

## Using Facebook to promote your club events

If you already have a Facebook Group or Fanpage, using it to promote a specific event is very straightforward and can be a very effective way of boosting attendances via (virtual) word of mouth.

Whenever you create a new event within your Group or Fanpage it will appear on the wall of your group and will also be pushed out to all members of your group.

The below explains the how to create an event listing on Facebook and touches on some basic (and free) methods of promoting it.

For more information on using Facebook at your club, contact [tomhines@rfu.com](mailto:tomhines@rfu.com).

### Creating a new event

1. On your group's landing page you will see a tab called Events, click on this to access your events listing page:



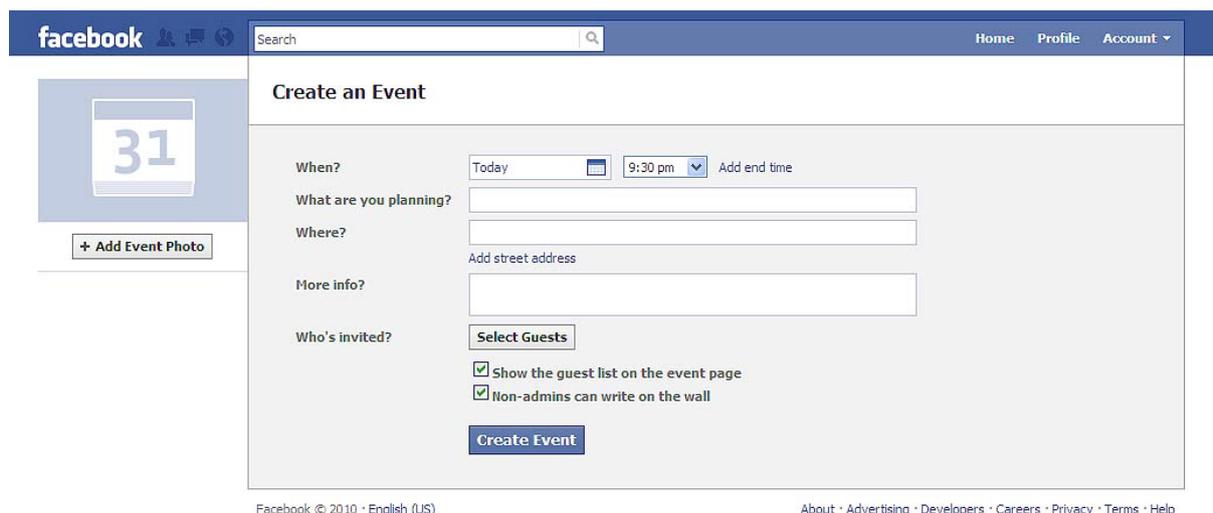
2. If you do not see the events tab in your group click on the two arrows and then click on Events to access your events listing page:



- This is the page that will show all of your upcoming and past events. To add a new event to the listing click the Create Event button:



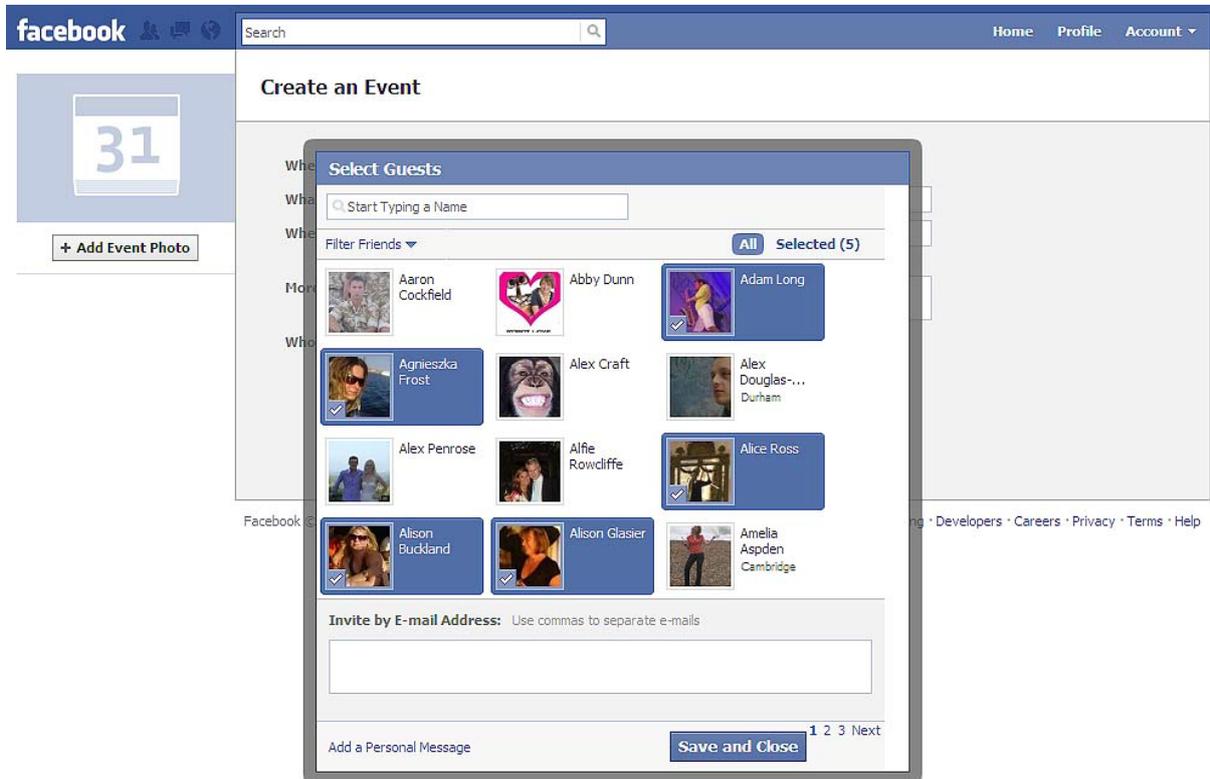
- Now simply fill in each of the fields with the details of your event:



- The 'What are you planning field' is where you put the name of the event
- In the 'More info' field be as descriptive as you can about what the best two or three elements of the event are going to be
- Even though the event listing will be seen mainly by members of your club in the first instance, they will hopefully invite their friends who may know very little about rugby or the club, so don't assume your readers have much if any prior knowledge of the event. For example if you're trying to promote a touch event to attract new members explain that touch is a non-contact form of the sport, that it is fun and easy for anyone to play for, whether they are complete novices or grizzled vets
- Leaving the 'Show the guest list on the event page' and 'Non-admins can write on the wall' options ticked will make it easier for people to interact with the event page

- Adding a relevant event photo will make the listing more engaging. This photo will appear next to your event on the listing page

5. Click the 'Select Guests' button and choose which of your friends on Facebook you want to invite to the event. Do this by highlighting the friend(s) you want to invite and then clicking Save and Close.



This will send a private message to each of these people inviting them along. Use the add personal message button to add some extra info to this invite or to encourage them to invite their friends.

6. When you've invited friends and are happy with the listing details click the create event button.

## Updating and promoting your event on Facebook

- If the event details change you can always edit your event by selecting it in the event listings and then clicking the 'Edit Event' button



- If you need to update the members of your group with any details, or if you just want to put it back in the front of your group members' minds (and diaries) then click on the '**Update Fans**' or '**Update Members**' button, write your message and hit send
- Once you have a dedicated event page it will have it's own specific URL (the web address that starts <http://www.facebook.com/>) If you copy this you can send it around friends and other groups on Facebook to send people straight to your event page
- If there are other groups on Facebook you think may be interested in your event then become a member of those groups and post this link on their walls. For example if there is another local club you have a good relationship with post a link on their group or ask the person who runs it to post something for you
- Keep in mind that posting to groups not relevant to yours or your event, and posting multiple times to the same group (called spamming) won't be welcomed by other Facebook users and will almost certainly do more harm than good
- The best way to promote your event is to urge your club members and friends who are on Facebook to invite their friends by using a link or the invite friends option on your event page