



## Scouting U 2019 | How to Create a Facebook Event

### What is a Facebook Event?

**Facebook Events** is a feature that can help you organize social gatherings for your Scouting families and the general public via Facebook. You get a dedicated page for providing all the details of your event plus a range of tools to notify friends about it and keep track of who's going. Anyone can create an event on Facebook — and best of all, it's free. Your event can be published as an invite-only event (private) or as an event that's open to anyone (public).

#### Private Facebook Events

Only invited guests can see a private event page, which is ideal if you only want specific people to attend. You can include the following basic pieces of information on a private, invite-only Facebook event page:

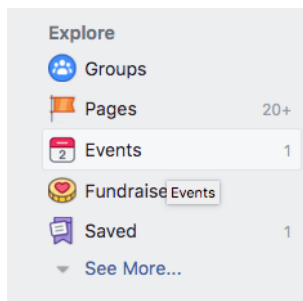
- A photo or video (from Facebook's library of themes or your own uploaded file)
- The name of the event
- The location of the event
- A description of the event
- The date and time that the event will take place
- An option to create a schedule for the event
- The names of any co-hosts of the event
- The option to allow guests to invite their friends
- The option to allow the guest list to be viewed by invitees

#### Public Facebook Events

- Anyone on Facebook can see the event and search for it, even if they are not friends with you
- Ideal when you're trying to attract a large audience to a big event
- You can select a category so people browsing public events can find it
- You can set a recurring frequency if it's a recurring event
- You can provide extra details like keywords
- Set the admission guidelines (*such as providing a link for people to buy tickets*)
- Control who can post in your event

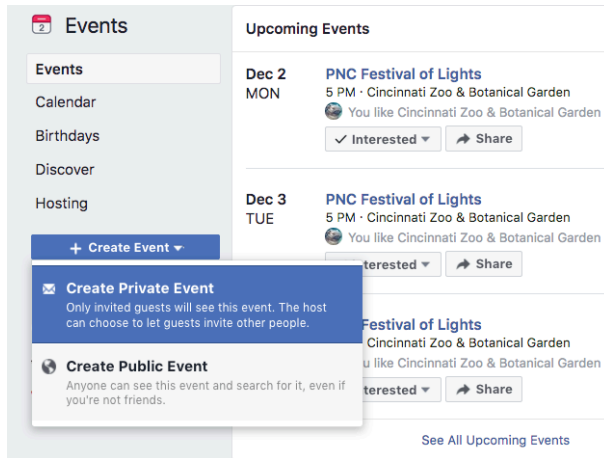
### Setting up a Private Facebook Event

- 1.) Select the **Events** tab on the left side of your newsfeed (under *Explore*) on your **Home** page and click **Create Event**.



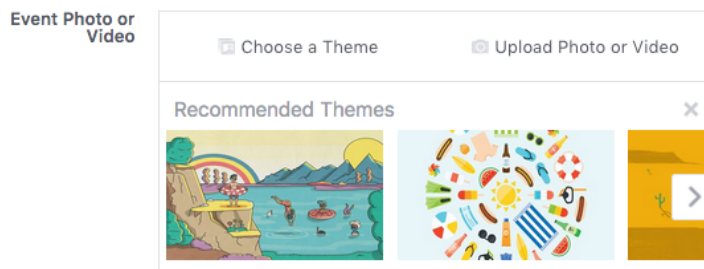


2.) Click on **Click Private Event** for the Private Event menu to appear.



3.) **Choose your theme.** You have 2 options – you can choose a Facebook-created theme which are categorized by occasion or upload a Scouting photo or video (recommended).

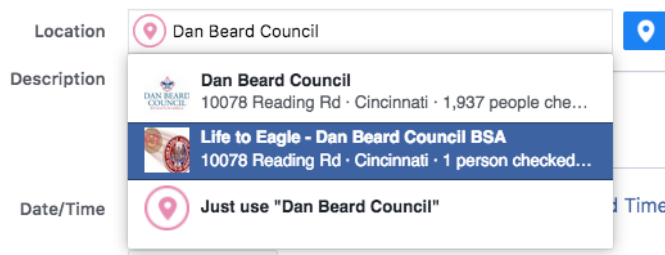
- The accurate **Facebook event cover photo size** is 1920 x 1080 pixels with a 16:9 ratio. Please note that wider images will have the sides cropped and taller images will be cropped top and bottom.



4.) **Name your event.** Enter a name for your event in the **Event name/title** field (up to 64 characters)

5.) **Choose the Location.** Enter the physical location of your event in the **Location** field and select the appropriate address from the list of locations that Facebook detects.

- If your event is an online event or is being hosted at an unlisted venue, enter that information as-is into the field.





6.) **Date and Time.** Customize the Date and Time of your event.

Date/Time 12/2/2019 5:00 PM EST + End Time

7.) Select the **Schedule** button (web only, not available on apps) to include an optional itinerary for your event.

8.) **Event Description.** Type details you want to provide about the event into the **Description** field.

Event Name Add a short, clear name 0 / 64

Location Dan Beard Council

Description Tell people what your event is about

9.) **Add Co-hosts (optional).** If it applies, start typing a friend's name into the **Co-hosts** field and select the appropriate friend's name from the list. (You can have multiple co-hosts).

Co-hosts Ken

Ken Brunner

10.) **Check Boxes:** Uncheck *Guests Can Invite Friends* if you don't want anyone else invited. Uncheck *Show Guest List* if you would like your guest list hidden from being seen.

Guests can invite friends

Show guest list

11.) **Create Private Event.** Click the blue button on the lower right corner "Create Private Event" to publish your event. Next you will add guests.

Co-hosts Add friends

Guests can invite friends

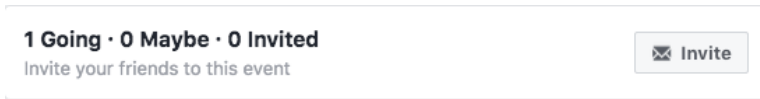
Show guest list

When you create an event on Facebook the Pages, Groups and Events Policies apply.

Create Private Event

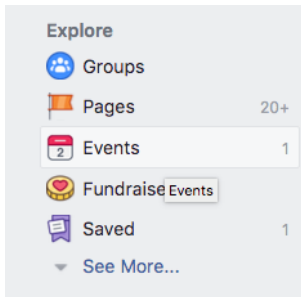


- 12.) **Invite Guests.** Click Invite to add guests to your event. Select the **Invite** tab and search for names of friends to app or select friends from the given list. You can add an optional note to help personalize the invitation.
  - a. **Engage** with your invitees and attendees to build excitement and anticipation for the event. Write a post, add a photo/video, or create a poll on your event page to help keep people in the loop while they wait for the event date and time.

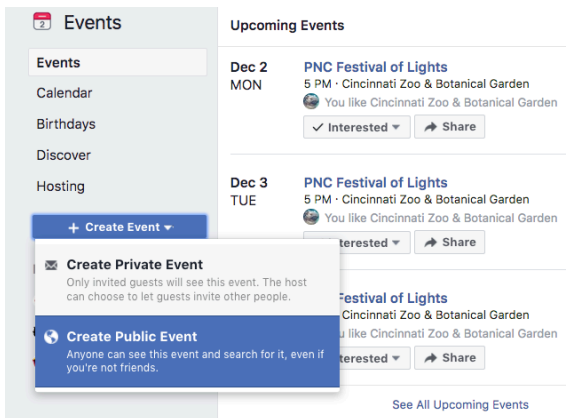


## Setting up a Public Facebook Event

- 1.) Select the **Events** tab on the left side of your newsfeed (under *Explore*) on your **Home** page and click **Create Event**.



- 2.) Click on **Click Public Event** for the Public Event menu to appear.



- 3.) Follow steps 3 through 11 on the Private Event instructions above as they are the same. (Step 11 blue button will say “Create Public Event”)



- 4.) You will have more options for Public Event but the first few options are the same as a Private Event (see below).
  - a. Recommended photo should be 1200 pixels x 628 pixels or aspect ratio of 1.9:1 and videos of 30 seconds – 5 minutes in length.

**Create Public Event**

**Event Host**  
Select the Page or profile who will host this event Julie Whitaker

**Required Info**  
Enter the following information to create your event.

**Event Photo or Video**

**Event Name**  0 / 64

**Location**

**Description**

**Start**

When you create an event on Facebook the [Pages, Groups and Events Policies](#) apply.

- 5.) **Details and Keywords.** Include other information for your event so people know what to expect. Add keywords that describe your event so it can be better recommended to people who are interested in that topic.

### Details

Include other information for your event so people know what to expect.

**Schedule** ⓘ

**Keywords** ⓘ



- 6.) **Options.** Public events give you a few more options such as letting you decide who can post to the event and who can co-host, giving them editing privileges which also allows them to post the event to their calendars to help spread the word.

### Options

Choose who can post in your event

Co-hosts ⓘ

Add friends

Post Permissions

Only hosts can post

Anyone can post

Guest List ⓘ

Display guest list

- 7.) **Create.** Select the Create button to publish your public event.

Create Public Event

**Event Host**  
Select the Page or profile who will host this event

Julie Whitaker

**Required Info**  
Enter the following information to create your event.

Event Photo or Video ⓘ

Upload Photo/Video

Event Name ⓘ Add a short, clear name 0 / 64

Location ⓘ Include a place or address

Description ⓘ Tell people what your event is about

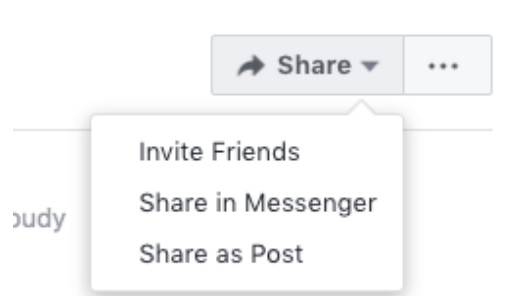
Start 12/2/2019 6:00 PM EST

When you create an event on Facebook the Pages, Groups and Events Policies apply.

Save Draft Create



- 8.) **Share to promote event.** Click on the Share button for the drop-down options. You can Invite friends, share in messenger, or share as a post.
- Facebook sets a 500-invite limit to avoid reports of spamming. If you send invites to a large number of people who don't respond, Facebook reserves the right to further limit the number of people you can invite to your event.
  - You can expand your reach by allowing anyone you invite to invite their friends and by naming a co-host, who is also allowed to invite up to 500 people.



- 9.) **Promote your event!** After you have your event page scheduled and its page populated with interesting information, you'll want to promote the event to increase attendance.

You can do this in several ways:

- If your event is public, share the event on your newsfeed or in groups you belong to, if the group allows it.
- Create a Facebook boost ad for the event. Facebook ad rates are low, and you can target a specific audience.
- If you have a co-host for the event, ask that person to share the event also.
- As you approach the date of the event, make sure to share more photos, videos, stories and updates on the event page to generate interest. Post away!
- Use your mobile device to do a Facebook live stream from the event preparations or the event itself.
- Create a hashtag! A fun hashtag can create a fun way to have people follow your event and post their own experiences as well.
- Whether the event is private or public, you can invite all your Facebook friends or people you know from your groups or business page. If they aren't on Facebook, you can still invite them by email or text address.