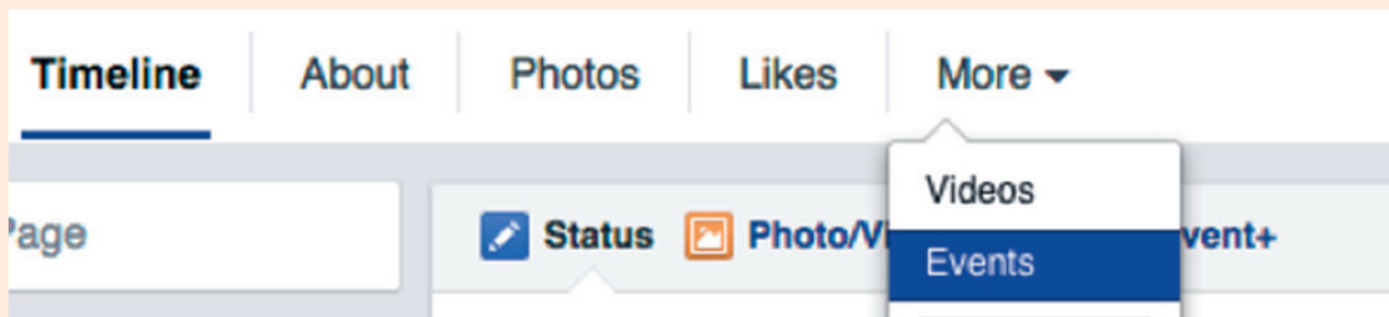


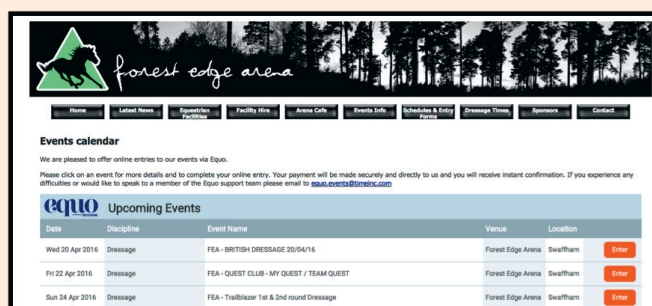
# HOW TO CREATE AN EVENT ON FACEBOOK

Creating an event on Facebook allows you to reach more riders, as friends of those attending will also see the event.

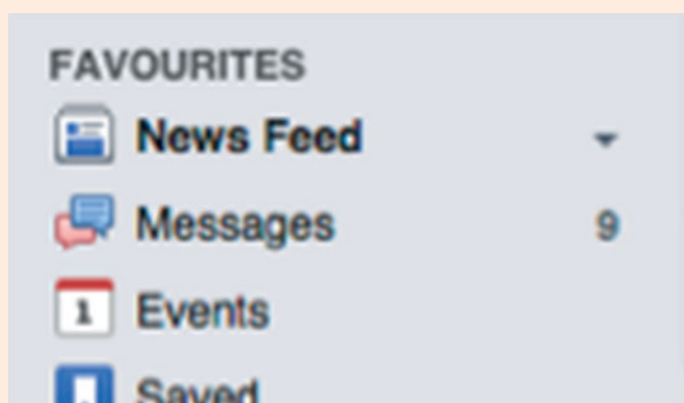
1. In Facebook, click on your page name so you can see your page as a visitor would
2. Underneath your cover photo is a toolbar. Under 'More' click 'Events'



3. Fill in the desired information. Remember to explain what Equo is and to link your riders directly to the event (see "Using the correct links on Facebook").



4. If you're creating an event from a personal profile this section can be found on your home page. Then follow the above steps.



For more help contact the Equo customer service team at [equo.events@timeinc.com](mailto:equo.events@timeinc.com)