

Tips for a Successful Facebook Party

By Jen Collucci

Create your entire Facebook party experience from A to Z in advance. Have your posts completely typed and ready to copy and paste into your event.

Create a hostess letter for your Facebook parties. Make sure you have clear instructions on everything she needs to do.

Do excellent hostess coaching with your hostess and encourage outside orders.

Have your hostess send out invitations. Do not rely on just Facebook for inviting guests. Consider making a flier and emailing or mailing to guests.

Find all pictures that you'll post and save to your computer before the party. Make note of what you named them on your Facebook party script so you can find them quickly when posting.

If you use videos in your Facebook party, delete the link out of the post before you post it so it keeps your guests in the actual event.

Post engaging posts leading up to the event to create interest and get your guests engaged.

In a post several days before your live Facebook party, let your guests know what to expect the night of the party, how it's going to work. It's more than likely new to them and they don't know what to expect.

Facebook parties go quickly. You have to be very organized.

Instruct your guests refresh often so they see all of the latest posts—or have them click on update notifications as they come in.

Make it fun and engaging.

Don't forget the virtual guest care cards! You can create a free survey on www.surveymonkey.com to get the information from your guests.

Make your drawing prizes something like a discount on an item, free shipping or dollar amount off of an order over a certain amount. Something that they need to place an order in order to redeem.

Follow Up! The fortune is in the follow up! Follow up with those that RSVP'd but didn't order as well as everyone that ordered once they received their products.