

SOLD OUT EVENT!

Creating a Facebook event offers a robust platform for organizing gatherings and promoting events. It provides a centralized hub for sharing event details, inviting attendees, and providing updates. By leveraging these tools, you can effectively nurture your event and maximize its success.

As a Page, you can invite your followers, while your personal Profile allows you to extend invitations to your friends. Once people indicate their interest, they'll typically receive notifications when you post updates in the event discussion area. When a fan indicates interest in your event this also is posted in their newsfeed where their friends will see it. This helps maintain engagement and keeps your event top of mind.

Facebook events facilitate seamless communication and engagement among participants

Capturing the Event

Have the MC or host remind attendees during the event that a group photo will be taken after the main activities. This will encourage guests to stay and participate. Capture the team's hard work by taking a group photo before or after the event setup. This is a great way to recognize their efforts. Emphasize the importance of visibility. Remind attendees that if they can't see you, you can't see them in the photo. Encourage them to move around freely without the need for time consuming staging. To avoid missed moments, take several photos. This will help ensure that everyone's eyes are open, mouths are closed, and smiles are captured. Pay attention to the background of your photos. Avoid clutter or distracting elements that can detract from the photo. Finally, for smartphones, avoid using digital zoom, as it can result in grainy images. Instead, take the photo at a normal distance and crop it later.

through comments, posts, and shared media. This can foster excitement and anticipation, ultimately driving increased attendance and a more enriching experience for everyone involved.

Unlike regular Facebook Posts that can get lost on the Page or newsfeed, events remain pinned to the top of your Page, making them easily discoverable for those seeking information. This ensures your event details are prominently displayed and accessible to potential attendees.

You can add additional hosts to the event. It will then appear on the added hosts' Pages, enabling them to invite their followers and create event posts, expanding your reach and engagement.

By utilizing Facebook events, you can effectively organize, promote, and engage with your audience, creating memorable and successful gatherings.



Tips and Tricks

Facebook Event Photo

Size event photos to 1920 x 1005 pixels, or a 16:9 aspect ratio. Keep info in the center to avoid it being cropped off on mobile devices.

Facebook Photo Albums

Putting your photos into an album makes it much easier to find them later. Don't forget to label those photos for future members!

Facebook Event Discussions

Make sure you turn these on so those interested in your event can ask questions or start conversations with friends.

Boost Your Event

You can easily expand your reach by boosting your event. Just select how much you want to spend, your location and audience.

Join the Historian/Media Relations
Facebook Group
www.facebook.com/groups/mohistorians