



Creating Your Facebook Event Guide

This is a step-by-step guide for setting up a Facebook event for your Tugg screening.

Step One: Creating Your Event

1. Create an event on Facebook by going to the Events tab on the left hand side of your Facebook.com page.
2. Click **+Create Event** and enter the name and an event title, for example “New Martin Luther Movie - August 22, 2017 - Appleton Cineplex 5,” with details about the event, the time, date, and location.
3. Use images from the film for the Event Photo and Cover Photo.

Step Two: Promoting Your Facebook Event

1. Invite friends! The more people you invite to your Facebook Event, the more likely you are to meet your threshold. Reaching out to every Facebook Friend in your community will offer exposure and increase ticket sales.
2. Post the Facebook Event on your Timeline and ask your to friends and family to share the event with their

Create Public Event ✕

You're creating a public event that is visible to anyone on or off Facebook. You won't be able to change it to private later.

Host: **Trinity Lutheran**

Event Photo:

Event Name: **New Martin Luther Movie - August 22nd, 2017** 43 / 64
Long event names may not fully appear in some places (ex: mobile phones)

Location: **Appleton Cineplex 5**

Start: **8/22/2017** **3:30 PM** **CST**

End: **8/22/2017** **5:30 PM** **CST**

Category: **Religious**

Description: **We're hosting a screening of this amazing new film about Luthr at the Appleton Cineplex. Get your tickets before the deadline of August 7. <http://tugg.com/go/appleton>**

Keywords: **reformation luther**

Free Admission Family Friendly

Ticket URL: **<http://tugg.com/go/appleton>**

Co-hosts: **Add your Pages or friends**

Only hosts can post on the event discussion
 All posts must be approved by an admin

Cancel **Create** ▼



friends as well. Make sure that when you post on your Timeline that you let everyone invited know how many days you have left to meet your threshold.

3. Make sure everyone who has joined your event is aware that they need to pre-purchase a ticket on your Tugg Event Page in order to gain entry to your screening. Share this information on your Event's wall and by sending personal messages to anyone who is listed as "Going" or "Maybe."

4. As you get closer to the big day, post updates on your Event's Wall and encourage your friends to spread the word. Add pictures, trailers, and clips from the film to promote last minute ticket sales and get your audience excited. For a list of example posts, visit our [Social Media Outreach Guide](#).