



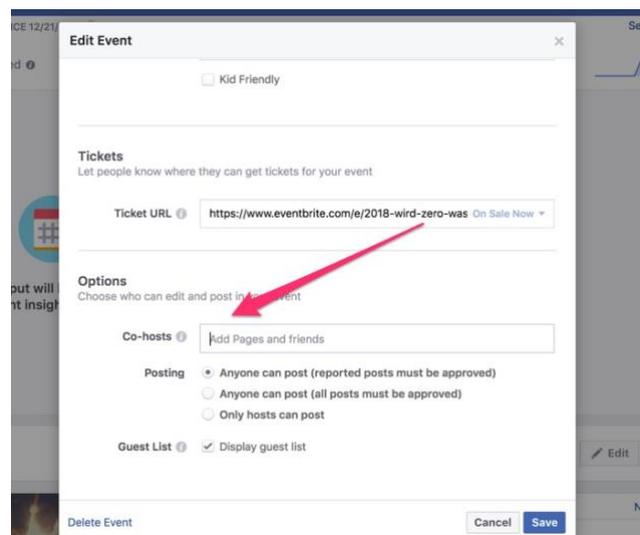
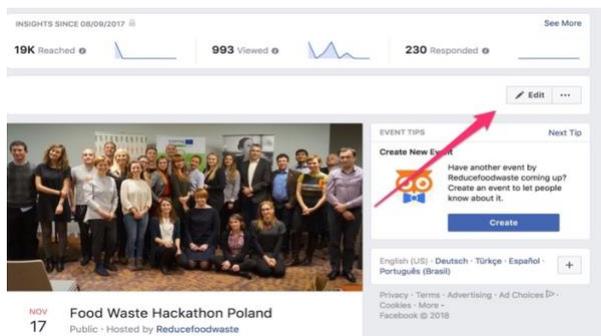
HOW TO PROMOTE YOUR HACKATHON ON FACEBOOK

We recommend to create a Facebook event to promote your Food Waste Hackathon about 3 months ahead (depending on your network and your facebook presence you might need less time).

Optimize the settings of the Facebook event

1.1. Co-Hosts

In the event you can add co-hosts, for example your own organisation additionally to the main organizing organisation or very committed cooperation partners, if they really help you reach people on Facebook and also will provide content in the Facebook event. You can add co-hosts (people or organisations) under edit when you scroll down a bit.



1.2. Invite friends

You can invite your facebook friends directly to the event. Only invite people that would be interested to participate or have a good network that would be interested to join. You can find the invite option when clicking on the share button.





1.3. Provide good information about the event

Including a little bit more detailed info. The link to your website with more information and most important good arguments, why they should donate an entire weekend to this event. For the STREFOWA Hackathons we provided the information in the national language and underneath in English.

Details

-For English scroll down.-

Je v zájmu každého z nás, aby se omezilo plýtvání potravinami.
Máte nějaký nápad, jak toho dosáhnout pomocí mobilní aplikace? Přijďte se s námi o něj podělit na pražský Food Waste Hackaton!

Právě tato událost je jedinečnou možností, jak přispět vlastními nápady, znalostmi a zájmy ke snížení plýtvání potravin v České Republice.

PS: Nemusíte být rozhodně IT expert/ka ani odborník na potravinový odpad! Stačí mít představu: - jak by mobilní nebo webová aplikace mohla pomoci předcházet plýtvání jídlem,
- jak by ji lidé mohli využívat,
- co by lidé očekávali od této aplikace,
- jak by mohla vypadat,
- jak by se o ní lidé dozvěděli
- a třeba jak by měla být taková aplikace naprogramovaná.

2. What and how often to post in the Facebook event

2.1. How often to post?

Once you create the event, post information about the event hosts, the location and whom you want to reach. There is no rule on how often, but avoid to just create the event and then never post, because people might think, it is not really happening. Unfortunately you cannot schedule posts for events, so set a reminder in your calendar to post in the event once a week or more often the closer the event comes. I suggest once a week for the beginning, or whenever you have interested updates, like:

2.2. What to post about

- info about location
- introduce host and co-hosts
- something about the city
- about previous Food Waste Hackathons or similar events



- Facts about food waste and why they should engage
- updates on prizes
- updates on cooperations partners (make sure to tag their facebook page in the post using the @ in front of their organizations name)
- Information about the ticketing system
- Info on where the food will come from
- weather forecasts of the weekend of the event
- apps that already exists as inspiration
- present the challenges
- show the team that will be hosting the event
- ask them to spread the event with their friends or for recommendations for Facebook groups to reach more people

2.3. For inspiration take a look at the Facebook events from the STREFOWA Food Waste Hackathons:

1. Vienna, Austria: <https://www.facebook.com/events/602603063258326/>
2. Prague, : <https://www.facebook.com/events/220093398446454/>
3. Miskolc, Hungary: <https://www.facebook.com/events/388291051508093/>
4. Wroclaw, Poland: <https://www.facebook.com/events/510764755978247/>