



HOW TO ADD YOUR EVENT TO THE BASALT CO COMMUNITY PAGE ON FACEBOOK

<https://www.facebook.com/groups/BasaltCOCommunityPage/>

WHAT YOU'LL NEED TO CREATE YOUR EVENT

1. All your event details: when, where, what, sponsors and anything else you'd like to include.
2. A photo, poster or other graphic in jpg format (maximum 25 MB)

CREATE THE EVENT & ENTER EVENT INFORMATION:

- 1) Under the BASALT CO COMMUNITY PAGE photo, choose the called "Events." It's in the same line as Discussion, Members, Photos and Files. Click "Events."
- 2) Look for the blue tab at the top right that says "+ Create Event" Click it.
- 3) You'll be able to enter the following: Name, Details, Where, Date and Time
- 4) As you enter "where" the event will be held, you'll be able to choose a location that pops up or add your own name and address.
- 5) At the bottom you may choose to "Invite Your Friends" who are also members of the Community Page. (At a certain size, Facebook no longer allows the full group to be invited.)

ADD YOUR PHOTO TO MAKE YOUR EVENT STAND OUT:

- 1) Click "Add Event Photo" at the top right of the event page.
- 2) You can choose to upload a new photo or pick a photo from one of your Facebook albums. The recommended size for event photos is 785 x 295 pixels (elsewhere I've read 1920 x 1080 pixels),
- 3) If the photo doesn't show up as you'd like go back to the rectangle that now says "Change Event Photo." Click to view the options; choose "Reposition Photo." Using your mouse, grab the photo and position it as you wish. You can also change your photo this way.

IF YOU NEED TO MAKE A CHANGE AT ANY TIME

1. Return to your event via the Event tab on the group main page.
2. To the right under the photo you'll see a box with Edit and a pencil. Click there.
3. Your original form will come up. Make any changes to date, time, content, etc.
4. Be sure to click "Save" at the bottom before exiting.

WHY CREATE AN EVENT INSTEAD OF POSTING

- Your event remains available for everyone to see in the Events section. If you only post, eventually it will get lost under all the subsequent posts.
- Your event will show up as a post after you've created it so you've covered all your bases.
- People can "Join" the event and you'll have an idea of who plans to attend
- Group members get notice of your event just before it happens
- It's free, easy and good use of social media marketing.

PLEASE ADD YOUR FRIENDS SO THE COMMUNITY GROWS

(INSTRUCTIONS ARE IN ANOTHER DOCUMENT UNDER "FILES" TO THE RIGHT OF "EVENTS")

HELP US TO BUILD THIS EASY, FREE AND EFFECTIVE MARKETING TOOL