



# Group Tracking Guide

**Instructions:** Every week, navigate to the Growth and Engagement section of your Facebook Group. Once there, fill in each section below. Then, on a monthly basis, keep notes for any trends you see happening that you'd like to address.

|                       | Week 1 | Week 2 | Week 3 | Week 4 |
|-----------------------|--------|--------|--------|--------|
| Members               |        |        |        |        |
| Active Members        |        |        |        |        |
| % Active              |        |        |        |        |
| Top 3 Days            |        |        |        |        |
| Top 3 Times           |        |        |        |        |
| Top 3 Post Categories |        |        |        |        |

Monthly Trend Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_