

MARKETING CLINIC
9 MAY 2022

CREATING A FACEBOOK EVENT

Introduction

This set of instructions focuses on creating an in person event. There is also an option to create an online event, which has a similar set of steps.

Facebook events are useful if you want to reach a broader audience, there is also still alot of value in traditional marketing ie. emails, flyers, whatever has worked for you in the past.

Facebook has made it easier to create an event these days. Sometimes they change the order of the steps, but the concept remains the same.

You can always call me if you have any questions, or email marketing@historyvictoria.org.au

How to Create a Facebook Event

This can be done on either your **Business Facebook page** or **Personal Facebook page**

Create an Event

Go onto your Historical society Facebook Page, and you'll see an option to create an event where you normally would create a post.

If you are creating it on your personal page the Create Event button is in the left side bar.

Choose Online or **In-Person** event

Event Name

Its best to have a short event name.

The character limit is 64 letters, but on a mobile device words get cut off so better to have a short name.

Start Date and Time

End Date and Time (if you have one)

Can also click **Recurring event**

Privacy Choose what level of privacy you want on the event

Description

Here you can add anything you want to tell people about your event, can add additional links, mention speakers, and add the ticketing information. (for example, you can also add a Zoom link in here)

It's good to keep in mind that people only see the first couple of lines depending on what device they are on. So it's best to put the most enticing information first.

Category

Choose the category. Sometimes there isn't a category that fits, you can also choose none. If you choose a category it will show it to people nearby who show interest in other history related events.

Location

If it's not an online event you can choose the Location and it automatically adds a map that people can click on and get directions. Just start typing the address and it automatically comes up

Click Next. Then begin to put in information.

Publish! You can now publish your event, save it as a draft or schedule a time you want to post an event

Invite guests - After the event is up, you can start inviting people. You will see a tab to invite guests, and you click on it and invite people one at a time.

Start posting updates - these are posted in the newsfeed of the event, as you would on your usual page.

Other steps in the process:

Cover photo

You'll be asked to upload a photo for the event as part of the process too (where this happens Facebook keeps changing!). In May 2022 it's after your event has been published. See instructions below.

At the moment Facebook is uploading your page's cover photo as the event photo. To change this simply:

1. Select your event and tap Edit below your event's title.
2. Next to the title, tap then select Upload a photo.
3. Select a photo and tap Done.

Its best to have a close up photo as they look good both on the computer and on mobile devices (ie. people smiling at the last event, or any other creative close up). Keep in mind people connect with faces.

Tips - Facebook doesn't like images with alot of text. If there's more than 20 percent text on an image it won't have good reach. Also it's hard to read images with text on a mobile. For example it's best not to put the flyer of the event.

11 TOP TIPS TO MAKE SURE YOUR FACEBOOK EVENT REACHES PEOPLE

An event doesn't just work as you've put it up. Here are some top tips, some of which we've discussed. All these options require no budget.

1. Keep the name of your Facebook event short as it will get cut off on a lot of devices.
2. Optimise your events image. 1920 x 1080 to look good on mobile and desktop. Don't put a bunch on text on it as Facebook doesn't like it. Beautiful, close up pictures are best to get peoples attention.
3. If people are working the event, ask them to mark that they are going to be there. So it looks like guests are coming. Noone generally wants to be first to a Facebook event.
4. Ask the tech savvy staff and volunteers that are going to invite their friends that might be interested. To get early interest in the event
5. Don't invite all your friends on your Facebook list. It gets a bit spammy, and Facebook picks it up.
6. Ask people that are already going to share the event on Facebook.
7. Post about the event on your social media to keep introducing people to it, with the link to the event.
8. Event pages have their own newsfeed so its also good to give updates on how its going or related information.

9. Adding hashtags to your posts is a way to get a broader reach. Simply In order to create a hashtag on Facebook, simply start typing the first hashtag that's relevant to your post. I.e. #history #ancestry #heritage #event #melbourne
Facebook will recognize the hashtag and recommend related and trending Facebook hashtags to use. Add any of the relevant hashtags Facebook is recommending to the post. A maximum of three is recommended.
10. Posting your event to another group is also a great way to get exposure. To do this you can either join the group as an individual or as you wanted to post your event in a group and the admin doesn't allow you to join as a group then perhaps you could join the group as an individual. Then send a message to the group you want to join, explaining a bit about who your group is ask if they could change their settings (so that groups can join as well as individuals).
11. Don't rely entirely on Facebook as it's a great way to market but what you've been doing in the past do it. I.e. flyers and email campaigns. Do it all together.

***Further Reading: Boosting an Event (you can only do this on a Business Facebook Page, not a Personal Business Page)**

This is so it becomes an ad and requires a little budget.

How to promote an event from your Facebook Page. When your event is up you will see an option to Promote, or Boost the Event.

1. Go to your Facebook Page and click Promote
2. Choose the event that you want to promote and click Boost Event/ or directly to Boost an event
3. If your event is in person and requires tickets, choose your objective in the Goal section. Otherwise, skip to step 5.
 - If you choose the Sell Tickets goal, the Get Tickets call-to-action button appears on your ad. If you choose the Increase Awareness goal, the Interested call-to-action button appears on your ad.
 - If your event is online and/or doesn't require tickets, your ad optimises for event responses and includes the Interested call-to-action button.
4. (Optional) To change the text of the ad, type in the Description box. The box automatically populates with the event description.

5. (Optional) To change the ad creative, click Edit options and select Choose image, Choose video, Upload New or Crop image from the drop-down menu.
6. Choose your audience, duration and budget and add tracking conversions if needed.
7. When you've finished, click Boost Event Now. Your ad runs on Facebook Feed.

<https://www.facebook.com/business/help/347929565360250?id=300360584271273>