

# Facebook Events How-To Guide

*Special  
Olympics  
North Carolina*

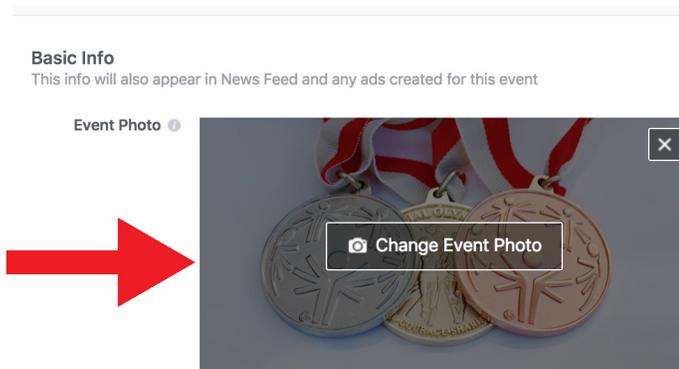


**According to Facebook, more than 60% of people discover events through their News Feed. That's why they are a great resource to use for your local program! Plus, they are very user-friendly. Here's how:**

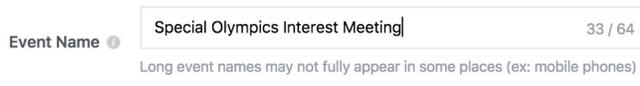
- Go to your Facebook page and click the **"Events"** tab on the left side
- Then click **"Create Event"**



- Choose an event photo by clicking **"Change Event Photo."** The less text in a photo the better, and horizontal photos work better. Remember that your photo can look different on desktop and mobile.



- Pick an **event name**. The shorter and more concise, the better! Long names can get cut off.



**Learn more: <https://events.fb.com>**

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- Make sure to include the **location** of the event. If you include a location, people nearby are able to discover your event. You can type an address or the name of the location.

Event Name: Special Olympics Interesting Meeting (36 / 64)  
Location: 112 Broadway St, Durham  
Start: 112 Broadway St, 112 Broadway St, Durham, NC 27701-2402, United States  
End: Broadway St, Broadway St, Durham, NC 27701, United States  
Other options: Broadway, N Durham St, REAL Durham, Shoeboxed.com

- Include the specific **date and time**.

Change Event Photo  
July 2017 calendar showing July 13 selected.  
Event Name: Special Olympics Interesting Meeting (36 / 64)  
Location: 112 Broadway St, Durham  
Start: 7/13/2017 4:00PM EDT  
End: 7/13/2017 7:00PM EDT  
Buttons: Boost Event, Cancel, Publish

- Pick a **category** that fits your event. We picked the category “Cause,” but you might pick “Sports,” “Wellness” or “Recreation.”

The **description** is very important to include. Provide as much detail as possible but present it in an easy-to-read way.

If you want to direct people to a specific website, be sure to include that link in the description.

- **Key words** are a way to target specific people. Add key words, such as “Sports” or “Family,” to your event.

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

Category: Cause

Description: Join the Special Olympics movement today!

Keywords: Type and select keywords from the list of results

Free Admission  Kid Friendly

Keywords: Volunteering, Charity, Fundraising

Free Admission  Kid Friendly

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- If you're selling **tickets**, include the ticket link.

- Add a **co-host**! If you're hosting this event with a key sponsor or maybe a local celebrity, you can add them as a co-host. The event will appear on their page, as well, increasing your audience reach. Feel free to add Special Olympics NC as a co-host, too!

- Lastly, **publish** your event! Or save it as a draft to continue working on it later. You can also schedule your event to become public on a certain date.

- Now that you have made your Facebook event... **Share, share, share!**

Make sure you and other local program leadership RSVP "Yes" to the event and share it on their personal pages. The more you share, the more people you reach!

## Tickets

Let people know where they can get tickets for your event

Ticket URL ⓘ

## Options

Choose who can edit and post in your event

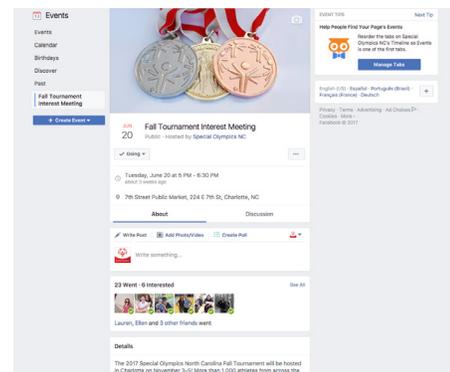
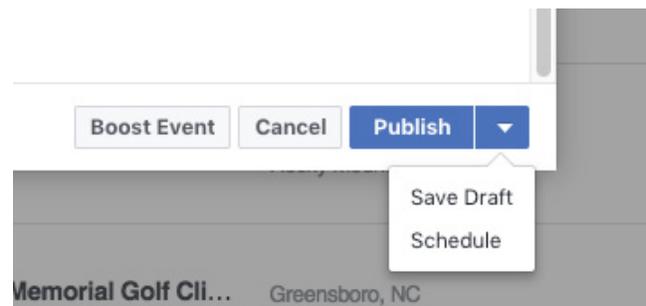
Co-hosts ⓘ

Pending ⓘ

-  Special Olympics NC ×

Posting  Anyone can post (reported posts must be approved)  
 Anyone can post (all posts must be approved)  
 Only hosts can post

Guest List ⓘ  Display guest list



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