The flourishing of closed multi-participants groups on Facebook is a growing phenomenon. In Israel, one of its most prominent manifestations is the proliferation of women’s Facebook groups. The current study explores the activities that take place within three closed women’s groups; each has tens of thousands of participants.

We explore the following questions:

- Are expressions of intimacy and private matters shared with other members of these multi-participants groups?
- Which of the raised issues attracts the most significant feedbacks (share, likes, and comments)?
- Which issue leads to the most profound conversations?

**Methods & Data:**

300 random posts from three large and well-known closed Israeli women’s groups on Facebook were analyzed (coders reliability = 0.73) during December 2017-January 2018. All posts derive from three large and well-known closed Israeli women’s groups on Facebook (100 from each).

**Results**

- A positive correlation was found between the level of personal exposure and the depth of discourse ($r_s=.392$, $p<.001$)
- A negative correlation between the level of exposure on the user personal page and the number of her friends ($r_s=-.444$, $p<.001$)
- A negative and marginally significant correlation between the level of exposure in the user personal page and the level of exposure in her published post ($r_s=-.126$, $p=0.06$).
- Significant differences between three groups in the number of comments ($F(7,293)=1.22$, $p<.05$)

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<th>Post exposure</th>
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**Added value**

Our study contributes to the growing body of research of closed Facebook groups. Analyzing patterns of participation and activity in these groups may help us reevaluate how intimacy and sharing are being performed in this unique space.