

# 3 Mistakes Podcasters Make When Using Facebook

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# Tonya Kubo, Thriving Online Communities

I help message-driven writers & business owners build highly engaged online communities, so they can stop COUNTING followers and start CONNECTING with the followers who count.

- <https://tonya.link/linkedin>
- <https://tonya.link/group>
- <https://tonya.link/sparkpodcon>





*“The problem is not the problem; the problem is your attitude about the problem.”*

Capt. Jack Sparrow

Credit: Sergey Semin, Unsplash

# Mistake #1 - Machine Gun Marketing



*All roads  
lead to home*

## Mistake #2 - Content Crimes



*Content worth  
creating is worth  
recreating*

## Mistake #3 - Leaving Listeners Lonely



*Humans crave connection - with you, your content and each other*

# Listeners Crave Community

33%

According to the Facebook Communities Insights Survey (2020), 33% of respondents whose favorite community lives online say they feel more comfortable sharing their feelings and perspectives with their group than with their friends and family. And 57% of those whose most important group is primarily online actively participate in it every day.

# Your Next Steps...

1. Pick your home base - Drive your listeners to a single connection point.
2. Create quality content that's easy to share - Videos, audio clips, graphics, microblogs, events, etc.
3. Create a listener community - Develop a place for your listeners to connect with you, your content and each other.
4. Resources: <https://tonya.link/sparkpodcon>