

# FJC JAZZ JAM PROMOTION CHECKLIST

## Reference pages

Jazz Jam Facebook Page: <http://www.facebook.com/FJCJazzJam>

FJC Facebook Page: <http://www.facebook.com/FredericksburgJazzCollective>

FJC Calendar Page: <http://www.fredericksburgjazzcollective.org/calendar.php>

## Checklist

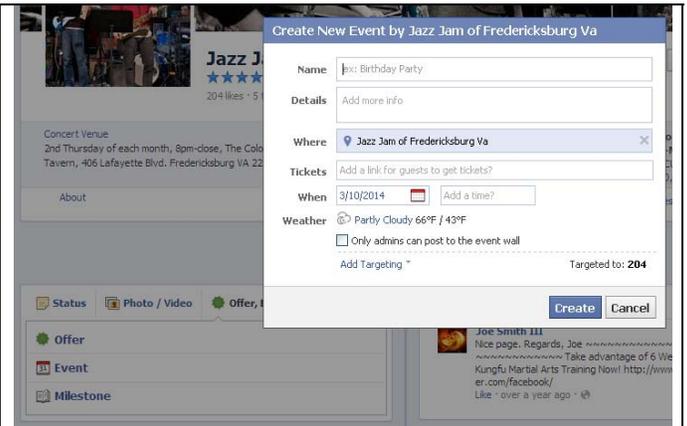
1. Create a Facebook Event for the jam on the Jazz Jam Facebook Page.
2. Share this event on the Jazz Jam Facebook Page, FJC Facebook Page, and your own personal page.
3. “Invite” your Facebook friends to the event, and tell them to invite more friends.
4. Send a reminder to the [FJC Webmaster](#) to make sure the event gets on the FJC calendar. Don’t forget to include the event link in the body of the email.
5. If you have any other event invitation services (e.g. [www.eventective.com](http://www.eventective.com) ) or personal online music calendars, make sure to post the event there as well.
6. Send a message to the [FJC membership](#) notifying them about the event and reminding them to bring their instruments. Remind them of the [Jazz Jam Protocol](#) posted on the FJC’s links page.
7. Lastly, post the event to common Fredericksburg local event calendars, such as the following:
  - a. Free Lance Star : <http://calendar.fredericksburg.com/index.php?com=submit>
  - b. Front Porch Magazine : <http://frontporchfredericksburg.com/calendar-of-events>
  - c. SNAP Fredericksburg : [http://www.snapfred.com/index.php?option=com\\_sngevents&view=submit&Itemid=12&lang=en](http://www.snapfred.com/index.php?option=com_sngevents&view=submit&Itemid=12&lang=en)
  - d. Fredericksburg Night Out : <http://www.fredericksburgnightout.com/login>
  - e. Fredericksburg Patch : <http://fredericksburg.patch.com/events>
  - f. VisitFred.com : <http://www.visitfred.com/user?current=events>

## Detailed Steps

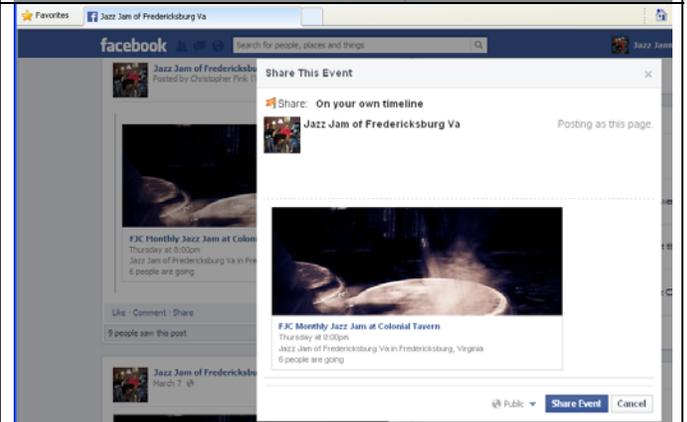
1. Log into Facebook as yourself, then use the pop-up menu on the far right of the page to switch to “Use Facebook as Jazz Jam of Fredericksburg Va”.



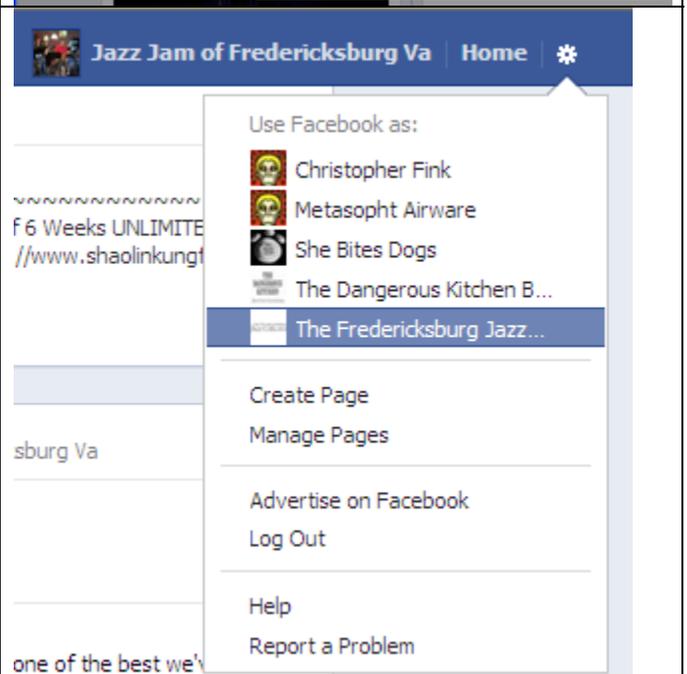
2. Go to the [Jazz Jam Facebook page](#), and create an *event* (not just a post). Suggested title: “*FJC Open Jazz Jam at the Colonial Tavern*”.



3. After creating the event, and setting an appropriate event image, “Share” it on the Jazz Jam’s timeline.



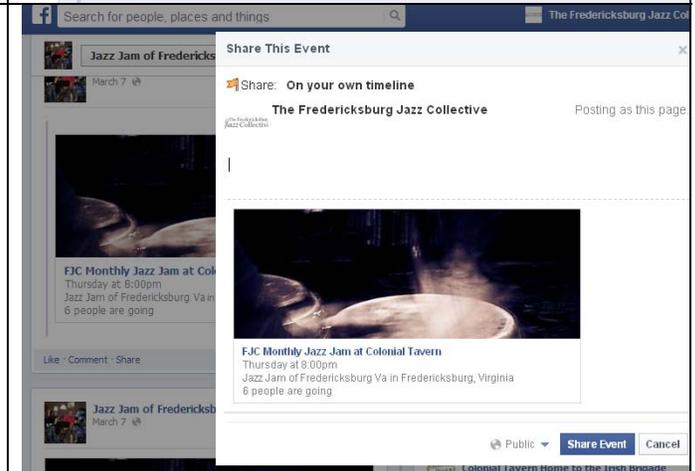
4. Switch to “Use Facebook as The Fredericksburg Jazz Collective”.



5. From the [FJC Facebook page](#), and using Facebook as the FJC, surf over to the [Jazz Jam Facebook page](#). This is most easily done by scrolling down to the FJC's "Likes", and choosing "*Jazz Jam of Fredericksburg Va*".



6. Find the event listing you just created, and "Share" it on the FJC timeline.

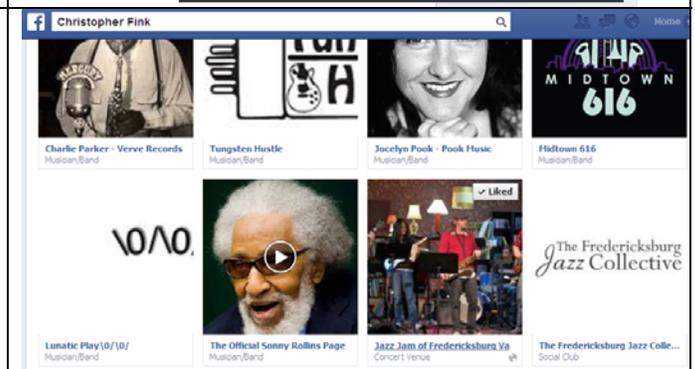


7. If you have any other music-related organizational Facebook pages (e.g. a page for your own band), repeat steps 4-6 to share the event on those timelines.

8. Switch to "Use Facebook as [Yourself]". This should take you to your personal Facebook page.



9. From your personal page, and using Facebook as yourself, navigate over to the [Jazz Jam Facebook page](#). This is most easily done by scrolling down to your own "Likes", and choosing "*Jazz Jam of Fredericksburg Va*".



10. Find the event listing you just created, click “Attending” or “Maybe Attending”, and then “Share” it on your own timeline. You must either “attend” or “maybe attend” in order for you to invite friends, which will be important in the next step.



11. After sharing the event on your personal page, navigate back to your own timeline, find and open the event, and click “Invite Friends”. Select all the friends you think would be interested, and click “Send”. When asked for a message to be sent along with this invitation, enter “Share this on your timeline, and invite your own friends!”. Hopefully that will ensure the invitation gets passed along to others.



12. Now you’re almost done with Facebook, but need to remind the FJC Webmaster to post this event on the FJC Calendar page. To grab the event link, go to the event page and copy the URL address (into your computer’s clipboard), so you can paste it into an email. Then send this email to [webmaster@fredericksburgjazzcollective.org](mailto:webmaster@fredericksburgjazzcollective.org) with the message “Please post this next Jazz Jam event to the FJC calendar page”.



13. If you have any other event invitation services (e.g. [www.eventective.com](http://www.eventective.com) ) or personal online music calendars, make sure to post the event there as well.

14. Send a message to the [FJC membership \(fjc-members@fredericksburgjazzcollective.org\)](mailto:fjc-members@fredericksburgjazzcollective.org) notifying them about the event and reminding them to bring their instruments. Remind them of the [Jazz Jam Protocol \(http://www.fredericksburgjazzcollective.org/docs/FJCJazzJamEtiquette.pdf\)](http://www.fredericksburgjazzcollective.org/docs/FJCJazzJamEtiquette.pdf) posted on the FJC’s links page.

15. Lastly, post the event to common Fredericksburg local event calendars, such as the following:

- a. Free Lance Star : <http://calendar.fredericksburg.com/index.php?com=submit>
- b. Front Porch Magazine : <http://frontporchfredericksburg.com/calendar-of-events>
- c. SNAP Fredericksburg : [http://www.snapfred.com/index.php?option=com\\_sngevents&view=submit&Itemid=12&lang=en](http://www.snapfred.com/index.php?option=com_sngevents&view=submit&Itemid=12&lang=en)
- d. Fredericksburg Night Out : <http://www.fredericksburgnightout.com/login>
- e. Fredericksburg Patch : <http://fredericksburg.patch.com/events>
- f. VisitFred.com : <http://www.visitfred.com/user?current=events>