



## WHY add the Earth Expo to Your own FB Page Event Listing Tab?



- Why wouldn't you want to draw your customers to events where you can be seen, learn more, or experience/buy your product or service?
- **Ever hear the phrase a “crowd draws a crowd?”** Same concept here! The same Earth Spirit Expo Event gets shared, over and over and each and every person has the opportunity to invite their own friends. This is how it can go viral, pulling people's invites, off a single invite, to the next etc.
- This pushes the “interested” number up as people respond. As we all promote the event - it will look fantastic when the ratio to those going, and those interested goes up.
- The visual effect displaying all your “Friends” going creates validation and peer approval that results in more motivation for participating.
- When Someone says they are “interested” it will show up as a reminder in their notifications reminding them of the event as it gets near. It also posts in that person's feed and others may say... what's this they are going to?



112 Going · 779 Interested See All

Dawn, Don and 10 other friends are going

Share

Invite Friends  
Share in Messenger  
Share as Post

Come join us! This is a Whole Life Expo, A place where spirituality, beliefs, healing and art all come together! The largest MIND-BODY-SPIRIT show in the region. Open to All. Cost: \$7 per day or both Sat & Sun for \$10. You don't want to miss this! #earthspiritexpo2018

Wellness Spirituality Healing +1

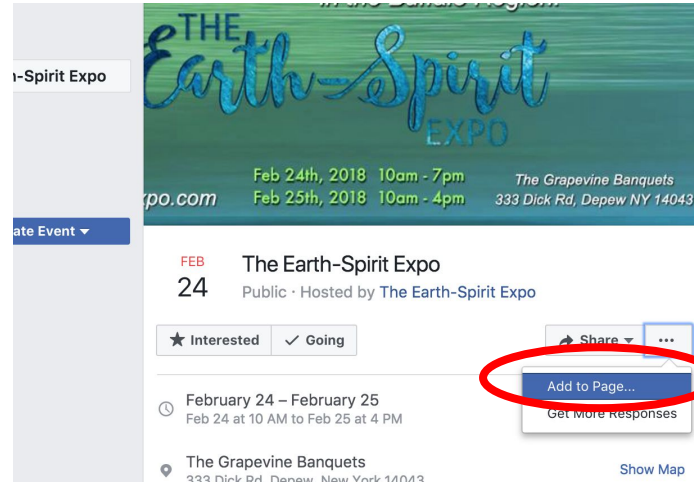
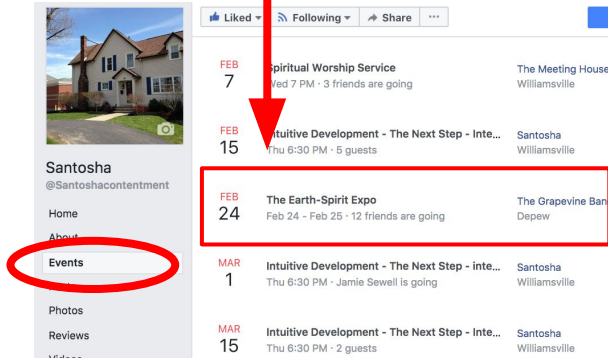


## How to Add Earth Spirit Expo to Your Facebook Page under the Events Tab



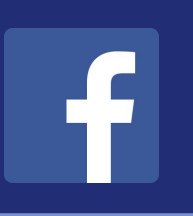
**Why:** Instead of creating an existing event on your own calendar (creating a duplicate event listing - or creating more work for yourself) - add this existing event to **your own page's event listings!**

**Step 1-** Navigate to the Earth Spirit Expo Event Listing On the Earth Spirit Expo Facebook Page - Events Tab



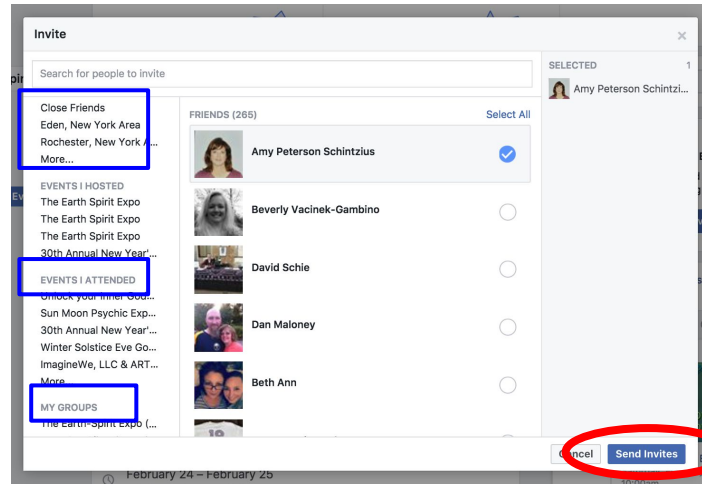
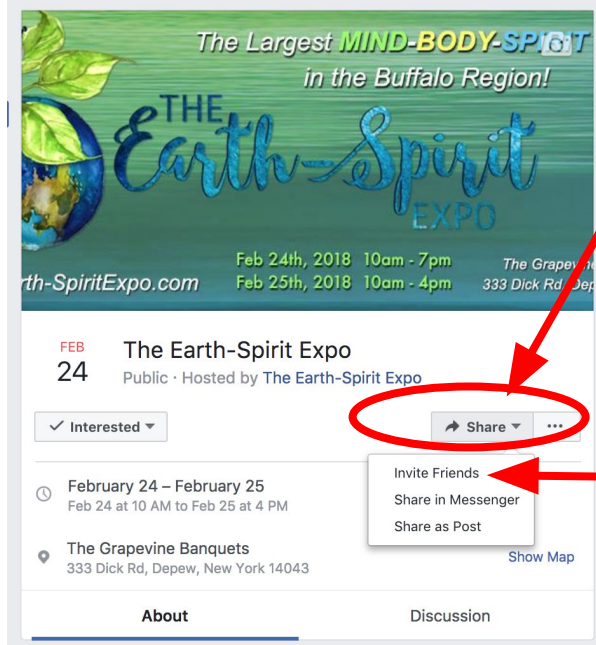
**Step 2-** Click on “the 3 dots ...” Menu and from the dropdown select Add to page. It will then bring up your page to add it to.

## Inviting Friends to an Event



**Step 1-** Navigate to the Earth Spirit Expo Event Listing and click on the 'Share' Button and from drop down - Click Invite Friends.

*\*\*\*\* Tip - click different sort options on the left to filter friends by different types, such as groups etc. \*\*\**



**Step 2-** Select your friends, and when finished click blue button send invites.

## Inviting Friends to an Via Messenger



**Step 1-** Navigate to the Earth Spirit Expo Event Listing and click on the 'Share' Button and from drop down - Share in Messenger

**Why:** To personalize the invite, or make sure the invite is actually seen immediately!



**Step 2-** Select friend/friends, write custom message and click send when finished. Be sure to ask them to invite their friends too!