

Community Ownership Audit

Facebook Groups feels free, but you pay where you can't see it. Work through this audit to find what you actually own versus what you only rent, and where you're most exposed.

1 Reach: can you actually get to your members?

- ☐ 1 Estimate what share of your members see a typical post (on Facebook, organic reach averages ~1.65%).
- ☐ 2 List every channel where an algorithm decides who sees you.
- ☐ 3 Note anywhere you've had to pay to reach members you already have.
- ☐ 4 Identify one channel where 100% of opted-in members would receive your message.

2 Data: do you own your member list?

- ☐ 5 Try to export your full member list right now. Can you?
- ☐ 6 Mark which platforms hold member data you cannot take with you.
- ☐ 7 Confirm you have a copy of your members' contact info outside any single platform.
- ☐ 8 Decide where your one source-of-truth member list will live.

3 Risk: what happens if a platform changes the rules?

- ☐ 9 For each platform, ask: if it restricted or removed us tomorrow, what would we lose?
- ☐ 10 Note anything that exists only inside a platform you don't control (history, audience, events).
- ☐ 11 Check whether you have a way to reach members if that platform disappeared.
- ☐ 12 Flag your single biggest point of failure.

4 Home: is there one place your community returns to?

- ☐ 13 List where events, chat, resources, and members each live today.
- ☐ 14 Count how many separate tools a member would touch to stay involved.

- ☐ 15 Pick one branded home that could hold all of it.
 - ☐ 16 Make that home the link you put everywhere.
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Want all of this handled in one place?

Kannect puts events, members, messaging and resources under one roof, and reaches every member who opted in, every time. Plans start at \$29/mo with a 7-day free trial.

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