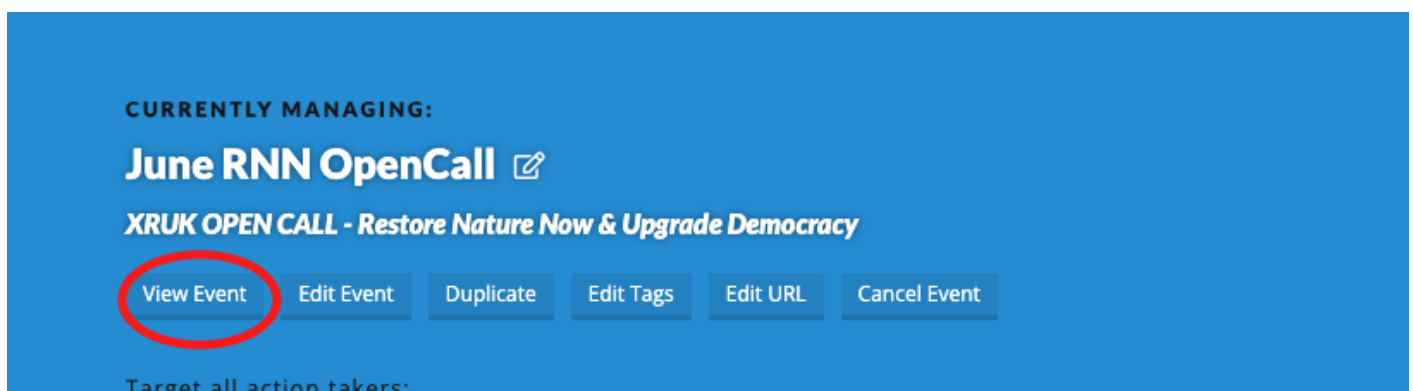


# Advertising your event and tracking sign ups

## Link to use when advertising your event or form

After you've set up your event (or form) - you can find it's URL which you can see when clicking 'View Event'.



You can use this link to advertise your event.

**For Action Network emails** use the full link: <https://actionnetwork.org/events/yourevent>

But beware of copying links out of an email you've been sent - some [info on a major issue](#) if you copy links from one email to another.

**For sharing on social media or Telegram/WhatsApp chats etc**

You can [turn this URL in to a shortlink](#) - but it is not recommended to use this shortlinks within AN emails, just hyperlink the original URL.

## Tracking

**If you are interested in knowing WHERE your signs up have come from then read on**

You can add a paramater called 'source' to the end of your URL and using the example above, this would look like <https://actionnetwork.org/events/yourevent?source=UKemail>

The source parameter can then be seen when you are 'managing' your event by looking at the 'RSVPs'.

Statistics

RSVPs

Discussion

Event Info

Sponsors

Responses

Sharing & Tracking

Next Steps

☐ Only accept RSVPs until a specific date & time ?

SAVE

Latest 100 Activists ?

Remove Submissions

Referrer Code	Source Code	Timestamp (EST)	GDPR_co
		2024-05-13 10:10:10 EST	GDPR D-

If you'd like monitor the effectiveness of advertising between your email list, facebook, website and your group chat you could use different source codes.

- ?source=email
- ?source=chat
- ?source=facebook
- ?source=website