



# USING SOCIAL MEDIA TO PROMOTE YOUR EVENT

# Why should I create a Facebook event?

- To engage members and attract prospective members
- To more easily promote and raise awareness about your event

## Create event



Rotary auf Deutsch  
Host – Your Page

Event name



Start date  
16 May 2023



Start time  
16:00

+ End date and time

Is it in person or virtual?



Who can see it?  
Public

Anyone on or off Facebook

What are the details?



Market your event



Add co-hosts

Create event

# How do I create a Facebook event?

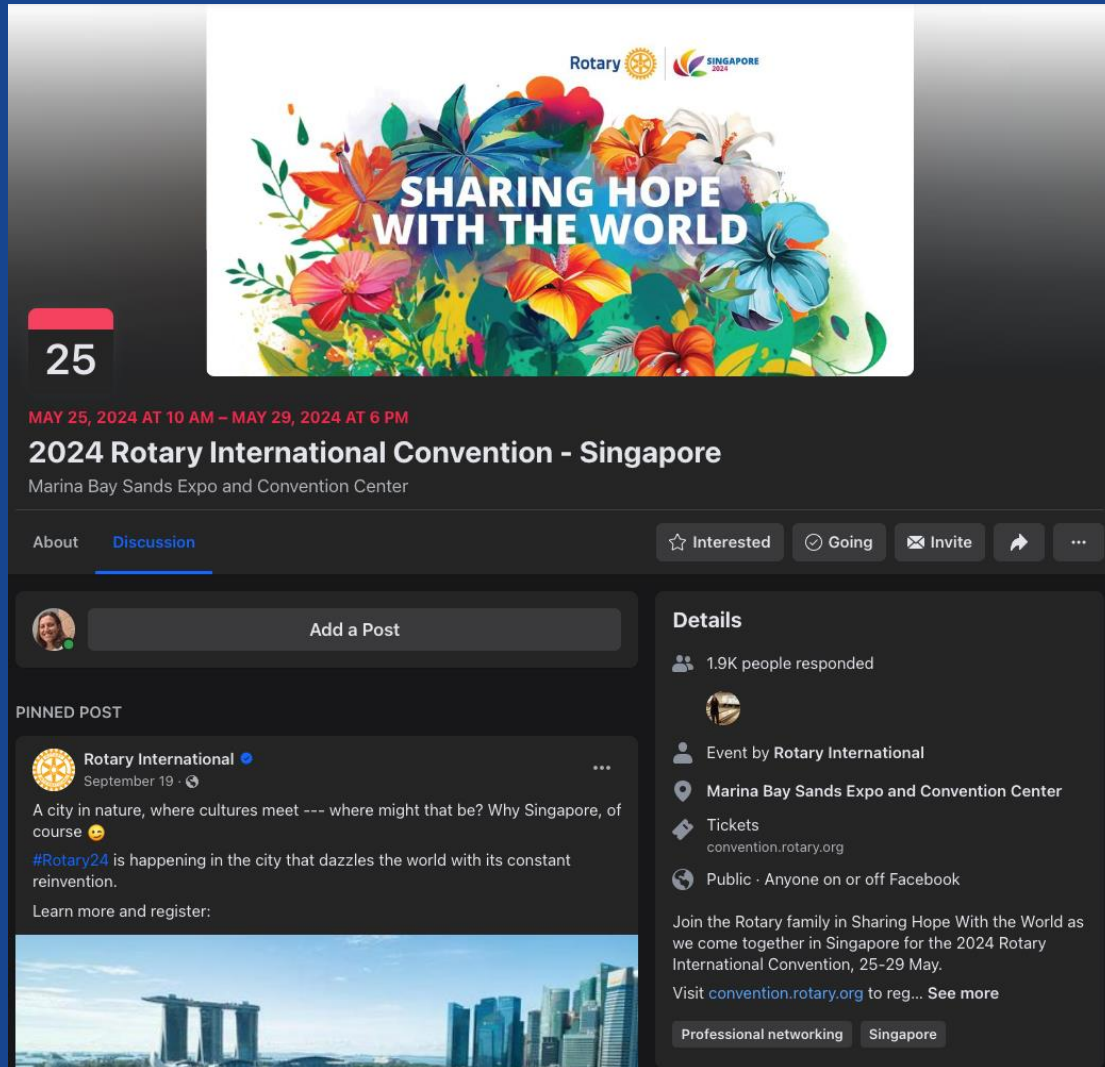
# How do I promote my event?



- **Amplify** your event's reach by creating an event ad.
- **Target people** who are in your area and are interested in service projects to find potential guests.
- **Boost** your event from your page, which turns it into a simple ad.
- **Preview** your event ad to check how it displays on both a mobile device and a laptop or desktop computer.



# Ticketed events

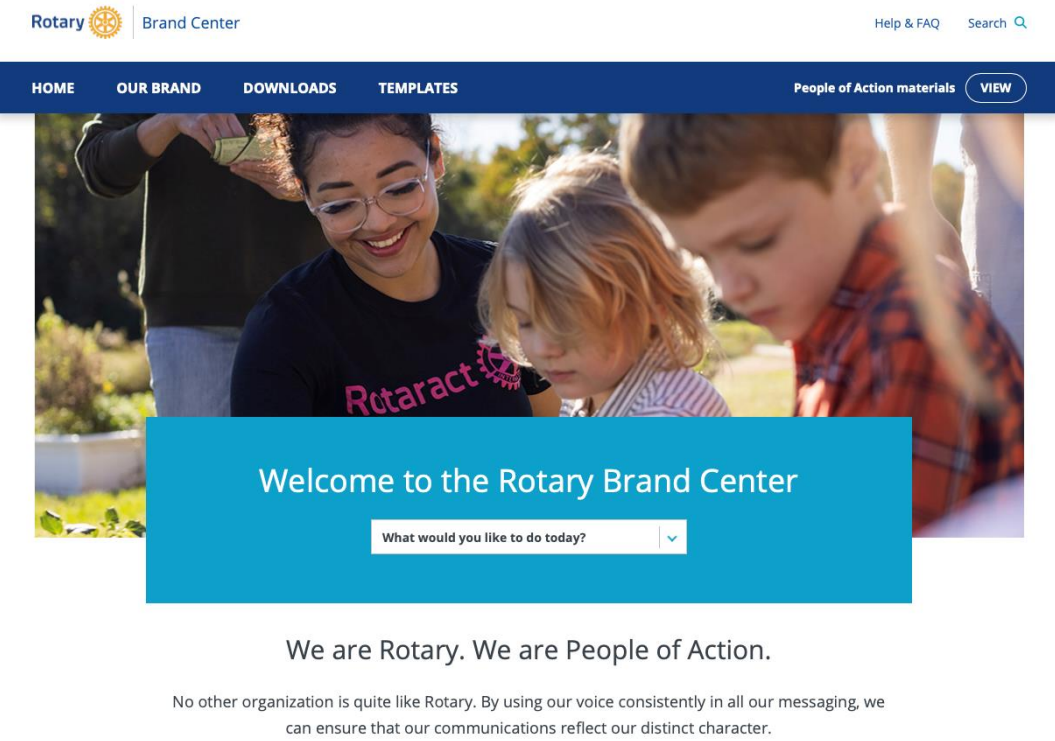


The screenshot shows a Facebook event page for the "2024 Rotary International Convention - Singapore". The event is scheduled from May 25, 2024, at 10 AM to May 29, 2024, at 6 PM, at the Marina Bay Sands Expo and Convention Center. The event is categorized as "Professional networking" and "Singapore". The page features a pinned post from Rotary International, dated September 19, with the text: "A city in nature, where cultures meet --- where might that be? Why Singapore, of course 😊 #Rotary24 is happening in the city that dazzles the world with its constant reinvention. Learn more and register:". The pinned post includes a photo of the Marina Bay Sands building. The event details section shows that 1.9K people have responded, and the event is organized by Rotary International. The ticketing information indicates that tickets are available at [convention.rotary.org](http://convention.rotary.org) and that the event is public, allowing anyone on or off Facebook to attend.

- If you're hosting an event that requires people to buy tickets, you can use a site such as Eventbrite.
- For a ticketed event, add a notice on the Facebook event that expressing interest on Facebook isn't considered an official response, and people need tickets to reserve a spot.
- Add your ticket website link to the Ticket URL field on your event page.

# Get creative!

- Customize the People of Action materials in the Brand Center to reflect your club.
- Download high-resolution logos, Rotary graphics, brochure templates, and more.



The screenshot shows the Rotary Brand Center website. At the top left is the Rotary logo and the text "Rotary Brand Center". To the right are links for "Help & FAQ" and a search icon. Below this is a dark blue navigation bar with the following menu items: "HOME", "OUR BRAND", "DOWNLOADS", "TEMPLATES", and "People of Action materials" (with a "VIEW" button next to it). The main content area features a large photograph of a woman with glasses and two children. A blue overlay box on the photo contains the text "Welcome to the Rotary Brand Center" and a search input field with the placeholder text "What would you like to do today?". Below the photo, the text reads "We are Rotary. We are People of Action." followed by a paragraph: "No other organization is quite like Rotary. By using our voice consistently in all our messaging, we can ensure that our communications reflect our distinct character."

# When to go live?

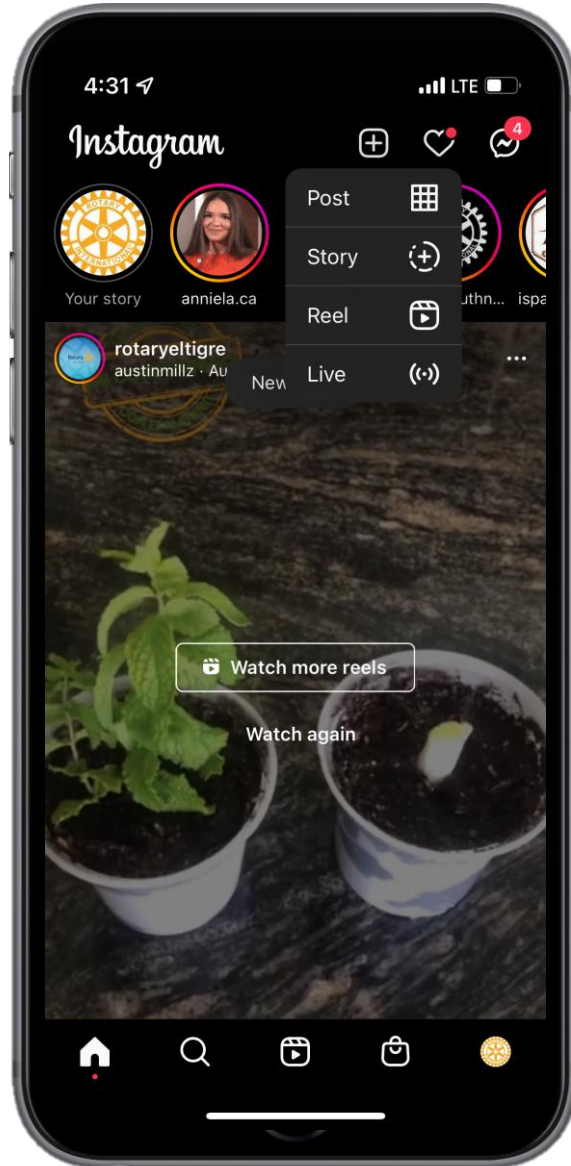
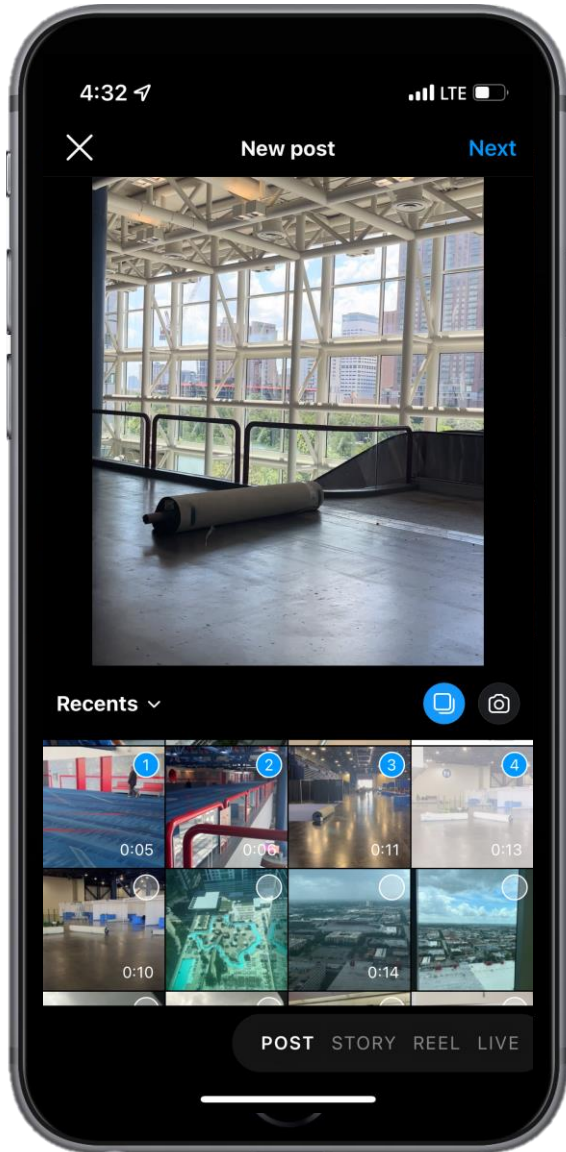


## Use Facebook Live for:

- A Q&A in which you take questions from the audience
- A portion of an event, such as the keynote speaker or a quick segment

## Don't use Facebook Live:

- For an entire event
- As a way to broadcast a meeting (Zoom is a better option for this.)

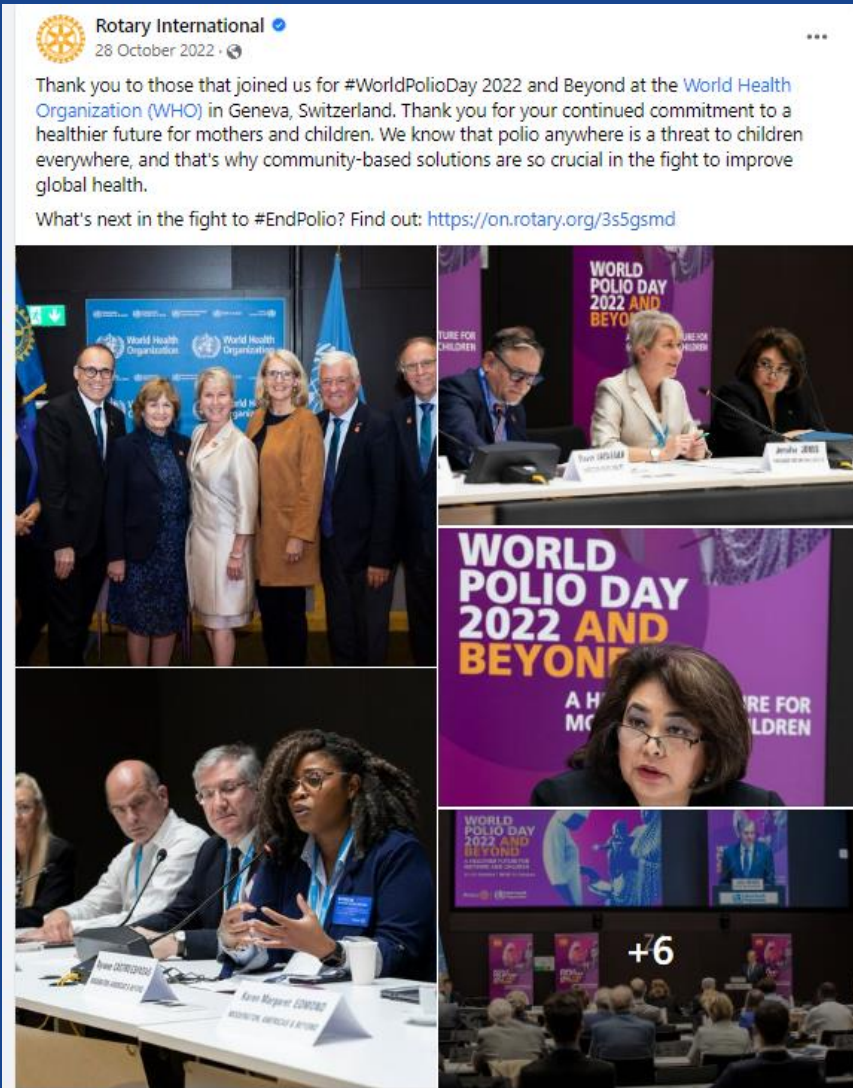


# Capture content in the moment

- Designate a photographer.
- Use stories or reels.
- Create posts with video and multiple photos.



# Post about it!



- Your events are a great way to show what your club is doing.
- Make sure to take enough pictures during the event.
- Post summaries of your event on your social media accounts.

