

Creating Your Facebook Event Guide

This is a step by step guide for setting up a Facebook event for your screening.

Step One: Creating Your Event:

1. Near your cover photo on your Facebook page, click on the "More" tab, then select "Event."
2. Click "+Create Event" and enter the name of your film and event title. For example "Cleveland We the People 2.0 Screening!" Enter details about the event, including time, date, and location. Note: Make sure a link to your community group's website is a visible, prominent part of your Facebook event details, so viewers can contact you directly.
3. Use images from the Film Images and Posters folder of your Screening Resource Kit for the Event Photo and Cover Photo.

Step Two: Promoting Your Facebook Event:

1. Invite friends! The more friends you invite to your Facebook Event, the more likely you are to meet your threshold. Reaching out to every Facebook Friend in your community will offer exposure and increase ticket sales.
2. Post the Facebook Event on your Timeline. Ask your friends and family to share the event with their friends as well. When you post on your Timeline, let invitees know how many days you have left to meet your threshold!
3. Make sure everyone who has joined your event is aware they need to purchase a ticket. Encourage purchasing in advance! Once purchased, folks are more likely to attend. Share this information on your Event's wall and by sending personal messages to anyone who is listed as "Going" or "Maybe."
4. As you get closer to the big day, post updates on your Event's Wall and encourage friends to spread the word. Add pictures, trailers, and clips from the film to promote last minute ticket sales and excite your audience!