

M3L10

Facebook Events

Okay, I want you take advantage of events in Facebook. So what you're going to do is you're actually going to create an event outside of your group. So you're going to go into Facebook on your profile, create an event, and in that event, you're then going to put the location as your group. And then you're going to teach in that event and people are going to RSVP, etc. But when they RSVP, it's now showing other people that 'so and so has RSVP'd' or is going to the event, this event tomorrow or the next coming days. You've probably seen this. So I want you to take advantage of Facebook's event functionality.

Now, did you know that Facebook is really, really focusing on groups this year and events. They're very focused on events and showing people, getting that community together. So whether your event is in a group or outside in the public or on Facebook itself, they're really going to try to help you promote that. Now, even though your event is in your group, guess what? Facebook loves promoting groups too, so you're covered.

All right, my only thing I would say is, now that you've created this event, don't start adding everyone that you know. Invite those maybe that you think would like it or possibly go to your group or go into your newsletter, etc. And say, "Hey, I'm having this event in my Facebook group. Would you like to come join us?" And then they can then see that the event is in the group and they can join your group. Now, those in the group are already going to get this event, but you can say, "We're going to have this event, and if you know anyone who would like to join us, here's the link to the event. Make sure they come join the group to be part of the event as well."