

Using Facebook to Promote your Events

Facebook Events, Ads – “Geofencing”

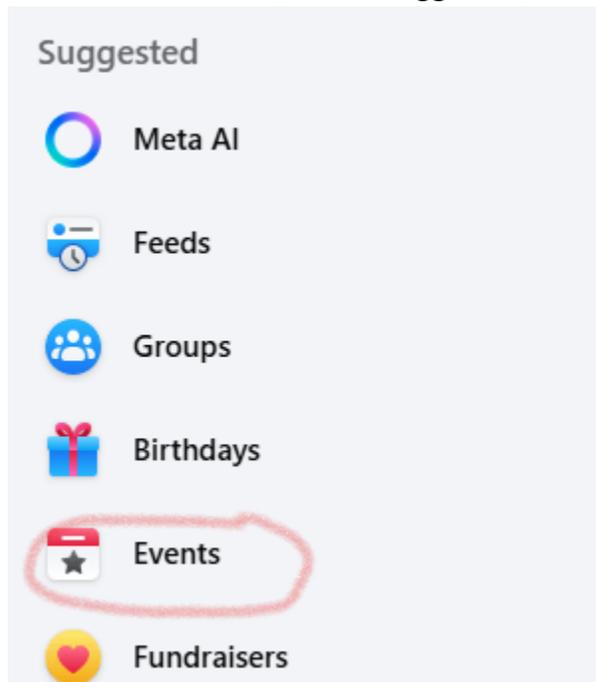
Michigan Crossroads Council provides “geofencing” to units that would like to advertise their Join Scouting Nights, but did you know as a Troop/Pack/Crew/Ship, if you have your own Facebook page and are willing to spend \$5-10, you can create your own? MCC is happy to do it on your behalf, but you as a unit may want to do this with your own Facebook accounts for more control and visibility. Or you may want to promote something other than a Join Scouting Night (e.g., fundraiser).

“Geofencing” is a term used to describe the action of creating a Facebook event or post, and then “boosting” it, which is creating a targeted Ad that runs in a specific area towards a chosen demographic. With a Facebook page and the Admin access on the page, anyone can create them for themselves and spend as little as \$1/day.

Creating the Event

You can use any Facebook post, but if you are wanting to advertise a Join Scouting Night/Event, then the best option is to start by creating a Facebook Event.

1. Log onto the Facebook account and go to its page.
2. On the left hand bar, under Suggested, find Events.



3. On the left hand bar, click Create New Event

Events

Q Search Events

- Home
- Your Events
- Notifications

+ Create new event

4. Click the “**Edit**” button to change the cover image. This should be about 1920x1005 in size and adhere to Scouting America branding standards.
5. Enter your **Event Name**, **Start/End Date** (click + **End date and time** to add the **End date**), and **Location**.

reposition image



Scouting America
Michigan Crossroads Council

Michigan Crossroads Council, Scouting America
Host - Your profile

Event name

Start date
May 5, 2025

Start time
12:00 PM

Time zone
EDT

+ End date and time

Is it in person or virtual?
In person

Add location
14258 Michigan Street, Eagle, MI, United States, Michigan 48

What are the details?

6. In the “**What are the details?**” section, make sure to put as much information as possible about your unit and your event, including contact info. Include:

Scouting America

Michigan Crossroads Council

- a. Description of your unit, including the age ranges and genders, e.g, “We welcome families of boys and girls in K-5th grades” or “We welcome boys ages 11-17”.
 - b. Description of what to expect at this event. Is there an activity for Scouts? Is it purely a sign-up night for parents? Will kids be taking part in a Pack event?
 - c. How to contact someone with more info. This could be a website link or an email/phone of a contact person. You can also include your BeAScout link (for people to register for Scouts online)
7. Click **Create Event**. Your event will now show up on your feed.

Creating the Facebook Ad, aka. “Boosting”

Determine how long before your event you want the Ad to run. You will start the following process when you are ready for the Ad to start.

1. Log into Facebook as someone with Admin access. You will know if you have the proper access if you see “**Boost Event**” on the Facebook Event (see image below).
2. Click “**Boost Event**” on the right top of the main page.



3. You will be taken to the Boost event page. Review the **Description** that will show in your Ad in the Description field
4. Choose what image or video will be used for the Ad content by clicking “**Edit**”. If you requested a Custom Unit Video from MCC, you can specify that. The default image will be the one used on the original Event/Post. Any image will work (roughly 1920x1005 pixels in size). Please make sure it adheres to Scouting America brand

guidelines.

Boost event

Ad creative [?](#) Use a post Ad preview

How do you want your ad to look?

⚠ Add a headline and description

Include a headline and description to help your customers understand what you're promoting and how to take action. This can help your ad achieve the best results.

Description

Get Some Elements of Criteria

Join Cub Scouts! Our pack welcomes families with boys in K- 5th grade. Stop by our event and find out what Cub Scouts are all about! Over the year we will go camping, fishing, hiking, and the kids learn about science and life-skills in addition to helping our community. This event will last about one hour and we will answer all your questions about Cub scouts and how to join.

To enroll visit [http://www.scouts.org](#)

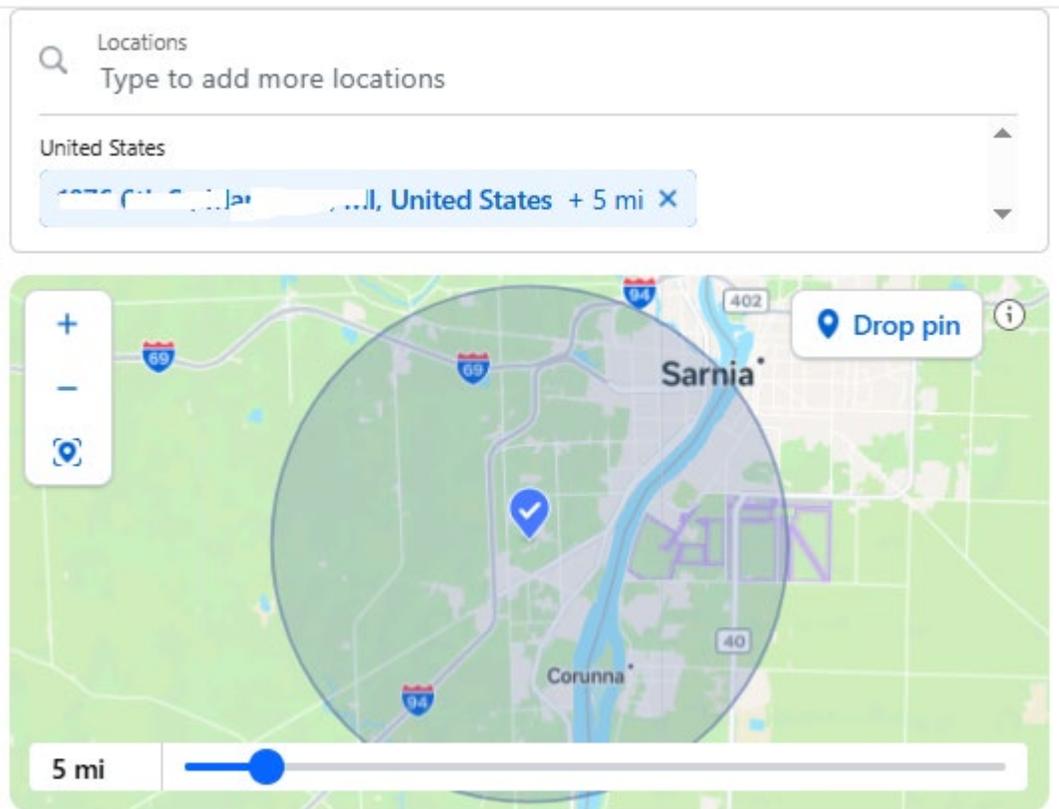
For more information, please contact us at [313.288.2222](#) or [cubs@scouts.org](#)

5. Target the ad to the demographic in your area by scrolling down to the Audience section. Click the **pencil icon** to edit

6. Choose the **age** range that you are targeting (the parents' ages for the group). For Cub Scouts, 27-50 and for older Scouts 30-55 is generally a good choice.

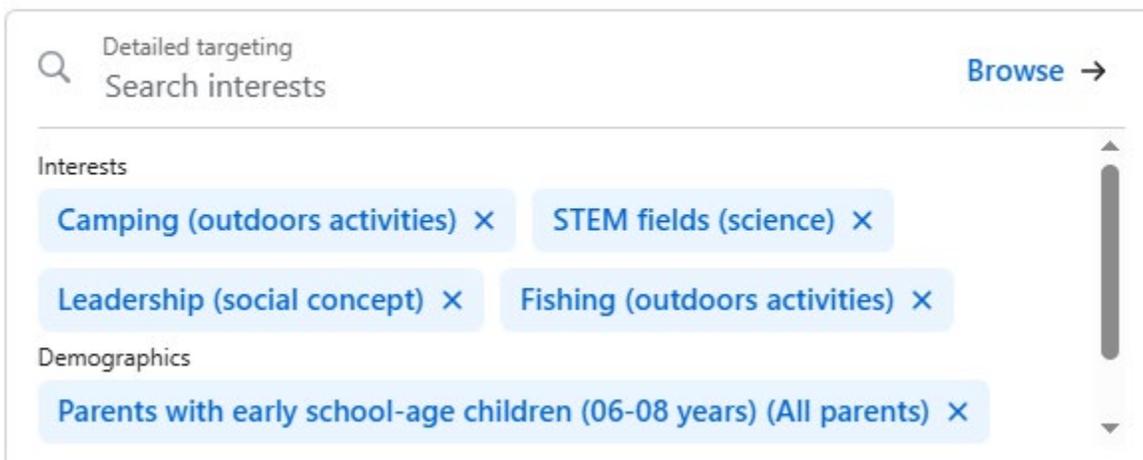
7. Enter in the **location** you want the “geofence” centered around. You can search for the location name or enter in the full address. Choose the radius (5 miles is typically

a good choice).



8. In the Detailed targeting list, choose various demographics/interests from the list. Common ones are “Camping (outdoor activities)”, “STEM fields (science)”, “Parents with early school-age children...”, “Leadership (social concept)”, and Fishing (outdoor activities)”.

Detailed targeting ⓘ



9. Enter the end date for the ads. (The start date is the current date). Enter in the budget (minimum of \$1/day).

Duration ⓘ

Days 7 End date May 12, 2025

Budget ⓘ

Estimated 442 - 1.3K Accounts Center accounts reached per day

\$ 7.00

\$7.00 \$500.00

10. Review the Ad on the right hand bar in the Ad preview section.

Michigan Crossroads Council, Scouting America Sponsored

Elementary School Parking Lot

Our Pack welcomes families with boys and girls in K-5th grade who attend Cheyenne, Fox, Mohawk, Ojibwa, Sequoyah and Shawnee Elementary schools, as well as other locations. Stop by our event to see all the fun YOU could be having in Cub Scouts! Don't miss out!

May 6, 6:00-7:00 pm at Cheyenne Elementary School in the main parking lot located at 3000 Highway 100, Weldon, MI 49894.

For more information, please contact Jen Weldon at 616.232.1234.

DISCOVER SCOUTING

VISIT DISCOVERSCOUTING.ORG FOR MORE INFORMATION

TOMORROW AT 6 PM
Cub Scout Pack 100 Join Scouting Night

Interested

Like Comment Share

11. If you do not already have an Ad account set up, it will prompt you to set that up.
12. Click Publish to send it to Facebook for review (typically less than 24 hours).
13. It will try to take you to the Ad center. You can close out of that and return to your page if you would like.