

Creating & Boosting/Geofencing Your Facebook Event for Recruitment Night – 2024 (Cub Scout language include)

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:

- From your Page dashboard, under More, click “Events” and then “Create Event” blue button on the right (if on desktop)
- The steps from there are pretty intuitive, to fill in the fields on the left of the screen. Some helpful verbiage/details to include:
 - o Edit the cover image (click pencil Edit graphic) and upload the provided Event Cover graphic on the recruitment page
 - o Event Name: Join Cub Scout Pack ### - Sign-Up and Information Night
 - o Start/end time
 - o Indicate that it’s in person
 - o In the location box, type in school name or address and the location will auto populate
 - o What are the details: Both boys and girls grades K-5 are invited to #AdventureOn with Cub Scouts, building skills, character, and friendships--while having fun too! Scouting works with sports, school and more, and costs are similar to other youth activities, and financial assistance is available. We look forward to telling you more about how Scouting can help you make the most of the time you have with your children. We will be at the school to answer questions and talk with you about the fun plans we have lined up for the year. No prior knowledge or skills required. 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. Look for Cub Scout Pack ###
- Most of the steps below these fields are optional.
 - o However, under Communication Settings, unselect “show guest list” and select “posts must be approved by a host” and “posts and comments detected as potential spam will be held for our review.”

Tips for boosting/geofencing: (want to verify this process with the Scout office)

- 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.
- (leave settings as “automatic” for the Goal, and “No button” for the Button”)
- 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 if it doesn’t populate, the school address.
 - o You’ll then see a map with a pin at the school (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.

- Then, click the blue Browse button with an arrow.
- Look at your info again, and then click "Save Audience."
- Under Demographics, click Parents, then under All Parents, choose two categories:
 - Parents with early school-age children (6-8 years)
 - Parents with preteens (9-12 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, enlarge your circle by a mile or two and see what happens.
- Then click the "Save Audience" button on the bottom right.
- Then you'll be back on the planning page. You'll want to choose 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."