

## Setting Up a New EVENT in Facebook

There are 2 basic means of promotion on Facebook

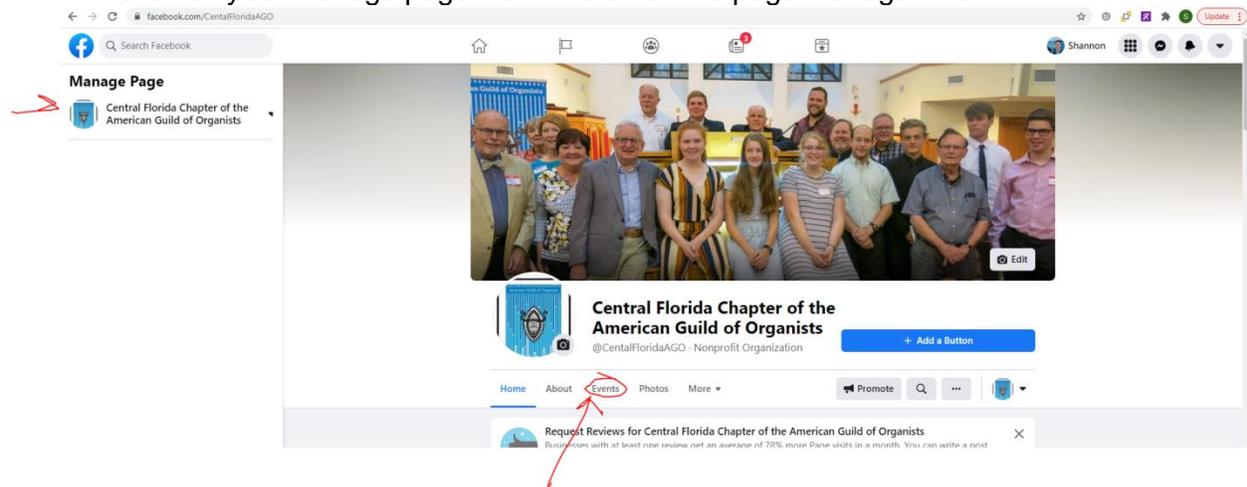
One type is page promotion – in other words you can promote your chapters page or any page you want on Facebook to a specified audience in order to market your page in general to a targeted audience

The second type of promotion on a Facebook page is the promotion of an actual even which you have to create first.

Facebook Events should be created for each of your events regardless if you choose to promote them using marketing dollars. The reason being – they notify members or people who have “Liked” the Facebook page of upcoming events.

Once you create the Event – you have the opportunity to choose how you would like to market the event. Either just to your people who are part of your chapter page or to a larger defined audience.

1. Log into your Facebook or chapter Facebook page.
2. Click on your manage page view or click on the page manager View



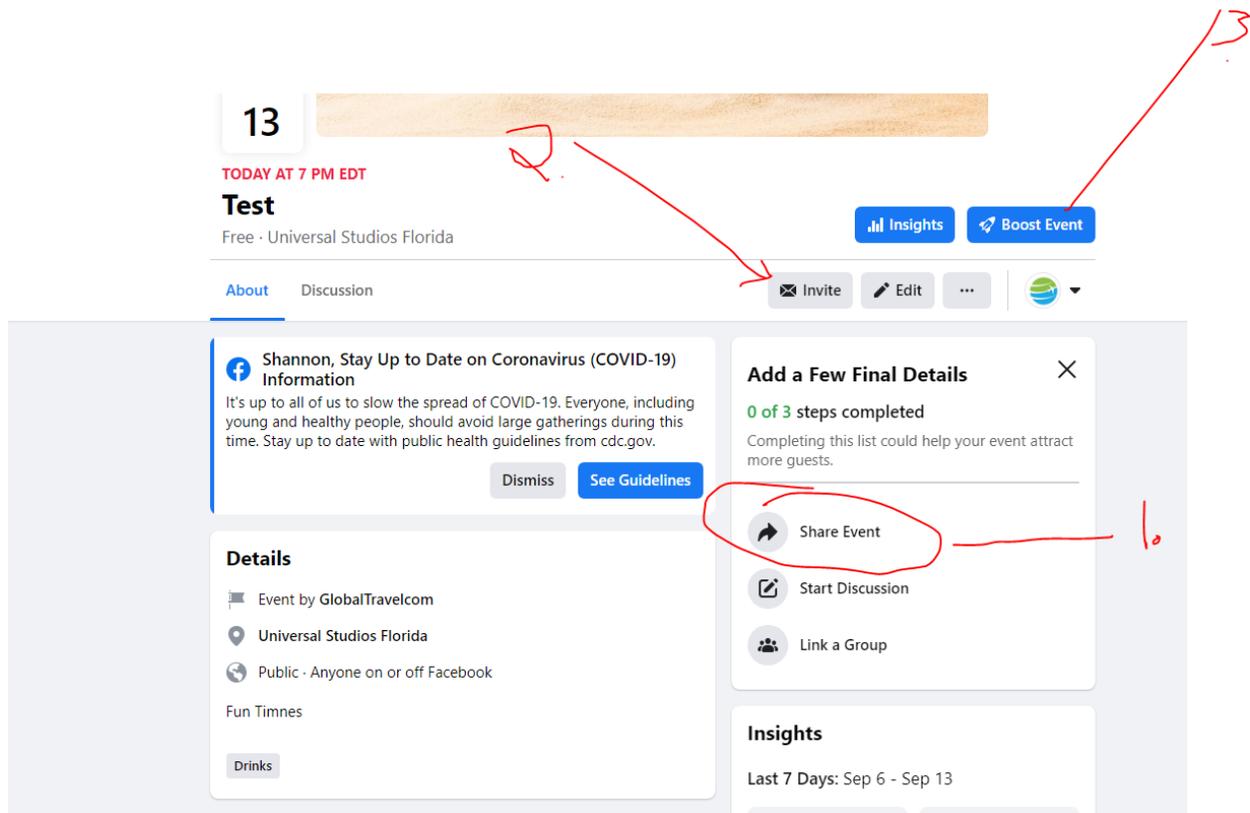
3. Click on the events button. once you click on the events button click on **create new** event button here you have the opportunity to choose between an online event which could be an online or what we here today as live Facebook or Facebook live to be chosen or separately you can choose an in-person event which will have a location for the sake of this exercise let's go ahead and choose create an in-person event

The image shows a screenshot of the Facebook Events page for the Central Florida Chapter of the American Guild of Organists. The page header includes the organization's name, profile picture, and a blue '+ Add a Button' button. Below the header is a navigation bar with 'Home', 'About', 'Events' (circled in red), 'Photos', and 'More'. A notification from Morrison United Methodist Church - Leesburg, FL is visible, with 'Accept' and 'Decline' buttons. The 'Upcoming Events' section is currently empty, with a 'Create New Event' button circled in red. Below this is a 'Create Event' section with two options: 'Online' (video chat, Messenger Rooms, Facebook Live) and 'In Person' (get together at a specific location).

5. from here you take the information you have about the actual event whether it is in person or an online event and start to enter in the data about the actual event first here we start with the title of the event the date and the time of the event and so forth, this is also where we put the description of the event and also described the type of event that it is using the drop-down box once this information is filled out we



8. On this step we have the opportunity to do several important functions. ONE very important thing to do is of course share this event to everyone in the group and you can do this simply by clicking share. Secondly, you have the opportunity to INVITE everyone in your group to the event itself. THREE – Here is where you have the opportunity to Boost the Event in other words spend marketing dollars to promote this in Facebook.



9. By Clicking Boost Event we have several options to explore and to consider.

- Under Audience we should take a look at what our options are – depending on the age of the account or how many people have “Liked” the page you may or may not have the options to do a look a like option.
- If this is not the case my suggestion is to promote the event to people who live with a 15-20 minute radius of the event.
- You can do this by changing the drop downs and targeting the local area by using the zip code of the event.
- You can also choose the type of people to focus and target for the event based on their demographics and interests this is all located in the create new audience tab.
- If you take a look at the “Estimated Daily Results” you will see the potential audience size you can target.

- From here you select your budget – (it will grow depending on spend) set start and end date and then of course add your cc information and press boost event.

### Boost Event

**Ad Creative** Use a Post

How do you want your ad to look?

Description

Fun Timmes

Automatic Enhancements ⓘ



[Edit Options](#)

**Special Ad Category** ⓘ

Ads about credit, employment, housing, or social issues, elections or politics

**Audience** ⓘ

**Ad Preview** See All Previews

**GlobalTravelcom**  
Sponsored

Fun Timmes



HIS LOVE ENDURES FOREVER

TODAY AT 7 PM EDT

Test

Today 7 PM EDT · Universal Stu...

[INTERESTED](#)

Like Comment Share

**Estimated Daily Results**

People Reached ⓘ

574.4K - 1.7M

Event Response ⓘ

2.8K - 8.1K

**Audience** ⓘ

Who should see your ad?

People you choose through targeting ⓘ

**Audience Details** ✎

Location - Living In United States: Orlando (+50 mi) Florida

Age 18 - 65+

**Create New**

**Duration** ⓘ

⚠ **Increase the Duration** ⬆

Ads that run for at least 4 days tend to get better results.

Days

0 ⊖ ⊕

End date

Sep 13, 2021

**Total Budget** ⓘ

⊖ **End Date in the Past** ⬆

Please pick an end date at least one day in the future.

Country, Currency  
US, USD [Change](#)

### Total Budget [?](#)

#### End Date in the Past

Please pick an end date at least one day in the future.

Country, Currency  
US, USD

[Change](#)

Estimated 574.4K - 1.7M people reached per day

**\$ 2.00** 



Facebook Pixel  
**No Pixel**



Payment Method 

You may get more than one bill for this ad. [Learn More](#)



[Add Payment Method](#)