

FACEBOOK EVENTS



To maximize reach and promote programming, it is a good idea to create a Facebook event for all webinars, online workshops, presentations.

Why create an event instead of just posting about an event?

- Event pages display more information than a regular post
 - Zoom info, Materials needed, Presenter names, Images, Discussions, who's going, Type of event
- Reach more people
- Ability to invite people
- Facebook automatically creates an event post for newly created events
 - Reaches more people
 - Facebook algorithm does not limit automatic event posts
- Discussion section allows for questions and comments from hosts and attendees
 - To prevent spam/scams, choose "Only Admins can post" or "Posts must be approved by a host or co-host"
- Other organizations can be added as co-hosts, which reaches more people
- Events can be easily added to any organization's event page, even if they're not hosts
 - Reach even more people
 - Simply

How to Create a Facebook Event

1. Choose the "Events" tab from the left-hand sidebar
2. Click the "Create Event" button
3. Add a relevant, high quality photo to the event
 - a. Images with little text are best
 - b. If creating a promotional graphic, make sure to include specific unit/office information, in addition to VCE branding, so people know who is hosting the event
4. Add required information about your event.
 - Event name - keep it short
 - Location - if event is online, make that clear here
 - Facebook's new virtual event feature makes this easy!
 - Description - add event: who is presenting, how people can access (make sure links are correct and take people to the right site)
 - Write out event information here; be clear about event details
 - Most people will not click a link to a website to find more info
 - If you are using a link-shortening website (Bitly, Owly, etc.), remember that links are case sensitive and must be written correctly so people can find your event page
 - This is a great place to put Zoom login information
 - Remember most people are not proficient Zoom users, so only include what they need to access your program
 - Category - choose the most relevant
 - Frequency - if your event happens more than once, add dates and times here
 - Co-hosts - add other organizations and the event will show up on their pages
 - Add [Virginia Cooperative Extension](#), [VSU College of Agriculture](#), [Virginia Tech College of Agriculture and Life Sciences](#), or [Virginia 4-H](#) when appropriate
 - Page administrators will have to approve co-hosting invitations for events to be visible on other pages
 - Details - add a schedule, if applicable, and keywords
 - Admission - if event requires ticket purchases, add that info here
 - Options - choose who can post in the event and who can see the guest list
5. You can either "Save Draft" to edit later, or "Publish," and your event will go live.