GEOFENCING

WHAT IS IT?

Geofencing is the practice of using global positioning to define a geographic virtual boundary through Facebook. Once the virtual barrier is established, we can set up triggers that will send users a Facebook (FB) app notification when their mobile device enters the specified area.

HOW IT WORKS

Step 1 - Login to your FB page
Step 2 - Click on Events
Step 3 - Create an Event
Step 4 - Enter Event Information
Step 5 - *BOOST your event after sharing

**BOOST can cost you as little as $1 per day!*

ADDITIONAL TIPS!

- Make sure you are using the BSA Brand guidelines
- Use a high resolution graphics/photos
- Make sure it looks professional
- Target or geofence any location including elementary, middle, and high schools around that location
- Add small details – Example- Room #; specific location
- **DO NOT** change the event after it is posted, it would be like doing fliers for a school and changing the date

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