

POLITICO Brussels Playbook — Facebook group plan

Goal

To create a conversational forum for Playbook readers and the Brussels community to discuss news and stories in a social setting.

Rationale

Playbook feels like more of a community than some of our policy groups or other areas. It's a large audience of tens of thousands of newsletter subscribers that are engaged in Brussels and EU news. Other news organizations have used Facebook groups to curate community discussions among a group of subscribers ([Boston Globe](#)) or around a specific topic ([NPR](#)), and they've said these groups are generally self-sustaining and civil. The audience development team and Kate determined that a group could be a new avenue to connecting with readers and generating discussion in a more social venue than an email newsletter.

Logistics

People: Ryan and audience development producers (maybe one specific one?) will be group administrators.

Moderation: Ryan and audience development producers can check recent group posts/comments roughly once each day. If specific members are posting spam or repeatedly problematic comments, they can be removed from the group. Currently, group settings allow any member to post without approval, but if that becomes a problem when the group is larger, that setting can be changed so posts must be approved by a moderator.

Promotion: Ryan will promote group in Playbook newsletter and on social media. Audience development team will promote group on POLITICO social media accounts.

Posting

Post ideas include:

- Playbook link each morning — accompanied with a question to start a discussion or invite comments?
- Playbook Plus blogs
- Questions to start discussions
- Playbook polls/surveys/calls for responses

Description (to be posted in group)

POLITICO Brussels Playbook is a forum to discuss news driving the day in Brussels and the EU. Posts or comments that contain personal attacks, hate speech, or profanity will not be tolerated. Contact playbook@politico.eu with any questions.

Questions to figure out

Do other Brussels team reporters also want to be in the group?

How often do we post? Every day, every other day, etc?

From Kate: Is there the possibility to sell sponsoring or advertising, like in Playbook?

Would it be worth hosting Facebook live chats in this group, as opposed to on our Politico page?