How to Promote your Event on Facebook

A) Preparation   What you'll need
   a. A good picture to Promote event…ie: People smiling eating Ribs or Crowd at finish line cheering winner or Young Professionals socializing   **Picture must Promote**
   b. A list of a group on Facebook that you can use to invite
   c. A short Description of the event that would attract attendees

B) Create an Event on Facebook business page
   a. Go to Menu on center of home page: Click Events
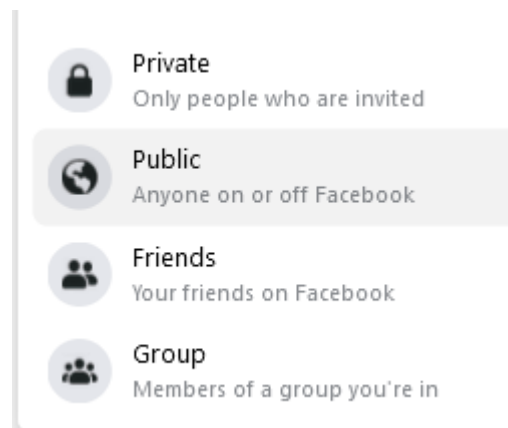
   b. Under Events: Click "Create New Event":

   c. Select "in Person" or "Online " (We'll follow In Person)
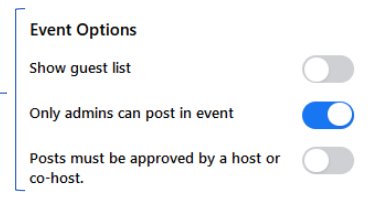
   d. Enter the following
      i. Event Name….. Make it Impactful and descriptive
      ii. Date / Time for Start and End
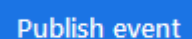   iii. Who can see and join:

Groups are **a place to communicate about shared interests with certain people**.
You can form a group of Club Members or persons interested in previous events

   e. Click "Next" and Enter Location (You can be specific with Name but if name not accurate click location Dot to move map to correct coordinates)
   f. Click "Next" and enter Description: Opportunity to Market your event
   g. Click "Next" and post a cover picture: Note; Make it descriptive of event with people smiling and enjoying themselves
   h. You can add a URL link to any Ticketing website you have.
   i. Click "Event settings" below picture" …………………….. ◄
      ● Setting as you like.
      ● Don't show guest list if Public event

   i. Click "Save" then review left side of next page and click "Publish Event"

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)