Advertising & Marketing
Facebook Events

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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

- 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

- 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

- 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
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