Calontir Social Media
Facebook Event Creation Checklist

Please follow these steps to ensure your event is created according the Social Media Policy. These instruction are written assuming the Event Steward is not also the local SMO/admin of the Facebook Page. *This checklist is subject to edits as needed because Facebook's options may change, please consult each time an event is created to be aware of necessary changes.*

How to Properly Publicize Your Event
1. Be certain your Event is accepted by the Reeve, and is on the Kingdom Calendar.
2. Make sure your event flyer is submitted to the Mews.
   a. This includes have a published Flyer available to view via the Kingdom Calendar.
      i. The Calendar, publishing of Flyers, and content of the Mews are the responsibilities of the Kingdom (and Local) Web Ministers and the Kingdom Chronicler.
   b. Do not proceed until this step is complete.
3. Once your event is officially on the Calendar and in the Mews you may proceed with creating a Facebook event.
   a. All the previous steps appy if you are using a platform other than Facebook.
   b. If you are using a platform other than Facebook, please contact the KSMO.
4. Procedure will differ based on whether the event is Hosted by the Kingdom or a Local Group.

Kingdom Hosted Events
1. Contact the Kingdom Social Media Officer (KSMO)
   a. Email: SocialMedia@calontir.org
   b. Facebook Messenger: Jesse Abram Riggs
2. Include in your email or message:
   a. Name of event:
   b. Date and time (gate opens and closes)
   c. Location
   d. URL for the Event Flyer on the web
   e. Name of the Event Steward
      i. *Event Steward will need to add the KSMO as a Friend on Facebook* so they can be added as a co-host of the event and have editing access.
      ii. Event Steward will be able to add other co-hosts.
   f. Description of Event
      i. Include contact information for the Event Steward(s).
         1. Messaging will be turned off for the event, so all attendee questions will be posted on the wall.
         2. Otherwise, messages would go to Kingdom Page Admins who are unlikely to have the answers.
      ii. Event cover photo can and should be changed by the Event Steward, it is unnecessary to send a photo to the KSMO.

3. The KSMO will create the event via the Kingdom Page
   a. The Event Steward will be given co-host status, allowing them to edit the Event Page as needed.
   b. The Event Page is now the Event Steward's responsibility.
      i. Contact the KSMO for help editing the page if needed.
      ii. Contact the KSMO if the Event Steward becomes unavailable.
4. Monitor the Event Page for attendee posts.
   a. Ensure questions are answered.
   b. Remove anything unacceptable.

Locally Hosted Events
1. Find your Local SCA Group's (Barony, Canton, or Shire) Facebook Page
   a. It must be a Page and NOT a Group
   b. Nearly every barony, canton, and shire has a Page.
   c. If there is no Facebook Page, contact -
      i. Your local Social Media Officer (SMO), or Seneschal, or Webminister, to get one set up, or
      ii. The KSMO, and the event can be hosted via the Kingdom Page
         1. Please start with your local SMO, etc. if possible.
         2. Follow the steps for a Kingdom Hosted Event.
2. Message or Email
   a. Your local SMO, or
   b. the KSMO
3. Include in your Message or Email
   a. Name of event:
   b. Date and time (gate opens and closes)
   c. Location
   d. Name of the Event Steward
      i. *Event Steward will need to add the Local SMO, etc, as a Friend on Facebook* so they can be added as a co-host of the event and have editing access.
      ii. Event Steward will be able to add other co-hosts.
   e. Description of Event
      i. Include contact information for the Event Steward(s).
         1. Messaging will be turned off for the event, so all attendee questions will be posted on the wall.
         2. Otherwise, messages would go to Local Page Admins who are unlikely to have the answers.
      ii. Event cover photo can and should be changed by the Event Steward, it is unnecessary to send a photo to the SMO.
4. The Local SMO/page admin will create the event via the Local Group Page
   a. The Event Steward will be given co-host status, allowing them to edit the Event Page as needed.

        b. The Event Page is now the Event Steward's responsibility.
           i. Contact the SMO for help editing the page if needed.
           ii. Contact the SMO if the Event Steward becomes unavailable.

5. Monitor the Event Page for attendee posts.
    a. Ensure questions are answered.
    b. Remove anything unacceptable.

Notes for SMOs and Local Group Admins
1. Be certain to create the event via the Local Group PAGE, not the Group.
2. Create a Public Event, NOT a private event.
3. Be certain to add the Event Steward(s) as Co-Hosts.
4. Turn off Messaging for the event.
    a. Otherwise messages will get sent to the Page admins, not the Event Steward.

Notes for Event Stewards and Co-Hosts
1. Within the description of the event, you must include the following disclaimer:

"This event is held and managed by (region/branch name), a region/branch of the Society for Creative Anachronism, Inc. and is considered the official presence of this group here. Questions regarding its content should be directed to (event steward's email). Any discrepancies between the electronic version or any information and the event flyer that is available from the originating office will be decided in favor of the event flyer."

2. Pick a good looking cover photo, or create an image which includes Date of Event, Location, Activities, etc.