

Points that will Optimize your Facebook Event

Consider the following:

1. Post Regular Updates
2. Invite Friends before posting event. This starts the ball rolling faster
3. Encourage your friends to share, comment, or Like. That spreads the word!!!
4. When creating Descriptions use a couple of Hashtags (#) to allow cross marketing with Instagram and Twitter
5. Create Instagram and twitter sites using #hashtags. Promote with Facebook ads

What is a Hashtag (#)

A hashtag is a keyword or phrase preceded by the hash symbol (#), written within a post or comment to highlight it and facilitate a search for it. Essentially, by including hashtags in your post; it can be indexed by the social network so that it can be discoverable to everyone, even if they're not your followers or fans. For example, if you are promoting a Ribfest.... use #Ribfestival or #RotaryRibs or and #NiagaraFallsRotaryRibs to be more specific,

[\(See WiXBlog for more information\)](#)