5 SIMPLE STEPS

for promoting your Christmas events on Facebook.

OUTREACH®

1

Create an event on your Facebook page.

Facebook makes it easy to create and share your Christmas events. When your invitees RSVP or show they are interested, it shows up on their page so that all of their friends can see they are going.

CREATE AN EVENT

quick tip

Always have an event photo! Make sure it's interesting and engaging.

2 Social Word of Mouth!

Ask your members to share your event on their personal Facebook page. Social media is one of the biggest, FREE outreach tools you can use to share your event with everyone.

You share your event.

Your members share the event on their Facebook pages.

Your event becomes visible to all of their friends and family—the average is 350.

Thousands of people are now aware of your upcoming event!

quick tip

Build excitement with your members about using your Facebook page as a go-to source for information about your Christmas events.

3

Keep it fresh.

Post about your upcoming Christmas event often to keep it top of mind and to maximize your outreach. Change up your images and content to keep it interesting and prevent reader fatigue.

How often should you post?

A few months out: Post once a week about it.

One month out: Post twice a week.

One week out: Post daily.

quick tip

Video is **THE** most successful post type on social media. Include video clips, like those found in *The Gifts of Christmas* kits, to build excitement. Your posts should also use captivating graphics that create interest and catch attention in the news feed.

4

Top of page, top of mind.

Pin your event to the top of your Facebook page so it's the first thing everyone sees when they visit.

PIN YOUR EVENT

You'll need to be an admin or editor to pin Page posts. To pin a post to the top of your Page's Timeline:

1. Go to the post on your Page's Timeline
2. Click ⌄ in the top-right corner
3. Select Pin to Top

About Pinned Posts

When you pin a post:

- The post will move to the top of your Page's Timeline
- will appear on the post
- The post will stay at the top of your Page's Timeline for 7 days. After that, it'll return to the date it was published on your Page's Timeline.

Note: You can't pin a post on your personal Timeline.

5

Cover Photo Worthy.

Create a cover photo (the large main image on your page) that features your event. This helps create interest and makes a great social first impression of your Christmas service.

quick tip

Save time! Church kits like *The Gifts of Christmas* provide customizable, ready-made social media graphics, including cover photos.

These featured graphics are included in the kit!

Cover photo
815x315

Post graphic
1000x1000
(Instagram friendly)

Post graphic
1000x1000
(Instagram friendly)

Main Event graphic
1200x675