



THREE HARBORS COUNCIL
BOY SCOUTS OF AMERICA

PROMOTING YOUR SCOUTING EVENT ON FACEBOOK

Create an event for your Page

To promote an event on Facebook, first you'll need to create a Facebook event.

- Go to your Facebook Page
- Create a new event by clicking "Create event"
- Add the event details and tap Create
- Include images/video in your event
 - Downloadable from BSA Brand Center
 - Pack-specific content

NOTE: All events hosted by Pages are public

Promote an event from your Facebook Page

- Go to your **Facebook Page** and click **Promote**.
- Select **Boost an Event**. If this option does not appear, make sure that you have created the event from your Facebook Page rather than your personal profile.
- Choose the event you want to promote and click **Boost Event**.
- If your event is online and/or doesn't require tickets, your ad optimizes for event responses and includes the **Interested** call-to-action button.
- *(Optional)* To change the text of the ad, type into the **Description** box. The box automatically populates with the event description.
- *(Optional)* To change the image, click **Edit Options** and choose **Choose Image** or **Upload New** from the dropdown. The image used should contain little to no text. Select an engaging image not an event flyer as your image.
- **Choose your audience, duration and budget**. It does not take a huge budget - you can spend as little as \$25 to boost an event and see an increase in views on your event.
- When you're done, click **Boost Event Now**. Your ad runs on Facebook Feed.

Encourage sharing of the event

The more the event is shared, the greater the reach - meaning more people will see the event.

- Share the event on your personal Facebook page.
- Ask families to share the event on their Facebook page.
- Ask your Chartering Organization to share the event on its Facebook.
- Ask the school organizations (PTA, PTO, Booster Club, etc.) to share the event.

