

A 23,000-member community, run by hand.

A private Facebook marketplace where neighbors pass along gently used goods instead of throwing them out. I wrote the rules, moderated the content, and protected the people in it.

23,000 members today	~4,000 when I joined the admin team	2 admins running the whole community	Private every member vetted by hand
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THE CHALLENGE

I joined the admin team when the group had roughly 4,000 members, a bad spam problem, and no real structure. It needed rules, and someone to enforce them.

THE WORK

01 Rules & policy

Wrote the community standards from scratch: clear expectations for what belonged and how members treated each other. When a problem kept recurring, I rewrote the policy to close it, and posted the announcements and pinned guidance that kept everyone oriented.

02 Content & moderation

Reviewed posts for quality, removed what broke the rules, and kept the comments civil. Shut down the constant spam, self-promotion, and attempts to turn a community space into free advertising.

03 Trust & safety

Vetted every membership request by reading profiles and activity for signs of trouble. Spotted scams, fraud, and bad actors and warned, suspended, or removed them. Members came to trust that judgment and flagged trouble to me directly, often before I saw it.

04 Members & culture

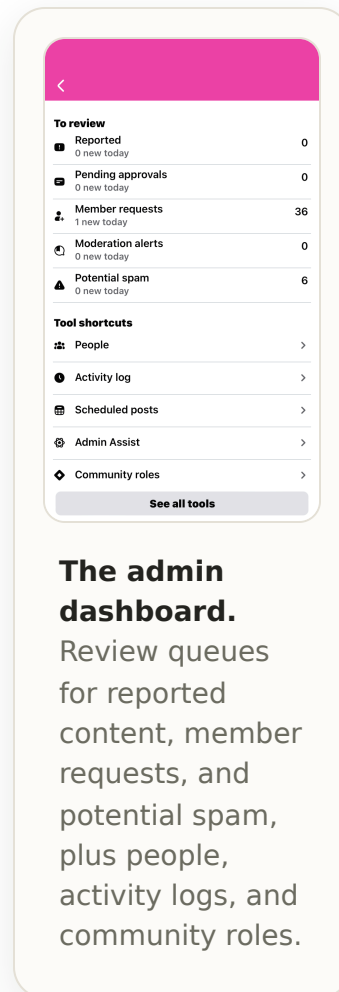
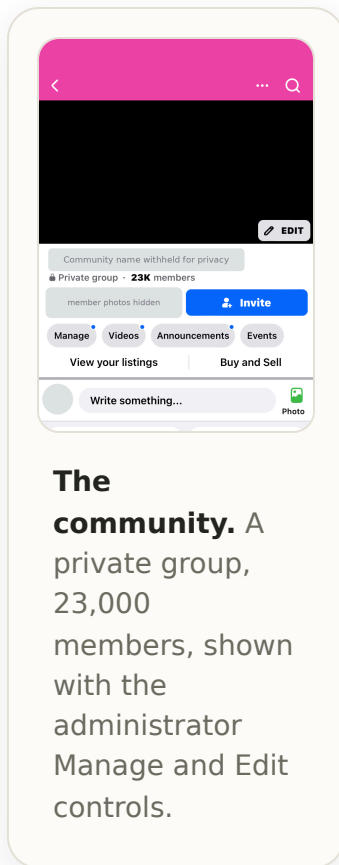
Answered questions, welcomed and oriented new members, and worked deliberately on the tone. A marketplace full of strangers only works when it feels safe and civil, so I kept it that way.

05 Beyond the marketplace

Spearheaded a fundraiser for Team Type 1 Diabetes through the community, alongside other charitable efforts over the years. The group moved a lot more than used furniture.

A bigger group isn't a better one if you can't keep it clean.

Growth was never the goal. Admission stayed selective, and I held the line on who got in and what got posted. Below a certain value, items were expected to be given away, not sold.



Group name, contact details, and member photos removed for privacy.

THE RESULT

I walked into spam and chaos. I built the structure that made it manageable: clear standards, vetted membership, and members who watch out for each other. That governance scaled with the community, from roughly 4,000 members to 23,000, run the whole way by two administrators. It's still in place, and I still have full administrator access.