



How to make a Facebook Event for your Club

Bill Meyers
District 27-A2 Technology Chair
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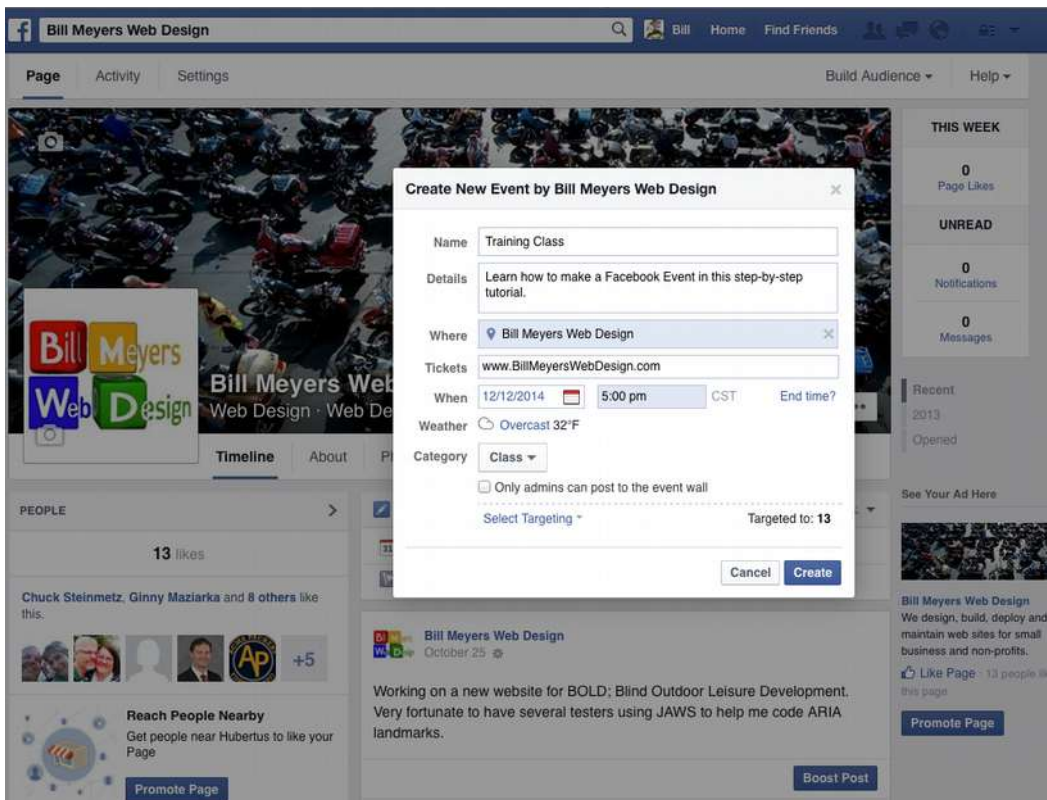
LIONS CLUBS INTERNATIONAL
DISTRICT 27-A2

First Step

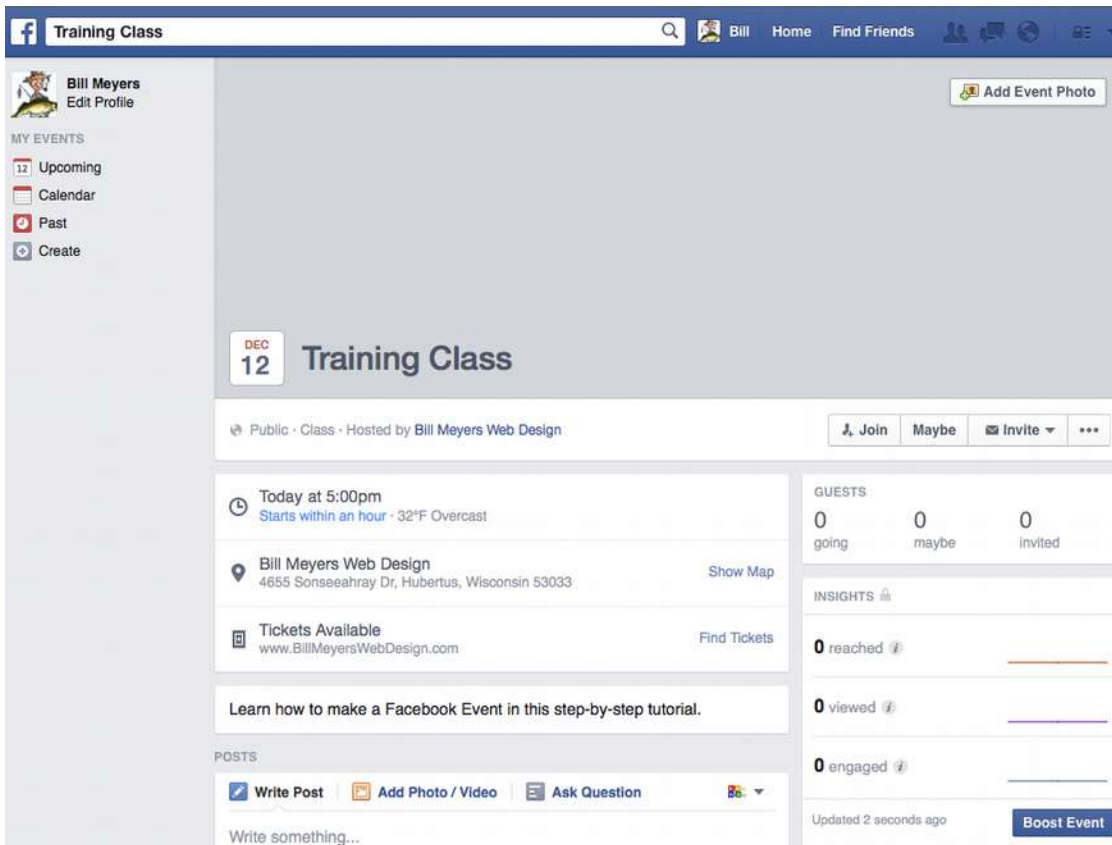
Making a Facebook Event is easy but you must be logged in as the Page Administrator to post an Event. When you are logged in, your page should look similar to this:

The screenshot shows the Facebook interface for the 'Bill Meyers Web Design' page. The page header includes the name, a search bar, and navigation links like 'Home' and 'Find Friends'. Below the header, there are tabs for 'Page', 'Activity', and 'Settings'. The main content area features a large image of a motorcycle rally. A navigation bar below the image includes 'Timeline', 'About', 'Photos', 'Reviews', and 'More'. On the right side, there are statistics for 'THIS WEEK' (0 Page Likes, 0 UNREAD Notifications, 0 Messages) and a 'Recent' section showing '2013' and 'Opened'. Below the main content, there is a 'PEOPLE' section with 13 likes and a 'Reach People Nearby' section. The central area shows a post creation interface with options for 'Status', 'Photo / Video', 'Event, Milestone +', and 'Event'. A post from 'Bill Meyers Web Design' dated 'October 25' is visible, with the text: 'Working on a new website for BOLD; Blind Outdoor Leisure Development. Very fortunate to have several testers using JAWS to help me code ARIA landmarks.' Below the post are 'Like', 'Comment', and 'Share' options. On the right, there is an advertisement for 'Bill Meyers Web Design' with a 'Promote Page' button.

Click on EVENT to bring up the dialog box and fill out the details of your event. If you don't have a web link for tickets, then explain how someone can get tickets or for an event like a Blood Drive, how to attend. Select a Category for your event. The screen should look like this when you are finished.



When you are done, click Create. You should now have a screen that looks similar to this:



Making and Uploading a Photo

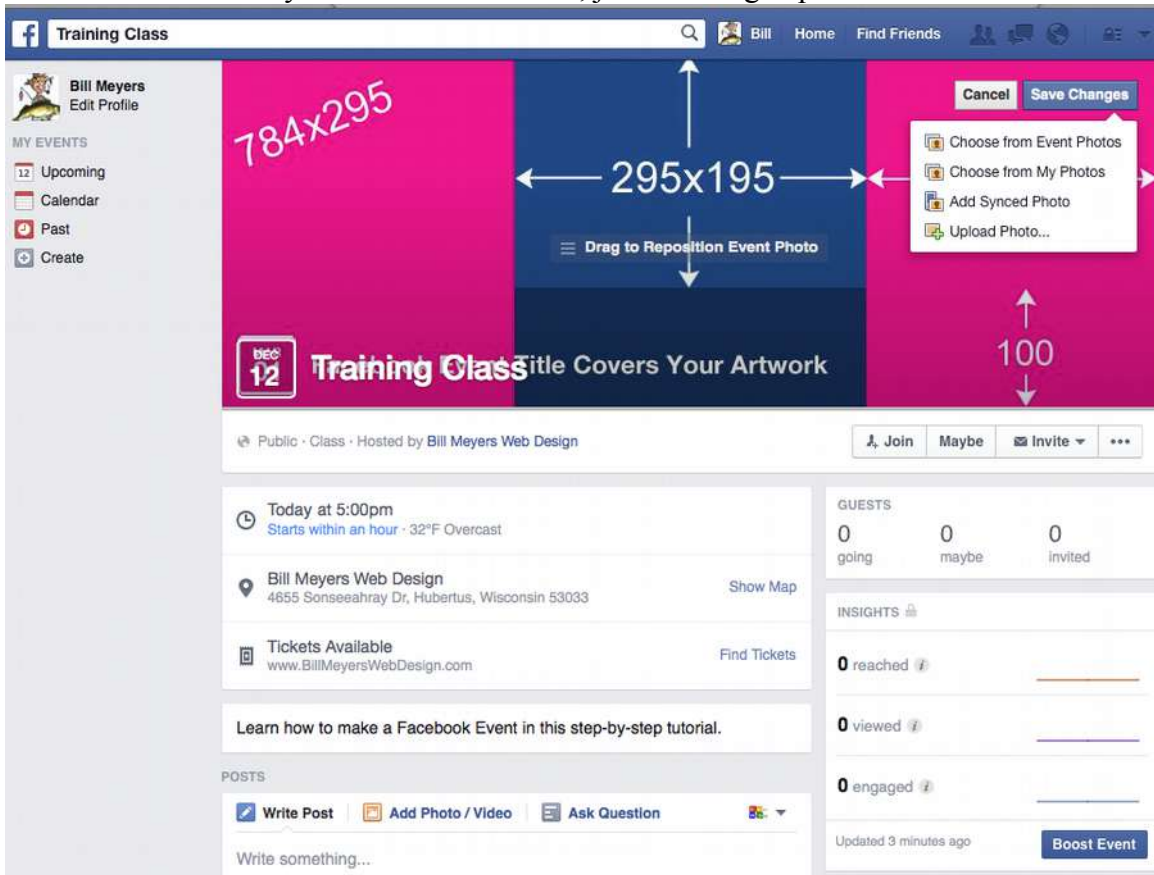
Today, the web is very visual. A successful event will have an enticing image. When you click on the Add Event Photo. No matter what option you select, Facebook will reject any image less than 400 pixels wide and Facebook will try to squeeze you image into its' layout, sometimes with disastrous results. There is another tutorial focused only on editing images titled 'Making Good Promotional Material-Images' available on our District 27-A2 web site. If you need help creating your Event image, read this tutorial. This is the Facebook Event Image Template layout:



After you have adjusted your image to display properly in the Facebook Event format, click Upload Photo...

The screenshot shows a Facebook Event page for 'Training Class' hosted by Bill Meyers. The event is scheduled for December 12th at 5:00pm. The location is Bill Meyers Web Design, 4655 Sonseeahray Dr, Hubertus, Wisconsin 53033. The event is public and class-based. The page shows 0 guests going, 0 maybe, and 0 invited. There are 0 insights for reached, viewed, and engaged. The page is updated 2 minutes ago and has a 'Boost Event' button. The 'Add Event Photo' dropdown menu is open, showing options: 'Choose from Event Photos', 'Choose from My Photos', 'Add Synced Photo', and 'Upload Photo...'. The 'Upload Photo...' option is highlighted.

Now your Event page should look similar to this screen shot but hopefully with a better image. You are almost done. Now you can click Save Changes if you like the final look or Cancel to start over and try again. You will not lose your event information, just the image upload.



Don't forget to add a "Like us on Facebook" button, banner or icon to your promotional material – Facebook is only one part of a successful Awareness campaign. Your web site, event posters, even your email can have a "Like" icon.

To learn more about how to improve your event promotion, check out the other tutorials on our District web site.





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