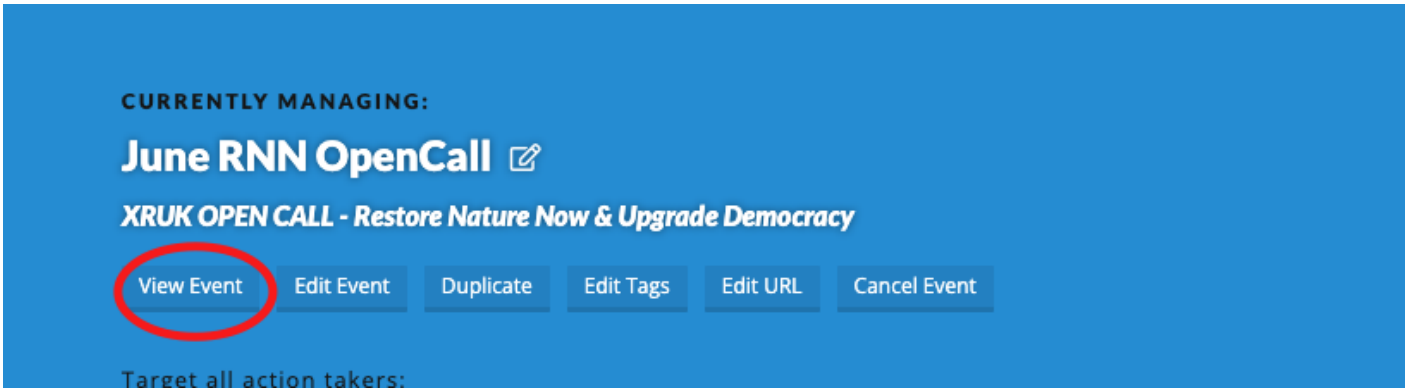
Advertising your event

URLs, adding preview graphics and tracking sign ups

Links 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 adveritise 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 orginal URL.

Preview graphics

This is the image that will automatically show through to channels such at Telegram or WhatsApp as a kind of thumbnail image when you post the URL link.

The image preview for your form comes from the **'Sharing and Tracking'** tab. If you add an image to the Facebook sharing information. It's particularly important to check this if you've

duplicated a form, as the previous information/image will still be in this 'Facebook' sharing info. **Click 'SAVE OPTIONS' after updating.**

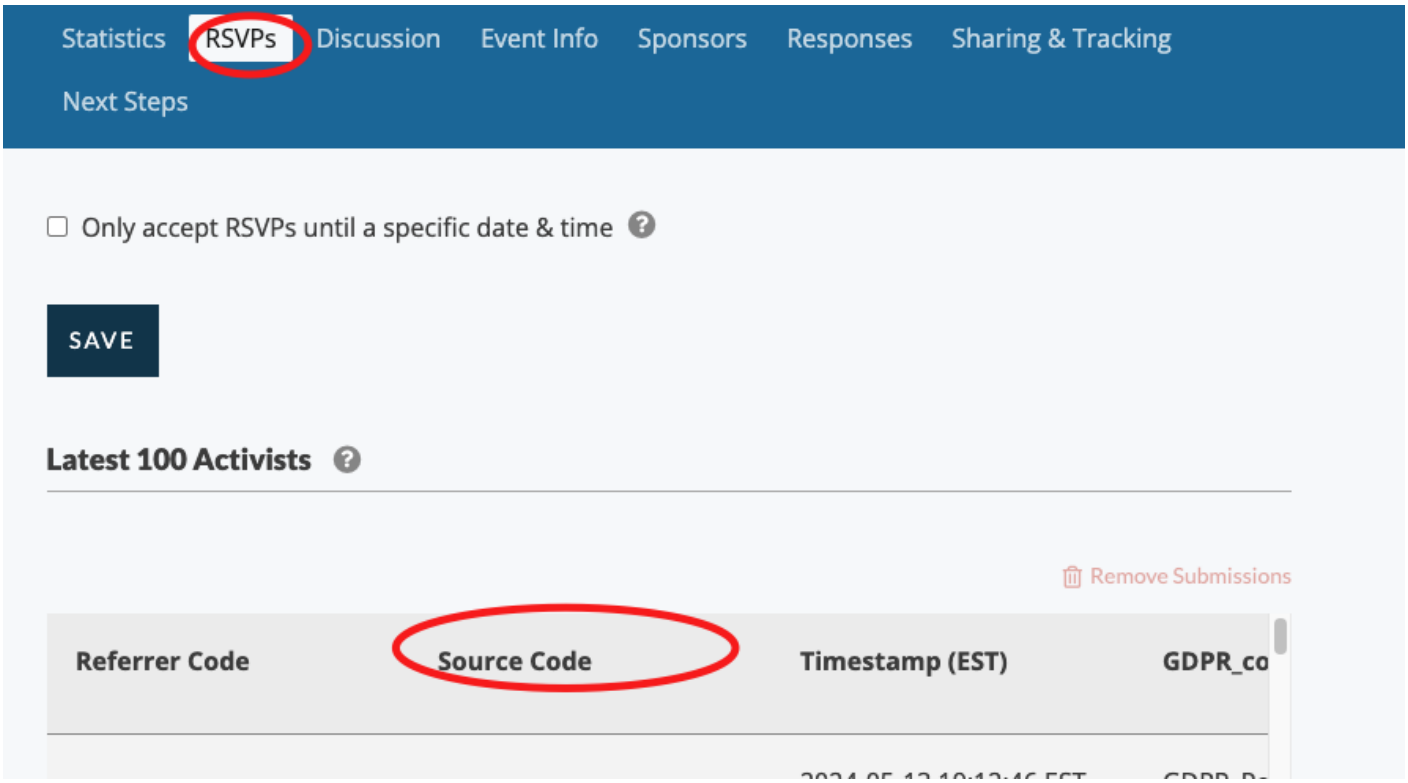
Here is some advice for if you've already shared a link on Telegram before fixing this and need to refresh the graphic preview.

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'.



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