

10 tips to reinvigorate your group

If your group has become inactive, a good place to start is to review progress and identify key actions. Our simple Health Check questions will help you explore all the options to make the right decision for your group's future and our top ten tips will then help you reinvigorate your group and get it back up and running.

1. **Purpose** – build a sense of belonging and trust. Your group purpose is a great way to do this right from the start.
2. **Membership** – understand your members. The make-up of your group membership can affect the trust and interactions within it.
3. **Engagement** – make the most of your acceptance message; it's your first point of contact with a new member.
4. **Measurement** – adding a Google Analytics (GA) tracking code will give you insight into your group's visitor numbers.
5. **Discussions** – getting the conversation started can be hard, but engaging and encouraging members to come back is essential.
6. **Events and activities** – create opportunities for non-contributors to become active participants. Events support activity and encourage members to visit more frequently and get involved.
7. **Content** – members come for the content, but they stay for the community. What types of content encourage participation?
8. **Invitations** – invite new members. New people bring new ideas and experiences and can stimulate activity.
9. **Signposting** – groups include so much useful information, but members may not always know where to look. Point people in the right direction.
10. **Communication** – the key to keeping members coming back is communication, communication, communication. Remind people how useful the group is on a regular basis.



Find out more in the [online facilitators community](#).



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