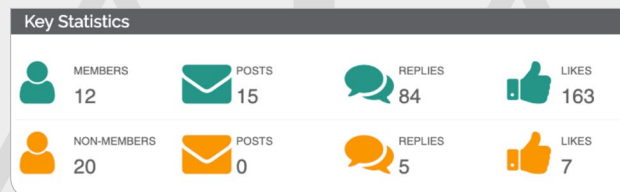


How to run effective groups with SWOOP

1 Get the balance right

Why? Value comes from meaningful conversations with other group members. For **every 1 post, make 2 replies and 3 likes**. This ratio is the rule of thumb to balance your group's interactions.

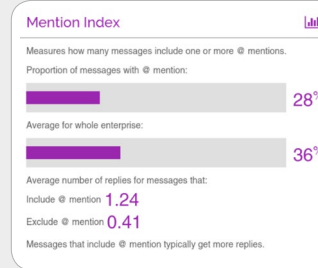
How? Check your SWOOP Key Statistics to see if you're getting the balance right.



2 @ mention people

Why? A powerful way to draw the person into a conversation and leads to on average **73% more replies**.

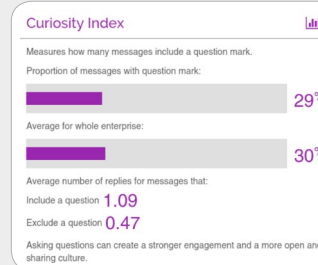
How? @ mention you think are relevant and would benefit from reading or commenting on something you've seen. Check your SWOOP Mention Index. Aim for above 15%.



3 Ask questions

Why? Asking a question is a great way to start a conversation and leads to on average **150% more replies**.

How? Check your SWOOP Curiosity Index. Aim for above 15%.



4 Spark conversation

Why? Responsiveness is a tangible signal of value received.

How? Develop a group culture that respects authentic sharing. Check your SWOOP response rate insights. Aim for above 50% posts with replies.

5 Spread the participation evenly

Why? Do not become reliant on the contributions of a few key players in your group.

How? Encourage others to join the conversation via @mentioning. Check your SWOOP key influencer risk. Aim for a risk score of below 30%.



6 Facilitate two-way conversations

Why? Keeping the dialogue open will encourage a cohesive group environment.

How? Check your SWOOP two-way relationships percentage. Work toward 30% of relationships being reciprocated.

