

Creating a Facebook Event

Things to Remember

- Create the event from your *Meeting* Facebook page (not personal account)
- Make the event “public”
- Create the event early - this will allow it to start showing up in people’s newsfeeds
- Have all information handy when you start
- If tickets are to be sold, set up the ticket page first (you can link to the FB event)
- Pick an appropriate photo that illustrates the event
- Decide if others will be able to see the guest list
- Make sure to tell folks clicking on “attending” n the event page does not serve as an RSVP if they need to purchase a ticket, or reserve a spot!

And once the event is created....

- Update changes in the event specifics right away! People who have already clicked on “interested” or “attending” will see the update
- Monitor the event page! Attend to questions and concerns.
- Share! Share the event in your channels/related pages every few days as seems appropriate, for new audiences.
- Remember to share the event in other ways (website, print materials, email newsfeeds)