



## Facebook Event Guide for Volunteer Walk Coordinators

### How to create a Facebook Event for your Community Walk:

*(This requires you to have a personal Facebook account.)*

1. Sign into Facebook.
2. Go to the **Events** tab on the upper-left side of your home page.
3. Click **Create Event** in the upper-right corner of the page.

From here, you can customize the event, edit its privacy settings and invite guests.

### Customizing your event:

*Fill in your Community Walk event with the following details.*

Name: <YEAR> <CITY>, <STATE> Community Walk to Stop Diabetes *(most walk names will follow this template)*

Details: Community Walk to Stop Diabetes is a new initiative of the American Diabetes Association's movement to Stop Diabetes®. These local grass roots walk events are organized by local Volunteer Walk Coordinators in towns and cities across the country.

We are organizing this Community Walk because we want to take an active role to change the future and make a positive impact in the lives of the nearly 26 million people with diabetes and others by diabetes. By making a donation or joining our walk, you will be helping the Association provide community-based education programs, protect the rights of people with diabetes and fund critical research for a cure.

*(Insert any personal connection to diabetes here, if you would like.)*

We truly appreciate your support. Together we can Stop Diabetes!

Where: <LOCATION> *(Facebook may auto-populate as you type if it recognizes the facility.)*

When: <DATE> <START TIME><END TIME, IF APPLICABLE>

Privacy: Set to "Public" so everyone can see it.

Event photo: Once your event is established with the above details, you can upload the Community Walk logo as your event photo. To do this, hover over the photo space in the upper-left corner of the event and click **Add Event Photo**. This will prompt you to upload a file from your computer.



### Adding Administrators and Guests to your event:

When you create an event, you are automatically listed as the host, or administrator. Hosts have the ability to invite more people to the event, appoint other hosts and edit event content. You will need to appoint "Ada CommunityWalk" (page managed by Elizabeth Juern, Community Walk Coordinator), as a second administrator.

First, send a friend request to "Ada CommunityWalk." You can do this by typing in "Ada CommunityWalk" in the navigation bar at the top of the Facebook page called "Search for people, places and things".

Ada CommunityWalk will accept your friend request and join the Community Walk event you just created.

Once the friend request is complete, then you can add "Ada CommunityWalk" as the second administrator on your event. On your event page, click **Edit** at the top right of the event and add "AdaCommunityWalk" to the **Host** field.

You can invite Facebook friends/guests to your walk by going to the event's page and clicking **Invite Friends** in the upper-right corner.

You can choose to allow guests to invite their friends to an event. To turn this feature on, click **Edit** in the upper-right corner of your event's page and make your selection beside **Guests can invite friends**.

Invitees and attendees will be shown in the left column, sorted by "Going," "Invited" and "Maybe."

### Posting content on your event page:

Remember to post to your event regularly, to share important updates with attendees and attract new ones. Here are some messages you can use to get started, with a sample timeline.

#### **As soon as you register and set up your event website:**

Join me [and XXX] on [DATE] for [name of Community Walk]! Together let's Stop Diabetes one step at a time. Visit [your event website] to register!

#### **Once you know your venue for your event:**

[Name of Community Walk] on [DATE] will be at [name of venue]. Register here: [your event website]!

#### **When a new walker registers:**



Thanks, [Name of new walker], for joining the Community Walk! If YOU haven't registered yet—do so now! [Your event website]

**When someone makes an in-kind donation of water, fruit, etc. . . .**

Thank you, [name of person/business], for [donation] to [name of Community Walk]! Do you want to get involved? Visit [your event website].

**Posts for one month before the event:**

Have you registered yet? Together let's Stop Diabetes one step at a time. Visit [your event website].

Get your walking shoes ready! The [name of Community Walk] is almost here! [your event website]

We do what we do to raise awareness and funds for the American Diabetes Association and the nearly 26 million people with diabetes in the United States. Make your donation to [name of Community Walk] here: [your event website].

We're walking for [name of someone you are honoring] to Stop Diabetes! Join us! [your event website]

**Posts for one week before the event:**

The walk is 7 days away! Register here [your event website] today!

It's almost time for our Community Walk! Together we can Stop Diabetes! Register and donate here: [your event website]. Please share this post!

**Post one day before the event:**

Looking forward to seeing you all tomorrow at [time event starts] at [venue] of walk. [add info about parking and other logistics]