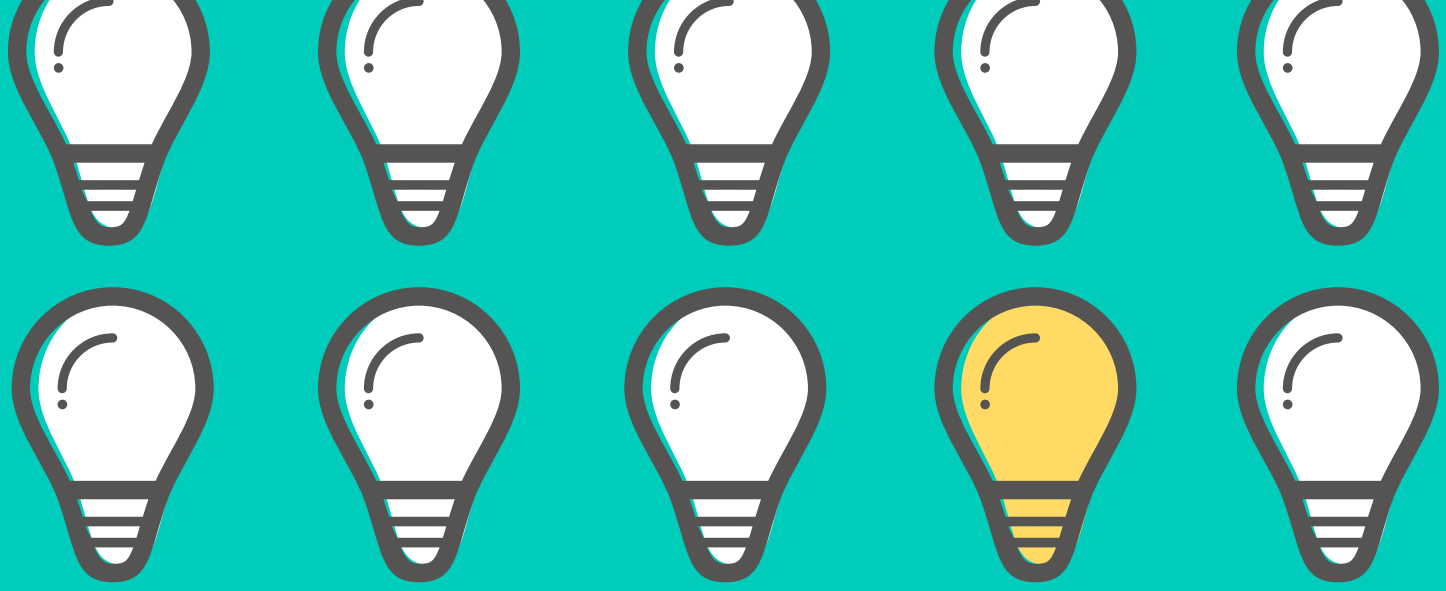
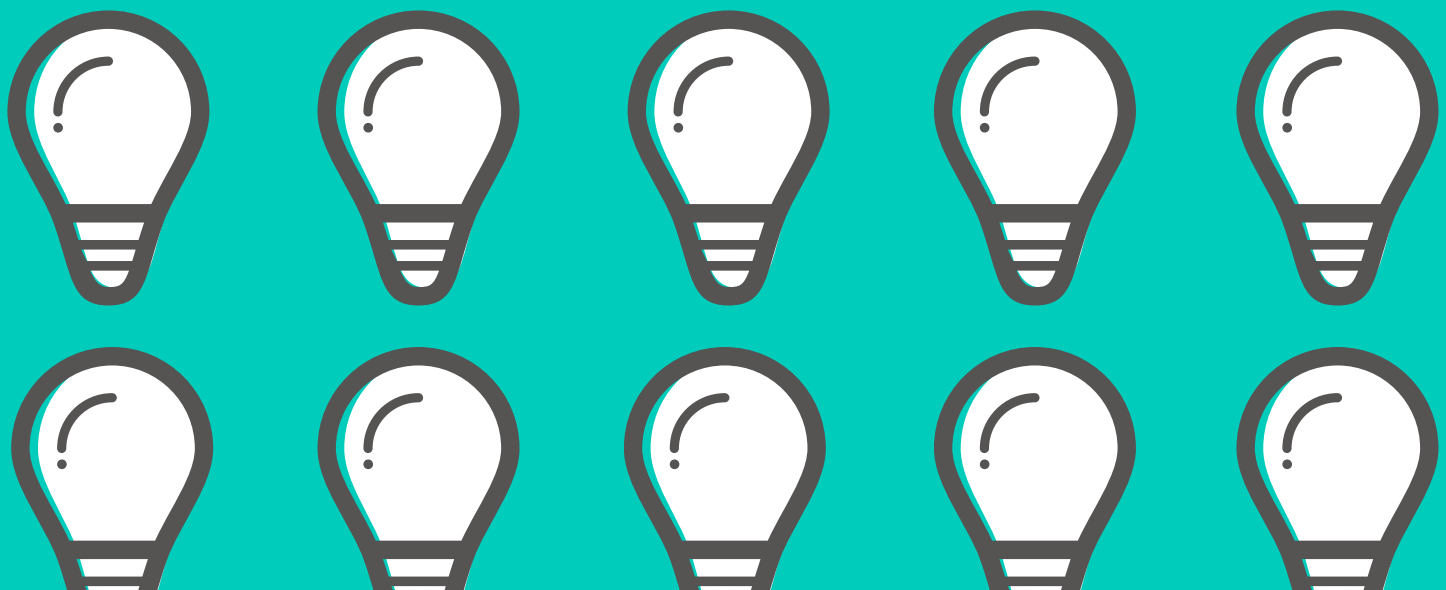


KAREN SHOPOFF ROOFF

101 PROMPTS FOR AN ENGAGED FACEBOOK GROUP

www.wellbalancedwomen.com



Hey there!

Ever wondered why some Facebook Groups are quieter than a library and others have conversations rolling like everyone is BFFs?

As a certified health coach with more than a decade of experience, I understand what it takes to get people to step out of their comfort zone and change their behaviors.

The same psychology that motivates people to get off the couch and start building a healthier life also applies to breaking people out of their shells in your Facebook Group.

And, much like building healthy habits, the same strategies and tips don't work for all people. Different personality types are motivated by different things.

Having a variety of strategies to choose from means you have the best chance at drawing out the variety of personalities in your Facebook Group.

By the way-- some people think there's a magic size of Facebook Group where the switch will flip from silent to celebration....but that's just not true. A Facebook Group of any size can have great engagement if you know how to make it happen.

Training your audience to respond to you and interact with each other means they'll get more out of the group. You will also know that you can count on them to answer when you ask questions that will help you grow your business.

So dive right in and learn what types of prompts can fire up your group, when to use them, and the coaching psychology behind the different types of prompts.

Be well,
Coach Karen

P.S. I invite you to join my Facebook Group Well Balanced Women where you can see these strategies in action!

TABLE OF CONTENTS

Prompt formats are presented in order from least personal to most personal.
If you are just starting to use a Facebook Group, avoid the final two prompt formats until your audience starts responding regularly. Build your trustworthiness and authority within the group before asking questions that require thoughtful, personal responses.

THIS or THAT

POLL

LET'S GET VISUAL

FILL IN THE BLANK

ANSWER THE QUESTION

TELL US ABOUT...

NICHE-SPECIFIC PROMPTS

THIS or THAT

This type of prompt is a great way to make people feel comfortable with sharing a little bit about themselves in a very non-threatening way. They aren't revealing their deepest, darkest secrets, yet they are getting used to sharing something personal.

Think of these as warmup prompts for more probing questions you can ask later. You're simply getting your audience used to interacting in the group.

THIS or THAT prompts are great to use if you're just getting your Facebook Group going, had an influx of new people, or the group has been quiet for a while.

Are you an early bird or a night owl?
Would you rather bungee jump or skydive?
Beach or mountains?
Yoga pants or Jeans?
Coffee or tea?
Wine or chocolate?
Would you rather have a chauffeur or a maid?
Would you rather need less sleep or have a perfect memory?
When you get dressed, do you put on sock-shoe, sock-shoe or sock-sock, shoe-shoe?

Have more than two options? You can use the same idea and turn it into a **POLL**:

Tennis shoes, ballet flats, sandals, or high heels?
You're at the beach. Are you enjoying a picnic, building a sandcastle, playing frisbee, or boogie boarding?
Breakfast, Brunch, Lunch, or Dinner?
Winter, Spring, Summer, or Fall?
Do you sleep on your side, back, stomach, or all over the place?
Do you go grocery shopping at the store, order online and pick up curbside, or have groceries delivered?

LET'S GET VISUAL

Everyone loves using GIFs and emojis. It's a fun and easy way to respond quickly. It can offer insight into reader's personalities that can help you interact with them as individuals.

Emoji and GIF prompts are good to use on the weekend when people are scrolling but less likely to hang around and write a long comment.

Because emojis and GIFs capture so much personality, group members often like or comment on what other group members have posted. This is a subtle engagement building strategy.

Drop an emoji of your favorite fruit [or sport or mode of transport or pet].
How's the weather? Drop an emoji of the weather and tell us where you are.
Drop an emoji of any musical instruments you play.
Going to parties makes me feel [show us the emoji].
Going to the dentist makes me feel [insert appropriate emoticon].
Use a GIF or JPG in the comments to show us where you live.
Use a GIF to show us what you're doing on a typical Saturday morning.
When I need to relax, I [use a GIF to show us!]
Drop a GIF to let us know your plans for this weekend.
Post a pic or a GIF of what you're doing for Self-Care Sunday.
Share a GIF of what you feel like when your alarm goes off in the morning.
Share a picture of your pet.
Energy level check in! Share a GIF of how you're feeling right now!
You just found out you're going to be a contestant on a Food Network TV show. Use an emoji or GIF to show us your reaction.
Your significant other just said, "Good news! I've signed us up for a 5K race!" Use an emoji or GIF to show us your reaction.

FILL IN THE BLANK

These prompts require a little more vulnerability from your audience, because they have to come up with an answer themselves. Because it takes more effort, you will notice that some people simply fill in the blank, and other people provide their answer plus an explanation.

When you have someone respond with a one or two word answer, think of it as an opportunity to go back and respond to draw the reader out a little further. This personal interaction builds your like, know, and trust factor.

Remember, you have a role in fostering continued engagement by responding to what your readers contribute. Use **FILL IN THE BLANK** prompts when you can pop in and out of the group for a quick response as readers post.

When I was a kid, I thought people who were ___ years old were old. Now I think ___ is old.
I haven't actually eaten a meal unless _____ is included.
My body is my _____.
The TV character I most identify with is _____.
If _____ is on the menu at a restaurant, I will order it every time.
I feel amazing in my body when _____.
Swimming makes me feel _____.
When I get mad, my usual coping strategy is _____.
When I'm sick, I'm comforted by _____.
When _____ happens, I go from zero to totally stressed out nearly immediately.
The most important thing I do every day is _____.
My ideal Quality Time activity is _____.
If I suddenly had a half-day off and no responsibilities, I would _____.

ANSWER THE QUESTION

Some of these prompts require a simple answer. As the list goes on, however, you'll see that the questions get deeper. Like **FILL IN THE BLANK** posts, you want to respond to your readers to build your relationship with them.

When using these prompts, one "deep" question per week is plenty until your audience gets used to engaging with each other. You don't want to seem too intrusive! If you get few responses to the "deeper" questions, pull back and use easy ones for a few weeks.

What's your favorite grab 'n go snack?
What's the most delicious [or grossest] thing you've ever eaten?
If you could be on any reality TV show, which one would it be?
What book do you recommend to people most often?
How many states/countries have you lived in? Which was your favorite?
If you could compete in any Olympic sport, which one would you choose?
What's your favorite place you've ever visited?
What one household task would you love to NEVER have to do again?
What job did you want when you were ten years old?
What's your favorite form of exercise?
What song can always snap you out of a down mood?
What's your ideal workday lunch?

Does eating in a restaurant alone sound absolutely awesome or unbelievably awkward?
Are your weekends restful or just a different kind of busy?
Do you talk to strangers on the bus, airplane, post office, grocery store, etc?
If you could meet any celebrity, who would it be and why?
f you had more time, would you cook at home more?
If you could live during any period in history, when would it be?
Did you play on any sports teams growing up? Do you still play those sports?
If you could afford any type of coaching, what type would serve you best?
What's your ideal travel destination? Why?
If you could be any superhero, which one would you be and why.

TELL US ABOUT...

These prompts are more personal than **FILL IN THE BLANK** or **ANSWER THE QUESTION** prompts.

By using the phrase "tell us about" or "share" you are making it clear that you are asking for personal details. You want to hear their ideas or how they feel about something. It's likely fewer people will respond to this prompt format, but the comments will be meaningful.

In order for people not to feel like you're asking but not listening, only post these prompts on days when you KNOW you can be active in your Facebook Group and respond in a timely way. The more personalized your response, the better at building trust with your audience.

Tell us about something you were scared to try, but once you did it you had a blast!
Do you have a regular meditation practice? Tell us about it!
Tell us about your super ninja skill that other people come to you for because they know you're the best.
Tell us what ONE thing you would change about your health if you had a magic wand.
Tell us about your favorite creative activity. Do you do it regularly?
Tell us your favorite day of the week and why.
Tell us about the worst job you've ever had.
Tell us about a time you advocated for yourself.
Tell us something about yourself that you don't think applies to anyone else here.
Share a win for [month]? I want to give out some high fives!
Share your go-to self-motivation technique or process.
Tell us about when you realized adults don't actually know everything. How old were you?
Tell us about the best idea you ever had. Did you take action?
Share your personal mantra.
Tell us about the last thing you did that scared you.
Other than your family, what are you most proud of in your life? Tell us about it!
Share your goal-setting (and CRUSHING) strategies with us!

NICHE-SPECIFIC PROMPTS

The following prompts can all be adapted to fit your specific blog niche. You will notice that all of the prompt formats we've already covered are represented in these niche-specific prompts.

Using niche-specific prompts at least two times per week reminds your audience what your blog is about. These prompts offer you the opportunity to have a topic-specific conversation with your readers, which builds your authority.

The best podcast about [blog topic] is _____.
Share your favorite memory about [blog topic].
Share your favorite tip about [blog topic speciality].
_____ is my [blog topic] hero/ine.
Does anyone receive a [blog topic] subscription box they love? Share it in the comments! (no affiliate links, please!)
With respect to [blog topic], how did your mom (or family) influence you?
What's your favorite [blog topic] charity?
What [blog topic reference-- sport, food, kid toy, Bible verse, etc] best reflects your personality?
What type of music motivates you to [blog-specific activity-- exercise, cook, clean, pay bills, journal, etc]?
How long has it been since your last [blog-specific activity-- workout, mammogram, home-cooked meal, full night sleep, belly laugh, balanced budget, etc]?
The best [blog topic] book I've read recently is _____.
My biggest fear about [blog topic] is _____.
Why did [blog topic] become important to you?
What's driving you crazy about [blog topic]?
What are your biggest challenges about [blog topic]?
On a scale of 1-10 (with 10 being highest), how confident do you feel trying [blog topic]?
Tell us about a time you wanted to give up [regarding blog topic] but didn't. Share your AWESOME success with us!
What's the most important thing you've learned about [blog topic] from this community?