



MAKE SURE YOUR EVENTS HAVE THE OPPORTUNITY TO APPEAR ON **GRANDISLANDVIBE.COM**

THE GRAND ISLAND CVB'S COMMUNITY CALENDAR

STEP 1.

**CREATE A FACEBOOK BUSINESS PAGE OR CHECK
YOUR BUSINESS PAGE SETTINGS**

TO CREATE A FACEBOOK BUSINESS PAGE:

- Go to facebook.com/pages/create
- Click to choose a Page category
- Select a more specific category from the drop-down menu and fill out the required information
- Click **Get Started** and follow the on-screen instructions

ALREADY HAVE A FACEBOOK BUSINESS PAGE? CHECK THESE ITEMS:

- Under "About" edit your page to include a **physical address**. ImGoing Calendar of Events is map-based application and will only pull Facebook pages displaying a location. If you don't have a street number, you can still add an address such as "Farnam Street, Omaha, NE 68183".
- Also, make sure your page has no age or country restrictions. The Facebook API requires all pages to be **public**.

STEP 2.

CREATE YOUR EVENTS ON FACEBOOK

- Go to your Page, then **click Create an Event icon** at the top of your Page's Timeline.



Create an event

- Add details about your event:**

1. **NAME YOUR EVENT.** Give a short and sweet name so people will know what it is at a glance.
2. **ADD YOUR LOCATION.** Be sure to tag the location or include a full address so your event can be recommended to people close by.
3. **CHOOSE A CO-HOST.** Add any others you want as co-hosts to the event. It could be an artist, promoter or venue. This helps expand the reach of your event and allows others to keep the details up to date. Your co-host will be able to edit the event just like you.
4. **ADD A TICKET LINK.** If you're selling tickets for your event, you can include a link to the ticket agent or site.
5. **PICK A PHOTO.** Events with a photo look better on Facebook. Remember, your photo appears on more than just the event page itself. People will see the photo in News Feed, notifications, and more - so it's important to have a photo that looks good both big and small. If you upload your own photo, it should be 1920 x 1080 pixels or larger and include little text.

- Click Publish:** Once published, please allow 24 hours for approval. Your event will automatically be displayed for approval by the ImGoing Events Calendar on visitgrandisland.com - considering your Facebook Page meets the required settings.