

A GUIDE TO PROMOTE YOUR GREAT EVENTS

On Facebook & TheBrunswickNews.com

No.1

Travel Industry
Events Calendar

IMGOING
Your Social Calendar of Events

The Brunswick News

THE BRUNSWICK NEWS IS PARTNERING WITH FACEBOOK

PROMOTING YOUR BUSINESS ON WWW.THEBRUNSWICKNEWS.COM STARTS WITH A FACEBOOK EVENT.

Get people's attention with a customized Facebook event. If you regularly host public events, be sure to create your events from a Page rather than your profile and reach people where they're engaged.

WHY IS THIS IMPORTANT?

- The answer is simple – to draw more participants or customers. If you are trying to drive foot traffic to your business or to an event you are hosting in the community – the Event App is a MUST.
- Not only do most people use the social network to connect with their friends and family, but also artists and venues that frequently organize events are on Facebook too. Put the two together, and you have a massive marketing force.



STEP 1.

CREATE A FACEBOOK PAGE OR CHECK YOUR PAGE SETTINGS

MARKETING ON THE BRUNSWICK NEWS WEBSITE AND FACEBOOK STARTS WITH A PAGE

A Facebook Business Page gives your business a voice and presence on the world's largest social platform and is designed to help you connect with customers and reach your goals.

TO CREATE A FACEBOOK PAGE:



- Go to facebook.com/pages/create
- Click to choose a Page category
- Select a more specific category from the drop-down menu and fill out the required information
- Click **Get Started** and follow the on-screen instructions

ALREADY HAVE A FACEBOOK PAGE? CHECK THESE ITEMS:

- Under "About" edit your page to include a **physical address**. ImGoing Calendar of Events is map-based application and will only pull Facebook pages displaying a location. If you don't have a street number, you can still add an address such as "Main Street, Tucker, 30084".
- Also, make sure your page has no age or country restrictions. The Facebook API requires all pages to be **public**.

STEP 2.

CREATE A GREAT EVENT ON FACEBOOK

- Go to your Page, then click  **Event, Milestone +** at the top of your Page's Timeline.
- **Select Event** 
- **Add details about your event:**
 1. **NAME YOUR EVENT.** Give a short and sweet name so people will know what it is at a glance.
 2. **ADD YOUR LOCATION.** Be sure to tag the location or include a full address so your event can be recommended to people close by.
 3. **CHOOSE A CO-HOST.** Add any others you want as co-hosts to the event. It could be an artist, promoter or venue. This helps expand the reach of your event and allows others to keep the details up to date. Your co-host will be able to edit the event just like you.
 4. **ADD A TICKET LINK.** If you're selling tickets for your event, you can include a link to the ticket agent or site.
 5. **PICK A PHOTO.** Events with a photo look better across Facebook. Remember, your photo appears on more than just the event page itself. People will see the photo in News Feed, notifications, and more - so it's important to have a photo that looks good both big and small. If you upload your own photo, it should be 1920 x 1080 pixels or larger and include little text.
- **Click Publish**

WHY FACEBOOK?

SPREAD THE WORD TO 1.4 BILLION PEOPLE

More than 1.4 billion people use Facebook to connect with what matters to them. Reach your target audience and get people to come to your events.

Tap into your attendees' networks

The more you get people to connect to your event, the wider it spreads. When someone says they're "Going" to your event, it creates a story that may appear in News Feed so their friends and followers can see they're going and connect themselves.

Share your event to your Page

Another way to build buzz is to share your event to your Page's Timeline and get the word out to your audience.

Manage your event calendar

You can add any event to your Page's calendar, even if you aren't hosting it. That way, you can spread the word to your fans about all the events you care about. If people have subscribed to your Page's events, they'll be notified after you add a nearby event.

Get subscribers for your events

Share your upcoming events to your Page and let people know they can subscribe to your events. This helps build a following for your events and notifies subscribers when you've created new events happening near them.



PROMOTE YOUR EVENTS.

INCREASE YOUR SALES
OPPORTUNITIES

EASY PEASY LEMON SQUEEZY

**YOUR EVENTS ARE NOW PART OF THE NEXT
GENERATION CALENDARS OF EVENTS**

Restaurants - live music or a new menu?
Shopping - a trunk show or an annual sale?
Accommodations - a romantic getaway?
Attractions - special events?

Your event and your Facebook page will be promoted
on www.thebrunswicknews.com reaching a new audience
with a fun and interactive way.

GO TO THEBRUNSWICKNEWS.COM/EVENTS



QUESTIONS?

Contact **THE BRUNSWICK NEWS**
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