

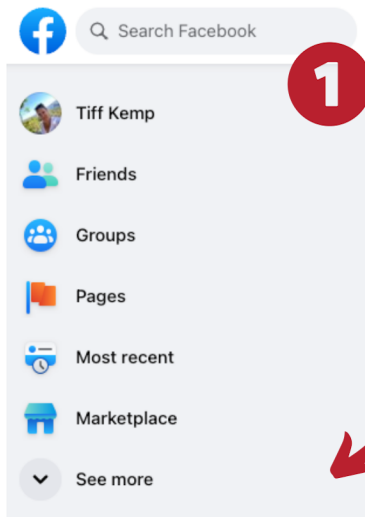
SOCIAL MEDIA

Why Use Facebook Events?

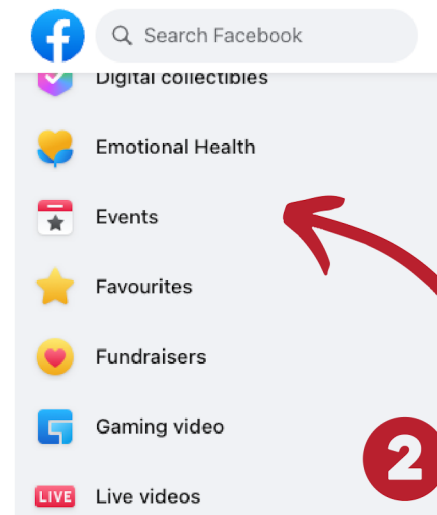
Facebook events are the perfect way to get users' attention and keep it. With Facebook's calendar connection, most people have their Facebook events connected to their smartphones. This means you can keep your audience in the know without doing much leg work. IT ALSO MEANS YOU CAN DIRECTLY INVITE EVERY MEMBER TO REGISTER!

HOW?

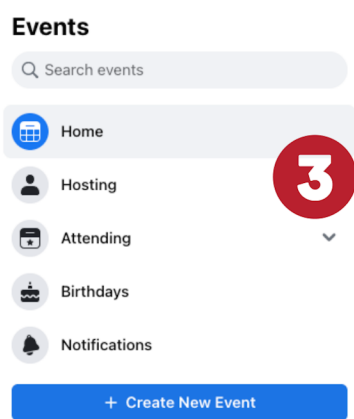
Open your Facebook page and click HOME...



1 Click "See more" to expand options



2 Click "Events"



3 Click "+ Create New Event"



- Your description is where you'll give important details for your event such as pricing, track information, food and beverage options etc. Don't forget a CALL TO ACTION (such as "Don't Miss Out! REGISTER NOW").
- Add an EASY TO READ graphic / event flyer to capture attention. See the HOW TO DESIGN AN EVENT FLYER for some handy tips and best practices.