

## Why Facebook Events Matter for Church Ministry

*A simple tool that helps our parishes reach farther, faster, and more effectively.*

Across the Diocese of Algoma, many of our parishes work faithfully to promote their gatherings—worship services, special events, fundraisers, concerts, seasonal liturgies, outreach initiatives, and community activities. We design posters, send emails, share announcements, and update our websites. All of these are valuable.

But there is one tool that is often overlooked, even though it is **one of the most powerful ways to spread the word about a church event: the Facebook Event**. Facebook Events are more than just another online notice. They are a dynamic tool that helps churches reach *beyond* their existing audience and into the wider community with very little extra work. Here's why Facebook Events matter—and why they are worth adding to your parish's communication toolkit.

### 1. Facebook Events Multiply Your Reach

When you post a graphic or a written announcement on your parish page, Facebook shows it to a limited number of people based on algorithms and engagement. A Facebook Event, however, behaves differently. When someone marks themselves as "Interested" or "Going," Facebook automatically shows the event to **their** friends. Every click extends the reach. This means:

- More visibility
- More word-of-mouth
- More opportunities for newcomers to discover your parish

### 2. Events Allow Personal Invitations—with Ease

One of the most powerful features of Facebook Events is the **Invite** button. With just a few clicks, parishioners, choir members, wardens, and clergy can personally invite:

- Friends
- Neighbours
- Family
- Former parishioners
- People who have visited the church in the past

### 3. Events Help People Plan Ahead

Unlike a static post that disappears down the newsfeed, a Facebook Event:

- Lives in a person's event calendar
- Sends reminders automatically
- Makes it easy to save the date
- Allows users to revisit the details at any time

#### 4. Co-Hosting Expands the Message

If your parish is collaborating with another church, deanery group, choir, or ministry, a Facebook Event can be co-hosted.

This means the event appears:

- On the Diocese of Algoma Facebook page
- On the parish page
- On partner pages

#### 5. Events Strengthen Community

Facebook Events also provide:

- A space for posting updates
- A hub for sharable graphics
- A place to celebrate photos afterward
- A sense of shared anticipation leading up to the gathering

For recurring events—Advent services, fundraisers, youth gatherings—this creates continuity and connection.

#### 6. Events Reach Beyond Your Immediate Parish

Many people in the wider community search Facebook for:

- “Christmas events near me”
- “Sudbury concerts”
- “Kids activities in Huntsville”
- “Church services this weekend”

When your parish creates an event, it becomes discoverable to people who may have never visited your church before—an important tool for evangelism and community outreach.

#### A Small Step That Makes a Big Difference

Creating a Facebook Event takes only a few minutes, but it can dramatically expand the reach of your parish’s ministry. Posters, newsletters, and website announcements are still important—but pairing them with a Facebook Event is one of the simplest and most effective ways to help your message travel.

**Need Help?** If you would like more information, guidance, or hands-on support with creating a Facebook Event for your parish, please reach out anytime to the **Diocese of Algoma Communications Office** at [communications@dioceseofalgoma.com](mailto:communications@dioceseofalgoma.com). We are here to uplift and support your ministry!