

**Q: What are Facebook Official Events?**

**A:** Facebook Official Events are events listed on Ticketmaster that are automatically published to Facebook website and mobile app. Creating an event on Ticketmaster will automatically publish an Official Event on Facebook.

**Q: Why is Ticketmaster in partnership with Facebook to auto-publish their events to Facebook?**

**A:** Anyone can build an event on Facebook, e.g., brokers, radio stations, venues, promoters, artists, Joe the fan. Duplicate events on Facebook made it confusing for fans to know which Facebook event they should engage with. Ticketmaster is now automatically publishing to Facebook one “official” event for every event on Ticketmaster.com. Official Events are shared between all applicable parties like the venue, promoter, artist and/or team. Clients can stop manually creating their own events and instead use Facebook’s Official Events, which will auto-populate on the client’s events tab.

**Q: Why should I use Official Events?**

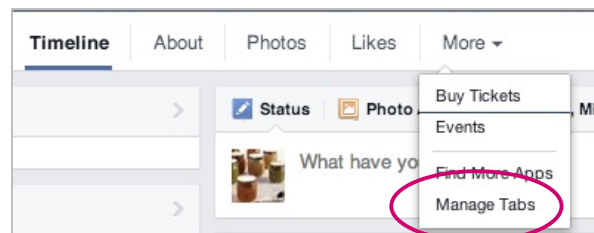
**A:** Here are the top six reasons you should use Official Events instead of manually creating them yourself:

1. Save time and resources as you no longer have to manually create separate events on Facebook
2. Multiple parties can “co-host” one Official Event like artists, venues, co-promoters, etc.
3. Co-hosts and page admins have full editing and advertising capability
4. Fans engage with one event with the correct ticketing link instead of multiple
5. Official Events may qualify for better search and Newsfeed recommendations
6. Facebook offers a full set of features for co-hosts to spread the word

**Q: Where do I access Official Events on Facebook?**

**A:** You will find your Official Events on the Events tab on your Page. We recommend removing third-party apps that create another Buy Tickets tab. This will help avoid buyer confusion and create consistency. To show off events on your Page:

- Move the Events tab up: make sure your Events tab is one of the first tabs on your Page’s Timeline. This makes it easy for people to find your calendar and see a full list of your events. You can change the order using the Manage Tabs option in the More drop-down menu



**Q: How do I set up Official Events on Facebook?**

**A:** Take the following steps to activate Official Events on your Facebook page:

1. Check the “Show Imported Events on Calendar” option
2. Prioritize your Events tab so it’s easy for fans to find
3. Stop manually creating new events on your Facebook page
4. Publically release an event on Ticketmaster.com

Ticketmaster will automatically publish events to your Page’s Events tab.

**Q: How soon will my Official Event show up on my events tab after it's been released on Ticketmaster?**

**A:** Your event needs to be visible on the Ticketmaster system before Facebook can pick it up for creation. Once your event is visible on Ticketmaster, an Official Event will be automatically published on Facebook within seconds. The beauty of managing your event through Ticketmaster is that it will be published simultaneously to Facebook.

**Q: Are all event categories currently being published for Official Events?**

**A:** We publish all major categories except **FESTIVALS** and all minor categories except **Lecture/Seminar** events. This includes any shell events that feature on site. We have blocked any shell events linking to TicketsNow.com.

**Q: What information will appear on my Facebook Official Event?**

**A:** All key data from your event on Ticketmaster will be used to create an Official Event on Facebook including event date, time, artist name, co-headliners, venue name, image and ticket URL. Ticketmaster will publish the high-resolution image you've provided to them as the event's cover photo on Facebook. If a high-resolution image is not available in Ticketmaster, Facebook will use the cover photo from the artist Facebook Page. All of this metadata will help qualify your events for better search and News Feed recommendations.

**The Anatomy of a Facebook Official Event (FBOE)**

The screenshot shows a Facebook event page for Kari Jobe. The page layout includes a top navigation bar, a left sidebar with event filters, a main event area, and a right sidebar with related events. Callout boxes point to specific features:

- High Res Image from Ticketmaster database:** Points to the event cover photo of Kari Jobe.
- Ticketmaster Event Name:** Points to the text "Kari Jobe" on the event cover.
- Artist IDs:** Points to the "MAR 11" date indicator.
- Get Tickets button:** Points to the "Get Tickets" button in the "Tickets by Ticketmaster" section.
- Event Date & Time:** Points to the text "Saturday, March 11 at 7 PM PST".
- Venue Name:** Points to the text "The Wiltern" and its address.
- Event Info field:** Points to the "Details" section containing ticketing information.

The event details shown are:

- Event Name:** Kari Jobe
- Date & Time:** Saturday, March 11 at 7 PM PST
- Venue:** The Wiltern, 3790 Wilshire Blvd, Los Angeles, California 90010
- Tickets:** Tickets by Ticketmaster (Get Tickets button)
- Details:** Pit - Sold separately, VIP Ticket, General Admission Standing Main Floor - General Admission Standing Loge/First Row Mezz - Reserved/Assigned seating Mezzanine - Reserved/Assigned seating

**Q: Can fans purchase tickets directly through Facebook on my Official Event?**

**A:** This functionality is currently only available in the US but we are working hard to make this available internationally.

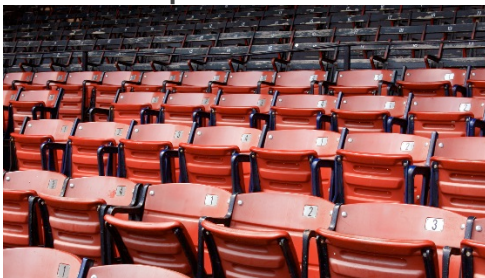
**Q: How do I add my venue, artist, promoter or team as a co-host of an Official Event?**

**A:** You can tag all relevant pages—like artists, promoters and venues—of the event through the Ticketmaster event build. Make sure the promoter ID, all applicable artist IDs and venue ID are included on your event build – allowing the promoter, artists and venues to all be automatically tagged in the Facebook Official Event. This can expand the reach of your event. Co-Hosts/Admins (the promoter, primary artist and venue) will have full edit rights to the event and can all help keep the details up to date. You can only add a Page as a co-host/admin if you are an existing admin of both FB pages. If you need a page added as a Co-Host/admin that you are not an admin, reach out to [FacebookOfficialEvents@ticketmaster.no](mailto:FacebookOfficialEvents@ticketmaster.no) for assistance.

**Q: How are images pulled into Official Events?**

**A:** We pull images first from our (Ticketmaster) Image database. If there is not an image or a high res version, we will use the Facebook cover photo from the artist/team/production Facebook page mapped to that artist ID. If that doesn't exist, we'll provide a stock image based upon the Major Category for the event. Here are a few examples of the stock images:

**Sports**



**Arts & Theater**



**Q: Who can edit an Official Event on Facebook? What details can be edited?**

**A:** Page admins and co-hosts can edit an Official Event. You can edit the cover photo, event name, event start/end date and time, location and other event details. Please note: once you edit the event on Facebook, any changes made on Ticketmaster won't publish to the Official Event on Facebook so you will need to manually edit them.

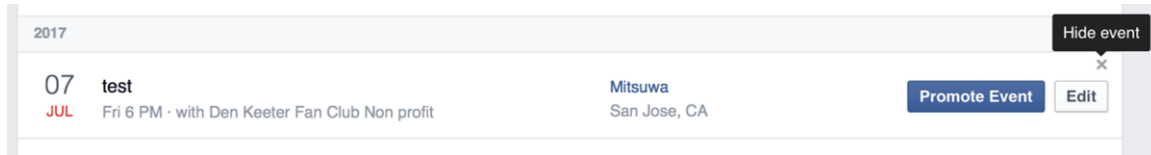
As fan engagement for some events get large, there are different limits to how many times you can change the name, time or location of the event. **Only edit when absolutely necessary.**

**Q: Will Official Events appear if I've already manually created events on my Page?**

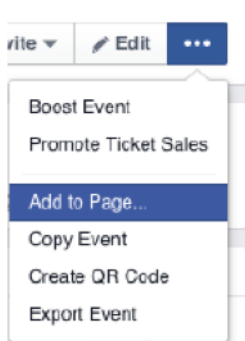
**A:** Yes, duplicate events will appear on your events tab if you are manually creating your own events. Going forward, we recommend that you discontinue manually creating new events and Ticketmaster will automatically publish events to your Page's Events tab.

**Q: Can I hide or delete events on my Facebook events tab?**

**A:** Yes – the Facebook page admin can hide events on Facebook by clicking on the X above the edit button on the Official event. We recommend hiding vs. deleting, because if you delete an event, anyone who has already RSVPed as “Interested” or “Going” will receive an event cancellation notification. Hiding the event WILL NOT trigger any event notifications to deploy.



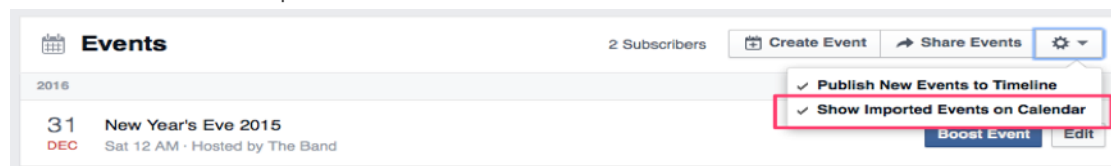
- Please note that you can un-hide an event that you have previously hidden by clicking “More” from the menu on the Facebook event and selecting “Add to Page...”



- Delete event: Go to the event you'd like to delete, click “Edit” in the top left and tap “Delete Event” on the bottom left to confirm. It’s important to know that if you delete an event, fans who have RSVP’d will get a notification that the event has been cancelled.

**Q: What if you don’t want Official Events to auto-populate on your events tab?**

**A:** You can shut off the automatic feed by clicking the edit icon on the upper right hand corner and un-checking the “Show Imported Events on Calendar” option.



**Q: Will Official Events appear if I have events showing through a third-party app?**

**A:** Yes, Official Events will still appear on your Events tab. Third-party app events often show up on a separate tab labeled “Buy Tickets.” These events are not the same as Facebook Official Events and do not display on your Events tab. Given that the events are created by third-party apps, these events do not drive as much discoverability, awareness or engagement as Official Events. We recommend defaulting to the Events tab to create a consistent experience. You can do this by either removing the third-party app tab or moving the Events tab forward in ordering.

**Q: What if my event is visible on Ticketmaster but not showing up on my Events tab? Or what if the wrong events are showing up on my Events tab?**

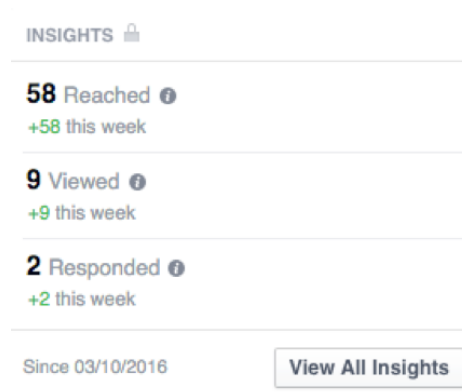
**A:** If your events are not showing up on your Events tab or if wrong events are showing up, please contact us at [FacebookOfficialEvents@ticketmaster.no](mailto:FacebookOfficialEvents@ticketmaster.no) to troubleshoot potential mapping issues. Please ensure you have selected the “Show Imported Events on Calendar” option as shown above.

**Q: What if my Official Event is displaying incorrect information?**

**A:** Page admins and co-hosts can edit the image, event name, event start/end date and time, and location. Also, please double-check that the event information on Ticketmaster is correct. If you make changes to your event on Ticketmaster.com, those changes will also flow through to your Official Event.

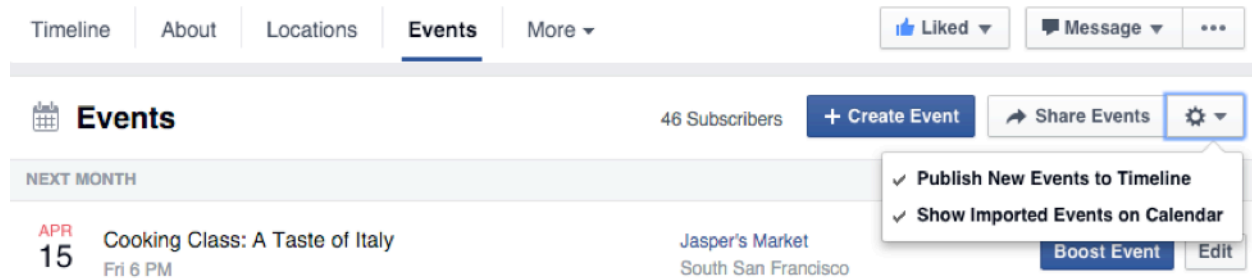
**Q: How can I access metrics and insights about my Official Event?**

**A:** We provide performance metrics against event awareness, engagement and ticket sales so you can understand how your events perform organically and with advertising. Page admins and event co-hosts can access metrics through the “View Insights” button on the Events page and through the Events tab within Page Insights.



**Q: How can I make sure that my event updates are getting distribution in News Feed?**

**A:** Sharing pictures, stories or updates on your event page can help keep it top of mind and relevant in News Feed. Make sure you've enabled the "Publish New Events to Timeline" and "Show Imported Events on Calendar" functionality from your Events tab so that content from your event appears in News Feed. If your events are hidden, your content will not get distributed in the News Feed.



**Q: What are best practices for promoting my event and drive attendance and ticket sales on Facebook?**

**A:** Share on your Page's Timeline: Leading up to the event, share your event regularly to help build buzz, post the latest updates and keep the conversation going with your audience.

- Before your event: Post interesting content to the event to build buzz, get people excited and communicate important updates about your event.
- During the event: Give updates and encourage late-goers to attend.
- After the event: Help attendees share highlights by posting photos or messages thanking people for attending and letting them know about your next event. We do our best to remove spam and malicious posts from your events, but remember to regularly check new posts and remove any bad ones to ensure a better experience for attendees.

Share on relevant Pages:

- Take advantage of the combined followers of all the hosts and people involved in the event (e.g., venues, promoters, artists) by getting everyone to share the event to their Page.
- Invite people you know would be interested: The maximum number of people that any one person can invite is limited to 500 per event. Keep in mind that events with large invite lists often get reported as spam. People respond to event invites when they're tailored to their interests. To get a better response rate, you should only send invites to people you know will be interested in the event.
- Share your Event calendar:
  - Promote the link to your Event calendar (this is usually [www.facebook.com/\[YourPage\]/events](https://www.facebook.com/[YourPage]/events)).
  - Publish a post with a link to your Event calendar to let your audience know about upcoming events.
  - Send the link out through existing channels such as mailing lists and fan clubs.

Visit <https://events.fb.com> for more best practices.

**Q: How can I promote my event with Facebook advertising?**

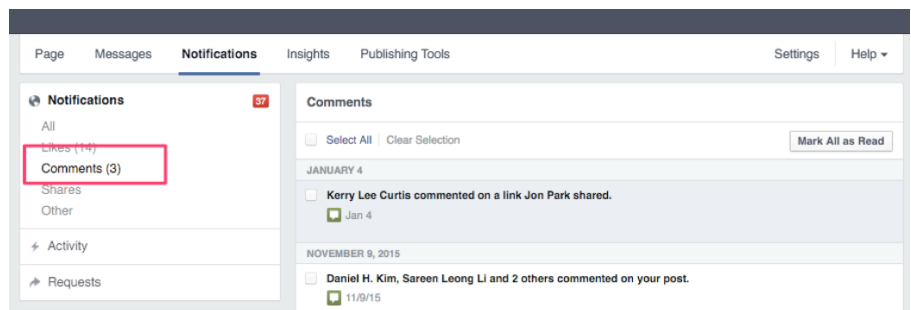
**A:** You can leverage the suite of ad solutions to create successful campaigns:

- Generate awareness by driving event responses: Get more people to see and connect to your event by creating an ad. By default, these ads will use your Facebook event as the creative and optimize for event connections (people who respond Interested or Going).
- Increase ticket sales with the Tickets call to action: Sell more tickets by creating an ad to “send people to your website.”
- Learn more about event advertising  
([https://www.facebook.com/business/help/1344120142294231/?helpref=hc\\_fnav](https://www.facebook.com/business/help/1344120142294231/?helpref=hc_fnav))

**Q: How am I notified if Comments or Questions are posted on the Official Events?**

**A:** Page Admins should receive notifications in the admin panel of the Page settings either in Business Manager, directly on your Facebook page or in the Pages Manager App. Please see the below example of the Business Manager view of the Page settings:

Another method in which a user can communicate with the Event organizer or Page is for the user to send a [private message to the Page](#) where admins will be alerted and can respond. Please note that this feature is only available for Pages that have turned on messaging.



**Q: Where can I learn more about Facebook Official Events?**

**A:** Visit our Channel Partners page on Ticketmaster ONE: <https://access.ticketmaster.com/app/community/products-services/channel-partners.html>

**Q: How do I report a problem or who can I contact with questions about my Official Event?**

**A:** Please email us at [FacebookOfficialEvents@ticketmaster.no](mailto:FacebookOfficialEvents@ticketmaster.no).