Facebook Event

Facebook events are a super useful tool to help get people to your info meeting. Here are our top tips on how to make it a success!

Details

- Ensure your event is public
- Allow people to post in the event - requiring permission to post will stop any unwanted posts
- Make the guest list visible
- Fill out all of the information sections - putting 'tbc' is fine as long as you update it as soon as you know

Imagery

- Try to use a video as the banner image if possible - this is what will appear in people's feeds when shared
- Ask MRF for video or imagery if you don't have your own

Hosts

- Always set up the event as your society's Facebook page rather than from a personal account
- Add MRF as a host (and any other organisation that is involved)

Inviting people

- Invite your committee, close friends and get them to click attending first
- Then invite other people who may be interested
- You don't want an event with 100's invited and only 10 people attending
- Be sure to get committee and friends to share the event for organic growth

Boosting the event

- In order to boost the event with paid advertising, MRF needs to be made a host
- To be successful the event needs to have a good amount of attendees already

Posting

- Update the event regularly with posts - don't forget to add a picture or a video to each post (plain text is boring!)
- You can schedule posts in events - we suggest doing this all at once - all sorted!

Follow Up

- After the event don't forget to private message everyone who clicked attending or interested and note who you speak to

www.meningitis.org

"20% of our student sign-up's last year came from social media"