



Creating Your Facebook Event

Follow these steps to set up a Facebook event for your *Ocean Driven* screening.

Step One: Creating Your Event

1. Create an event on Facebook by going to the **Events** tab on the left hand side of your Facebook.com Home page.
2. Click **+Create Event** and enter the name of your film and an event title, for example “*Ocean Driven* – May 14, 2016 – San Francisco,” with an event description, the time, date, and location.
Note: Make sure a link to your Tugg Event Page is a visible, prominent part of your Facebook event details.

Event Name	Ocean Driven Screening!		
Location	San Francisco, California		
Date/Time	5/14/2016	5:00 PM	PST + End Time
Description	I'm hosting a one-time screening of the award-winning film Ocean Driven! A thrilling and inspirational big-wave surfing odyssey, Ocean Driven chronicles the life of big wave surfing champion Chris Bertish, inspiring the world with his journey and unearthing the keys to his success.		

3. Use [images from the film](#) for the Event Photo and Cover Photo.



Step Two: Promoting Your Facebook Event

1. Invite friends! The more friends you invite to your Facebook Event, the more likely you are to meet your threshold. Reaching out to every Facebook friend in your community will offer exposure and increase ticket sales.
2. Post the Facebook Event on your Timeline and ask your friends and family to share the event with their friends as well. Make sure that when you post on your Timeline that you let everyone invited know how many days you have left to meet your threshold.
3. Make sure everyone who has joined your event is aware that they need to pre-purchase a ticket on your Tugg Event Page in order to gain entry to your screening. Share this information on your Event's wall and by sending personal messages to anyone who is listed as "Going" or "Interested."
4. As you get closer to the big day, post updates on your Event's Wall and encourage your friends to spread the word. Add pictures, trailers, and clips from the film to promote last minute ticket sales and get your audience excited. For a list of example posts, see the [Social Media Outreach Template](#) in your [Screening Resource Kit](#).