

What to do if you're planning an event

The wrong way to publicise an event...

Your Facebook Feed is a continual conveyor-belt of stuff, there's lots of it, it thunders past at quite a rate. If you look at it for 5 minutes a day then you'll probably miss that advert the pub made about the band playing on Friday.

Of course the pub could post the same advert lots of times, there's a better chance that it will be seen, but in truth they are making the problem worse by making that conveyor-belt bigger and faster; it's not the right approach.

The right way to publicise an event...

It's better to have **a single place where all events are shown**, which we can occasionally look at (like a village noticeboard). Facebook provides that!

Facebook's Event system works like this...

1. You might run a business, a village hall, a scouts group, a pub, etc
2. That organisation should have its own Facebook **Page**
3. On that **Page**, you can create an **Event**
4. People can look at [their local events](#)
(We'll be reminding people to do that, as it's a new concept for some people)

Take the Chapel Bar for example, who hold lots of events.

They have [a Page](#) to show [their Events](#). Those Events then appear on the [Battle Events page](#) (and eventually they will get onto the [Community Of Battle events page](#) too)

OK, so how do I do it?

1. If you're part of an organisation / club / team / business / etc then it will have its own Facebook Page. It might be that just one person runs that page, or it could be that several people run the page, it doesn't really matter as long as you can track down one of them.
2. Once you've found who runs the Page, ask them to add an Event to that Page. You'll need to give them some details about it, e.g. Times, Dates, Location, Description and Title. Sending a photo of the event is a good idea too

Advertising your event on a *Page* (as described above) is by far the best option, however if you're running an event purely as an individual (i.e. you're not part of any group, club, shop, business, charity, etc) then Facebook has some guidelines on [how to do that](#)