A Guide to Setting Up Facebook Events for Your Theme Camp (Info Sheet)

Introduction

Unfortunately, love it or hate it, many people now use Facebook and the events to help manage their personal calendars – even whilst at Blazing Swan where there is little/no signal. So using Facebook to setup, share and promote your event – be during or outside of Blazing Swan is a great way to help you get more participants to your event.

In this info sheet, we're providing some information and guidance on how to use Facebook events for your Theme Camp.

Setting Up Your Event

Before trying to set up any events, we suggest that your Theme Camp sets itself up a Facebook page. This will help people understand who the event is linked to – after all, are you more likely to attend an event that's from "Camp A" or "Random Dude"?

Once you've set your Theme Camp Facebook page, it's best to set up and share events from this page. The easiest access point is on your page then clicking the 'Event' button.
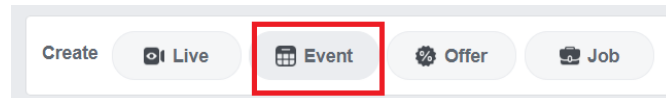
You can also get to the Events using the left sidebar menu
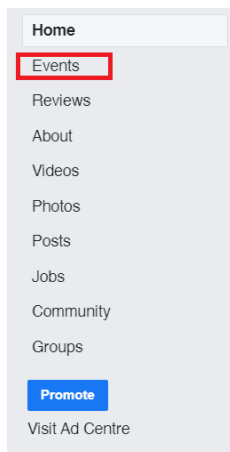
Once on the Events page – just click the "Create Event" button.

From there the process is pretty self-explanatory.

Once complete you can then start sharing and promoting your event!

Please don't…

1. **Please don't create events inside groups or events** – such as the Blazing Swan Community Group or inside the year's event.

   The primary reason for this that you're limiting your audience – only those with access to those groups can see your event. Additionally, it makes the group (and all the admins) administrator and linked to your event, and you probably want to keep control of your event. **Create the event on your page and then share it into these groups as needed.**

2. **Branding (all your text, images, logos etc) is important when the community looks at an event**. This is your time to make a good impression – so think about it, invest some time in it. Think about branding like a 'theme' – you want people want to see your branding – be it for your camp or your event and know exactly what it entails and who it's linked to. Confusing fonts that are hard to read aren't going to make it easy for others to join you, and they're likely to drop out.

3. **Blazing Swan requests that you do not add Blazing Swan as a co-host** without specific instruction, and that if you make reference to Blazing Swan that **you make it clear that this is an event by your camp** – not a Blazing Swan organized event.

Please Do…

1. **Be clear and concise with your event**. Where is it? When is it? What do I need to bring/prepare? How do I get involved? It really helps reduce barriers for people thinking about attending your event. The more barriers, the easier it is for someone to not to attend.

2. **Answer questions** – it helps people understand what's happening and how they can get involved.

3. **What's acceptable**? Let people know what they can/can't do / what to expect. The biggest example for Blazing Swan events tends to focus around photography and video consent at events – is it ok to photo/video? But what else should you ask people to consider?

4. **Share and promote your events regularly**. This is a balancing game - posting once on social and then leaving it will see your event fall to the bottom of the feed, posting too often and people will get annoyed, potentially muting your posts.
   Regular pushes on social are key to make sure people get to see your event. Mix up the days and times you post to help increase the chance of it being seen and noticed.

Missed something? Add something?

Email Comms@blazingswan.com.au to provide your thoughts and feedback for when we update this document.