

MKM LIVE: Monday, July 16

- Creating and Promoting Events on Facebook
- July Workshop: Two Gingers' Tavern, Cascade
 - TONIGHT: It's All About the Content
 - Monday, July 23, 30: themed workshops 6:00-8:00
 - 23: Facebook 101
 - 30: Intro to Insta and Keepin' it Real



MKM LIVE: Monday, July 16, Events

- Making Facebook Event
 - Personal or business operates the same
 - Doesn't have to be a big in-person event
 - Create graphic
 - Create event
 - Promote within & across platforms



MKM LIVE: Monday, July 16, Events

- Design event graphic
 - I use Canva
 - Eye-catching photo
 - Essential details
 - Download



MKM LIVE: Monday, July 16, Events

- Create Event
 - Personal or Business
 - Upload graphic
 - Short, catchy title
 - Date & time
 - Can be recurring
 - Add description



MKM LIVE: Monday, July 16, Events

- Promotion
 - Within the event
 - Invite people you think would be interested
 - Create posts
 - Create polls
 - Use GIFs and videos
 - Get engagement levels up



MKM LIVE: Monday, July 16, Events

- Promotion
 - Outside the event
 - Share event on personal profile
 - Share updates on business page
 - Use multiple platforms
 - Instagram
 - Instagram stories
 - Email marketing
 - Facebook LIVE
 - Traditional media



MKM LIVE, Monday, July 16: Events

- Mondays live at noon CST
- Next Monday, July 23: Why Branding is Essential for your Business
- Social Summer Nights
 - Monday nights in July
 - At Two Gingers'
 - Start with a free session
 - 3 weeks of paid workshops
 - Register at www.mollyknuthmedia.com/events
- Cascade Heart & Soul

