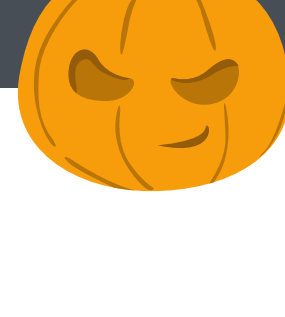
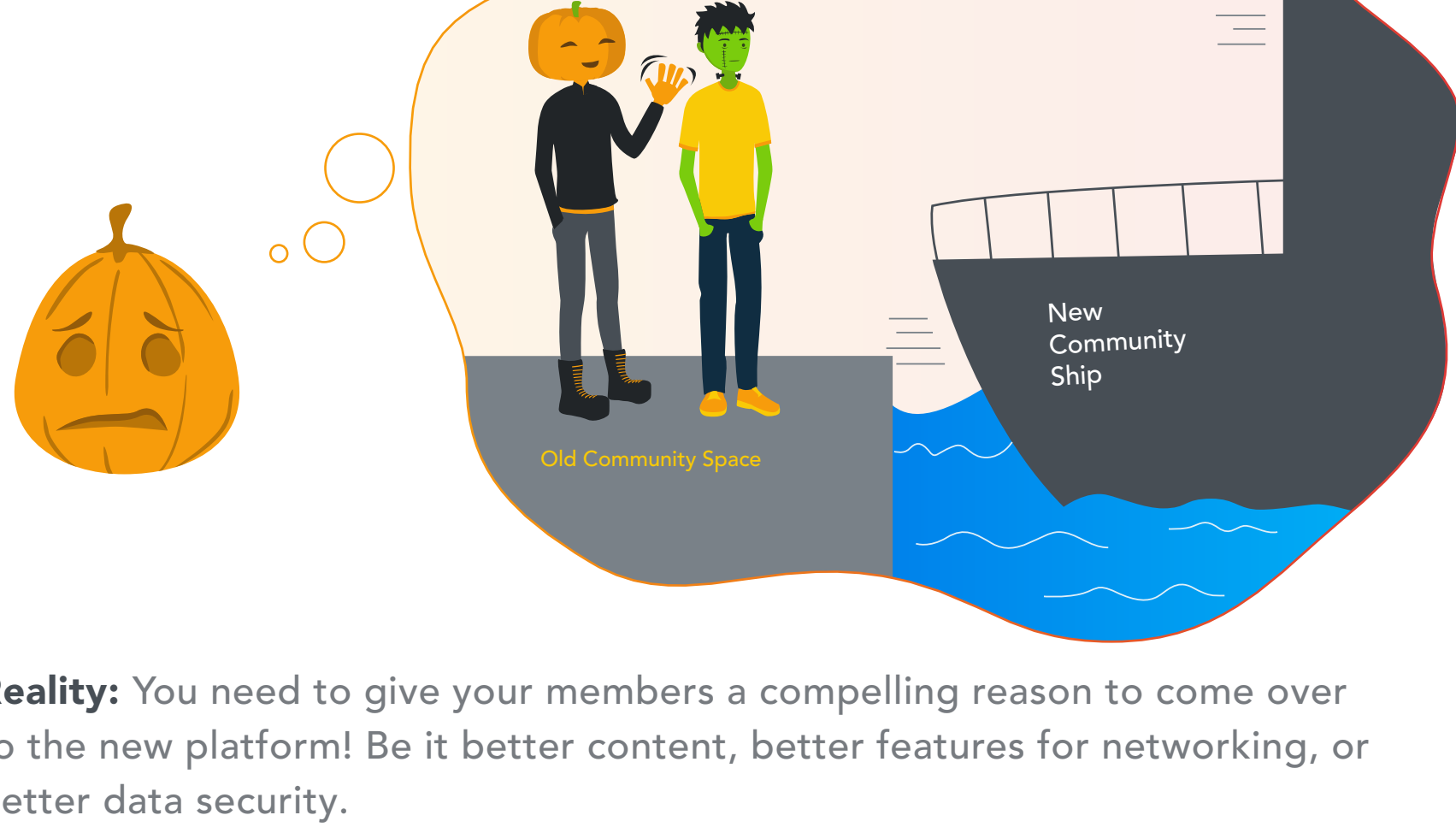


5 Fears When Switching From Facebook to a Private Community Platform (and How to Overcome Them)



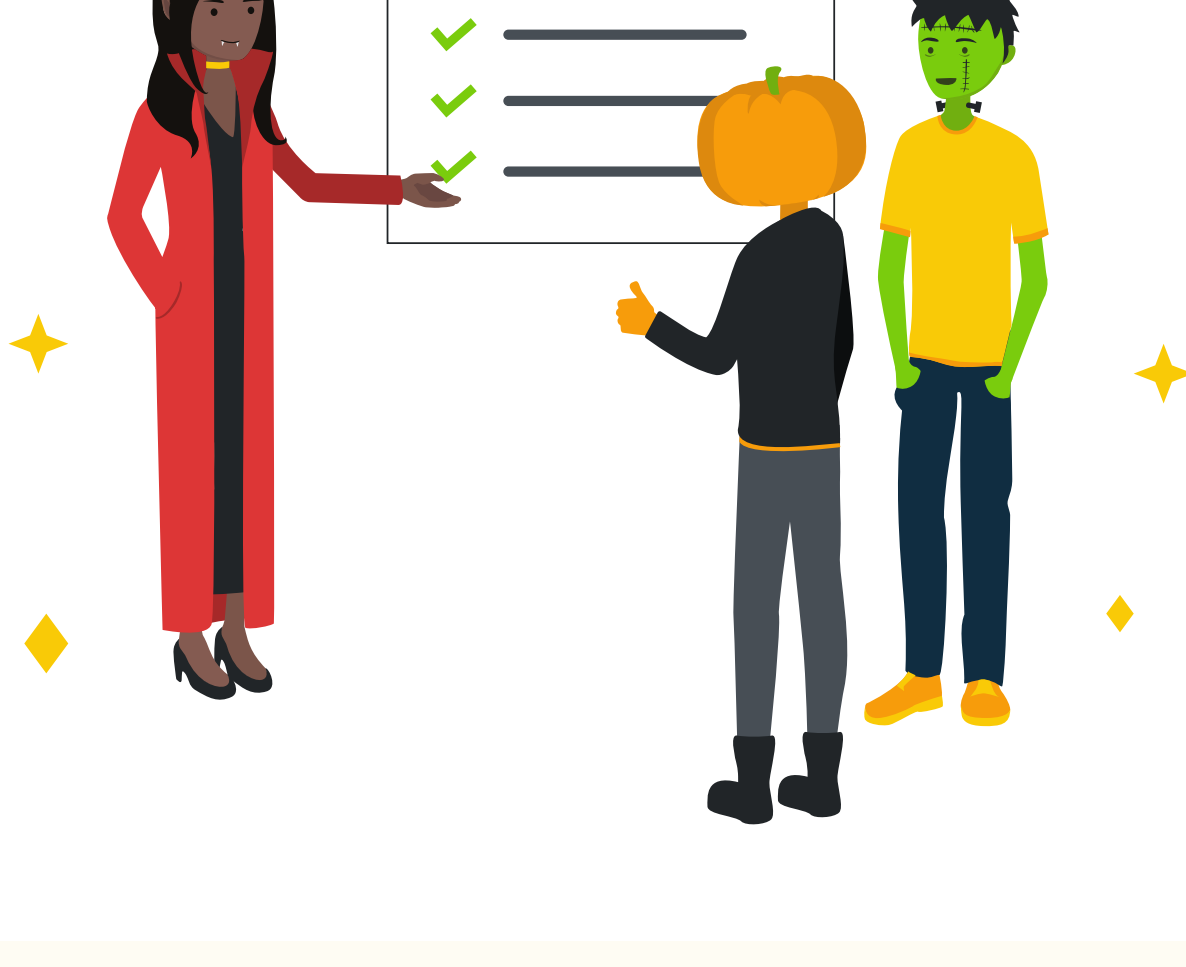
Fear: I will lose members!



Reality: You need to give your members a compelling reason to come over to the new platform! Be it better content, better features for networking, or better data security.

Clearly communicate why a platform change is necessary and the awesome benefits that the new platform will bring the community.

[More tips here](#)



Fear: It will cost too much money

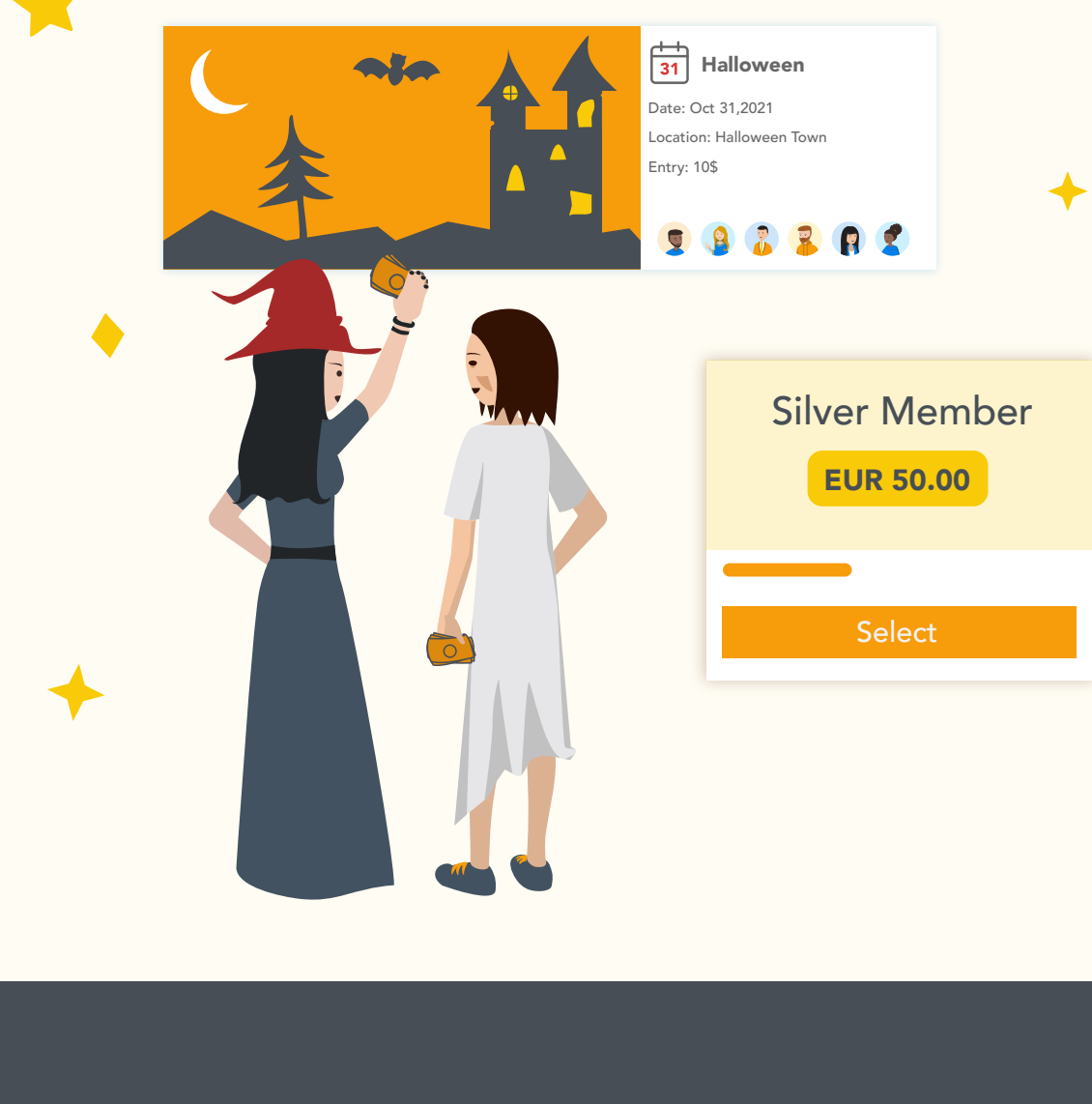


Reality: Beyond offering tools to more meaningfully engage members and scale growth, private community platforms provide several options for monetizing your community.

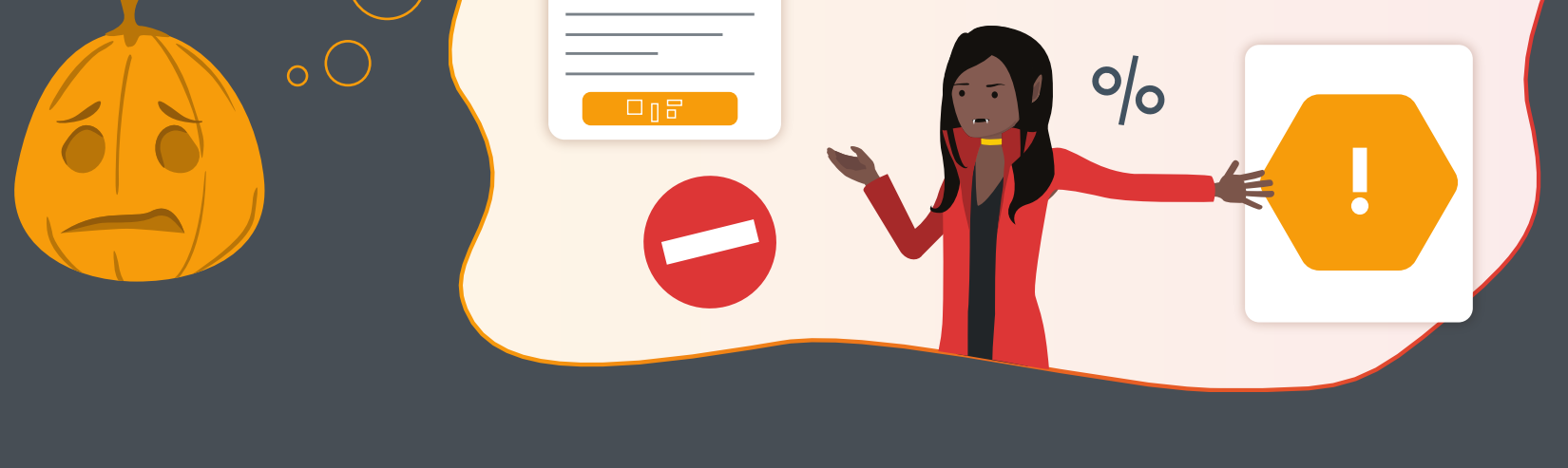
With Hivebrite’s platform, you can create paid (and complex) membership plans, organize events, sell tickets, and more!

Just remember that before you start monetizing your community, you need to ensure that it provides value!

[More tips here!](#)



Fear: A new platform will be too complicated

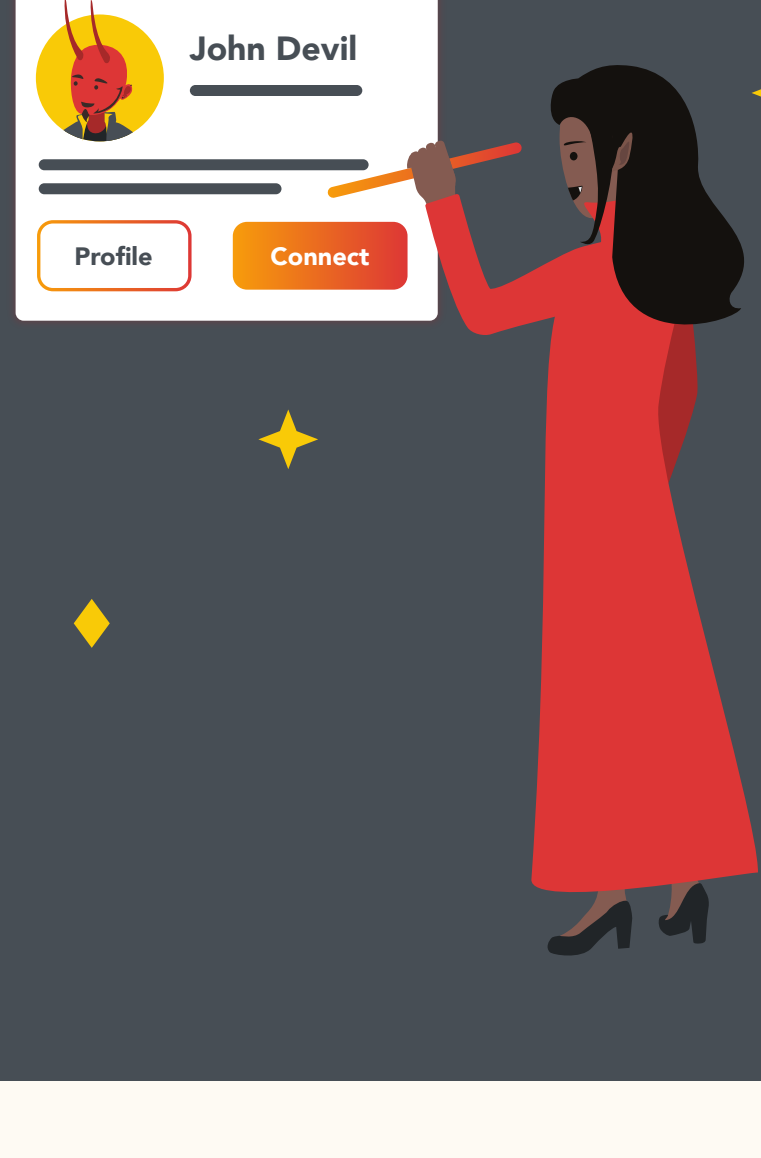


Reality: The Hivebrite platform is designed to be intuitive for both your members and your team.

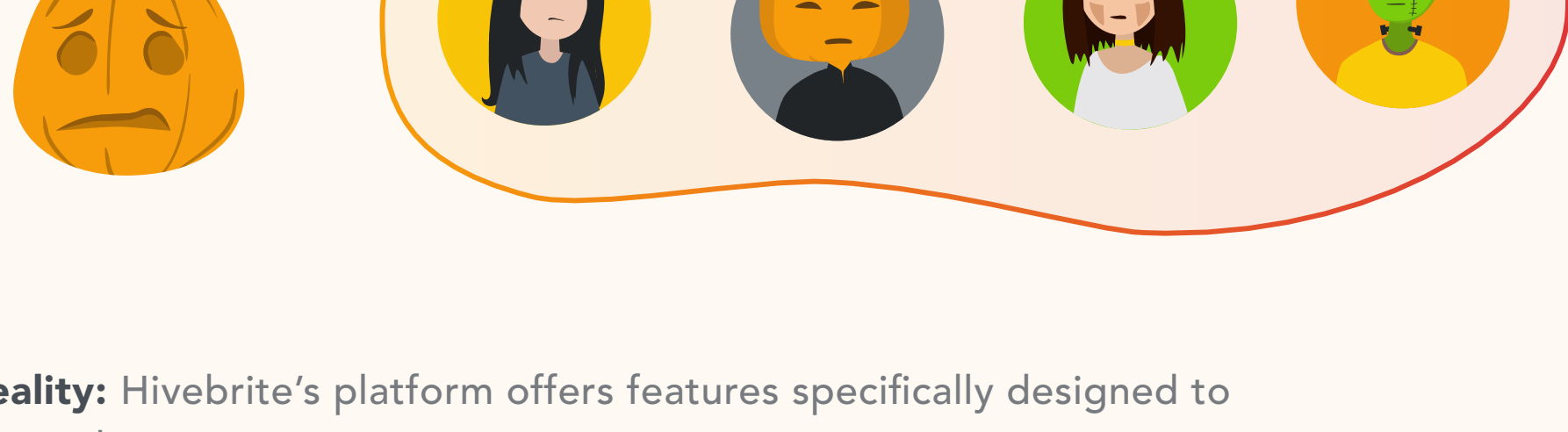
You can centralize all your content, tools, and data in one place.

The platform is completely customizable. As engagement builds, you can easily turn on extra features and create more sub-groups within the community.

Plus, with Hivebrite, you decide who sees what (not an algorithm). You can also ensure that there won’t be any distractions (ads, spam, sales pitches...) that interfere with your community’s goal!



Fear: Member engagement will decrease



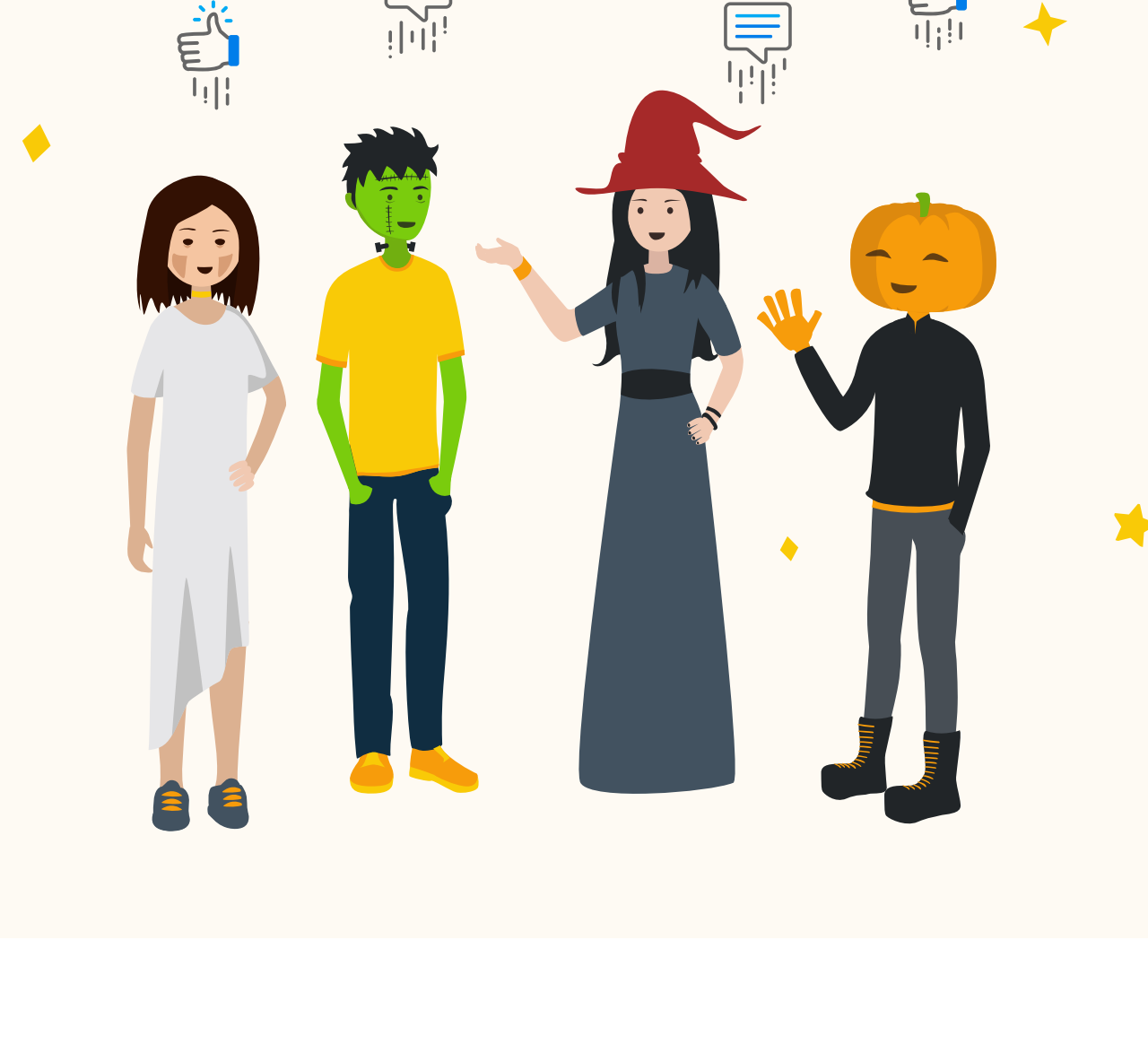
Reality: Hivebrite’s platform offers features specifically designed to strengthen engagement.

You can guarantee you have your members’ permission to collect their data and leverage it to send personalized communication and content suggestions based on what matters most to each member.

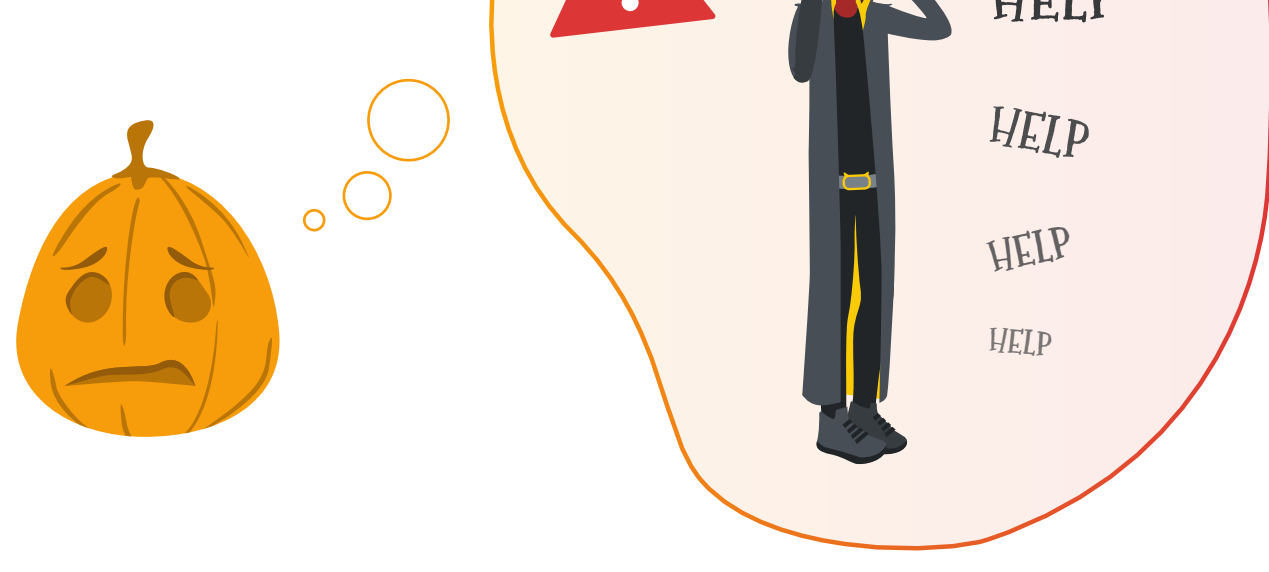
You can also create sub-groups based on location, affinity, and more to help members discover more targeted content, meaningful connections, and collaboration opportunities!

[More tips on increasing engagement](#)

[More tips on creating a group strategy](#)



Fear: We don’t have enough resources to run a private community platform



Reality: With Hivebrite, you can easily identify your most engaged users (often known as community champions) and offer them the opportunity to run sub-groups within the wider community. This eases your workload, giving you more time to focus on community strategy while empowering your members to take a more active role in the community.

[More tips here](#)

