

## Creating Facebook Events:

The screenshot shows the Facebook interface with the following elements:

- Top Bar:** Search bar, user profile (Brittany), Home button, and navigation icons.
- Left Sidebar:**
  - Brittany DiCologero profile
  - News Feed (selected)
  - Messenger
  - Marketplace
  - Shortcuts: Castle Party Living, Castle Party Bloggers, Boost Your Blog (20+), Castle Party Blog (11), Salem Haunted Ha... (20+), See More...
  - Explore: Memories, Events (highlighted with a red circle), Groups, Pages, Fundraisers, See More...
  - Create: Ad, Page, Group, **Event** (circled in red), Fundraiser
- Main Feed:**
  - Post by Brittany: "What's on your mind, Brittany?" with options for Photo/Video, Feeling/Activity, and more.
  - Video post by Fill My Passport: "Very blessed. Although I saw most of these after 30, I'm am so happy I got to see 20/30 of these spots in the world ❤️ How many have you seen?"
  - Video thumbnail: "30 Cities You Need To Visit Before You're 30" with 7,941,644 Views.
  - Post by Bring Me: "30 Cities To Visit Before You're 30" dated July 24 at 11:53 AM.
- Right Sidebar:**
  - Stories: Add to Your Story, Brandon Arias (10 hours ago), Geraldine Sophia Solano Sánchez (19 hours ago), Ashley Patten (19 hours ago), See More.
  - Your Pages (4): Salem Haunted Happenings (Messages: 1, Notifications: 20+), Publish, Photo, Live, Invite.
  - Recent Posts: "Traveling to Salem with teens or tweens..." dated August 2 at 5:03am, 49 likes, 2 comments, Boost Post button.
  - Create Promotion button.

**From your Newsfeed click Create>Event**

✉ Create Private Event ▾

Event Photo or Video

📁 Choose a Theme

📷 Upload Photo or Video

Recommended Themes



Event Name

Add a short, clear name

0 / 64

Location

Include a place or address

Date/Time

8/3/2018



2:00 PM



EDT

+ End Time

Description

Tell people more about the event

☒ Guests can invite friends

☒ Show guest list

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

Create Public Event

Event Host

Select the Page or profile who will host this event

 Brittany DiCologero

Basic Info

This info will also appear in News Feed and any ads created for this event

Event Photo or Video

Upload Photo or Video

Event Name

Add a short, clear name0 / 64

Location

Include a place or address

Start

8/3/2018

2:00 PM

EDT

End

8/3/2018

5:00 PM

EDT

Details

Let people know what type of event you're hosting and what to expect

Description

Tell people more about the event

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

Save Draft

Create

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.

## Event Host

Select the Page or profile who will host this event

Select Destination Salem, Massa... ↕

## Basic Info

This info will also appear in News Feed and any ads created for this event

Event Photo or Video ⓘ



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

Event Name ⓘ

Add a short, clear name

0 / 64

Location ⓘ

Include a place or address

Frequency ⓘ

Occurs Once ▼

Starts

8/3/2018



2:00 PM



EDT

Ends

8/3/2018



5:00 PM



EDT

## Details

Let people know what type of event you're hosting and what to expect

Category

Select Category ▼

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

Save Draft

Create



## Basic Info

This info will also appear in News Feed and any ads created for this event

Event Photo or Video



Event Name

Salem Willows Snapshots: A Jim McAllister Lecture 49 / 64

Long event names may not fully appear in some places (ex: mobile phones)

Location

Include a place or address

Frequency

Occurs Once

Starts

8/3/2018



2:00 PM



EDT

Ends

8/3/2018



5:00 PM



EDT

## Details

Let people know what type of event you're hosting and what to expect

Category

Select Category

Description

Tell people more about the event

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

Save Draft

Create



Add the event name.

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



## Basic Info

This info will also appear in News Feed and any ads created for this event

Event Photo or Video



Event Name

Salem Willows Snapshots: A Jim McAllister Lecture

49 / 64

Long event names may not fully appear in some places (ex: mobile phones)

Location

Hawth

Frequency



**Hawthorn Avenue**

Hawthorn Avenue, Oxford, OX3 9, United Kingdom



**Hawthorn Road**

Hawthorn Road, Birmingham, B44 8, United Kingdom



**Hawthorne Hotel**

18 Washington Sq W · Salem, Massachusetts · 46,038 pe...



**Hawthorne Cove Marina**

10 White St · Salem, Massachusetts · 1,835 people check...



**Hawthorne Hotel**

98 Essex St · Salem, Massachusetts · 42 people checked...



**Hawthorne Commons**

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



**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...



**Just use "Hawth"**

## Details

Let people know what type of event this is

Category

Description

When you create an event, our Events Policies apply.

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.

## Basic Info

This info will also appear in News Feed and any ads created for this event

Event Photo or Video



Event Name

Salem Willows Snapshots: A Jim McAllister Lecture 49 / 64

Long event names may not fully appear in some places (ex: mobile phones)

Location

Hawthorne Hotel

You can add **Hawthorne Hotel** as a co-host so they can share your event with their followers and put it on their calendar. They'll be able to edit this event.

Add Co-Host

Frequency

Occurs Once

Starts

8/3/2018



2:00 PM



EDT

Ends

8/3/2018



5:00 PM



EDT

## Details

Let people know what type of event you're hosting and what to expect

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

Save Draft

Create

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

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

Frequency ⓘ

Occurs Once ▼

✓ Occurs Once

Daily

Weekly

Custom...

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

## Details

Let people know what type of event you're hosting and what to expect

Category

Select Category ▼

Description ⓘ

Tell people more about the event

Keywords ⓘ

Type and select keywords from the list of results

☐ Kid Friendly

## Messaging

Let people ask you questions about this event over Facebook Messenger

☐ OFF

## Tickets

Let people know where they can get tickets for your event

When you create an event on Facebook the [Pages, Groups and Events Policies](#) apply.

Save Draft

Create





## Details

Let people know what type of event you're hosting and what to expect

Category

Select Category

Description

about the event

Keywords

keywords from the list of results

Art  
Causes  
Comedy  
Crafts  
Dance  
Drinks  
Film  
Fitness

## Messaging

Let people ask you questions about this event over Facebook Messenger

OFF

## Tickets

Let people know where they can get tickets for your event

Ticket URL

Add a link to your ticketing website

On Sale Now

## Options

Choose who can edit and post in your event

Co-hosts

Add Pages and friends

Posting

- ☒ Anyone can post (reported posts and story items must be approved)
- ☐ Anyone can post (all posts and story items must be approved)
- ☐ Only hosts can post

When you create an event on Facebook the [Pages, Groups and Events Policies](#) apply.

Save Draft

Create



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"

## Create Public Event ▾

### Description ⓘ

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 Tavern 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

☐ OFF

When you create an event on Facebook the [Pages](#), [Groups](#) and [Events Policies](#) apply.

Save Draft

Create



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.

Create Public Event

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 Tavern 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

OFF

Tickets

Let people know where they can get tickets for your event

Ticket URL

Add a link to your ticketing website

On Sale Now

Options

Choose who can edit and post in your event

Co-hosts

Add Pages and friends

Posting

☒ Anyone can post (reported posts and story items must be approved)

☐ Anyone can post (all posts and story items must be approved)

☐ Only hosts can post

Guest List

☒ Display guest list

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

Save Draft

Create

If you have a link to buy tickets you can add it here.

I would leave the rest of this section the way it is—more posts = more chances to be seen with Facebook's algorithm, and displaying the guest list means people will see when their friends are going to the event.

Then click "Create" and you're done!