

Instructions to Convert & Post to Facebook

How to promote your events in Facebook Groups.

1. Step 1: Create your Flyer in a page-maker or publisher program, save to PDF, and upload a copy in the Files section of your FB Group. In order to publish your flyer in your FB Group Discussion Newsfeed, you'll need to convert it to a JPG. Go here and follow the prompts to accomplish this: <https://www.zamzar.com>
2. Step 2: Like and Follow lots of FB horsey groups so they'll be available for you when it is time to share. Some groups will want to approve your post, and some will post immediately.
3. Step 3: After getting your JPG copy, create a post with comment to your personal page. Before sharing, make sure the share setting is public. You'll see a little global icon next to your name when you make the switch. Make your comment about 3 lines in total. Here is a good place to add a url and be sure to add the word FUN. Share. It'll pop up in your newsfeed. You will build your FB groups marketing campaign from this post. You can make any corrections in this version that will hot link to all others published.
4. Step 4: Second share comes from your personal page. Click the share button and select a group. The prompt will ask you to "Write Something" about your share. Make it a little different than the previously created one (you can scroll to the bottom and see the comment that came over.) Still include the word Fun, but don't cut and paste the same off of your personal page. This is an important step to avoid repetition of what shows up in the discussion. Now copy that "Something" you just wrote. This will be used in your next post to another FB horsey group. Now hit the share button and check the FB horsey group you just posted to. It'll show up with your new "Something" and previous comment.
5. Step 5: Go back to your personal page and repeat the same procedure. Pick another FB horsey group and post your saved "Something" to share, then click share. Repeat until your entire FB horsey group list has been notified.

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