Create an Event on Facebook

1. **Click "Event, Milestone" from the Status posting block:** Then Choose "Event" from the dropdown.

2. **The "New Event" pop up will appear:** Complete the information here- name of your event, Location (will be pre-filled if it is going to be at your place of business, you can change this if you're using another venue), Time and Date, your website link or ticket purchasing website link, a description about the event and the category that the event falls under. You will most likely use one of the items from the "Learning" category. There is also a place to insert a photo for your event. Be sure to size the photo correctly to avoid cutting the image off or a blurry photo. You may use an image that we provide for you or you may create your own.

Event Name	Add a short, clear name
Location	
Date/Time	11/9/2015 10:00 PM CST + End Time
Ticket URL	Add a website link
Description	Tell people more about the event
Category	Select Category ▼
	☐ Only hosts can post on the event wall.
	Cancel Create

   Tip: use keywords (if possible) in the "Description" box because Facebook events are indexed by search engines, which could drive extra traffic for your event.

3. **Click the "Invite" button:** This will bring up the list of friends that the page admin is friends with. You can choose to invite personal friends or simply "Share on a Page" to be sure it is shared on your page for your followers to see.

4. **Boost Your Event for more Exposure:** By clicking the "Boost Event" button, you can reach a targeted audience outside of your follower group for more exposure. See the "Advertising on Facebook" document for more information about creating a targeted audience.

5. **Followers and Those Reached by Boosting** will be able to RSVP on Facebook. You can post any changes or important information about the event to the Event wall and all attendees will be notified in their Facebook notification center.

DENTAL
SUCCESS
TODAY