

# Facebook Dos and Don'ts

## The ultimate guide to be visible on Facebook Groups, get clients and raise your income

---

### The DOs:

1. Be active in Facebook groups where your target audience hangout.
2. Stick to at least 2-3 groups.
3. Post at least 2-3 times a day.
4. Be consistent with your message throughout your posts.
5. Post the same number of content at the same time and frequency every day.
6. Read Facebook group rules to avoid being banned from the group.
7. Follow the 80/20 rule. Make 80 percent of your posts something of value to your audience and let 20 percent of your posts promote your business.
8. Engage with other members of the group to build solid relationships.
9. Be helpful.
10. Keep track of all your Facebook posts and where you posted them, so you can reuse or repurpose the content for another group.
11. If the group rules allow, feel free to share your freebies with the members of the group.
12. Share your experiences, successes and failures.

### The DON'Ts:

13. Don't be an A-hole.
14. Don't spam.
15. Don't indiscriminately add people as your friends without asking for permission or building a relationship first.
16. Don't pitch, but if the group rules allow you to pitch, don't do it often.
17. Don't post the same content in more than one group at the same time.
18. Don't just post, comment as well.