

# How to Create and Boost an Event on Facebook

Geo-fencing is a tool on Facebook to help your unit advertise your Popcorn Site Sale in your area, and to boost the awareness of your Pack's activity in your community. To guarantee advertisement success, please follow the steps below.

***Please note***, there is a "What is Geo-fencing and How to use it" video is under the Programs Tab and Cub Scout section <https://pathwaytoadventure.com/cubscouts> link.

**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 a Popcorn Site Sale, 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](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 your Site Sale, it is best to geofence your event around the actual location of your Site Sale. "Boosting" your event for \$2/day and up to 21 days **prior** to your event. 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 event, 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 advertising your Site Sale, we recommend broad targeting (larger age range).*

**Location:** This is the location of your Popcorn Site Sale. For example, Pack 374 will be selling Popcorn at Stonegate Grocery Mart, on this date and during this timeframe. Please use the physical address of the location of your Popcorn Site Sale.

**You can geofence multiple locations.** In case your pack would want to advertise your Site Sale to the families in your school(s), you can geofence multiple locations by entering additional addresses. For example, the Site Sale is at Stonegate Grocery Mart, so geofence Stonegate and your nearby school(s) inviting those families to come and support your pack's Site Sale at Stonegate Grocery Mart.

**Set the size of the geofence:** In general, we recommend 2 miles around our Site Location and schools, if using multiple locations. You can always increase the size of your fence if you want 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 \$2 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, \$2 per day per unit has been effective. You can invest more, depending on your situation.