

Creating an Event on Facebook

1. Purpose

The purpose of this procedure is to establish requirements for creating and posting event information to the Greenhouse Winery Facebook page.

2. Scope

This procedure is applicable to all staff members with assigned page roles responsible for social media management and event promotion at Greenhouse Winery.

3. Responsibilities

Event coordinator and assistants, social media managers, marketing team.

4. Definitions

Page Role: Administrative access level assigned to a user for managing the Facebook page.

Genre: Event category or type (e.g., live music, ticketed event, wine tasting).

Co-host: Vendor, partner, or collaborator tagged in the event.

5. Procedure

Posting Events to Facebook

Procedure / Form	Process Step / Activity	Responsible Function
Facebook Login	Log into the Greenhouse Winery account (tied to your personal account). (If you do not have an assigned page role, request access from administrator.)	Event coordinator and assistants
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Navigate to Page	Go to the Greenhouse Winery Facebook main page	Event coordinator and assistants
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Access Events	Click More > Events	Event coordinator and assistants
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Select Template Event	Click an event with the same genre to open it (e.g., for live music, duplicate a live music event; for ticketed event, find a ticketed event)	Event coordinator and assistants

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Duplicate Event	Click the ... settings menu and select Duplicate Event.	Event coordinator and assistants
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Update Event Graphic	Upload and replace the event cover photo with the event graphic	Event coordinator and assistants
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Update Event Information	Update all event information fields such as title, date, time, location, description.	Event coordinator and assistants
	↓	
Add Co-hosts (Optional)	Under Add Co-hosts , tag any vendors or co-hosts for the event.	Event coordinator and assistants
	↓	
Add Ticket Link	In Add tickets , enter the URL to the event on the Greenhouse Winery website to link it.	Event coordinator and assistants
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Configure Communication Settings	In Communication Settings , select Only hosts can post in event.	Event coordinator and assistants
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Publish Event	Click Create event to publish the event to the Facebook page	Event coordinator and assistants

6. References - None

REVISION HISTORY

Date	Revision #	Description of Revisions and reason for the change	Author	ISO Process Owner (Signature and Date)	Management Representative (Signature and Date)
01/22/2026	0	Initial Release	Greenhouse Winery		