

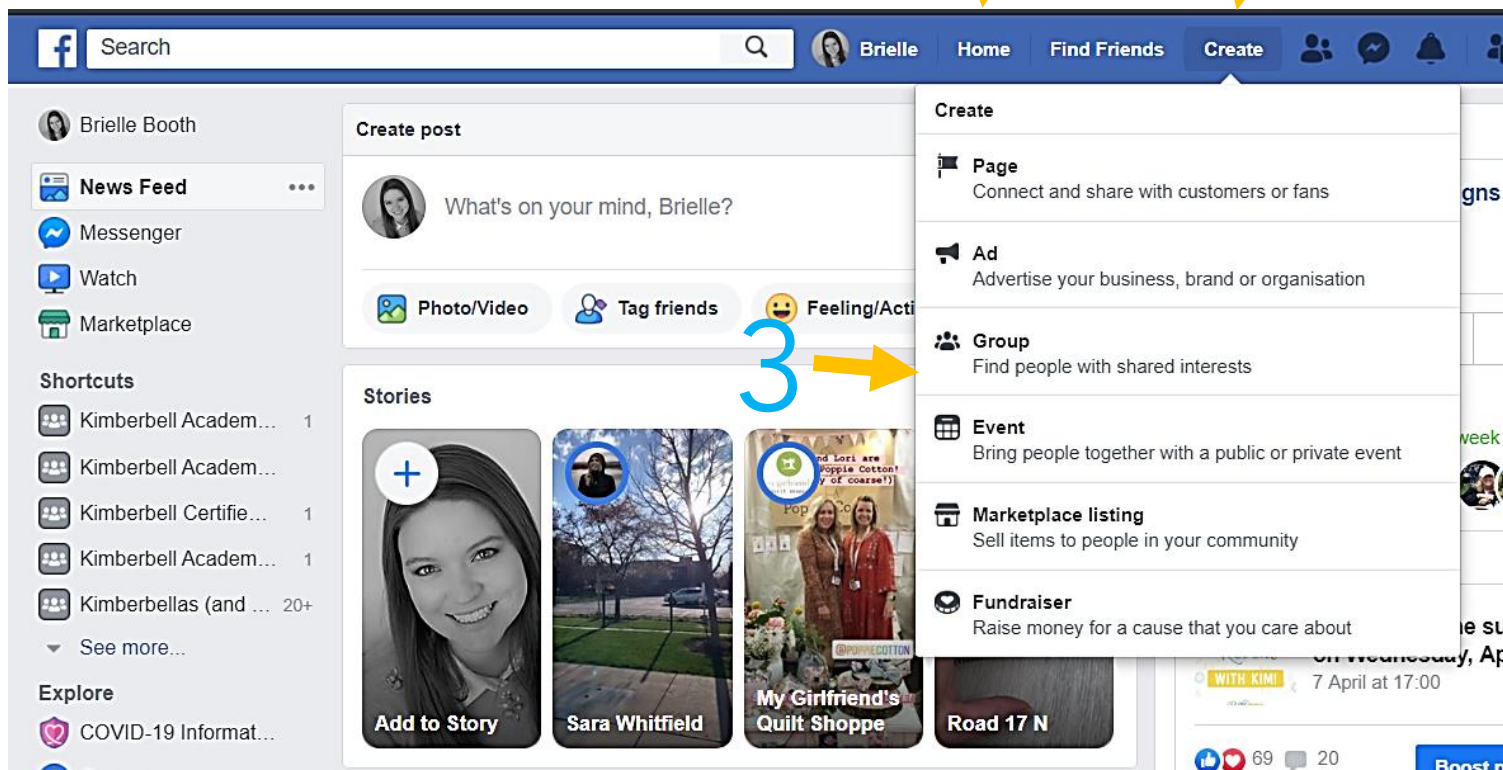
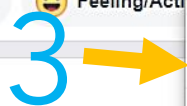


HOW TO:

Create a Private Facebook Group
for a Temporary Virtual Kimberbell Event



1. Go to the home page of your business' Facebook account
2. Click on "Create"
3. Click on "Group"





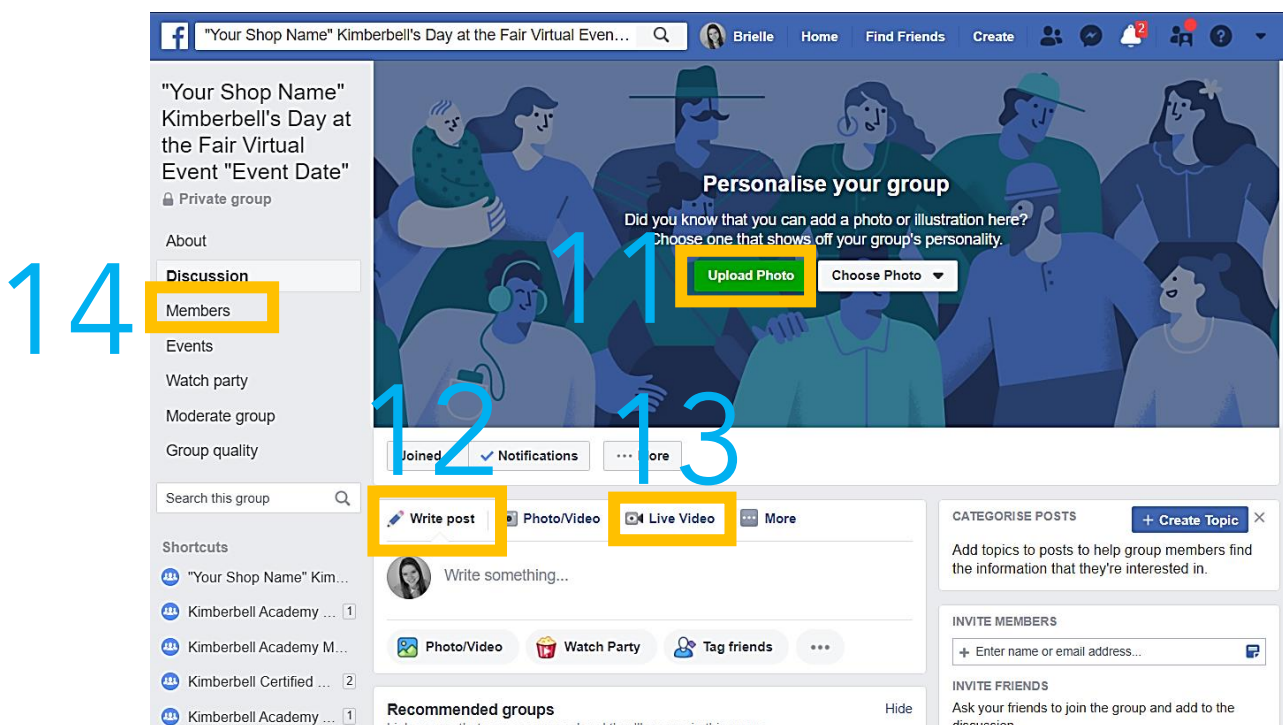
4. A new menu will pop up
5. In the section "Name your group" type in the following name (insert your shop's information where highlighted in yellow) **"Your Shop Name"** Kimberbell's Day at the Fair Virtual Event **"Event date"**
6. You can add attendees to the group NOW by entering in the email address they used to create their Facebook account, or you can do it later. You may want to consider inviting everyone later, so if you want to test anything in your group first, you can. For instance, Kim's pre-recorded videos may take 15-30 minutes to post depending on your internet connection. We suggest you test this first, so you know when you need to post them the day of your event.
7. Select Privacy-Select "Private"
8. Hide group-Select "Hidden"
9. You can click on "Pin to Shortcuts" to make the group faster to get to when you log in to your account.
10. Click "Create"

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A screenshot of the Facebook "Create new group" dialog box. The dialog is white with a blue header and a close button (X) in the top right. It contains the following sections:

- Name your group:** A text input field containing the text: "Your Shop Name" Kimberbell's Day at the Fair Virtual Event "Event Date". A yellow arrow labeled "5" points to this field.
- Add some people:** A text input field with the placeholder text "Enter names or email addresses...". A yellow arrow labeled "6" points to this field.
- Select privacy:** A dropdown menu showing "Private" with a lock icon. Below it, the text reads "Only members can see who's in the group and what they post". A yellow arrow labeled "7" points to this section.
- Hide group:** A dropdown menu showing "Hidden" with an eye icon. Below it, the text reads "Only members can find this group". A yellow arrow labeled "8" points to this section.
- Pin to Shortcuts:** A checkbox that is checked, with the text "Pin to Shortcuts" next to it.
- Create:** A blue button with the text "Create" in white.

The background shows a blurred Facebook interface with various posts and navigation elements.



11. Here you can upload the Cover Photo provided by Kimberbell
12. Here you can write a post to all your attendees in anticipation for the event. This is also where you will post the links to Kimberbell's instructions videos your customers can follow along with at home. You can advertise sales going on during the event. Your attendees can also make posts and share pictures of their projects.
13. Here you can start a live video anytime before, during, or after your event.
14. Here you can finish inviting all your attendees to the group

