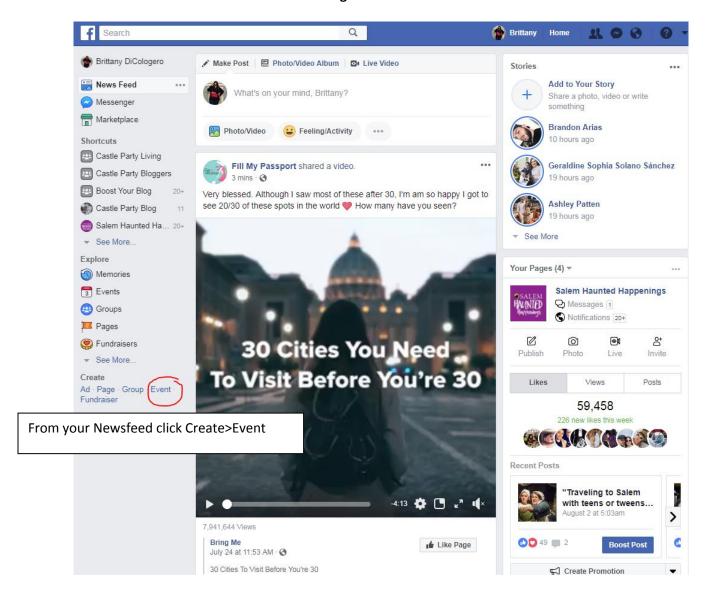
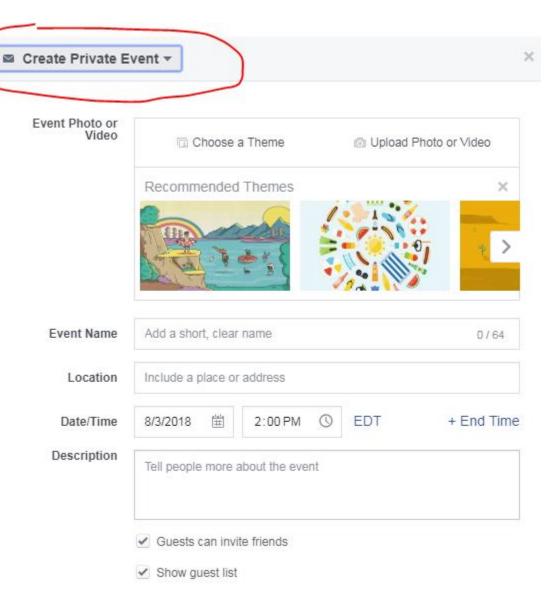
## **Creating Facebook Events:**

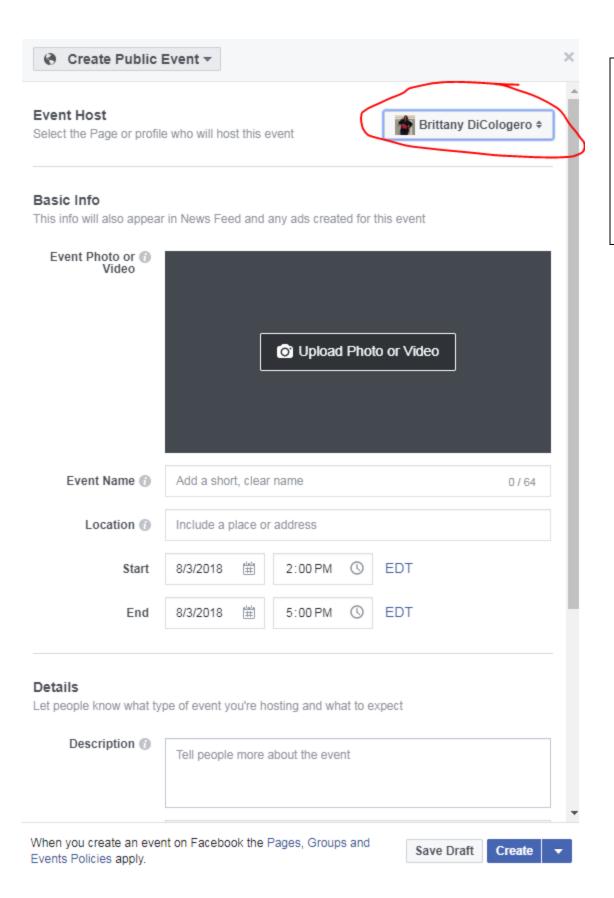




If it defaults to a Private Event change to Public Event

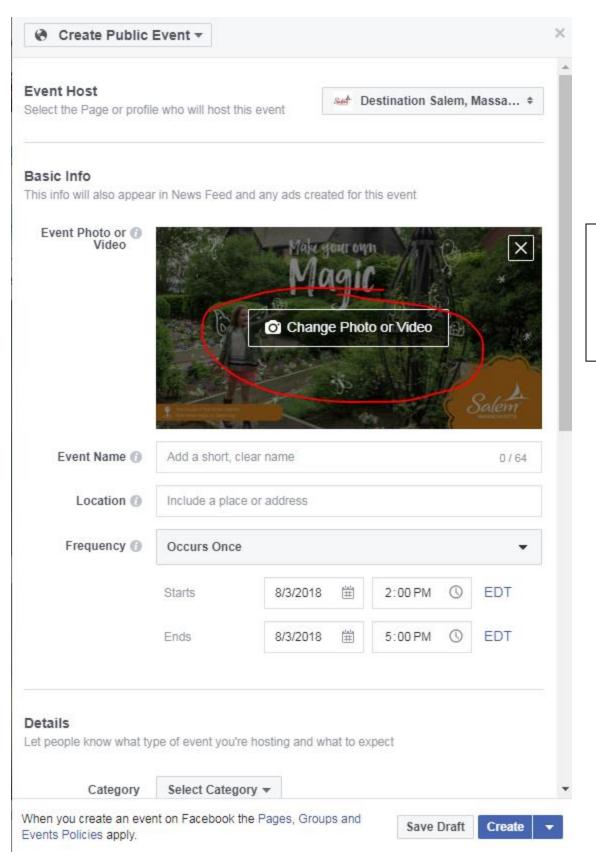
When you create an event on Facebook the Pages, Groups and Events Policies apply.

**Create Private Event** 

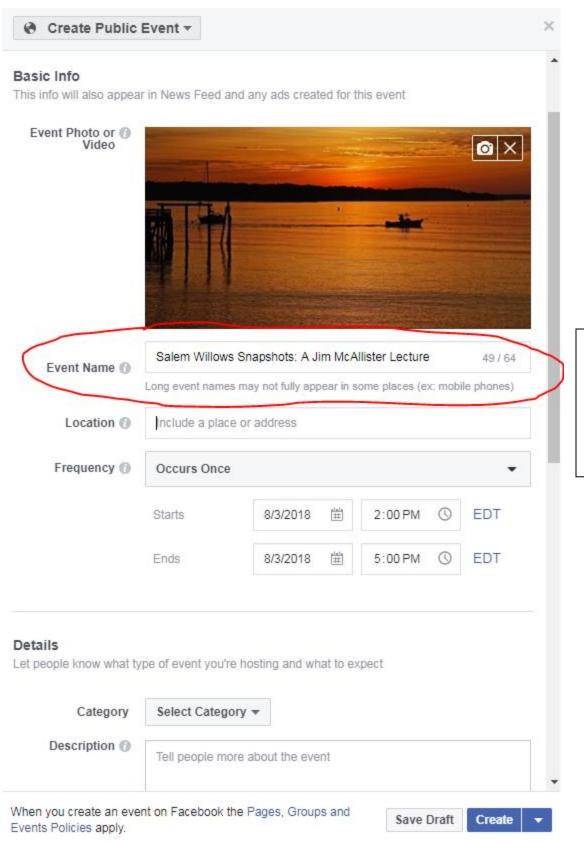


Make sure you have the right person/page hosting the event.

Events hosted by business pages tend to get more views than those hosted by personal pages.

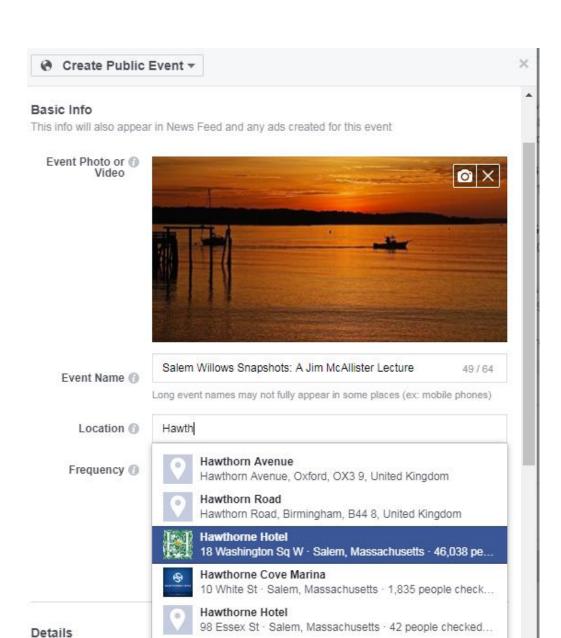


Add a photo—if you don't change this it's going to default to a random illustration from Facebook or your page's cover photo



Add the event name.

Facebook doesn't like when you use a lot of caps or punctuation, so try to limit those if possible.



**Hawthorne Commons** 

Just use "Hawth"

Add the location. If it's a business that has its own business page, make sure you're selecting the right one. Sometimes there are multiples with the same name (like the 5<sup>th</sup> one down) but that isn't their official page.

Category

Let people know what type

Description (0)

Description 🚯

When you create an ever Events Policies apply.

7 24 at 11:53 AM - 1

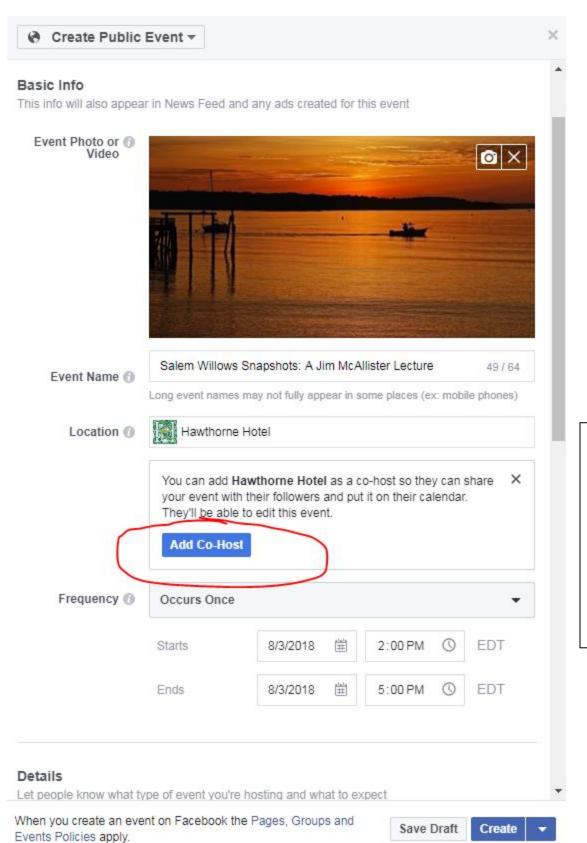
Hawthorne Animal Health Care

120 Canal St · Salem, Massachusetts · 115 people check...

Nathaniel Hawthorne Birthplace
Salem, Massachusetts · 681 people checked in here

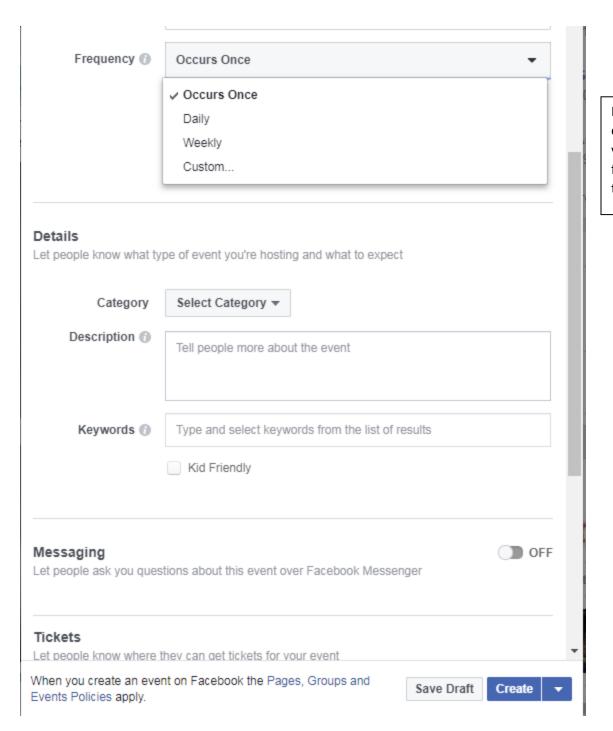
The Tavern at the Hawthorne Hotel
18 Washington Square West · Salem, Massachusetts · 76...

205 Highland Ave · Salem, Massachusetts · 619 people c...

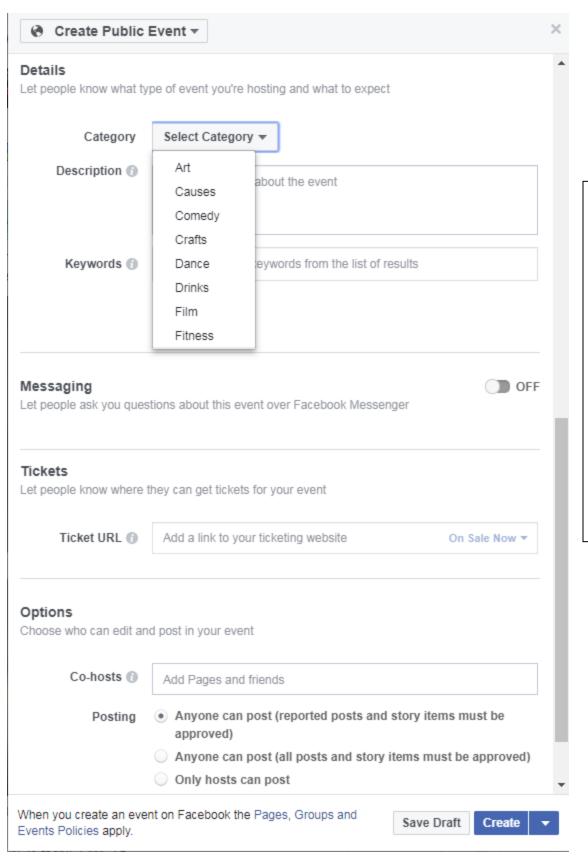


Always click "Add Co-Host" if you're using a business page for the location.

If they accept the cohost your events will show up on their page (and 48,000 people follow the Hawthorne Hotel!)



If the same event occurs multiple times you can change the frequency to reflect that.



Choose a category. It's a little tricky for lectures and history events because there really isn't a category that aligns perfectly. You can choose "Other" but the way Facebook's algorithm is more people will see the event if you choose a category.

Although it's not too close, for an event that's somewhat about photos I would probably pick "Art"

## Description (1)

Inspired by a visit to Salem Willows on a glorious June day, Jim McAllister set out to capture the essence of this wonderful waterfront treasure in photographs.

On Wednesday, August 8 (see below for all dates and times), Jim will unveil his "perpetual work in progress," a collection of more than 125 images, taken over a seven - day span in Salem Willows Park and the neighboring Juniper Cove neighborhood, and augmented by commentary and the occasional historical tidbit. The presentation features photographs of people at work and play, of sea and shoreline, and of businesses, homes and gardens; collectively they serve as one man's "snapshot" of the Salem Willows of today.

Presentation Dates and Times:

Wednesday, August 8 at 7:30 p.m. Tuesday, August 14 at 5:30 p.m. Thursday, August 16 at 7:30 p.m. Hawthorne Hotel, Salem

Admission is \$15.00.

Reservations will guarantee seating and may be made by email (culturecorner@gmail.com PLEASE TYPE OUT ADDRESS) or text (at 978.979.5907).

Program attendees are eligible for a 20% discount on appetizers, meals, and desserts (beverages excluded) in the Hawthorne Hotel's Nathaniel's Restaurant, now featuring the same menu as the hotel's Tayern on the Green.

Keywords 📵

Type and select keywords from the list of results

Kid Friendly

## Messaging

Let people ask you questions about this event over Facebook Messenger

When you create an event on Facebook the Pages, Groups and Events Policies apply.



OFF

Add the description here. Word count really doesn't matter for this, but if possible try to break up larger paragraphs.

Since a lot of people are looking at Facebook events on their phones, anything longer than about 3 sentences is going to fill up the whole screen on a

Key words are a lot like the categories—there aren't many options for history events. These may be a stretch but if you can find any that work definitely use them to help with Facebook's algorithm

I would keep
Messaging turned off.
It would force people
to ask questions in the
group instead of via
message, and activity
in the group helps with
the algorithm.

