



Advertising & Marketing Facebook Events

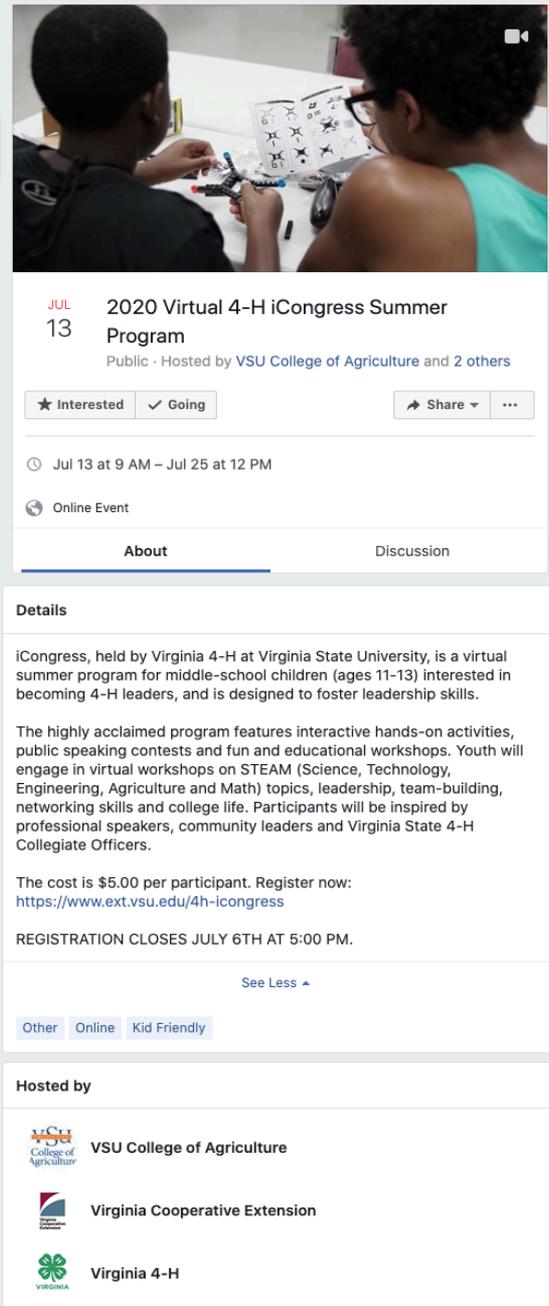
DEANNA SUMNERS &
ERICA SHAMBLEY

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”



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 event description mentions that it is a virtual summer program for middle-school children (ages 11-13) designed to foster leadership skills. The 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, and registration closes on July 6th at 5:00 PM. The event is categorized as "Other", "Online", and "Kid Friendly". The hosts listed are VSU College of Agriculture, Virginia Cooperative Extension, and 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!

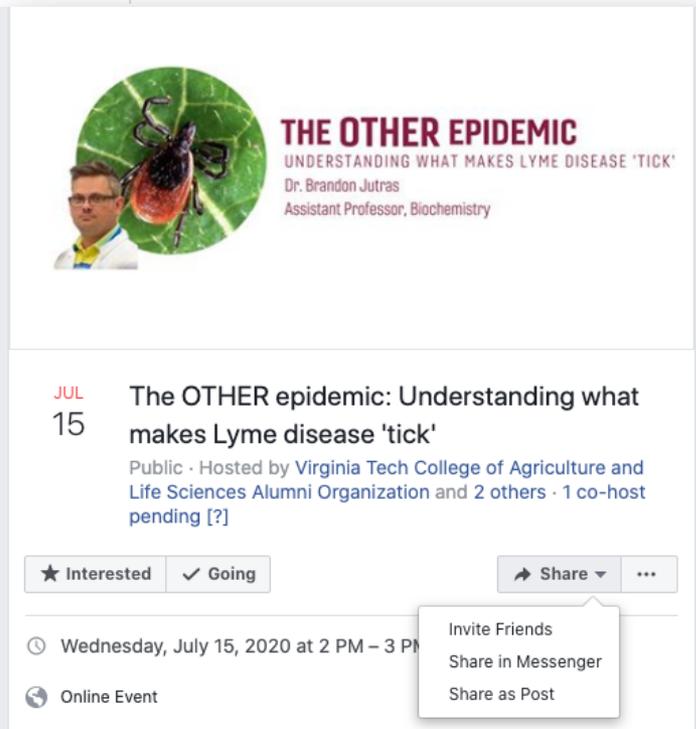
1. Share an event directly from the event page instead of creating graphics or new wording in a regular post
 - Facebook makes it easy to share an event in a post so people can find the right info
 - Facebook promotes links within the Facebook platform over those that take viewers to another website
 - 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!

The screenshot shows a Facebook post from the Virginia Tech College of Agriculture and Life Sciences. The post text reads: "The Virginia Tech Food Science & Technology Department is taking over Tech on Tap! Tune in online this Thursday at 4 p.m. for the next virtual installment of Virginia Tech's Tech on Tap seminar series, in which FST's Rob Williams, Renee Boyer, Melissa Chase, and Joell Eifert will discuss food in the time of #COVID19: how the coronavirus pandemic has affected food safety, food supply, consumer safety tips, and more. Each presenter will give a brief presentation and then take audience questions. This event will be hosted by the Port City Brewing Company. Register below! 🍷🍷🍷". Below the text is a promotional graphic for the event. The graphic features a red background with white and orange text. It includes the "Tech on Tap" logo, the title "THE RIPPLE EFFECT: FOOD IN THE TIME OF COVID-19", the date and time "MAY 28, 2020 4:00 PM", and the host "PORT CITY Brewing Company". It also lists the speakers: "ROBERT C. WILLIAMS, PROFESSOR AND EXTENSION FOOD MICROBIOLOGIST" and "TECH ON TAP TOPIC: The COVID-19 pandemic has affected the food industry in interesting ways: food supply chains have been disrupted, the food service industry has had to adapt or...". The post includes a "★ Interested" button.

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 [?]

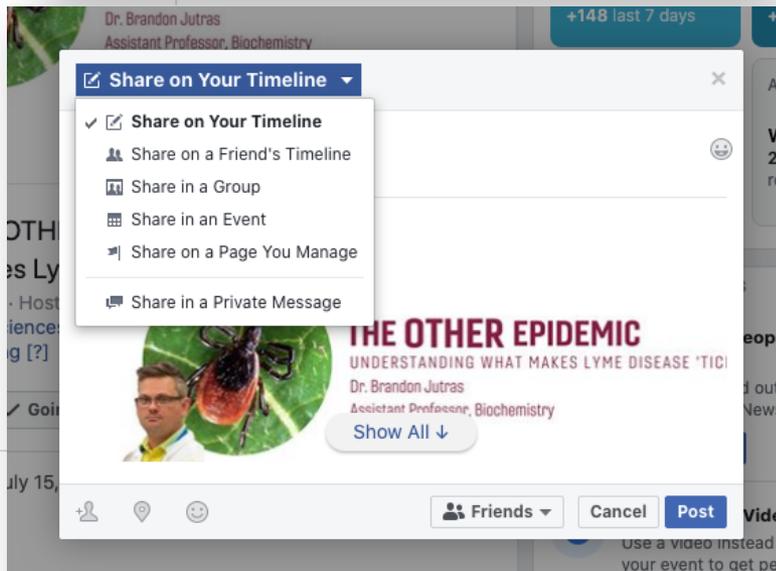
★ Interested ✓ Going ↗ Share ⋮

🕒 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 'Tech on Tap: Food safety and preservation during COVID-19' organized by the Virginia Tech Food Science & Technology Department. The event is scheduled for June 4 at 3:28 PM. The post includes a photo of green apples and a text update thanking attendees and mentioning a recording is available. The 'INSIGHTS' section shows 9.8K people reached, 139 responses, and 149 ticket clicks. The event description mentions featured faculty from Virginia Tech's... and lists speakers: Renee Boyer (Moderator) and Robert Williams (Food Microbiology Professor). Other speakers shown include an older woman and a woman with glasses.

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

See More

Virginia Tech Food Science & Technology Department shared a link. June 4 at 3:28 PM

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

INSIGHTS See More

9.8K People Reached +3 last 7 days

139 Responses +0 last 7 days

149 Ticket Clicks +0 last 7 days

Audience

Women 55-64 16% of ticket clicks

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VT.EDU

Tech on Tap: Food safety and preservation during COVID-19

The second virtual Tech on Tap featured faculty from Virginia Tech's...

3

Like Comment

OLDER

Virginia Tech Food Science & Technology Department May 27

Hi everyone! Meet our food science experts who will be presenting and answering your questions tomorrow!

Robert C. Williams, Ph.D. is a Professor and Extension Food Microbiologist in the Department of Food Science and Technology at Virginia Tech. He studies interventions in the food industry to prevent foodborne illness... See More

Renee Boyer (Moderator)
Food Science Professor & Extension Specialist

Robert Williams
Food Microbiology Professor

- 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

