How to Create Events and Boost them on Facebook

Step 1: Create a Community Facebook page. There are different kinds of pages on Facebook. There are also pages for businesses and organizations which have a broader set of tools. Community pages are ideal for Scouting units and councils. These pages have calendars and communications tools that allow them to create and promote events and reach a broader audience.

To create a 'Community' nonprofit page, use the link:
https://www.facebook.com/pages/create *and select the box on the top row, center column titled* Company, Organization or Institution*, and follow the prompts.*

Step 2: Create an event. Once your page is up, create an event. The event could be for an open house, joining night, outing, fundraising event, or any other occasion. For instructions on creating an event, use the link:
https://www.facebook.com/help/210413455658361?helpref=about_content

Step 3: 'Boost' the event. 'Boosting' means paying money to have your event seen by a broader number of people. (Think advertising.) For recruiting, we have found that it is best to geofence events at schools or community centers, and not at places of worship. For instructions use the following link: https://www.facebook.com/business/help/1519209995047756 and follow the prompts.

We suggest using the following parameters for your recruiting events, but feel free to adjust them as appropriate for your event or area.

Gender: Both Male and Female
Age: Adults 33-49
Note: You can be very specific with your targeting, but this will eliminate people who see your message. For recruiting Cub families, we recommend broad targeting.

Location: This is the location of the event. For example, Stonegate Elementary School is the location of the joining event for Pack 374. So, use the physical address of the school where the join Scouting night is to be held.

You can geofence multiple locations. In the case of a pack that recruits from two or more schools, you can geofence multiple locations by entering additional addresses. For example, the joining night is at Stonegate Elementary, so geofence Stonegate and two other nearby schools inviting those families to come to the joining event back at Stonegate Elementary.

Set the size of the geofence: In general, we recommend 2 miles around a school. If you are in a densely populated area, you may want to make this area smaller. Likewise, in a rural area it may be appropriate to make the geofence larger to reach more people.

Step 4: Cost. You can spend as much or as little as your budget allows on boosting an event. We recommend $1 per day per unit. This may vary depending on the population density of the area. Feel free to experiment. Because we typically target a relatively small area, $1 per day per unit has been effective. You can invest more, depending on your situation.