

Facebook for Events

Facebook is good for posting pictures and videos of your event. While people are more likely to engage with picture and video, as opposed to text only posts, you can also post text updates as a way to get information to your audience.

For general Facebook use it may be advisable to post 2-3 times daily but for events you can post more often. Doing so will help to engage your audience in a different way than your regular day-to-day routine. If you are able to have a dedicated social media person for your event, that is ideal. However, if you are not able to do so, you can still easily promote your event effectively. With that in mind, below are a few simple practices that will help make your event social media friendly.

1. **Pictures:** The better quality your pictures, the more likely they are to get liked and/or shared. We're not asking anyone to be at the level of a professional photographer, but making sure that your pictures have good lighting is important. There are many mobile apps available that will allow you to edit and enhance pictures taken on your phone. Snapseed by Google is a great FREE app with many useful features. Striking a balance between quantity and quality will be helpful for your event.
 - a. Have a sign at the registration table and in your materials that has your Facebook Page and ask people to "like" it. Encourage participants to post to your page and/or tag your page throughout the event. If you have a hashtag, make sure participants know to use it. More on hashtags below.
 - b. Post a picture of the set-up process for your event. For example, when you arrive on-site, take a picture of the facility and post it with a comment that says something about how excited you are for your event. If the event space has a Facebook Page, tag them (more on tagging below) in your post so their followers will get exposure to your event. The venue will also appreciate getting some additional exposure.
 - c. Post a picture of your training materials with a brief description of what the day will entail.
 - d. Post a picture of the first people to arrive. Make sure they are agreeable to having their picture taken and posted. If they happen to be agreeable, ask if you can also tag them in the post.
 - e. Post a picture of the group/crowd after everyone has arrived. Ask people to share the post on their own pages and to tag themselves and/or their friends and colleagues.
 - f. Have a contest asking participants to post specific pictures with a specific hashtag in order to compete for a prize at the end of the event.

2. **Videos:** Videos can be live or recorded. Recorded videos can be edited for content and/or time prior to being posted. Live videos cannot be edited but bring a fun dynamic that you won't get in a recorded video. There are some great mobile apps that allow you to edit recorded videos. Hyperlapse and Boomerang by Instagram are a couple of the more simple apps available. Both live and recorded videos are useful.
 - a. Conduct interviews with participants, asking them to share their experience at your event.
 - b. Conduct interviews with presenters, asking them to share a bit about what they will be presenting at your event. You could do pre-recorded videos leading up to your event or live videos at your event.

3. **Hashtags:** Facebook allows the ability to use a hashtag. The pound sign (or hash) turns any word or group of words that directly follow it into a searchable link. This allows you to organize content and track conversation based on those keywords. Hashtags can not contain spaces. For example, #CommunityBuilders would be correct rather than #Community Builders or #Community #Builders. Hashtags are not case sensitive but capitalization can be helpful in interpreting hashtags. Be careful to not make your hashtag too long or confusing. For example, #CommunityBuildersOfOregonAndSiskiyouCounty is way too long. And, if you were to remove the capital letters, it makes it difficult to understand, for example, #communitybuildersoforegonandsiskiyoucounty. You want your hashtag to be simple and easy to understand at a glance.
 - a. Create a hashtag specific to your event and make sure participants are aware of it. Encourage them to post throughout the event and to use the designated hashtag.
 - b. During your event, monitor your hashtag and after your event, look at all the posts that contain your hashtag to see what participants posted. You might find some great content that you can use as a result. Also, be sure to engage with those posts. Comment as much as possible on participants posts.

4. **Tagging:** Facebook allows users to tag other users by using the @ symbol in front of a user's name or a page name. Tagging is an effective way to grow your audience. When you tag a user, their "friends" may see the post(s) in which they are tagged. This will give you and your event exposure to people who may not currently "like" or "follow" you.
 - a. You may have to be "friends" with someone in order to tag them. It's always good to ask permission, when possible, to tag someone.
 - b. If your event is large, it may not be possible to tag everyone, and that's ok. Feel free to ask participants to tag themselves and/or their friends and colleagues.