A Guide to Getting the Most Out of Facebook Events

Spread the word, drive ticket sales and build a following.
The Power of Facebook Events

Each month, 500 million people use Facebook events to connect and spend time together in the real world. Our goal is to help event organizers and promoters like you to reach, connect and engage with those people so they never miss the events they’d want to attend.

This guide is designed to help you reach your community, sell tickets and build an engaged audience through Facebook. You’ll learn how to:

- **Create a Great Facebook Event:**
  Tips for creating a high-quality event that grabs people’s attention and helps them discover your event.

- **Spread the Word with Facebook Event Tools:**
  Leverage built-in tools to spread the word about your event and engage with your community.

- **Promote Your Events with Ads:**
  A how-to guide for using our suite of ad solutions to create a successful campaign.

### Millennials spend

25% of their annual media content spend on live events

(second only to TV)

500M people use Facebook Events each month

41% of Facebook users in the US engage with public events each month

47M public events were created in 2015

35M people view a public event each day
Create a Great Facebook Event
Create a Great Facebook Event

Most people find out about events through posts they see in News Feed. A great Facebook event provides people with information to discover your event through friends, News Feed and event recommendations. By following these tips, you'll ensure that your event reaches more of the right audience.

60% of connections to public events happen on News Feed.
Create a Great Facebook Event

Facebook Events Playbook

Contents

1. Cover Photo
2. Name
3. Location
4. Date and Time
5. Co-Hosts
6. Tickets
7. Description
8. Category
9. Save Event Drafts
10. Schedule Events for Publication
1. Cover Photo

- Always add a photo. People use your photo to understand more about the event.

- People will also see the photo in News Feed, notifications and more, so it’s important to choose a photo that looks good at any size. The photo should be 1920 x 1080 pixels (16:9 ratio) or larger. Using a photo with a smaller ratio may cause your photo to appear cut off or incomplete.

- Include little or no text, so that it’s easy to understand. This is also helpful if you plan on creating an ad for the event, since ads with a lot of text often get rejected for Facebook advertising.
2. Name

- Have a clear, short name that represents your event. Events with long names get cut off in News Feed (especially on mobile), so people may miss some important information. In general, events with long names get lower responses.

- Avoid duplicating information in the name that’s already displayed in the event details such as location and time.

- Avoid all caps and glyphs. These make the event harder to read and feel less official, which people tend to engage with less.

- Avoid repeatedly changing the name of your event to make announcements. Once events get large, you can only change the name, time or location of the event three times. So only edit when absolutely necessary.

3. Location

- Use a location that corresponds to a Facebook Page or a Facebook-suggested location so that people in the area can learn about your event.

- If a Page can’t be created, use the full address. This way our system can link to directions for how to find the event and recommend it to people who live nearby.

4. Date and Time

- Having events tied to their actual date and time lets people see what their friends are doing and helps them decide if they want to go.

5. Co-hosts

- Your co-host will be able to edit the event just like you.

- Add all relevant pages - like artists, promoters and venues – as co-hosts of the event. This can expand the reach of your event and lets others help keep the details up to date. Remember, you can only add a Page as a co-host if you are an existing admin of that Page.

- If you aren’t a Page admin you can still add an event to your calendar. Use the Add to Page option. Learn more on Page 14.
Create a Great Facebook Event

7. Description

- Write a clear description of your event that’s well-formatted and easy to understand.

- Start with a sentence that sums up your event, then add more details below. That way, even at a glance, people can get an instant idea of what your event is about.

- You can use hashtags and mentions in the description, so people can participate in the buzz around the event and find out more by searching the artists or performers on Facebook.

- Tell people why they should go, the line-up or schedule, when tickets will go on sale, how to find the venue and anything that helps people to plan.

8. Category

- Make sure you have the most relevant category selected. This will be used to recommend your event to potential attendees and allow people to filter event results when browsing.

6. Ticket

- If you’re selling tickets for your event, include a link to the ticket provider or website rather than including it in the description. This makes it easier for people to find.

- By adding a ticket link in this field, you’ll enable additional features such as ads optimized to drive ticket sales.
9. Save Event Drafts

- On desktop, create and save drafts of your event so you can finalize the details before publicly publishing your event.

- Page admins will have access to your event drafts so you can collaborate with them on event details.

- Event drafts will be saved in the event tab of your Page for publication.

10. Schedule Events for Publication

- On desktop, set a publication date and time so you can control when your event goes live.

- Once you schedule a publication date and time, you will be able to make edits through the publishing settings that now appear on your event page.
Spread the Word with Facebook Event Tools
Spread the Word with Facebook Event Tools

You can use the tools in Facebook Events to help even more people discover and connect with your events. Here’s how...

1. Show off events on your Page

- Move the Event tab up: On desktop, make sure your events tab is one of the first tabs on your Page’s Timeline. This makes it easy for people to find your calendar and see a full list of your events. You can change the order using the Manage Tabs option in the More dropdown menu. If the Event tab is not visible at all, you’ll need to create an upcoming event in order to manage and reorder the tab.

- Make upcoming events more prominent: Highlight upcoming events on your Page’s Timeline by reordering the left-hand-column sections on desktop so that Events is at the top. The ordering can be managed by clicking the pencil icon that appears when hovering over any of the units.
2. Get the word out by sharing your event

Capture people’s attention on Facebook and share your event to News Feed…

- Share on your Page’s Timeline: Leading up to the event, share your event regularly to help build buzz, post the latest updates and keep the conversation going with your audience.

- Share on relevant Pages: Take advantage of the combined followers of all the hosts and people involved in the event (venues, promoters, artists, etc) by getting everyone to share the event to their Page.

3. Invite people you know would be interested

- The maximum number of people that any one person can invite is limited to 500 per event. Keep in mind that events with large invite lists often get reported as spam. People respond to event invites when they’re tailored to their interests. To get a better response rate, you should only send invites to people you know will be interested in the event.
4. Share your event calendar

- Similar to email lists, people can stay up to date on your events by subscribing to your event calendar. They will automatically be notified as soon as you create or add a new event near them. So make sure to add a location to your event.

- You can promote the link to your event calendar (this is usually www.facebook.com/[YourPage]/events). There are a few ways you can do this:
  
  » Publish a post with a link to your event calendar to let your audience know about upcoming events. This will automatically include a preview of your latest events. To reach even more people, consider boosting the post with an ad.
  
  » Send the link out through existing channels such as mailing lists and fan clubs.
5. Cross-promote by using Add to Page

- We know there are often many people involved in organizing and promoting an event, from the venue, to the performer, to the promoter. Rather than creating duplicate Facebook events for the same event, you can add any event to your Page’s calendar, even if you aren’t hosting it, and promote it to your audience.

- Likewise, others can add your event to their Page’s event calendar. Ask other promoters or organizers to add your event to their Page so their audience can also discover your event.
6. Promote off Facebook using a Social Plugin

Add a Page plugin to your website so that people can discover and interact with events from your Page on your own website. Any changes you make to the event on your Facebook Page are automatically updated on your website. With this plugin, people can:

- Like your Page
- See upcoming events in their area
- Mark themselves as Interested or Going to events (if they're logged into Facebook)
- Subscribe to your event calendar
- See if their friends are going to the same event

Find out more: https://developers.facebook.com/docs/plugins/page-plugin

7. Promote with a QR code

- Create a unique QR code for your event to use in promotional materials like printed flyers, posters, email announcements and more.
- This QR code will direct users to your Facebook event so they can easily share it with their friends and mark themselves as Interested or Going.
8. Engage attendees by posting to your event

Sharing pictures, stories or updates on your event page can help keep it top of mind and relevant in News Feed.

- **Before your event:** Post interesting content to the event to build buzz, get people excited and communicate important updates about your event.

- **During the event:** Give updates and encourage late-goers to attend.

- **After the event:** Help attendees share highlights by posting photos or messages thanking people for attending and letting them know about your next event. We do our best to remove spam and malicious posts from your events, but remember to regularly check new posts and remove any bad ones to ensure a better experience for attendees.
Promoting Your Event with Ads

Learn how you can leverage the suite of ad solutions to create successful campaigns.
1. Generate awareness by driving event responses

- Get more people to see and connect to your event by creating an ad to raise attendance.

- By default, these ads will use your Facebook event as the creative and optimize for event connections (people who respond Interested or Going). You can also choose to optimize for daily unique reach, impressions or clicks through Facebook advertising.

- Create these ads by clicking Promote Event or Boost Event on the event page on desktop. You can also create this ad on mobile by selecting Boost Event.

Choose the objective for your campaign

| Boost your post | Promote your page | Send people to your website | Get installs of your app | Increase engagement in your app | Reach people near your business | Boost attendance at your event |

Event Responses

- Interested: 118
- Going: 254

Save
Boost Event
Promote Ticket Sales
Report Event

Invite friends

Add friends to this event

Facebook Events Playbook
2. Increase ticket sales with the Tickets call to action

- Sell more tickets by creating an ad to “send people to your website”. The Tickets call to action will only appear for upcoming events that have a ticket URL.

- By default, these ads will use your Facebook event as the creative with a Tickets (mobile) or Buy Tickets (web) call to action and optimize for clicks to the ticket website.

- Create this ad from the event page by selecting “Promote Ticket Sales” option.
3. Get better results with improved targeting

When choosing the audience for your ad, reach people with a specific kind of connection to your event:

- People who responded Interested or Going to your event
- Friends of people who have responded Interested or Going to your event
- Exclude people who already responded to your event
- People who have viewed any event of your Page
- People who have responded to any event of your Page
For more info please visit: events.fb.com/public-events