



## **BBM Communications Training Contents**

### **1. BBM Facebook Page**

- A fun and interactive communications tool for some or all the group
- Not required nor the only communication for group-sponsored activities
- A resource to share ideas and keep in touch over summer break
- Demo the Page at the first meeting and encourage everyone to “Like” it
- Continue to remind and post new content often to keep it active
- A Facebook Page is optional for your BBM program, but recommended to further connect the moms in your group.

### **2. Creating a BBM Facebook Page**

IMPORTANT NOTE: Facebook continuously updates their Page creation process. The DVD training does not match the updated notes below as the process has changed. The best approach is to follow the prompts on the Facebook site to “Create a Page”. However, the steps below and commentary provided throughout this section in the DVD training may help guide you (although may be soon outdated).

- Select the “Create a Page” link in the footer of your Facebook profile
- Select “Company, Organization, or Institution” and enter a Category (Community Organization)
- Enter your Page name as “BBM at <your church/community name>”
- Agree to the Facebook T&Cs, and select “Get Started”
- Profile Picture – Upload the BBM logo as the profile picture
- About – Enter basic program information You can keep it simple
- Web Address –If you choose to create a web address shortcut, please do NOT use “BBM” as there are BBM groups throughout the country (add your church, community, or city to the “BBM” address name)
- Continue to follow the prompts to complete set up
- To learn more, select “HELP” in the footer and search through the Facebook Page FAQs

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### **3. BBM Newsletter**

- A printed BBM newsletter is prepared for each meeting
- Created by you and reviewed and approved by your Co-Leaders
- A template in MS Word has been provided that will require only basic copy, paste, and content editing
- Newsletter details should be provided from the sources as noted
- Send draft to the Co-Leaders for review and final approval
- Once approved, print a copy for each group member
- Prior to each meeting, place a newsletter in front of every seat
- Send a PDF copy to Co-Leaders for meeting follow-up email

### **4. BBM Membership Guide**

- A pocket folder containing program details given to each member
- The Membership Guide contains:
  - Welcome message from the Co-Leaders
  - Leadership team with position title, name, email and phone details (from Co-Leaders)
  - Group meeting dates with speaker topics (from Co-Leaders)
  - Any other pre-scheduled BBM events (from hospitality)
  - Missions overview (from missions)
  - Facebook overview
  - Blank notebook pages for members to take speaker notes
  - A group directory including member name, address, phone, and email, listed by table color, is inserted into a folder pocket (from Co-Leaders)
  - Distribute to any new members who join mid-year
  - Encourage members to bring it to each meeting for notes

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