

# TROOPS - Creating & Boosting/Geofencing Your Facebook Event for Recruitment Night - 2023

This process is pretty intuitive for someone with overall familiarity with Facebook. However, here are some helpful tips.

On Facebook itself, there is a help section. Here are a few links that offer guidance.

Creating In-person Facebook event: <https://www.facebook.com/help/210413455658361>

How do I create an event for my Facebook Page? <https://www.facebook.com/help/116346471784004/?helpref=related>

## Some specific helpful tips for creating this recruitment event:

- On your desktop, on the left hand side under “More”, click “Events” and then “create a new event”.
- The steps from there are pretty intuitive, to fill in the fields. Some helpful verbiage/details to include:
  - o Title: Info & Sign-Up Night for Troop ### - Date
  - o Start/end time, location, any directions to include (such as which door to go to, etc.)
  - o *(use some verbiage you make like from the pre-written social media posts that you think really suit your Troop)*
  - o If you can't make it, no worries! We meet regularly, and you can come to one of those meetings. Message us for details.
  - o Or you can join online at [beascout.org](https://beascout.org).
  - o Financial assistance is available through Friends of Scouting.
- For location, in the search bar, see if your location name pops up (it likely will). If not, put in the street address.
- On the event header, click edit and use the **event header image** provided by the Council, in the same folder section as these instructions. (there is one for boy troops and one for girl troops)
- Most of the steps below those key details are optional.
  - o However, under Communication Settings, unselect “show guest list” and select “only hosts can post in event” and “posts must be approved by a host”.

## Tips for boosting/geofencing:

- Once you create the event, you will have the option to “boost” it. Chose that option, and begin following steps, which will create a pop-up window.
- Under Button, choose “send message”.
- Below that on the page, the “Messenger” app will already be selected.
- For your audience, you definitely want to target using these parameters.
  - o Click on the little “pencil” on the right in the gray “audience details” box.
  - o Choose “all” for gender
  - o Slide the age bar to select ages 25-45.
  - o For locations, put in the school name or a central location.
  - o You'll then see a map with a pin at that site (ensure it's correct—if not, double-check address).
  - o At the bottom of the map, you'll see a bar with miles. Slide it to the diameter you think is right. 1 or 2 miles will be about right for urban schools, but you may need a bigger diameter for more rural schools.
  - o Make sure no other “locations” have auto-populated (such as your town +30 miles). If they have, click the x.
- “Detailed targeting” is the next box.
  - o There will be some interests auto-populated. Click the x on all of them.
  - o Then, click the blue Browse button with an arrow.
  - o Under Demographics, click Parents, then under All Parents, choose two categories:
    - Parents with preteens (9-12 years)

- Parents with teenagers (13-17 years)
  - Then click the gray “back” arrow on the top left of that window.
- You’ll then see what the audience definition says.
- If the audience is too small, at the bottom of the map, enlarge your circle by a mile or two and see what happens. (Be careful about what areas you overlap into, from a recruitment standpoint with other Troops, outside the district, etc.)
- If the audience is STILL too small, you can go back into editing the audience (the little pencil) and use the Drop pin button. Drop a pin near the other pin, and it will have its own radius you can adjust out.
- Then click the “Save Audience” button on the bottom right.
- Then you’ll be back on the planning page. You’ll want to chose the duration or end date that is through your recruitment event. Ideally you’re doing this about 10 days before your event.
- Then choose your budget. The tool will give you an estimate of how many people you’ll reach depend on spend. \$25-50 is a good range, but discuss it with the Pack Committee before committing, if the Pack will be paying for it.
- Follow the steps through payment method. PayPal is an option, or you can add a credit card to your Facebook account.
- Review all the info on the page again, and then click “Boost Post Now.”