

## Facebook Event Creation Guidelines

Using Facebook to create events is a simple and highly effective way of spreading the word about a Middlebury event, allowing people to RSVP (informally). Creating the event from within a group also gives you the option of inviting all group members with the click of one button. This option is only accessible to group admins (like you!)

- Navigate to the Middlebury Facebook group that is hosting the event i.e. the group whose members you would like to invite (links to all the Facebook groups are accessible from <http://go.middlebury.edu/facebook>)
- On the group page click on **Create Related Event** (upper right hand nav)

An event creation box will display – please follow these guidelines to create a Middlebury event:

- Event Info:
  - **Event Name\*:** Naming convention is *region alumni event @ venue* e.g. Chicago Alumni Happy Hour @ Joe's – but feel free to get as creative as you like while still making the nature of the event clear
  - **Tagline:** add a funny/cool tagline if you like – one advantage of the events tool on Facebook is the greater informality
  - **Network:** Global
  - **Host:** This is very important and should default to the host group and not allow you to change this choice but in the event that you can edit this please pick the host group from the dropdown box e.g. **Middlebury Alumni Vermont**. Do not type in a name if an entry field is available as this will change the host and thus disable the ability to invite all group members
  - **Event Type\*:** browse through options and pick the most applicable
  - **Description:** you can lift a lot of the description from the email invite we send out BUT be as creative as time and energy allows
  - **City/Town:** Do NOT include ZIP code
  - **Phone:** I usually leave that blank
  - **Email:** [alumni@middlebury.edu](mailto:alumni@middlebury.edu)
- Customize:
  - **Upload Picture:** Events without images look unappealing – always upload an interesting/appropriate image. I suggest using Google/Bing to find images of the venue, performer or activity (feel free to be creative while remaining appropriate)
  - **Options:** Enable the following options by checking them (default is checked so you just need to confirm they are checked)
    - Let guests know they can bring friends
    - Enable the wall
    - **Guest List:** If I am unsure of responses to the event I will sometimes uncheck **Show the guest list** until I have a couple of people signed up

then I go back to the event and enable the guest list. For the most part I show the guest list from the beginning as it helps rally folks to come seeing friends planning to attend.

- Up to you whether you **Hide guests** who are not attending
- **Options:** Disable the following options by unchecking them (default is checked so you need to uncheck these)
  - Photos (unless you have photos related to the event – e.g. venue photos)
  - Videos (unless you have relevant videos)
  - Links (unless there are event related links – e.g link to the online ticket sales for the event)
- **Access:** Open
- **Publicize:** Check – *\*Only publicize the event when you are satisfied with all the event details and options i.e. event is ready for public viewing.*  
Publicizing events posts the event creation on your profile wall and to your friends news feeds (Facebook homepage) which helps spread the word in a non-intrusive manner.
- Invite Guests
  - *\*Only send invites when you are satisfied with all the event details and options i.e. event is ready for public viewing*
  - Scroll down to the bottom and check the box to “Invite Members of the host group...” and click **Send Invitations**

Event creation and advertising is now complete. If you need to make further edits to the event click on **Edit Event** on the host group page to return to the event tool box.

*\*Please note that making edits to any of the required fields (**event name, event type, start time, end time & location**) will cause an email to be automatically sent to all invitees who have responded “Attending” or “Maybe Attending” notifying them of the change, which is undesirable but occasionally necessary. Please try to avoid editing required fields for this reason.*