



# OPEN HOUSE SAN DIEGO™ MARCH 25-26, 2017

Locations throughout Downtown San Diego,  
Barrio Logan and Bankers Hill

Participating sites will be  
announced February 2017

# **OH! San Diego Social Media**

**Sponsors, Partners, Sites**

2017

Michele Judge

# Follow SDAF on Social Media...



[twitter.com/SDAFInfo](https://twitter.com/SDAFInfo)



[instagram.com/sdarchitecture](https://instagram.com/sdarchitecture)



[facebook.com/SDAFInfo](https://facebook.com/SDAFInfo)

Direct Message us on Social Media to Follow back

# Day of Event Social Media

## **SDAF Social Media Support**

- Gwen Michael-Jones  
Mornings
- Michele Judge  
Afternoons
- Direct message us on Social Media

## **Tag us**

- @sdafinfo – Facebook
- @sdafinfo – Twitter
- @sdarchitecture - Instagram

## **Day of event updates changes:**

- Post to FB OHSanDiego Event
- Twitter: Hashtag #OHSanDlego2017

## **Instagram – Day of event photos**

- #OHSanDiego2017
- #sdarchitecture

# Facebook OH! San Diego Event

Use this event to post site specific information & day of event updates

Next few slides we will go over:

1. How to use the OH! San Diego Facebook Cover Photo
2. How to Add yourself to OH! San Diego Facebook event
3. How to Invite Friends to the Facebook event
4. How to Add OH! San Diego event to your Facebook Page

# Add Yourself to OH! San Diego FB event

1. Works on all platforms: Mobile device, laptop, desktop
2. Navigate to [facebook.com/SDAFInfo](https://facebook.com/SDAFInfo)
3. Select “Events” (Left hand column on screen)
4. Select Open House San Diego 2017 event
5. Click on “Going”, or “Interested” then click again to select “Going”
6. DONE 😊

# Invite Friends to the OH! San Diego FB event

1. Works on all platforms: Mobile device, laptop, desktop
2. Navigate to [facebook.com/SDAFInfo](https://facebook.com/SDAFInfo)
3. Select “Events” (Left hand column on screen)
4. Select Open House San Diego 2017 event
5. Select “Share” menu item (Far right side)
6. Select “Invite Friends” from the drop down menu
7. Dialog box opens
8. Select friends, then click “Send Invite” button on lower right of dialog box
9. DONE 😊

# Add Yourself & Invite Friends to FB Event

The screenshot shows a Facebook event page for "Open House San Diego 2017" hosted by the San Diego Architectural Foundation. The event is scheduled for March 25-26, 2017, from 10 AM to 4 PM in San Diego, California. The page features a large banner image of a modern building's curved metal structure. On the left, a sidebar lists "MY EVENTS" with options: Upcoming, Calendar, Discover, Subscribed, Past, and Create. The main content area includes a "Public" status, "Hosted by San Diego Architectural Foundation", and buttons for "Boost Event", "Going", "Share", "Edit", and a menu icon. A dropdown menu is open from the "Share" button, showing options: "Invite Friends", "Share in News Feed", and "Share in Messenger". At the bottom, there are sections for "EVENT TIPS" and "Measure E", along with a "Show Map" link and a "Next Tip" button.

San Diego Architectural Foundation

MY EVENTS

- Upcoming
- Calendar
- Discover
- Subscribed
- Past
- Create

Open House San Diego 2017

MARCH 25-26

Public · Hosted by San Diego Architectural Foundation

Boost Event

Going

Share

Edit

...

March 25 – March 26

Mar 25 at 10 AM to Mar 26 at 4 PM

San Diego, California

Show Map

EVENT TIPS

Measure E

Understand how your events

Next Tip

Invite Friends

Share in News Feed

Share in Messenger



# FB Cover Photo Image & Social Media Post

OH! San Diego Media Kit contains:

1. Facebook OH! San Diego Cover Photo
  - Can Customize with your logo
  - Next page shows how to update cover photo
2. Social Media Post – Image sized to work with:
  - Facebook
  - Instagram
  - Twitter
  - LinkedIn



OPEN HOUSE  
SAN DIEGO 2017  
MARCH 25-26



**OPEN HOUSE  
SAN DIEGO 2017**  
MARCH 25-26

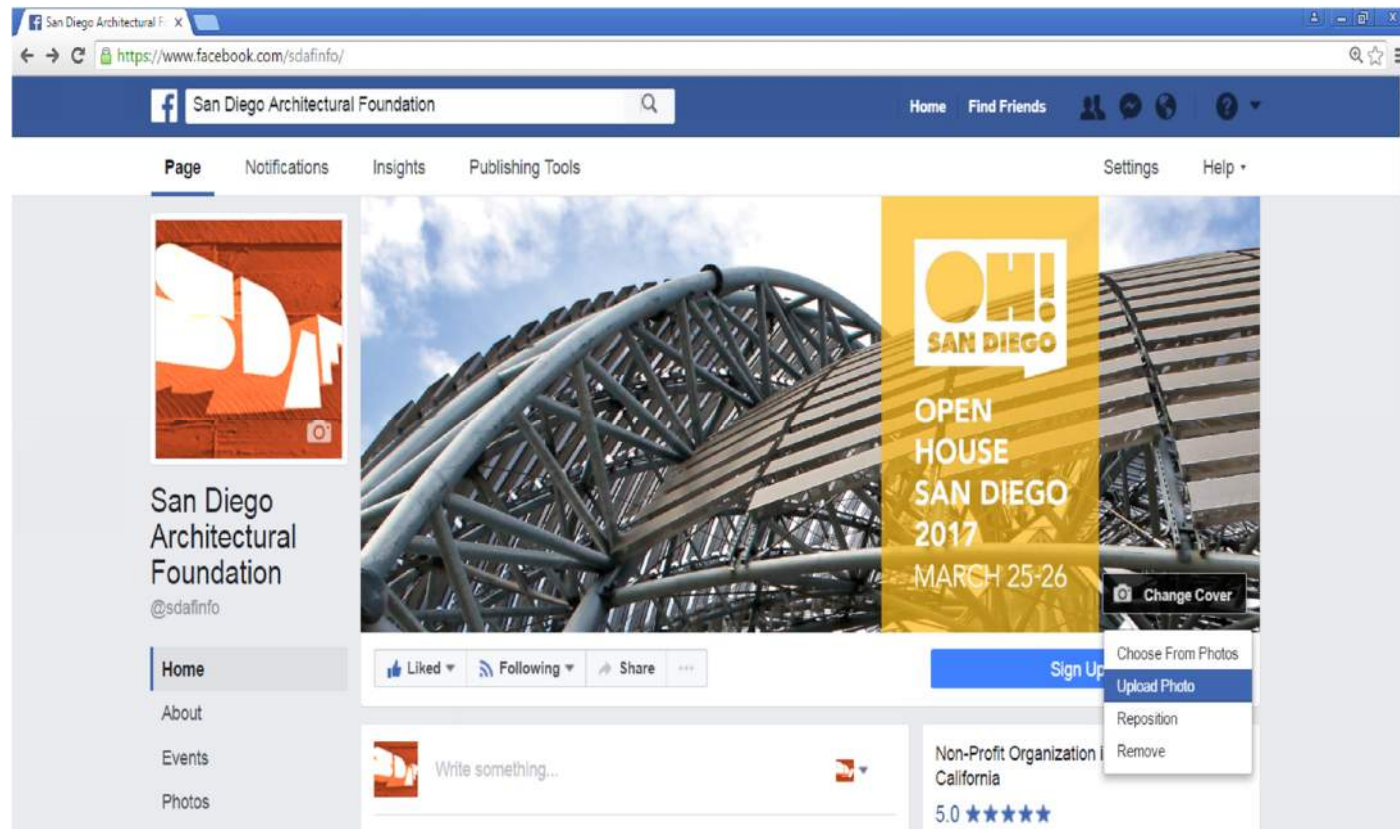


# Update Facebook Cover Photo

Works best on Desktop – On a mobile device using the FB app the exact sequence is a little different.

1. Save OH! San Diego cover image to your computer/device
2. Open your Facebook page/profile
3. Mouse over Camera icon on lower right corner of existing cover photo
  - Mobile device, click vs. Mouse Over
  - Using Facebook App, icon is pen instead of camera
4. Click “Change Cover” button (not applicable mobile device)
5. Click “Upload Photo”
6. Dialog Box opens
7. Select new image
8. Done 😊

# Update Facebook Cover Photo





# Add OH! SD event to your FB Page

1. You must do this from a Laptop or Desktop Browser (not supported on mobile device)
2. Navigate to [facebook.com/SDAFInfo](https://facebook.com/SDAFInfo)
3. Select “Events” (Left hand column on screen)
4. Select Open House San Diego 2017 event
5. Select “...” menu item (Far right side)
6. Select “Add to Page...” from the drop down menu
7. Dialog box opens
8. From the drop down menu on the left of the dialog box, select the correct FB Page
9. Click “Add Event” button on lower right of dialog box
10. DONE 😊

# Add OH! SD event to your FB Page

The screenshot shows a web browser window displaying a Facebook event page for "Open House San Diego 2017". The browser's address bar shows the URL <https://www.facebook.com/events/1882908318623283/>. The Facebook interface includes a top navigation bar with a search bar and links for Home and Find Friends. On the left, the "San Diego Architectural Foundation" profile is visible, along with a "MY EVENTS" sidebar containing links for Upcoming, Calendar, Discover, Subscribed, Past, and Create. The main event banner features a large image of a modern building's steel structure and a yellow overlay with the "OH! SAN DIEGO" logo and the text "OPEN HOUSE SAN DIEGO 2017 MARCH 25-26". Below the banner, the event is listed as "Public · Hosted by San Diego Architectural Foundation" with buttons for "Boost Event", "Going", "Share", "Edit", and a three-dot menu. The event details section shows the dates "March 25 – March 26" (Mar 25 at 10 AM to Mar 26 at 4 PM), the location "San Diego, California" with a "Show Map" link, and "Tickets Available" with a "Find Tickets" link. A context menu is open over the three-dot menu, displaying options: "Manage Posts", "Get More Responses", "Sell More Tickets", "Add to Page..." (highlighted in blue), "Duplicate Event", and "Create QR Code".



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