

# Advertising & Marketing Facebook Events

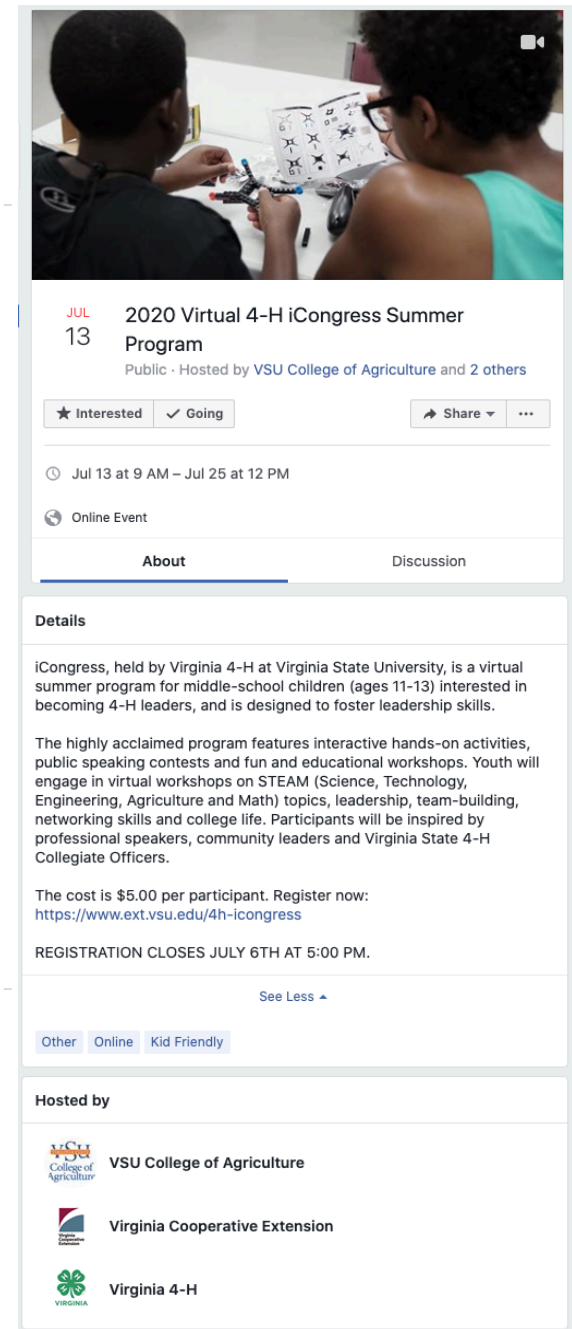
DEANNA SUMNERS &  
ERICA SHAMBLEY

JULY 1, 2020



# Best Practices for Facebook Events

- Clear, short title
  - Days/Time of event
  - Detailed description of event and how to join
    - Can tag other organizations and use emojis in event description
  - Links to ticket or registration websites
  - Price information – be very clear
  - Co-hosts
- 
- FYI: Right now, Facebook will not allow you to select multiple different days for your event if you have selected “Online Event”



## Best ways to promote a Facebook event

1. Sharing
2. Posting in event discussion (event host/co-host)
3. Tagging event in newsfeed post

## Why Share an Event?

- Sharing a Facebook event routes viewers to the event page where they can find accurate information
- Promote another page's information
- Remind your audience you have an event coming up
- Help your followers see info about another page's event

# Promoting your Facebook event: Sharing event posts

One of the best ways to push followers to an event!

1. Share an event directly from the event page instead of creating graphics or new wording in a regular post
  - Facebook makes it easy to share an event in a post so people can find the right info
  - Facebook promotes links within the Facebook platform over those that take viewers to another website
  - Sharing a Facebook event is more likely to be seen by more people because of the Facebook algorithm
2. When sharing, tag appropriate organizations
3. Sharing your own event is totally fine!



## How to share an event

**THE OTHER EPIDEMIC**  
UNDERSTANDING WHAT MAKES LYME DISEASE 'TICK'  
Dr. Brandon Jutras  
Assistant Professor, Biochemistry

**JUL 15** The OTHER epidemic: Understanding what makes Lyme disease 'tick'

Public · Hosted by Virginia Tech College of Agriculture and Life Sciences Alumni Organization and 2 others · 1 co-host pending [?]

★ Interested ✓ Going

🕒 Wednesday, July 15, 2020 at 2 PM – 3 PM

🌐 Online Event

Share

- Invite Friends
- Share in Messenger
- Share as Post

Share on Your Timeline

- ✓ Share on Your Timeline
- Share on a Friend's Timeline
- Share in a Group
- Share in an Event
- Share on a Page You Manage
- Share in a Private Message

Show All ↓

Friends Cancel Post

- Only **future, public** events can be shared
- To share an event:
  1. Click **Events** and select event you'd like to share
  2. Click the dropdown share button
  3. Select **Share as Post**
  4. Choose how you want to share the event information


## How to share an event

Share on a Page You Manage

Virginia Tech College of A...

Posting as Virginia Tech College of A...

Join us on July 15th to learn all about ticks and Lyme disease from Virginia Tech Biochemistry's Dr. Brandon Jutras!

 **THE OTHER EPIDEMIC**  
UNDERSTANDING WHAT MAKES LYME DISEASE 'TICKY'  
Dr. Brandon Jutras  
Assistant Professor, Biochemistry

WED, JUL 15 AT 2 PM

**The OTHER epidemic: Understanding what makes Lyme disease 'ticky'**

↑ Collapse

★ Interested

Zeke is interested

Virginia Tech College of Agriculture and Life Sciences Alumni Organization added an event.  
June 4 at 11:22 AM

Cancel Post

- Add engaging text to your share
- Tag other organizations in your posts to expand your reach
- Make sure you are sharing on the correct page
- Shares cannot be scheduled, so plan your share according to when your audience is online and when you'll be able to create the share post

# Promoting your Facebook event: Posting in Discussion

The screenshot shows a Facebook page for the Virginia Tech Food Science & Technology Department. The page has a left sidebar with navigation links: Events, Calendar, Tech on Tap: The Ripple Effect: Food in the time of COVID-19, Birthdays, Discover, Hosting, + Create Event, Manage Page Events, Virginia Tech College o..., Virginia Cooperative E..., Virginia 4-H, and See More. The main content area displays a post from June 4 at 3:28 PM. The post text says: "Thanks so much to everyone who attended last week! The event was a massive success, with over 200 people attending! If anyone wasn't able to attend or missed part of the seminar, a recording is now available here 🍏🍏🍏". Below the text is a photo of green apples. The post has 3 likes and a comment. To the right of the post is an "INSIGHTS" section showing: 9.8K People Reached (+3 last 7 days), 139 Responses (+0 last 7 days), 149 Ticket Clicks (+0 last 7 days), and Audience: Women 55-64 (16% of ticket clicks). Below the insights are language options: English (US), Español, Português (Brasil), Français (France), Deutsch, and a link to Privacy, Terms, Advertising, Ad Choices, Cookies, and More. The bottom section, titled "OLDER", shows a post from May 27. The text says: "Hi everyone! Meet our food science experts who will be presenting and answering your questions tomorrow! 🍏🍏🍏🍏🍏🍏". Below the text is a photo of four people: Renee Boyer (Moderator, Food Science Professor & Extension Specialist), Robert Williams (Food Microbiology Professor), and two other individuals. The bottom right of the page shows a partial view of a post titled "AGRICULTURE SOCIETY" with a photo of a woman.

- Post about your upcoming event from the page in the **event discussion** a few times before the event
- Post photos and engaging content
  - Comments in event discussion reach those visiting the event page or who are interested/going to the event
  - People who indicated they are going/interested should get a notification when something is posted in the discussion

# Promoting your Facebook event: Posting in Discussion

- Watch your event closely to make sure info is correct
  - Answer any and all questions, if possible
- Watch for malicious posts
- To limit spam/scam issues, when setting up events, choose “Only admins can post” or “Posts must be approved by a host or co-host.”
  - “Only admins can post” is recommended right now
  - Posting in the discussion is good to do when you aren’t allowing anyone else to post so you get some engagement and people see you’re excited about the event

## Options

Choose who can post in your event

**Post Permissions** ☐ Only admins can post  
☒ Anyone can post

**Post Approval** ☐ Posts must be approved by a host or co-host.

**Messaging** ☒ People can ask questions about your event on Messenger



# Adding an event to a page you manage

- To promote an event for another organization without being a co-host, you can add the event to your page
  - Post will show up on your events page
  - Your followers will see the event
  - Helps increase engagement for both pages

