

How to Use Facebook Groups to Grow Your Business



By Mike Risko Music
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Ossining NY 10562

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**Join one or start one.
Either way you will be
engaging and interacting
with people and building
relationships.**

A group cover for "Westchester NY Moms" featuring a child in a blue mask pointing. The text on the cover includes the group name in pink script, the tagline "For Moms. From Moms.", and the website "WestchesterNYMoms.com".

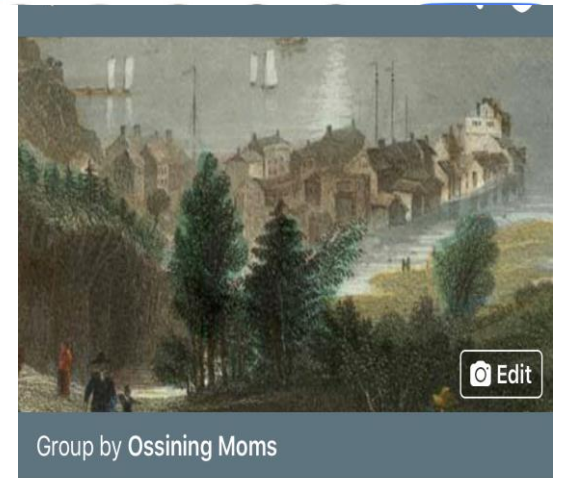
Westchester NY Moms
For Moms. From Moms.
WestchesterNYMoms.com

Group by Westchester NY Moms

Westchester Moms (no solicitation) >
PRIVATE GROUP · 12K MEMBERS



Positively Ossining >
PRIVATE GROUP · 3.3K MEMBERS

A group cover for "Ossining Mums" featuring a historical painting of a town. The text on the cover includes the group name in pink script, the tagline "For Mums. From Mums.", and the website "OssiningMums.com".

Ossining Mums
For Mums. From Mums.
OssiningMums.com

Group by Ossining Mums

Ossining Mums >
PRIVATE GROUP · 2.3K MEMBERS

**Bake Sale & Raffle Fundraiser
to Support Ossining
Destination Imagination (DI)**

DI provides a fun, hands-on system of learning that fosters students' creativity, courage and curiosity through open-ended academic challenges in the fields of STEM (science, technology, engineering and mathematics), fine arts and service learning.



**SATURDAY, DECEMBER 7
10 a.m. - 2 p.m.**

**Mike Risko Music School
144 Croton Ave, Ossining**



Made with PosterMyWall.com



GROUPS

Find groups in your community that relate to your business. Search for them by the name of your community or by key words like "guitar" and "parents".

OSSINING

Free Lighting

Market Square
December 6th

5:30 PM Musical Holiday Entertainment
6:00 PM The Mike Risko Band
6:30 PM Village Tree Lighting
6:35 PM Santa & Mrs. Claus



HOT CHOCOLATE AND COOKIES

Alyson Rozycki-Perriott
3 hrs · 📷

Ossining Union Free School District

Everyone Welcome!!



Free Giveaways!

**Health & Wellness Block Party
&
Turkey Giveaway**

Park School
22 Edward Street, Ossining
Tuesday, November 26, 2019
4pm - 6pm

Dance Classes & More!



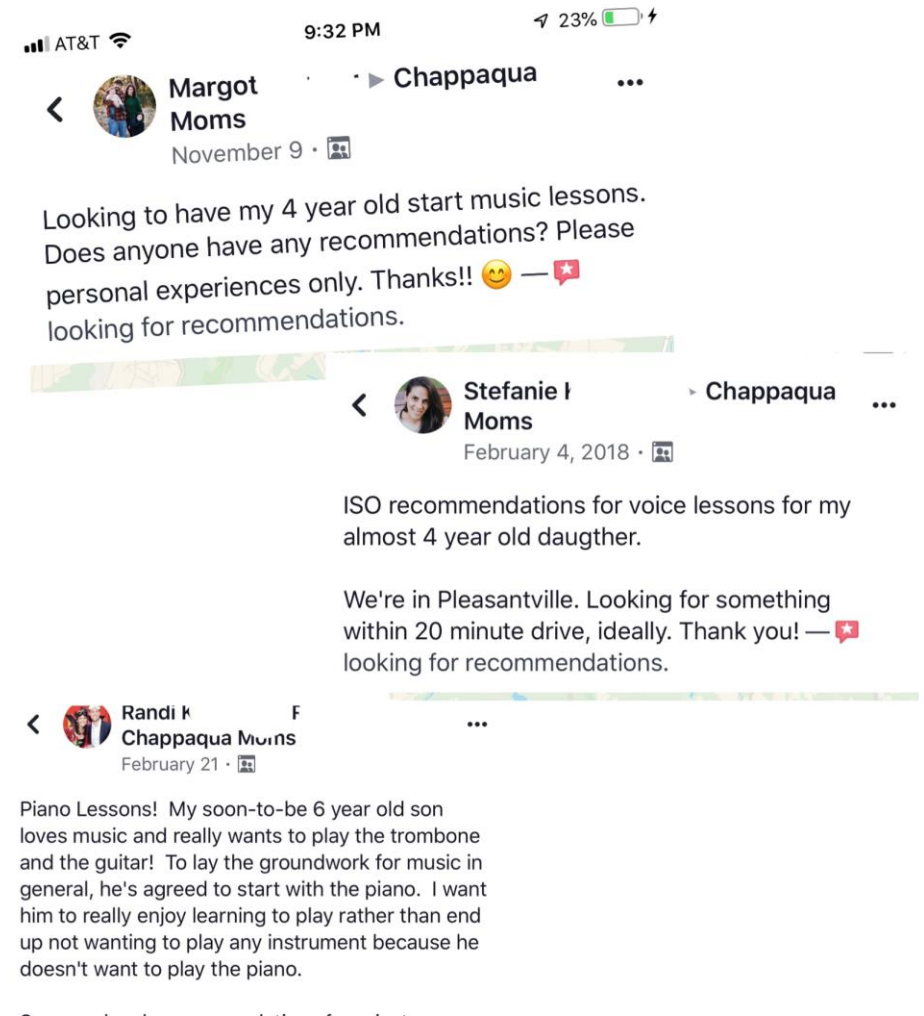
Free Winter Jackets & Gloves

PARTICIPATING ORGANIZATIONS:

- Blythedale Children's Hospital & Kohl's Eat Well, Be Well
- DJ Johnny G
- Tourco Dental - Dental Health Education Activities for Kids
- Open Door Dental Van
- Eat Smart New York Program - Nutrition Education

Ideas on how to use the groups...

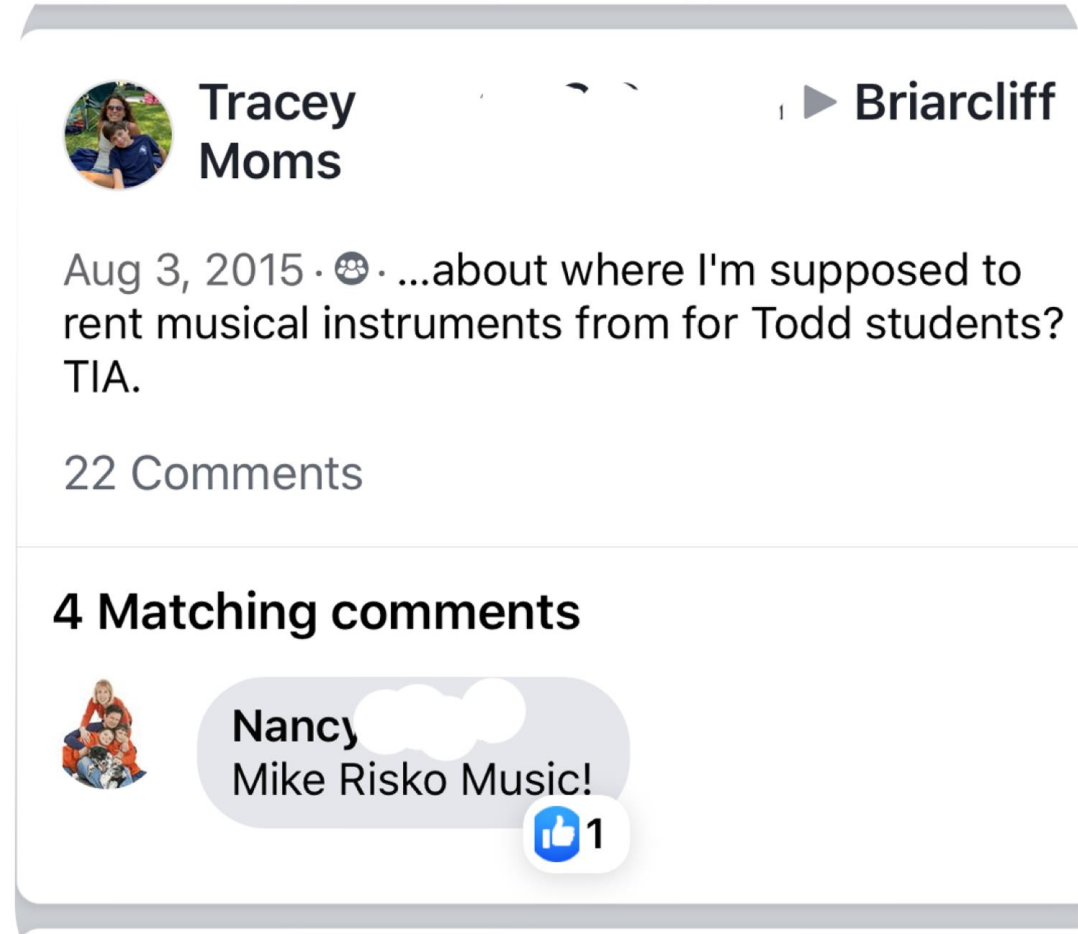
- Check the pages regularly for anything that might be relevant to your business.
- Answer questions that you are knowledgeable about.



- Use keywords to look for posts that might be relevant to your business.
- Answer the questions as best you can, and let the person know how you can help them and how to reach you.



- Always thank your loyal customers who refer you on social media.




A screenshot of a Facebook post from the group 'Briarcliff Moms'. The post is from 'Tracey Moms' and is dated 'Aug 3, 2015'. The text of the post asks for recommendations on where to rent musical instruments for students. Below the post, there are '22 Comments'. One comment is visible, from 'Nancy' (with a blurred profile picture) mentioning 'Mike Risko Music!'. This comment has one 'like' shown as a thumbs-up icon with the number '1'.


Tracey Moms ▶ Briarcliff

Aug 3, 2015 · 🗺️ · ...about where I'm supposed to rent musical instruments from for Todd students? TIA.

22 Comments

4 Matching comments

 **Nancy**
Mike Risko Music!

 1

 **Liz** ▶ Briarcliff Moms

Start your own group!

Group by Ossining Moms

Ossining Moms >

PRIVATE GROUP · 2.3K MEMBERS



+ Invite

Mentorship

Announcements

Watch Par

- Make sure your group is something you can manage.
- Find a topic that allows a group with a common interest to gather and talk.
- Make sure the group is your market.



- Even if you created the group, make rules and follow the group rules.
- Even though you might be promoting your business, if you are offering an important service, people need to know about it.



- Be ready for some challenges. Sometimes you may have to navigate conflict (not about you) in your group. Make sure you have rules.



Announcements

[See All \(1\)](#)



Ossining Moms



Posted by Kim L. Jeffrey

September 16 ·

This is a reiteration and slight update of the rules. If you ever have questions, go to "About" or reach out to an Administrator.

Ossining moms is a page for parents, guardians and caregivers who either live in Ossining with their children, or whose children go to school in Ossining. This is the page that is open for exchanges of ideas, information and recommendations.

Post about relevant topics that make you a conversation starter and that engage people. They don't always have to pertain to your business .



For anyone who doesn't know, DeCicco's in Millwood gives back money to the pta of your choice when you shop there and Ossining is one of the choices. It's really easy and doesn't cost anything, just fill this form out at their courtesy desk and check off Ossining PTA. Then show your card when you are at the register. It's a great way to help the pta raise money!

A photograph of a 'DECICCO & SONS REWARDS AND SCHOOL REBATE PROGRAM' form. The form includes fields for: FIRST NAME, LAST NAME, ADDRESS, CITY, STATE, ZIP CODE, PHONE#, BIRTHDAY, and EMAIL. There are also checkboxes for 'Would you like to be enrolled in electronic delivery of our weekly sale circular?' and 'When available, would you like to receive your receipt digitally via e-mail instead of a paper receipt at checkout?'. At the bottom, there is a section for 'PLEASE SELECT A PTA/PTSA IF YOU WOULD LIKE TO PARTICIPATE' with radio button options for Blauvelt PTA, Chappaqua PTA, Ossining PTA, and Pleasantville. A small note at the bottom left states: 'DECICCO & SONS WILL DONATE 1% OF YOUR TOTAL SALES TO A LOCAL PTA/PTSA. PLEASE SELECT A PTA/PTSA IF YOU WOULD LIKE TO PARTICIPATE.'

Create Experiences and post about them.

- Offer group workshops.
- Open mics.
- Recitals and showcases.
- Community outreach
- Give back programs to the community to thank them for their support.
- Post about all the programs.



- Be grateful for posts like this one. It's always nice to see someone recognizing you and your business for being a great local partner.



- Or this one!
- And let it inspire you to do the same for others!

<  **Kerri DiMiceli** ▶ **Ossining Moms** ...
October 31, 2017 · Ossining · 

Just wanted to give a great big THANK YOU to The **Mike Risko** band. Not only are **Miriam Baily Risko** and **Melissa Stern Miser** and the rest of the band members rock stars, but they are amazing humans. They have spent their Halloween day playing for our kids at Brookside and Claremont. I don't know many small businesses who give as much of their time and energy as they do to our community. Thanks for making this town a fabulous place for our kids with your endless concerts, great musical productions, fun pet parades and help with school talent shows. You guys are awesome!! 🙌🙌🙌🎃🎵🎤🎸



And share human interest stories!



Facebook groups can open up your circle, help you get the word out about your business or just help you interact with the community.





