**What Marketers Need to Know About Online Communities**

Research from Facebook and New York University's The Governance Lab reveals 46.1% of Americans say the most important group they belong to operates online, compared with 30.1% who say it's in-person, and the report offers four insights into the rising popularity of digital communities, such as Facebook Groups.

***Social Media Today (2/24)***

[*https://www.socialmediatoday.com/news/new-report-looks-at-the-rising-influence-of-online-communities/595677/*](https://www.socialmediatoday.com/news/new-report-looks-at-the-rising-influence-of-online-communities/595677/)

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