



## Create an effective Facebook Event for your Discussion Project

Creating a Facebook Event is very simple and straightforward, but there are a few important considerations to make when putting one together (ex: branding, length of title, and making use of limited space to highlight the important key words.)

Below are some steps to help make sure your Facebook Event lists the particulars of your site's Discussion Project while also being recognizable as part of the greater Discussion Project cohort.

### 1. Use the Discussion Project Facebook Event cover photo listed in the toolkit.

This will help ensure that your event is recognizable as part of the Maine Humanities Discussion Project cohort. It will also eliminate the need to include "Discussion Project" in the title of your event, freeing up space for you to list other specifics.

### 2. Title your event with the series your site is hosting.

- If you chose an MHC plan, this would be *Freedom Over Me*, *Poetry! A New Land*, etc. If you chose a single book, list the book. For example, *Stamped: Racism, Antiracism, and You*.
- If you chose the build-your-own option, use the short concise title that you and your MHC point person decided on. Ex: *Veterans Book Group*, etc. (Facebook Events limit the title to 64 characters)

The screenshot shows a Facebook event page. At the top is a cover photo with a stack of books, a red circle with the word 'Online', and a blue banner that says 'DISCUSSION PROJECT'. Below the cover photo, the event title is 'Stamped: Racism, Antiracism, and You' by Jason Reynolds and Ibram X. Kendi, hosted by the Maine State Library. The event is scheduled for Thursday, October 1, 2020, at 6 PM - 7:30 PM. The page includes navigation tabs for 'About' and 'Discussion', and a 'Details' section with event information and a 'Literature' tag. An 'Insights' section shows 0 people reached and 0 responses for the last 7 days.

**3. Now that you have the “header” info with a cover photo and title, you can include further details in the event description.** Here’s an example:

*Join (Maine Town/Organization) and facilitator (Jane /John Doe) for a series of online discussions on the book *Stamped: Racism, Antiracism, and You*.*

*Please contact the library for more information on how to access the readings and join the discussions.*

*This program is part of the Maine Humanities Council's Discussion Project, a flexible opportunity for Maine communities to host text-based discussions that meet their own needs, whether working independently or as part of an organization.*

You can also include any other important details you want folks to know. **To include more info on readings and plans, see the Discussion Project Reading Lists in the Toolkit.**

**There is also a general Discussion Project invitation for your use:**

*Join us for a series of discussions grounded in compelling readings that invite reflection on things that really matter. A facilitator grounds and guides each discussion, all texts are provided, and there is no charge to participate. The discussion will be richer with you there.*

**4. A few other considerations**

- **Add us as a co-host!** This will help us know your Facebook Event has been created and let us know we can share your Discussion Project more broadly on social media.
- **Create as online event?**  
There is now the option to designate Facebook Events as “online events.” This is not the best choice when hosting a discussion series because it eliminates the option to create your Facebook Event with recurring dates.