



Advertising & Marketing Facebook Events

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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”



The screenshot shows a Facebook event page for the '2020 Virtual 4-H iCongress Summer Program'. The event is scheduled for July 13, 2020, from 9 AM to 12 PM. It is a public online event hosted by the VSU College of Agriculture and two other organizations. The page includes a 'Details' section with a description of the program, which is a virtual summer program for middle-school children (ages 11-13) designed to foster leadership skills. The description mentions interactive hands-on activities, public speaking contests, and educational workshops on STEAM topics. The cost is \$5.00 per participant, and registration closes on July 6th at 5:00 PM. The page also lists the hosts: VSU College of Agriculture, Virginia Cooperative Extension, and Virginia 4-H.

JUL 13 2020 Virtual 4-H iCongress Summer Program
Public · Hosted by VSU College of Agriculture and 2 others

★ Interested ✓ Going Share ▾ ⋮

🕒 Jul 13 at 9 AM – Jul 25 at 12 PM

🌐 Online Event

About Discussion

Details

iCongress, held by Virginia 4-H at Virginia State University, is a virtual summer program for middle-school children (ages 11-13) interested in becoming 4-H leaders, and is designed to foster leadership skills.

The highly acclaimed program features interactive hands-on activities, public speaking contests and fun and educational workshops. Youth will engage in virtual workshops on STEAM (Science, Technology, Engineering, Agriculture and Math) topics, leadership, team-building, networking skills and college life. Participants will be inspired by professional speakers, community leaders and Virginia State 4-H Collegiate Officers.

The cost is \$5.00 per participant. Register now: <https://www.ext.vsu.edu/4h-icongress>

REGISTRATION CLOSES JULY 6TH AT 5:00 PM.

See Less ▾

Other Online Kid Friendly

Hosted by

-  VSU College of Agriculture
-  Virginia Cooperative Extension
-  Virginia 4-H

Best ways to promote a Facebook event

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

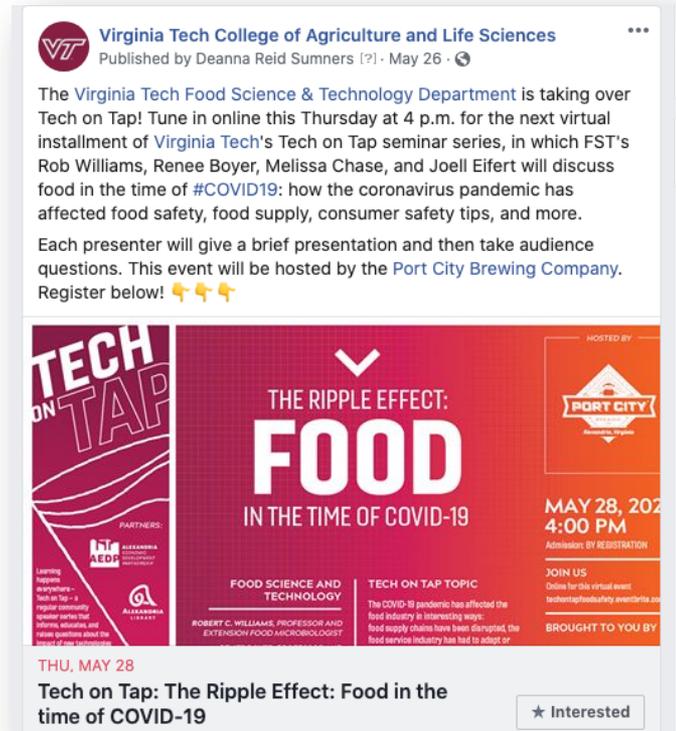
Why Share an Event?

- 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

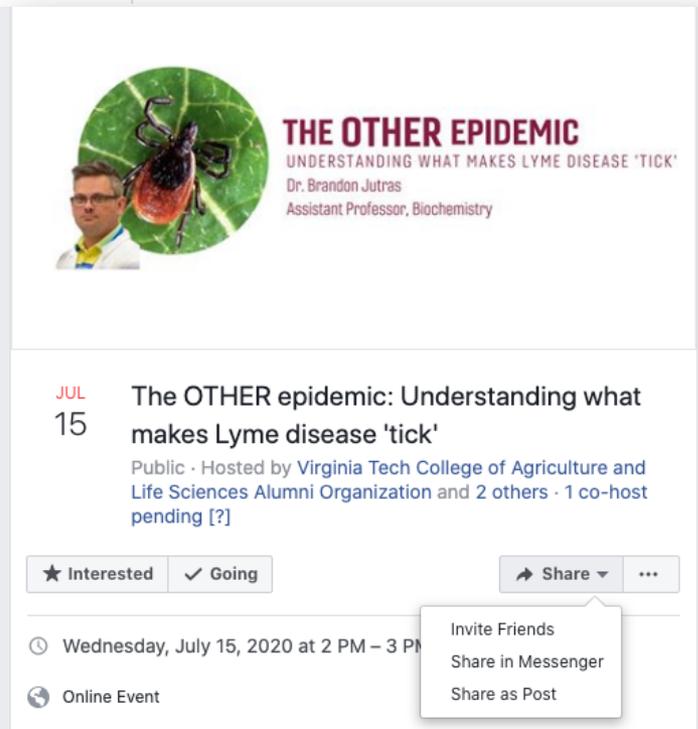
Promoting your Facebook event: Sharing event posts

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 [?]

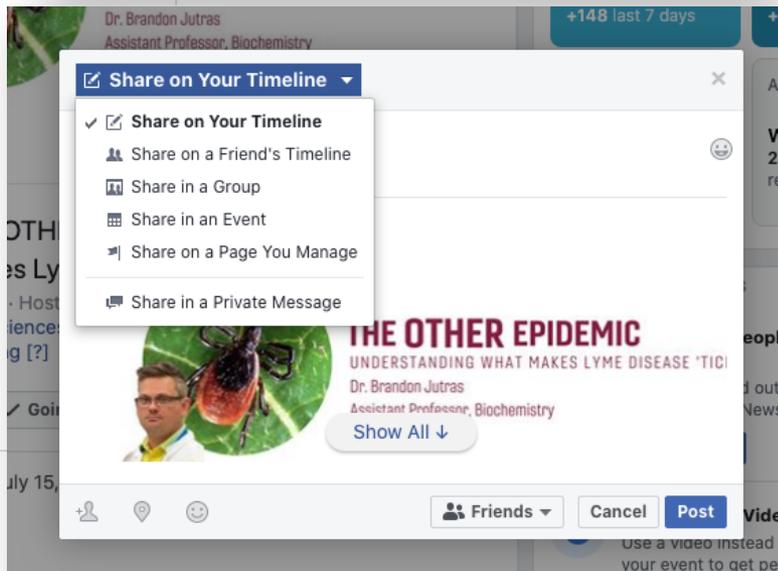
★ Interested ✓ Going ↗ Share ⋮

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

🌐 Online Event

Invite Friends
Share in Messenger
Share as 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



Dr. Brandon Jutras
Assistant Professor, Biochemistry +148 last 7 days

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

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

Friends Cancel Post

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'

 Zeke is interested

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

- 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 event page for the Virginia Tech Food Science & Technology Department. The event is titled "Tech on Tap: Food safety and preservation during COVID-19" and is scheduled for June 4 at 3:28 PM. The post includes a photo of green apples and a thank-you message to attendees. The event page also features an "INSIGHTS" section with the following data:

Metric	Value	Change
People Reached	9.8K	+3 last 7 days
Responses	139	+0 last 7 days
Ticket Clicks	149	+0 last 7 days
Audience	Women 55-64	16% of ticket clicks

The event page also includes a list of speakers: Renee Boyer (Moderator) and Robert Williams (Food Microbiology Professor). The page is in English (US) and has 3 likes.

- 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

