AMNESTY DIGITAL
HOW TO CREATE EVENTS ON FACEBOOK

THE BIG AMNESTY SKILL SHARE

CREATING YOUR EVENT

1   Click **Events** in the tabs on your Amnesty group's page

2   Click **+ Create Event** on the top right of the page

3   Complete the following fields:
- **Name** Choose a short name for the event
- **Details** Add details of your event
- **Where** If you include a postcode, it will come up with a map for guests
- **Tickets** if it is a ticket-only event, add a link where guests can get tickets
- **When** Add the event date. If you add the event time (optional), the option to add an end time (and end date) will appear. Click **Create**

4   Click **Add Event Photo** to add a photo. Facebook will resize this for you. But to control the crop of your image, note that the optimum size is 851 x 315 pixels

EDITING YOUR EVENT DETAILS

5   Go to your event and click **Edit** on the top right if you want to edit any of the details previously added. If you don't want the guest list to be visible on the event page, you can deselect this option.

SHARING YOUR EVENT AND INVITING PEOPLE
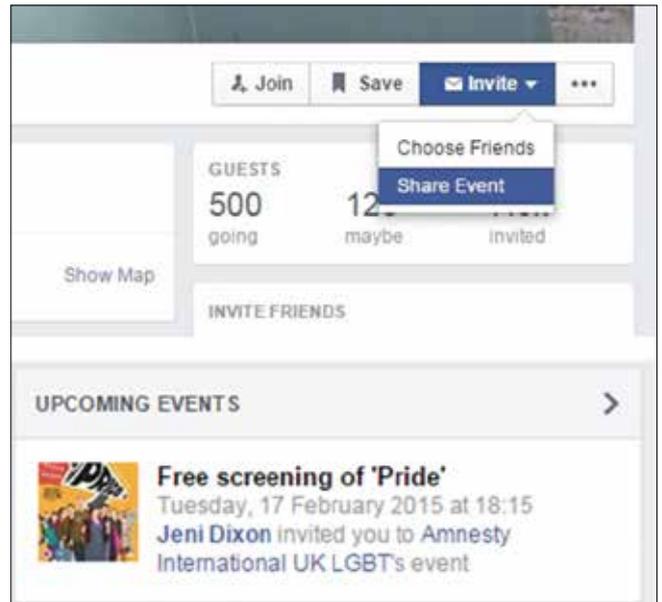
6   Click **Invite** then **Share Event** on the top right of the page to share this event on your group's page. You will have the option to add some text.

7   Copy the event page url to share the page by email, on your website or on other social media

8   By allowing the Amnesty UK Digital team admin access to your page (don't worry, they won't post or change anything), your event can be shared on the main Amnesty UK Facebook event listings. Contact **webdeveloper@amnesty.org.uk** for more details.

UPDATING ATTENDEES

10   Post (short) updates on the page regularly to maintain attention and interest. Anyone who has said they are coming will receive these updates. You can also use your event to ask people to send you photos, or remind people to buy tickets, or any other actions you need them to take.

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