



How to start a
SWEEP
community group.

Red Wine & Blue formed in 2019 and is a national nonpartisan nonprofit grassroots organization of suburban women working together to defeat extremism. RWB provides resources and training for women to learn about the issues that are impacting our communities, and find ways to take action and get involved, such as getting coaching on how to organize locally, and learning how to do relational (aka "friend to friend") organizing. We want to demystify politics and make it approachable.

Let's get you what you need to know when starting your own SWEEP- Facebook community.

Are you ready to do this?

Let's go get sh*t done!

Ideally you will have 2-3 people identified who are willing and want to help admin or moderate the Facebook community with you. It is not an easy task to take on alone and we don't recommend that you do. After all, we are building community. You will need to decide who among you is going to be the 'head' admin and creator of the community. This person is considered by Facebook / Meta to be the owner of the group.

Once you have your people and are ready to get started let us know and we will help you with a custom header image for your group if you wish. You will be able to use a placeholder if you don't have an image yet you can skip that step.

The act of physically creating a Facebook Community is done most easily on a laptop or desktop. You can do it on mobile, but we don't recommend it.

Generally, SWEEP affiliated groups are named: SWEEP-(State) SWEEP-Florida is a great example for consistency.

The group privacy settings we recommend are that the group be 'Private' yet remain visible to searches. So, it's not hidden or secret. This way people can find you but no one can see what the content of the group is until they have been admitted.

Think about the scope of your group as well. Are you only letting in members of your state? Or well meaning folks that might be distracting? That is something to think about when you are getting ready to create a group.

How to make a Private Facebook Community

Log into your Facebook Account

After logging in to your account on the web, click on 'Groups' in the explore section on the left-hand section of the screen.

Select Create a new group

This will take you to the next screen.

Fill in all the details of your group

- Group Name: SWEEP - (State)
- Choose your privacy settings:
 - Public- Anyone is able to view anything shared in the group at anytime.
 - Private- Membership required to view group contents
 - Hidden- Group is unsearchable. New members will not be able to find you.
 - Visible - Group will be searchable
- Invite friends: This is a good time to invite your co-admins or moderators if you have them.
- Next step is to hit 'Create group'

Add a cover photo - Photo sizes must be 1640 pixels x 856 pixels

You can do this by either clicking on edit in the header. Then 'upload photo' - It will give you several options.

If you have designed your own cover photo you should have the name of your group on it and be self-explanatory. If we created a facebook cover photo for you you should be able to upload as is. Let us know if you run into any trouble with this.

Group settings

Here you will find important information on how you want your group to run and what level of control you need to have.

Add a group description: Your Facebook Community description should tell new members who you are and what your group is about. Why should they want to join you?

Add your group location: We don't suggest getting any more specific than your state.

Customize your group: Change your web address to your group name sweep(insert state name) This makes you much more recognizable than a bunch of numbers. Do this with initial set-up. Make yourself stand out from day one!

How to make a Private Facebook Community

Group color: You can only select your main color and Facebook chooses the accent color. *Weird combinations happen. Caution!*

Manage membership

Who can join? You can opt to have profiles only or allow profiles and pages join the group. SWEEP only allows profiles. We do not know who is running those pages.

Who can approve member requests? This is important!!! You will want to update this to 'only admins and moderators'. If not, any person that in the group will be able to approve any member at any time.

Who is preapproved to join? We suggest nobody. This gives every member a chance to read the rules of your group.

Manage Discussion

Anonymous Posting? SWEEP doesn't allow anon posts for several reasons, but that is a personal group choice.

Who can post? There are two options. Anyone in the group or Only admins. Anyone in the group is 99.999% of what you will do.

If you ever need to close the group to member pending posts selecting only admins is how to do that without pausing your group. Members can still comment and engage with existing content but NO MEMBER or MODERATOR posts will go through. Only the ADMIN. This includes scheduled posts.

Require post approval: We highly suggest it. The amount of spam and such that people submit is... Well it's a lot, you want to make sure that you content is engaging and appropriate.

Potential Spam: We turn that off. The comments and posts are usually news article links.

Approve Edits: If you have post approval on, you need to have approve edits on. Members will get a post approved and then edit it to be something wildly different.

Who can create chats: We suggest deciding fairly early if you want to include chats. You can turn them off. But, adding them later is a pain. People get confused. A great use of them is for counties and local areas for members to chat.

Edit post formats: This is all up to what you feel comfortable with!

Sort Posts: We suggest New Posts vs Most Relevant. This ensures that if you have people that are being loud, their voices are not the only ones seen. It helps elevate more diverse voices.

Sort comments: Suggested Default is usually good enough OR most recent.

How to make a Private Facebook Community

The rest of the fancy in settings: The things you want to add to your group, badges etc. Play with it. See what you like, what you don't. ヽ(ヾ)ﾉ

Membership Questions: Decision time!

Do you let in people from other states to be members?

Rules we suggest: You can only have 3 so make them count!

Do you live in X state? What is your Zipcode? **Use a text box for them to answer.**

Share your email and phone number so we can keep you in the loop on upcoming events and ways to get involved. SWEEP and RWB groups don't share your info with us (We will never share your info without your consent). **Ask for some personal information. Generally an email so that you can get in contact with your members for events etc. We won't share member info with you from SWEEP or RWB and won't accept member info FROM you either. Privacy matters. Keep them in a Google doc.**

My personal favorite on the third question is to sneak something silly into whatever your third question might be. I like to ask for their favorite color, or candle flavor in the middle of the third question. Then I know they read them.

ASK PEOPLE TO AGREE TO THE RULES!! - Don't let people slide on through without agreeing to the group rules. It makes things far harder to keep them accountable when breaking rules in the future. Set expectations now so members are not upset later.

An accompanying document is a copy of the 2023 community guidelines (rules) for SWEEP. Use these as they are, or as a jumping off point.

There is a lot to know, a lot to learn. We will keep in touch. We are in this together!

When you add new admins and or moderators will you please send me their contact information so that I know who to contact if I need to reach someone.

You can always reach me by email at Sarahk@redwine.blue