

FB event checklist:

- **Banner graphic:** Rather than using a generic event photo, it's best to have a graphic that includes the title of your event, the date, time, and location so that anyone can get the most basic info about the event from just looking at the preview link, without having to click through to the event page itself. [Adobe Spark Post](#) is a great app for creating very basic banner graphics for FB events. It has templates you can use directly for your graphics—and if you want to start from scratch, at least perusing their templates can help you develop your own visual sense of what makes an effective Facebook graphic.
- **What:** Make sure that your event title clearly describes what the event is. The Event Title-colon-Clarifying Event Subtitle format is preferred (e.g., Charlottesville & Beyond: A Workshop for Allies).
- **When & Where:** Make sure you have all of the relevant information about date/time & duration/location entered into the FB event form.
- **What and why:** In the Event Description, make sure you clearly communicate:
 - What type of event is taking place
 - The goals the event (i.e., why people should show up)
 - Speakers, if any (and tag them if they are public figures with FB pages)
 - Schedule or program of event
 - Any additional information on logistics
 - Always state whether the event is free or paid.
 - Always state whether an Action Network registration is required to attend.
 - Always state whether the event is kid-friendly or if childcare will be provided.
- **Co-Hosts and/or Partnering Orgs:**
 - If there are any co-hosts, invite them when you create the event.
 - If there are any partnering organizations involved, identify them in the Event Description. If they have public Facebook pages, please tag the pages.
- **Distribution:**
 - Events that are open to the public should **always** be Public events created through your organization's public Facebook page so that RSVPs can be collected under a single event, and any changes/edits/discussion will not need to be duplicated across groups.
 - To share these events on Facebook groups, copy and paste the event link into a post. It will then post in the Discussion section of a group, and it will also appear under the Event section of that group. Do not create multiple private events in closed Facebook groups.