

Your Guide to Posting in Alignable Groups

Every post you create in a group on Alignable is a discussion starter. When you click to post in a group, you will notice the prompt says "Create a Discussion." That is intentional. Alignable groups exist for members to share knowledge, ask for help, and build genuine relationships with other business owners. They are not a place to advertise your products or services.

Before you post in any group, read the group rules and guidelines. Every group has its own standards for what is and is not allowed, and understanding the audience before you post makes all the difference.

In This Guide

- [What Is the Difference Between Community, Industry, and Topic Groups on Alignable?](#) Learn what each group type is for and how to tailor your posts to fit the right audience.
- [How Do I Introduce Myself in an Alignable Group?](#) Where and how to introduce yourself without having your post removed.
- [What Makes a Great Post in an Alignable Group?](#) The qualities of posts that generate real engagement, with examples and tips for posting across multiple groups.
- [What Will Get My Post Removed in an Alignable Group?](#) The full list of content that gets posts flagged or removed.
- [How Often Should I Post in Alignable Groups?](#) How to think about posting frequency, visibility, and staying consistent without overcommitting.

The Three Types of Groups and What to Post in Each

Not all groups are the same, and what works in one type will not always work in another. Knowing which type of group you are in helps you tailor your posts to the right audience.

Community Groups are assigned automatically based on your zip or postal code. Everyone in your local community is in this group, meaning business owners from all different industries. Keep your posts focused on local topics: community news, local events, what is happening on Main Street, questions that affect everyone in the area. Not every member in your community group is interested in industry-specific topics, but they are all interested in what is happening around them.

Industry Groups are made up of people in your same industry. These are your peers, not just your competitors. They have faced the same growing pains you are going through, and this is the right space to ask about industry trends, share challenges you are navigating, and discuss tools like point-of-sale systems or software. Be open and candid here. This group gets it.

Topic and Networking Groups are built around specific subjects or demographics, such as SEO marketing, women-owned businesses, or real estate investors. Stay strictly on topic. A post about tax season belongs in a financial or accounting group, not in an SEO Marketing group. The more relevant your post is to the group's specific focus, the more engagement you will get.

How to Introduce Yourself

Standalone introduction posts are not allowed in Alignable groups. Each group has a designated space for introductions. Look for the introduction thread or pinned post and add your intro as a comment there. In Community Groups, there is a specific Introduction box built into the group for this purpose. Using the designated introduction area ensures new members are seen without cluttering the main group feed.

What Makes a Great Group Post

The best group posts do at least one of the following:

- Share expertise or knowledge on a topic relevant to the group, without promoting your business
- Ask for advice, feedback, or recommendations from other members
- Celebrate a business win and invite others to share theirs
- Spark a conversation about a timely topic, trend, or challenge relevant to the group
- Start a discussion that other members can meaningfully contribute to

The common thread: great posts give something to the reader first. They invite conversation rather than closing it off with a one-sided statement.

Post Ideas and Examples

Not sure what to write? Here are examples of posts that work well in Alignable groups:

- **Sharing expertise (without selling):** "What marketing strategies have worked best for your business this year? Here are my top five. I'd love to hear yours."
- **Seeking advice:** "We're evaluating CRM software and have it narrowed to two options. Has anyone used either? What was your experience?"
- **Celebrating success:** "Our team just hit a new record this month! Has anyone else had a recent win they'd like to share?"
- **Industry peer question:** "What point-of-sale system are you using, and would you recommend it? Looking to switch and would love real feedback from people in the same space."
- **Local community topic:** "Anyone else notice the new construction on Main Street? Curious how it's affecting foot traffic for nearby businesses."
- **Looking for a referral:** "I'm looking for a reliable commercial photographer in the Boston area. Anyone have a recommendation?"

Notice what these have in common: they ask a question, they are conversational, and they make it easy for others to respond.

How to Post Well Across Multiple Groups

Stay on topic. Every group has a focus and members joined because they care about that specific subject. If you are in an SEO Marketing group, keep your posts about SEO and digital marketing. Posting about an unrelated topic, even a good one, is off topic and may be removed.

Match the group's cadence. Some groups move quickly with several posts per day. Others are slower-paced with a new post every few days. Pay attention to how often others post and follow that rhythm. If a group

typically sees a new post every three days, posting multiple times a week will feel overwhelming and out of place to other members. Overwhelming a group will actually hurt your reputation more than help you.

Never copy and paste the same post across groups. Even if a topic is relevant to more than one group, do not post the same content in multiple places. Many Alignable members belong to several similar groups at once. If they see the same post from you in two or three places, it reads as spam and damages the trust you are working to build. Beyond that, copy-and-paste content is flagged automatically by Alignable's moderation system and is very likely to be removed before anyone sees it. Write a version that fits the tone, culture, and specific audience of each group.

What Will Get Your Post Removed

Posts may be hidden or removed if they include any of the following:

- Advertising language or promotional content
- Images containing branding, contact information, or sales flyers
- Contact information in the post body (phone numbers, email addresses, addresses)
- Links that take members off the Alignable platform. Instead of sharing a link, describe what the resource covers and why it is valuable. Members should not have to leave Alignable to get the information.
- Non-Alignable event links (only Alignable Smart Connect events and profile links are approved)
- Political or religious content that does not tie back to business in a helpful way
- Copy-and-paste content repeated across multiple groups or from other social media platforms
- Standalone introduction posts (use the group's designated introduction thread instead)

For the full list of what is and is not allowed, see [Alignable Group Guidelines](#).

Related Articles

- [How Do I Post to a Community or Group?](#) Step-by-step instructions for creating a post from inside a group or from the Groups page.
- [Alignable Group Guidelines](#) The full do's and don'ts for posting in any Alignable group or community.
- [What Are the Moderation Guidelines for Group Leaders and Moderators?](#) How group leaders evaluate and moderate content.
- [How Do I Find and Join Groups on Alignable?](#) How to discover and join the right groups for your business.