonkey.co.uk/r/65H2HG9...> See more




Exclusive content





 Our Parks UK posted **Glute workout to Couch to Fitness.** 9 September 2020 · 🌐

Day 3: Ready for another session? Start slow if you need and go at your own pace. The more sessions you do, the more strength and fitness you'll build up. Fancy a challenge? Repeat the videos twice!




GUIDE 3 • DAY 3 - BITESIZE (5 MIN) WORKOUT
Day 3 - Bitesize (5 min) workout [See Full Guide](#)

 Born Barikor and 18 others 7 comments 1 share

 Like  Comment  Share 



Ask for stories







Born Barikor
21 January 2021 · 🌐

Exciting news! We are just about to reach 100,000 users of Couch to Fitness. To celebrate this we want to share some of your stories. If you would like to share what Couch to Fitness has meant to you please post a comment below. You can also add a picture with your comment if you are happy for us to use that along with your first name 🙌🎉🎈👗

[View insights](#) 728 post reach >

  42 82 comments

 Like  Comment  Share 

Group challenges



Gemma A

Admin

Group expert

+3

· 1 August 2021 · 🗨️



Taking part in the colour run? Please read this!

Hi, Everyone.

Tomorrow, the team event begins! 😊

It will run (🏃) until Sunday 29th August.

Good luck to absolutely everyone.

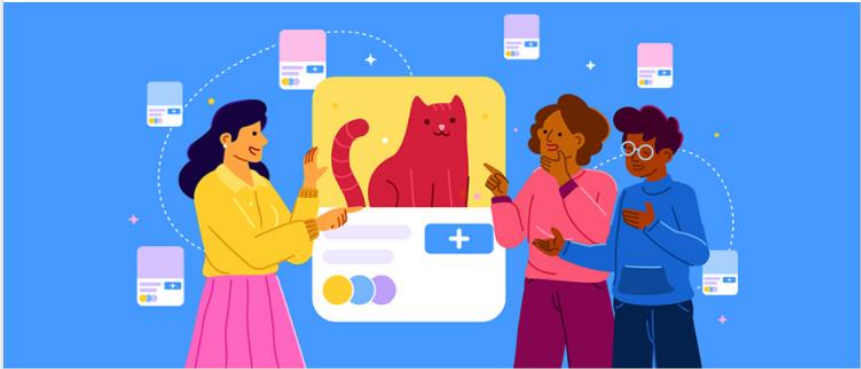
Just a few things to note:


- Log your run on Strava
- Make sure the run is set to everyone/public, otherwise it will not appear on the leaderboard and therefore not count towards your team distance
- The leaderboard does not update instantly - but don't panic your distance will still count as long as you've ensured the run is set to everyone/public
- Only running activities are allowed
- The warm up walks and cool down walks at the beginning and end of the C25K sessions are included as your 'run' activity, as are the interval 'walk' sessions as part of the C25K - these will all be recorded as one 'run'
- Cycling is NOT allowed - anyone found to be changing the activity from cycling to a run will have a penalty of their complete distance being disqualified from the week

Promoting your group

- Invite users directly
- Email existing club database with link
- Link to it from website
- Pin a post to Facebook Page
- Incentivise joining group
- Make it discoverable

Grow group
Facebook suggests groups to people who might be interested in joining.



 **Allow Facebook to suggest this group**

When on, this group will be shown to people who might want to join. When off, Facebook will snooze suggestions for 30 days and this group will not be recommended to others.

**The one absolutely
completely
fundamental
super important thing
about groups...**

Bring people together to help achieve a common goal



Soup Maker Recipes (Liana's Kitchen)



The Gut Check Series



Questions?