



CREATE A FACEBOOK EVENT FOR YOUR ALPHA COURSE



To begin, log into your Facebook account and go to the “Home” screen. Click on the “Event” icon which will be located below your profile picture and then click “Create an Event.”

Step 1 > Enter the basic information for your event

Step 2 > Add an image for the event - we recommend either downloading a campaign image from alphafriends.org or using an image from your own event publicity.

Select an “Event Type” that best suits your Alpha event

Write a short description of your event. For example, “You’re invited to an evening of jazz, drinks & nibbles with a short talk by Jonathan Aitken to launch the Alpha course at Holy Trinity.”

Make sure to click “Enable the event photos, videos, and links” so you can add fun Alpha videos and images to your invitation (see Step 4)

Then click “Save and Continue” and “Publish”

Step 3 > Invite friends by clicking on their names, or entering their email addresses. Include a personal message to add excitement and encourage everyone to invite their friends. Then click “Send Invitations.”

Step 4 > Now that your event is created and your friends have been invited, you can add photos, videos, and a link to alpha.org on your event Wall just like you would on a friend’s Wall. This will make the invitation more dynamic and exciting for those you’ve invited. Maybe think about adding the Alpha “Search” videos which you can download from alphafriends.org.