



how to create a facebook group

Once upon a time, Facebook users joined groups to self-identify; groups lived in your About section, next to your favorite books, movies and quotes. But no more. Now, Pages have replaced traditional groups. And today's groups revolve more around communication, sharing and interaction. Groups help gather with friends around common interests; within groups, you can share updates, photos, documents and more under specific settings of your choosing.

In light of Facebook Pages' popularity, some users may wonder if groups are obsolete. However, Pages are always public, meaning their information and posts are available to all Facebook users, and if they represent a brand or company, they can only be created by official representatives.

Today's groups also enjoy more intuitive privacy settings. There are cons, however - for instance, you can't avoid being added to groups against your will (though you have the option to leave, of course).

This guide will walk you through the process of creating, joining and customizing groups.

1. Setting Up a New Group

After you sign in to Facebook, you'll see "Groups" listed in the left-hand column of the homepage. You can click "Add Group" to create a new one. If you have several groups listed already, you may need to click "More."

Groups seem to automatically rely on your network settings. You have the option to create a group within your school or alma mater's network or outside of it. Creating a group within your school network will help people in that network find the group and join it based on similar interests, rather than having to be friends with them on Facebook. Creating a group outside of your network allows you to broaden the topic and reach.

2. Customizing a New Group

Once you choose a network, you can enter your group name, select an icon, add members and choose your privacy settings. It's required to add members immediately, rather than sending invitations, and Facebook will offer suggestions for whom to add. To add members, you must be friends with them. (They will have the option to leave the group.)