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## Overview

A Facebook (FB) event is another tool for you to promote your club's/organization's event. This is in addition to other ways you promote, such as flyers and email lists.

I recommend creating the FB event on your organization's **public** FB page or group, if one exists, to make it easier to share the event. Events created in **private** groups **cannot** be shared elsewhere.

After creating the event, I recommend that the **organizer** do the following.

1. Mark yourself as going
2. Invite individuals
3. Share to FB groups
  - a. The event gets added to the group's Events section
  - b. Create a post about it in FB groups
  - c. Which FB groups:
    - i. Your club's own FB group, if one exists
    - ii. Other **relevant** FB groups that would be receptive and likely to attend. Do NOT spam the other groups. You may want to ask the group's admin if it's ok to post your event there.
  - d. Plan how often to post about your event. People may need to see it multiple times before they decide to go, but post wisely (not too often that it becomes annoying).
4. As applicable ask your callers, co-hosting clubs, sponsors, other co-hosts, etc. to:
  - a. Add the event to their public page if they have one
  - b. Share / promote the event on FB

It's important to have your **members** do the following to show that the event has a critical mass and to get the word out.

1. Mark that they are Going or Interested
2. Invite others
3. Share the event to their own profile, especially if the event is open to the general community

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### Pros:

1. It's another way to get the word out.
2. Shows on the Events section of your page/group.
3. FB may suggest to others in your area that they may be interested in your event. People can search for it by their location in their Events section, on the left panel (click on See More...).
4. When you mark yourself as Going / Interested,
  - a. Your friends may see that on their timelines and become interested in the event.
  - b. Facebook will remind you about the event
5. People without a Facebook account can still see public events.
6. Advanced feature: Users can save the event to their calendars.

### Cons:

1. You have to know how to use Facebook to create the event.
2. You'll want to do multiple posts but not too many and not too often.

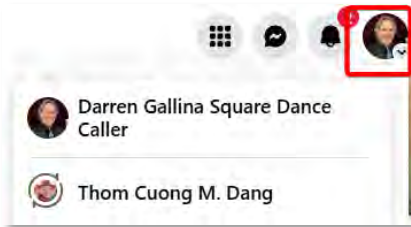
To try to get more engagement, you can also "boost" your posts and/or create Facebook Ads which have more advanced options to target specific audiences. This costs money and is out of the scope of this discussion. See below for some references.

### References:

- Create and Customize an Event: <https://www.facebook.com/help/572885262883136/>
- Pros & Cons: <https://www.makeuseof.com/facebook-events-pros-and-cons/>
- Event Image Size: <https://louisem.com/5992/facebook-event-image-size>
- Boosting your FB posts
  - How to Boost a Facebook Posts (and Get Results): 2024 Guide: <https://blog.hootsuite.com/how-does-facebook-boost-posts-work/>
  - Boosting Facebook Posts Like a Pro in 2024: A Beginner's Guide: <https://www.socialchamp.io/blog/how-to-boost-a-facebook-post/>
  - How to Boost a Post on Facebook for Top Results: Step-by-Step & Tips from Facebook Ads Blitz King Dennis Yu: <https://customers.ai/blog/how-to-boost-a-post-on-facebook>
- Boosting vs Ads
  - Boosted Posts vs. Ads: Tips for Facebook, Instagram, LinkedIn: <https://blog.hootsuite.com/boosted-posts-vs-ad/>
  - Facebook boost post vs ads: What to use for your business?: <https://birdeye.com/blog/facebook-boost-post-vs-ad/>
  - Facebook ads vs. boosted posts: Which is more effective?: <https://www.impactplus.com/blog/facebook-ads-vs-boosted-posts>

## Create a FB Event

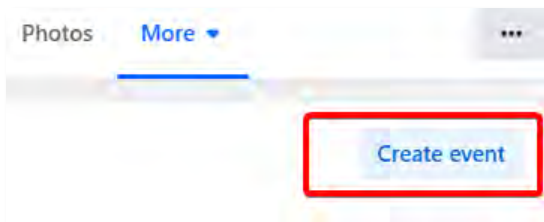
1. Assumptions:
  - a. You'll be using your computer and not your mobile device.
  - b. Your club has a PUBLIC FB page or group.
  - c. You'll be creating a PUBLIC event on your club's PUBLIC page.
  - d. The event will be In Person.
2. If you want to promote your event to other groups, go to your club's PUBLIC page/group. If your event is only for your club members, go to your organization's PRIVATE group if one exists.
3. On your club's page, make sure you're interacting as your club's page and not as your personal profile. You can see who you're interacting as by looking in the top right corner of the page.



4. Click on More, Events



5. Click on the Create event button



6. Add a cover photo for your event.
  - a. In the photo section, click on the Edit button.
  - b. Upload, select your file to upload
  - c. To get a good fit, it's recommended that you use the following as a guide. You can use your flyer, but only a portion will show.

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Reference: <https://louisem.com/5992/facebook-event-image-size>



- d. Drag your image around until you like how it's positioned.
- e. You can add more than one photo/video.
- f. To remove a photo: Edit, Remove All.
- g. Note: If you include photos of people, make sure they are **smiling and/or look like they're having fun!**

7. Enter the following info
- a. Event Name
  - b. Start date & time
    - i. Note: If you don't see a Time Zone field, Facebook uses your device's time zone for your event.
    - ii. End date & time
  - c. Is it in person or virtual? Select In Person
    - i. In Person event, Add location: <enter the address>
    - ii. If you find a match for your address, you can select that.
    - iii. Or you can scroll to the bottom of the list and select "Just use <address>"
  - d. What are the details? <Enter the event details.>



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- i. I recommend repeating the event's title, date, time, location, link to your website, contact info, etc.
- e. Market your event: select the category that best matches your event, e.g. Dance

f. Add co-hosts

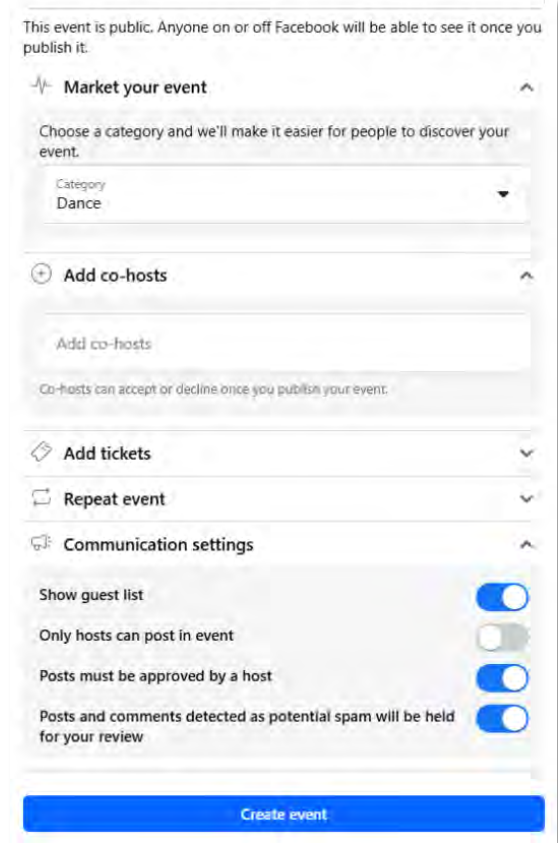
- i. Add other pages, people as co-hosts
- ii. They must accept being a co-host of the event. When they do, it will show up on their Events section.
- iii. NOTE: Co-hosts can make changes to the FB Event!!! Only add people/pages you trust as co-hosts. If you don't want them to make changes, see below for other options.

- g. Add tickets: If you have a link to a website selling your tickets, put it here.

- h. Repeat event: It's a repeating event, then you can use this to create repeating events.

- i. Communication Settings: I recommend turning on the following options.

- i. Show guest list
- ii. Post must be approved by a host
- iii. Post and comments detected as potential spam will be held for your review



8. Create Event

- 9. You may then be asked to invite followers. Select up to 500 people, then Send Invites.
  - a. If you do not see a FB friend listed, you may need to switch back to your profile, go to the event, and invite them under your profile.
  - b. You can also hit Cancel and invite them later.

- 10. The event is now listed under the Events section of your club's FB page/group. You may need to refresh your page to see the listing.

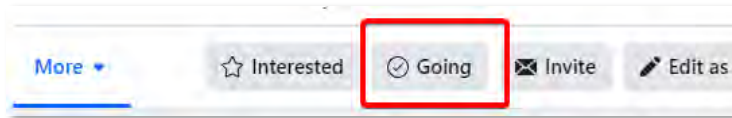
- 11. Done.

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### Mark Yourself as Going

If you mark yourself as Going, it may show up on your friends' newsfeeds which may then in turn get them interested in attending your event.

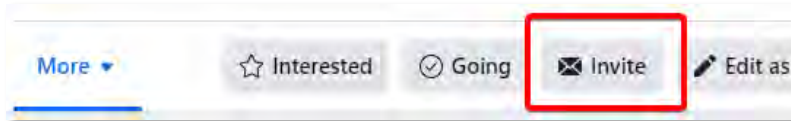
1. Switch back to your profile and not the profile of your club's page.
2. Go to the FB event.
3. Click on the Going button.



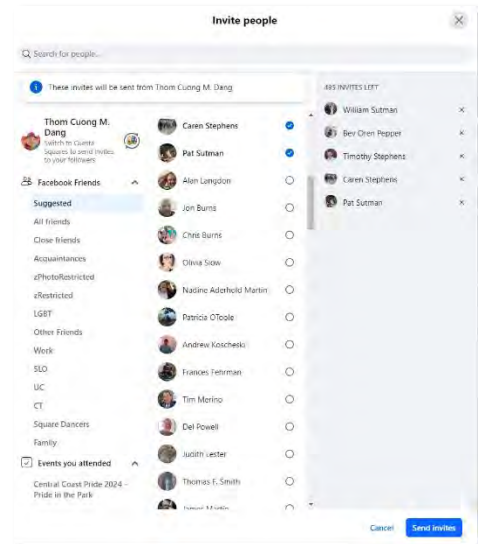
### Invite Others

When a person is invited and they mark themselves as going or interested, FB will remind them about the event and the person can also copy the event to their calendars.

1. Go to the FB event
  - a. Under your profile, you can invite your FB friends
  - b. Under your page's profile, you can invite those who like/follow your page
2. In the top portion of the event, click on the Invite button

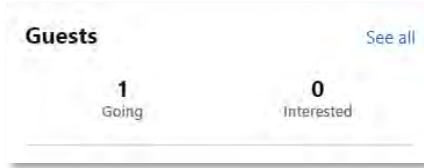


3. Find the people you would like to invite to the event.
  - a. If you belong to other groups, you can select the group (e.g., Boots in Squares Dancers) and click on Select All to add the group's members to the invite list. Each person can send up to 500 invites per event because events with large invite lists may be reported as spam.
  - b. When done selecting people, click on Send Invites.



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4. If the option to show the guest list is on, you may see something similar to the following on the event showing how many are going and interested.

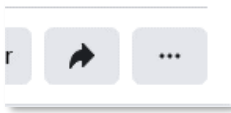


5. If you want to invite people who are not Facebook users to your event, refer to the following resources. This feature may not be available for all events.
  - a. Invite people to your Facebook event, ...who don't have a FB account:  
<https://www.secure.facebook.com/help/213851145302199>
  - b. How event invitations work for people who are off of Facebook:  
<https://www.secure.facebook.com/help/634748235078871/How+event+invitations+work+for+people+who+are+off+of+Facebook>
  - c. 3 Workarounds if the feature isn't available:  
<https://webapps.stackexchange.com/questions/80625/inviting-people-not-on-facebook-to-a-facebook-event>
6. Done.

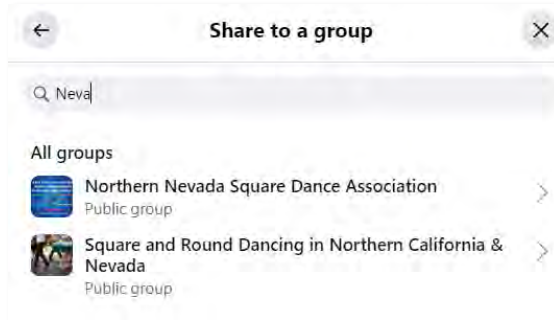
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## Share the Event as a Post to Other Groups

1. On the event's page, under the cover photo, click on arrow pointing to the right.



2. Option 1: Group
  - a. Select the group you want to post to. Please do NOT spam other groups. Only post to groups where your event is relevant and will be welcomed. You may want to ask the group's Admin if it's ok to post your event there.



- b. Type what you would like to post about the event.
- c. Post



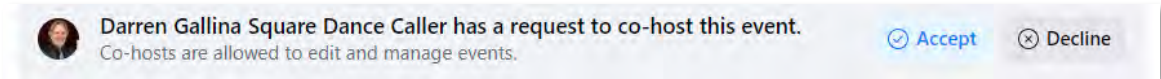
3. Optional 2: Copy the link to make a post on your timeline or in another group.
  - a. On your event, click on the right pointing arrow again.
  - b. Select Copy Link
  - c. Go to your time line or to another group.
  - d. Create a new post
    - i. Type in what you want to say.
    - ii. Paste in the link. When you do the event image should appear.
  - e. Post
4. Once shared to a group, the event should be listed on the group's events section. If post approvals are turned on, the event may not show in the events section. Ask the group admin to post the link for you in the group and then it'll show in the events section.
5. Periodically, & as you get closer to the event date, you will want to post about the event again.
  - a. You cannot just post it once and expect people to remember about it. Think of this like an ad campaign or a tv commercial. People need to be exposed to it multiple times to build awareness.
  - b. With the same branding, consider posting the FB event, flyer, &/or videos related to the event.
6. Repeat step #5 until the event is over. Then you're done.



## Co-hosts Accepting Co-hosting Requests

Those added as co-hosts to the event must accept the request before the event will show up on the Events section of the co-host's FB page. It helps to promote the event if it's listed on other's pages.

1. As the co-host, go to the FB event. It's probably helpful for the event creator to send the co-host a link to the event.
2. Under the event's title there should be buttons to Accept / Decline being a co-host. Click on Accept to have it listed on the co-host's events section.

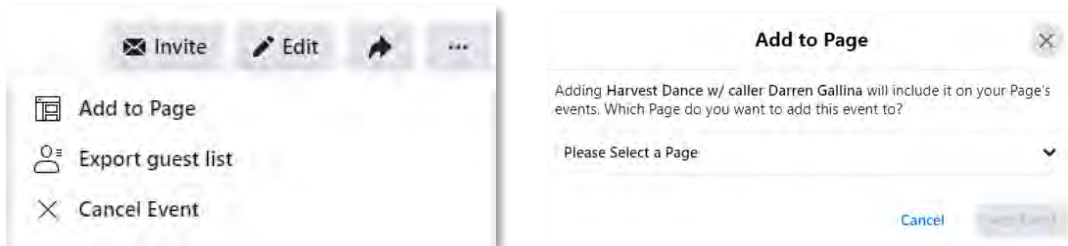


3. The event should now show under the Events section of the co-host's FB page.
4. Done.

## Add Another's Event to Your Page's Events Section (Not a Co-host)

If you would like to add some other organization's FB event to the events section of your FB page or group, you were not made a co-host of the event, and you're not an admin for that other organization's FB page/group, you will need to do the following. You will not be able to make any updates to or cancel the event.

1. Go to the event you want to add to your events section.
2. Under the cover photo, click on the ... (3 dots) button.
3. Add to Page
4. Select a page that you manage and click Add Event.



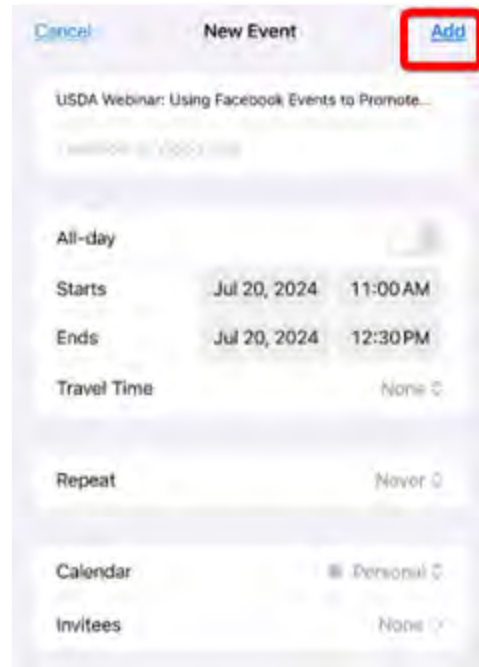
5. If you don't see the option to add an event to your page, it may be because
  - a. The event has multiple dates or times. Recurring events can't be added to your page.
  - b. The event is private. Only public events can be added to your page.
6. Done.

## Add An Event to Your Personal Calendar

A user can easily add a Facebook event to their personal calendar without having to retype any of the information.

### On your mobile device (easier):

1. As the user, go to the Facebook event
2. Tap on the 3 dots ...
3. Add to Calendar
4. Add



### On your computer:

1. As the user, go to the Facebook event
2. On the right-hand side, click on the 3 dots ...
3. Click on Add to calendar
4. Select either
  - a. Add to calendar which will save an ICS file to your computer
  - b. Send to email which will email the ICS file to you
5. Export
6. On your computer, in your calendar application, open or import the ICS file into the app.

