

Telegram group vs channel: which to pick

The difference between a group and a channel, when each one works, the combined setup that gives you both, and a decision tree so you choose once and stop thinking about it.

Every partner who opens Telegram faces the same first question: group or channel? Pick wrong and you either run a broadcast nobody can talk back to, or a chat room that fills with noise and spam before you have ten real members. This guide answers it in plain words, and ends with the setup most partners should run: a channel with a linked discussion group.

What you will learn

- What a channel is, what a group is, and the one difference that matters
- When a channel wins, when a group wins
- The combined setup: channel plus linked discussion group
- A decision tree you can answer in one minute
- How to switch later without losing anyone
- Top tips, do this not that, and key takeaways

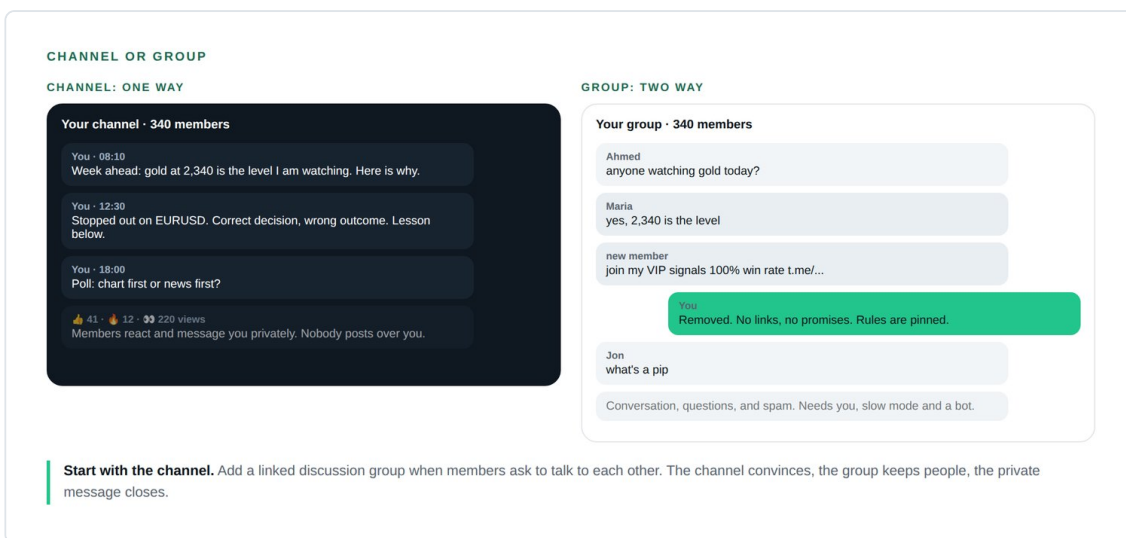
The one difference that matters

A **channel** is one way. You post, members read. They can react with an emoji and message you privately, but they cannot post in the channel. Unlimited members. Every post shows a view count.

A **group** is two way. Everyone can post. Up to 200,000 members. Discussion, questions, people answering each other. And spam, arguments, and someone posting their own link at 3am.

Everything else follows from that.

	Channel	Group
Who posts	Only admins	Everyone
Direction	Broadcast	Conversation
What a new member sees	Your posts, in order, from day one to today	Whatever was said in the last hour
Member limit	None	200,000
View counts	Yes, per post	No
Moderation needed	Almost none	Daily, or a bot
Spam risk	Zero	High the moment it is public
Best for	Signals, analysis, news, daily lessons, results	Q&A, discussion, members helping each other
Where the client conversation happens	Your private messages	In the group, or privately



One way and two way. The channel convinces, the group keeps people.

When a channel wins

- **You are starting.** With under 100 members, a group is a quiet room where three people talk and the rest watch. A channel with 30 members looks the same as one with 3,000: a clean feed of your posts.
- **Your content is one way by nature.** Trade ideas, daily analysis, market news, lessons, your results. None of those need a reply inside the post.
- **You want the archive to sell for you.** A new member who scrolls up through 60 days of honest posts is sold before they message you. A group has no archive worth reading.
- **You have 20 minutes a day.** A channel needs one post and your replies. A group needs you present.
- **You post anything about results.** In a channel the risk line sits where you put it. In a group, someone else's "I made 2k today" sits next to your careful post.

When a group wins

- **Members already trust you and want each other.** A group is where people who followed you for a while get to meet. It is a reward, not a starting point.
- **Your content is questions.** If your model is education and the questions are the content, a group gives you ten questions a day to answer in public.
- **You run live sessions.** A group with voice chat is where a weekly market walk or a Q&A happens.
- **You have a moderator, or a bot.** A public group without one is spam by the end of week one.

The setup most partners should run

A channel, with a linked discussion group. Telegram does this natively. You post in the channel. Every post gets a "comments" button underneath. Tap it and you are in the discussion group, in a thread about that post. Members talk under your posts, never over them.

What you get:

	Channel alone	Group alone	Channel + linked group
Clean archive of your posts	Yes	No	Yes
Members can discuss	No	Yes	Yes, under each post
Spam in your feed	No	Yes	No, it stays in the group
Moderation effort	None	Daily	Low, the group is attached to posts
New member experience	Reads your posts	Lands in a conversation	Reads your posts, joins the discussion when ready

How to set it up (five minutes). Create the channel first. Then open the channel, tap the name, **Edit, Discussion, Create a new group**. Telegram makes the group, links it, and adds the comments button to every post. New channel members are not automatically in the group, which is right: they join it when they want to talk.

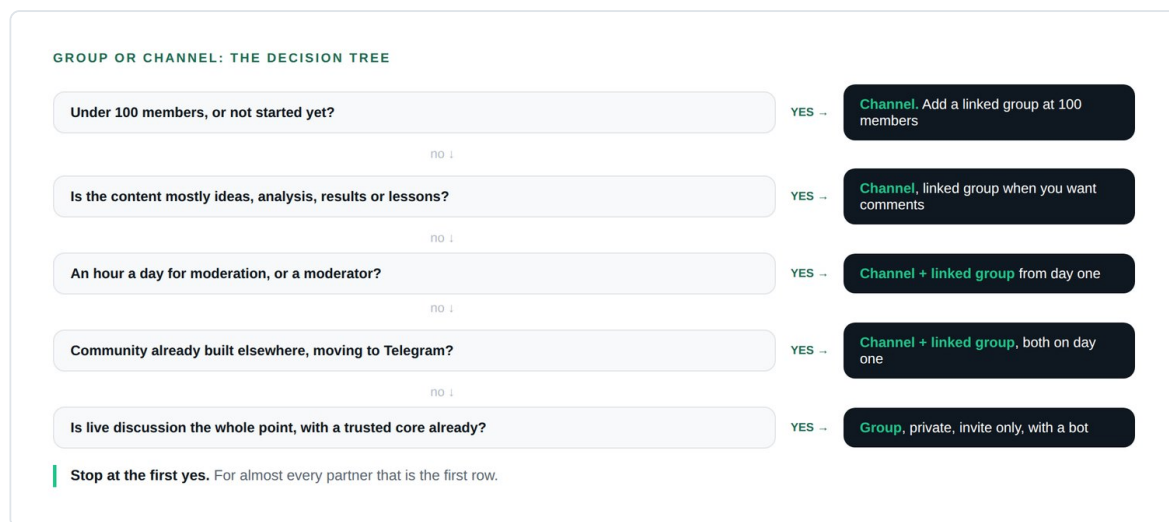
One rule for the linked group. Turn on **slow mode** (one message per member per 30 seconds) and add one anti spam bot on day one. The bots guide covers which.

The decision tree

Answer in order. Stop at the first yes.

Question	If yes
Under 100 members, or not started yet?	Channel. Add the linked group at 100 members or when people start asking to talk to each other
Is your content mostly ideas, analysis, results or lessons?	Channel , with a linked group when you want comments
Do you have an hour a day for moderation, or a moderator?	Channel + linked group from the start
Is your community already built elsewhere and moving to Telegram?	Channel + linked group on day one, so they have both
Is the whole point live discussion and you have a trusted core already?	Group , private, invite only, with a bot

For almost everyone reading this the answer is the first row. Start with a channel. Add the group when the channel has earned it.



Five questions. Most partners stop at the first one.

How to switch later without losing anyone

Channel to channel + group. No switch needed. Link a discussion group any time. Post once: "You can now comment under every post. Tap the comments button."

Group to channel. Create the channel, pin a post in the group with the channel link, post in both for two weeks, then make the group the linked discussion group of the channel. Nobody is lost, and the group keeps its history.

Public to private, or the reverse. A setting, not a migration. Members stay.

Top tips for choosing and running the setup

- 1. Start with a channel.** It looks finished at ten members, it needs no moderation, and the archive does the selling.
- 2. Add the group when members ask for it.** "Can we talk to each other?" is the signal. Before that, a group is an empty room that makes you look small.
- 3. Keep the comments button, not an open chat.** A linked discussion group keeps talk attached to your posts. An open group drifts.
- 4. Slow mode and one bot on day one in any group.** Thirty seconds between messages kills most spam before a human sees it.
- 5. Write the rules in the group description before the first member joins.** Three lines: no links, no money talk, be kind. The rules are easier to enforce when they were always there.
- 6. Your private messages are still where clients come from.** The channel convinces, the group keeps people warm, the private message closes. Do not try to close in public.
- 7. Use the view counts.** A channel tells you which posts people actually read. A group tells you nothing. Post more of what gets read.
- 8. Never let the group become the channel.** If you find yourself posting your daily content in the group because it gets more replies, stop. The channel is the archive, the group is the conversation.

Do this, not that

Do this	Not that
Channel first	Group first, with three members
Linked discussion group when members ask	An open group from day one
Slow mode and a bot before the first member	Moderating by hand at midnight
Daily posts in the channel	Daily posts in the group, where they vanish
Rules in the description from the start	Rules written after the first argument
Close in private messages	Close in the group in front of everyone
Public channel with a clean link	Private channel nobody can find

Key takeaways

- One difference matters: a channel is one way, a group is two way. Everything else follows.
- Start with a channel. It looks complete at ten members and the archive sells for you.
- Add a linked discussion group when members want to talk. Comments under posts, never over them.
- Slow mode and one anti spam bot on day one in any group.
- The private message is still where clients come from. The channel convinces, the group keeps people, the message closes.

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