

Creating a Facebook Event!



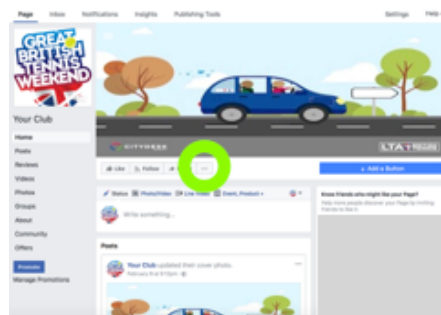
A Facebook Event is a calendar-based feature, which allows the creator to send invitations for a specific or re-occurring event. Events can be created by anyone and can be open or private. For The Great British Tennis Weekend (GBTW) we would recommend making your event open which would enable new users to learn more and interact with your event.

The event has a RSVP feature, this can help your club monitor and track the responses of those invited. It also allows other options such as 'not attending', 'maybe attending' or 'hasn't responded'. Over 490m people use Facebook page events each month, with more than 60% of people discovering events through their newsfeed.



Step 1: Access your club's profile page (you must be logged in as admin)

- From here, click this button (...)
- Then select 'Create Event'



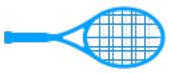
Step 2 - Making your event unique!

- **Upload an event photo or video** (remember first impressions count) make sure it's at least 1920 x 1080 pixels, for an optimum photo.
- **Event Name** - Make sure it is clear and to the point! Keep it short and snappy.
- To keep it relevant to your audience, **add a location** that corresponds to your Facebook page.
- Add the **correct time and date**, to make the journey as easy as possible for your audience.
- **Provide a description.** Set expectations of what people can expect at your event and any costs associated. Use @names of important people attending, #tags and 'Key Words'



Step 3 - Once your event is published...

- From here you can share / invite people to your page



Step 4 - Engaging with your audience

- **Share the event** on your page & regularly publish updates and new posts about the event to your page. This will help start conversations with your audience.
- **Go live from your event!** During your event, film events as they happen live for your followers to see. You can do this by selecting 'Start a Live Video'. This is a great way to engage and show what is going on behind the scenes.
- **Share pictures, stories, videos and updates.** In the lead up to the event, get people excited by providing sneak peaks and updates. After the event, encourage attendees to share photos and videos, this can provide more content and engagement.



For more information please visit:

www.lta.org.uk/socialmediasupport



@BritishTennis



British Tennis