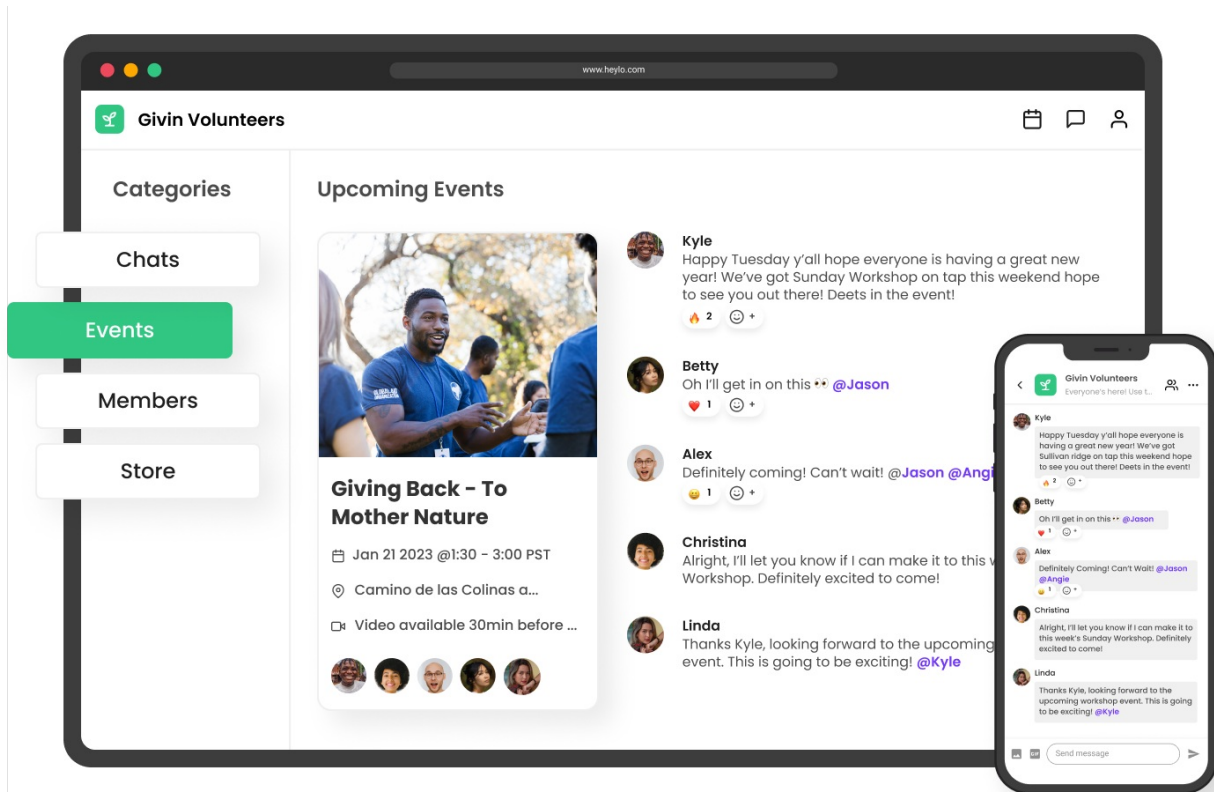


# Getting started

05/27/2025 10:43 am PDT



At [Heylo](#), we're on a mission to help people be healthier and happier through groups. Join us!

Each group on Heylo has their own dedicated space. It can be branded with the group logo and colors, and it contains a series of tools for the leaders to organize events, streamline communications, manage members, and collect payments so people can meet, get together, and ultimately belong.

To build a meaningful community, authenticity is a must. On Heylo, everyone is encouraged to use their real name and photo and show up the way they want to be seen, in real life.

Heylo is available everywhere your members are - in an app or on a browser, from the phone, tablet, or computer. It's also integrated with email, so even if your members don't sign up, they can still get the most important info from your group, right to their inbox.

We get it—moving your group is a big decision. That's why you can [try Heylo first](#), at no cost, and see if it's a fit. No pressure, just possibilities.

## Successful groups on Heylo

Heylo is proud to support thousands of groups around the world, from Hong Kong to Hawaii, ranging from run crews to reading clubs. Here's a quick sample:

- [The Brooklyn Track Club](#). An 800+ paid membership club with a monthly and annual

membership option.

- [LA Skate Hunnies](#). A female-led community of 500+ in the Los Angeles community. All wheels welcome.
- [Midnight Runners Toronto](#). A 2,000-member chapter of a global running group that hosts free weekly runs and special paid events.
- [Electric Athletic Club](#). A monthly membership club with 8 chapters across the US.
- [Parents of Littles](#). A 50-member paid parents group in Minnesota with monthly and annual options.
- [San Francisco Beach Volleyball](#). A 1,000-member volleyball group hosting paid tournaments and clinics.

## Create a group

Anyone can [create a group](#) on Heylo. Whether it's a long-time group or just getting started, Heylo can be the group's home for organization, [communications](#), and [payments](#).

There are no fees to create a group on Heylo. Heylo is free to use! We make money by helping groups collect [payments](#). If you are a free group, you can use Heylo for free.

To create a group on Heylo:

1. Navigate to [create a group](#)
2. Select your group's name and [privacy setting](#). Don't worry, you can change either at any time
3. Add a photo. It helps convey what the group is all about
4. [Invite](#) a few others to join and help get set up
5. Add your first event

That's it! In less than a minute, you can have a group up and running on Heylo, for free.

## Custom group link

Every group on Heylo has a unique link. The group link contains the [group profile](#) - everything someone new needs to join the group, such as:

<https://heylo.group/sfbv>

[Admins](#) have full control over group links including their content, URL, and visibility. To edit a group link, navigate to the group tab, and then select "group appearance."

Groups may only have one link. If a link is edited, the previous link is available for another group to use. If someone clicks on a past link, they land on Heylo group discovery.

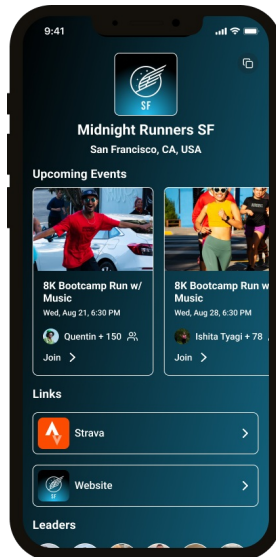
Customizing the group link does not impact the group's [permission](#) settings. [Admins](#) always

control who can join the group, regardless of the link name.

## Group profile

Groups profiles contain everything new members need to join a group. It houses all the group's key information, including the group name, logo, group reps, links, AND all your upcoming events.

Here's an example: <https://heylo.group/midnight-runners-sf>



### No maintenance required

Alternatives require leaders to set reminders and pay constant attention to swap out old links and add new events.

Your new group profile automatically displays all your upcoming events and group information, keeping your group profile fresh and up-to-date without any extra effort from you. New events are automatically added, and past events are archived seamlessly.

### Bring forward your group's brand and vibe

Your group profile is a reflection of your group's identity, and we've added more customization options to help you make it uniquely yours:

- Customize the background with your brand colors.
- Display your logo prominently at the top.
- Get a custom URL with your group's name.
- Feature your leadership team to help new members get acquainted.
- Control event visibility—keep some events private for members, while showcasing others to the public.

### Get started with your new group profile

Get your group profile up and running in less than 2 minutes, and it's for free:

1. Customize your group's appearance by adding your brand colors and logo to ensure your group profile reflects your identity.
2. Add any links you'd like to include.
3. Copy your customized link and add it to your socials—Facebook, Strava, or Instagram bio.

Group profiles are designed to convert followers into active members who show up. Take advantage of this powerful tool to grow your community today! It's free to use for all Heylo group leaders.

Your re-designed group profile will help you change followers into active members!

### **Specifically, group profiles contain**

1. Name
2. Logo
3. Description
4. Member count
5. Member requirements
6. Leaders as [Group reps](#)
7. Links
8. Upcoming events (attendees not visible)

Any admin of the group can edit the group profile at any time by heading to the group tab, and then "Appearance."

### **Grow group and discoverability**

Heylo can help group leaders find new members for their group. An admin can publish the group and make it public, and other members can discover the group through [Heylo Discover](#) and search engines like Google.

The more a group uses Heylo, the more visible the group becomes. More info is provided to search engines like Google, higher member groups with more events are ranked higher in Heylo discover, and more members have the group on their profile.

## Heylo Discover

Heylo Discover is a list of groups that can be sorted by search and by location. Public groups are also visible on [member's profiles](#), and other members of their groups can find the group. Group discovery through members is the most common path for new members to discover your group through Heylo.

## Search engines like Google

When your group is published set to public, Heylo can publish the group and public events to search engines like Google. Any search on Google or another search engine will display the [group profile](#) or [event](#) if the key terms match. Events are also integrated with [Google Event Search](#). Only the information designated by the admin or host are displayed.

## Best practices for search engines like Google

To maximize the chances of your events appearing on Google, group leaders should:

- Use clear and concise titles for events
- Include detailed descriptions about their group
- Set a precise event location and time

## To publish a group:

1. Finish [customizing](#) your group branding and preview
2. Navigate to group admin settings, and then "Appearance"
3. Edit Discoverability under "Publish" to "Public"
4. Save changes

## To publish an event

1. Confirm the group discoverability setting is "public", per above
2. [Create or edit an event](#)
3. Update the [event permissions](#) to make the event "public"

## Group appearance and branding

On Heylo, a group has its own identity. [Admins](#) can customize your group's appearance and brand to make it feel like home.

### How to customize and brand your group

- Customize the background with brand colors. There is an option for primary and secondary. Heylo creates a gradient for you to use on default images and the [group profile](#).
- Add the group logo. It is displayed on the group tab and in the top left corner to remind all members where they are. It also lives on the top of the group profile.
- Get a [custom URL link](#) including the group name.
- Feature your leadership team with [roles](#) and [group profiles](#) to help new members get acquainted.

## Onboarding best practices and communications

Onboarding your members onto Heylo is easy—and the more intentional you are, the better the results.

The biggest mistake groups make is trying to keep using multiple platforms and slowly transition to Heylo. That only creates confusion and dilutes engagement with your members. The best way to build momentum is to go all in on Heylo!

Here's a step-by-step plan to help your community make a smooth, successful transition:

### 1. Start by adding events

Events give members a reason to join your group on Heylo. Schedule a few in advance to populate your calendar, and make sure an RSVP is required.

[Learn more about event RSVPs →](#)

### 2. Post a welcome message

Set the tone and intention for your group with a warm, clear welcome post right in Heylo. Let members know what to expect and how to participate—this helps people feel grounded and excited.

### 3. Bring on a few key leaders

Before you share Heylo with your whole community, invite your leadership team or most engaged members first. Ask them to:

- Comment on the welcome post

- Engage in chats
- Share photos

This early activity warms up the space and encourages others to join in.

#### 4. Empower your leaders

Assign roles and walk leaders through how Heylo works. Show them how to post, RSVP, chat, and add members so they can help drive engagement.

#### 5. Set a hard transition date

Pick a date to fully move over to Heylo and announce it. Don't stretch out the process—it creates confusion. Here's how to prepare:

- **WhatsApp:** Turn on announcements-only. Share a final message that you're moving to Heylo and add your link.
- **Meetup:** Create a final standing event with your Heylo link.
- **Facebook:** Add Heylo to your "About" section and post a final post about moving over.
- **Other tools:** Shut them down or stop using them. Be clear that all future activity happens on Heylo. Having multiple platforms dilutes engagement.

#### 6. Add Heylo to your Instagram

First, add your Heylo link to your bio and your Linktree. Then, use one of [these Canva templates to create a post announcing your move to Heylo](#). Consider pinning it to your profile to make it easy for members to find and join.

#### 7. Make announcements at your in-person events

Mention your move at your gatherings. Show members how to scan your QR code, or send the invite link in your follow-up.

#### 8. Encourage leader engagement post-onboarding

Once your group is live, ask your leaders to:

- Post discussion prompts
- Share photos from events
- Welcome new members in chat

Sustained momentum leads to stronger connections!

#### Extra onboarding tools

Here are other Heylo features to help bring your group together:

- **Sign a waiver:** Collect liability releases automatically.
- **Share event photos:** Encourage members to share photos and videos.
- **Celebrate attendance:** Track milestones and award members.
- **Collect member info:** Gather important details like t-shirt sizes or emergency contacts.

- **Pay membership dues:** Set up recurring or one-time dues.

Need more help? Check out our sample FAQs to share with members below.

## Sample FAQs

You can copy and paste these into your communications!

### **What's Heylo and why are we moving?**

Heylo is a group platform that helps organize our events, communications, and benefits. It's the best way to see our full upcoming events calendar and connect with other members. Heylo is used by the top clubs and communities around the world.

### **Do I have to download an app?**

Nope! You can use Heylo from your computer, mobile app or phone browser. We have our own dedicated space on Heylo, so you'll only get communications from our group.

### **How do I join?**

You'll receive an email invitation to join our group on Heylo. It's a magic link with all info pre-loaded. Just accept the invitation via link, and join our group!

### **What if I already use Heylo?**

No problem! If you accept the invitation, you'll be added to our group. You can use the same existing account without impact to your other groups on Heylo.

### **What happens to my paid membership?**

Your membership renewal date has already been added to Heylo. When your date comes up, you can complete your renewal payment right in the Heylo platform. You can use major credit card or debit card, including Apple or Google Pay, from your phone or computer. You can get receipts or update your payment info anytime.

### **What if I have questions?**

No problem! Every member of our group has a direct line of communication to the Heylo team. You can message a real person directly via Support Chat in Heylo or email at [support@heylo.co](mailto:support@heylo.co).

## Import Members into Heylo

If you have your member roster or directory with member emails or phone numbers from another platform, Heylo has personalized onboarding for your members! Share your member roster with the Heylo team via support chat or [support@heylo.co](mailto:support@heylo.co), and Heylo onboards each member individually and automatically uploads all the applicable existing information from the roster. It's easiest for your members - they only need to accept!



See all member onboarding best practices and sample communications.

#### How it works:

1. Gather member info. It can include everything from their email, name, attendance, and emergency contact to their membership plan, renewal date, and payment info; however, only name and email are required.
2. Add member info to a Google Sheet or CSV file(see sample - make a copy!)
3. Submit to the Heylo team at [support@heylo.com](mailto:support@heylo.com), Heylo Support chat or [here](#) and include a launch date. The Heylo team reviews the submission and replies within 24 hours
4. Upon launch, members info is imported and members are [invited by a personalized email](#). The email contains a custom link unique to that member with all their information from the member roster
5. When members accept the invitation and click the link, the information is automatically added to their account. They can confirm their information is correct when they join. Existing members in the group are automatically matched and require no action.

See a sample member info fields for import.

#### Benefits:

- Members do not need to complete information when onboarding - their details are already completed!
- Any existing paid membership renewal dates will remain intact
- All members receive announcements and event updates by email, even if they have not yet joined your group on Heylo
- Add or remove any members from your member directory before members accept their invitation
- Export your member roster with all your member info, before members accept their invitation

*When members join Heylo, not only do they confirm their info, but they also see all the group's [events](#), [communications](#), and [members](#)! Heylo de-duplicates multiple accounts automatically.*

## Onboard from Whatsapp or Chat App

Onboarding your members is seamless with Heylo. Whether you have a group chat, email list, or another platform, onboarding your members to Heylo is as easy as copying and pasting. Members do not [need to download a new app](#) and [can sign up with one tap](#).

### **Migrating from a group chat with a link**

If your members use a group chat like Whatsapp, text, or GroupMe, simply use your [link](#)! You can copy your link and paste it into your existing group chat. Members who click the link will be directed to join your group upon [signing up](#).

### **Onboard from Meetup**

Onboarding your members from Meetup is seamless! Members do not [need to download a new app](#) and [can sign up with one tap](#).

### **Migrating from Meetup with email import**

The easiest way to migrate from Meetup is to import with member emails. Note, [member exports](#) are free on Heylo.

With member email info, Heylo can personalize your member onboarding! Share your member roster with the Heylo team via support chat or [support@heylo.com](mailto:support@heylo.com), and Heylo onboards each member individually and automatically uploads all the applicable existing information from the roster.

Here's how it works: Heylo sends a personalized email to each member. The email contains a custom link unique to that member with all their information from the member roster. It can include everything from their email, name, attendance, and emergency contact to their membership plan, renewal date, and payment info. When members accept the invitation and click the link, the information is automatically added to their account. They can confirm their information is correct when they join.

Personalized onboarding invite links are one-time use to maintain security. If a member skips the email and signs up directly in Heylo, no problem! Heylo matches their email with the corresponding email in the member roster and automatically adds their info.

As a leader recently with personalized onboarding recently said, "You guys are great. My members are loving Heylo. I have not gotten one single complaint, ZERO!"

### **Supplement Meetup with communications**

Alternatively, an organizer can supplement their Meetup group with Heylo communications. Copy the group [link](#) and paste it in multiple places throughout your Meetup group - comments, announcements, event descriptions, and event chat.

In all cases, a Heylo team member is available to assist with migration, and there is no cost to onboard your members to Heylo.

## Invites

Groups mean many people! Invite others to the group, even when getting started. They can see how communications, events, chats, profiles, and waivers work, in real time.

To invite someone to join the group, navigate to the members tab and select the invite action button on the top right. Invites are personalized by group and by the sender. The recipient will see the profile photo of the inviter when joining. Personalization improves onboarding conversion.

There are several ways to invite someone to join a group:

*Note, admins of a group can restrict invitations to admin-only in the permissions.*

1. Link. Copy the link and paste it into any other messaging tool or social media platform.
2. Email. Recipients receive a personalized email invitation. See a sample in the email invite dialogue box. Also, [invite all members by email](#).
3. [Contact book](#) [Mobile only]. Grant access to contacts and select contacts to invite.
4. QR code [Mobile only]. Scan the QR code to join your group
5. Share Sheet [Mobile only]. Invite via another app on your phone
6. Last, just tell them to get Heylo and search for your group (note, your group must be discoverable in [permissions](#).)

[Admins](#) can also invite other admins. As an admin, you can toggle the invite to be “member” or “admin” once you select the invite button from the members tab.

## Bulk invites by email

### Onboarding Members with Bulk Email Invites

If an admin has access to all member emails, they can use bulk email invites to onboard all members seamlessly. Members invited by email will be able to receive all group announcements and upcoming event communications through Heylo’s email integration, even before they sign up for Heylo.

### Invitation Schedule

When members are invited by email, they immediately receive a personalized invitation email from the group invite email account. If a member does not join after the first invitation, Heylo automatically sends a follow-up invitation after 3 days, and another one after 7 days, ensuring multiple touchpoints to encourage them to join.

### How to Send Email Invites

1. Navigate to the **Members** tab.
2. Select **Invite**, then choose **Email**.
3. Copy all members' email addresses and paste them into Heylo, separated by a comma, semicolon, or new line.  
Heylo will automatically organize them and send out the personalized email invitations.

To preview the email invitation, simply select the "**Sample**" button in the email invite menu.

### Managing Pending Invites

Once everyone is invited, admins still have control over who receives email communications from the group. At the bottom of the **Members** tab, there's a **Pending** section showing members invited by email. From here, admins can:

- Resend an invitation.
- Remove a member from the group if needed.

Additionally, anyone invited can always opt out by unsubscribing from the emails.

## Contacts sync from phonebook

Heylo can help people who know each other connect and find groups on Heylo!

### Mutual Contact Consent

Contact relationships on Heylo are mutual, meaning both you and the other person must opt in for the connection to be recognized. This ensures that no one can access your profile or message you unless you both agree to share contact information.

### Benefits of Syncing Contacts

When you sync your phone's contact list with Heylo, you gain the ability to see who in your contacts is on Heylo. If both you and a contact have each other's number saved—and both of you have chosen to sync your contacts—Heylo recognizes you as mutual contact. Then, you can:

- See your contacts in your Heylo group in the [members directory](#)
- View the [profile](#) of mutual contacts, even if they are not in your Heylo group
- Send [direct messages](#) to mutual contacts, even if they are not in your Heylo group

- [Discover](#) groups that your mutual contacts are in, and allow them to discover your groups too
- Get recommendations of new members to [invite](#) to your group based in part on mutual contacts

## Opt-in, opt-out

When you use Heylo, by default, you do not have contacts synced. If you opted-in to contact syn and would like to opt back out, no problem! Please [get in touch with the Heylo team](#). Once turned off, mutual contacts lose the ability to see you as a contact and therefore cannot see your profile outside of your group, direct message with you, or see groups you are in. Heylo will never message or spam contacts.

## Contact Privacy

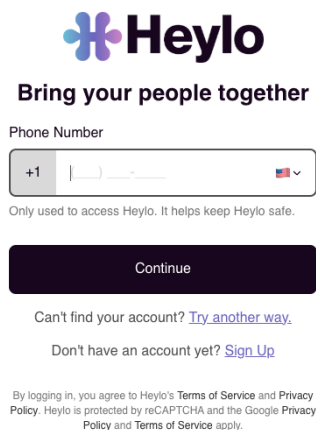
Heylo places a high priority on privacy. Your phone number is not visible to mutual contacts. If you choose not to sync your contacts, people outside your group cannot see your profile or any groups you belong to.

## Log in

Once you have signed up with Heylo, you can log in from any device by [logging in](#). Be sure to use your same authentication method. Google Authentication sign-ups, for example, must select the Google option and cannot log in via email.

## To log in

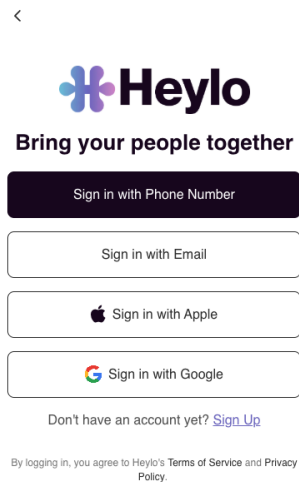
1. Visit <https://app.heylo.co/login>



The screenshot shows the Heylo login interface. At the top is the Heylo logo, a stylized flower icon with the word "Heylo" in a bold, sans-serif font. Below the logo is the tagline "Bring your people together". The main form is titled "Phone Number" and contains a text input field with a country code dropdown set to "+1" and a US flag. Below the input field is a small note: "Only used to access Heylo. It helps keep Heylo safe." A large, dark blue "Continue" button is positioned below the note. At the bottom of the form, there are two links: "Can't find your account? [Try another way.](#)" and "Don't have an account yet? [Sign Up](#)". At the very bottom, in small text, it says: "By logging in, you agree to Heylo's [Terms of Service](#) and [Privacy Policy](#). Heylo is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply."

2. Enter phone number. Or, if you used email, Google Authentication, or Apple authentication

previously, select "Try another way"



### 3. Provide your credentials

To prevent duplicative accounts, verify your phone number! Or, to switch a sign-up method,[get in touch with the Heylo team](#).

## Multiple groups

There is no limit to the number of groups on Heylo. Anyone can belong to multiple groups, and anyone can create multiple groups.

If there are multiple groups within the same organization, like chapters, get in touch with the Heylo team about our organizational tools. We can help you set up organization-level features such as [waivers](#), [memberships](#), and [pages](#) to streamline the organization across multiple chapters.

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