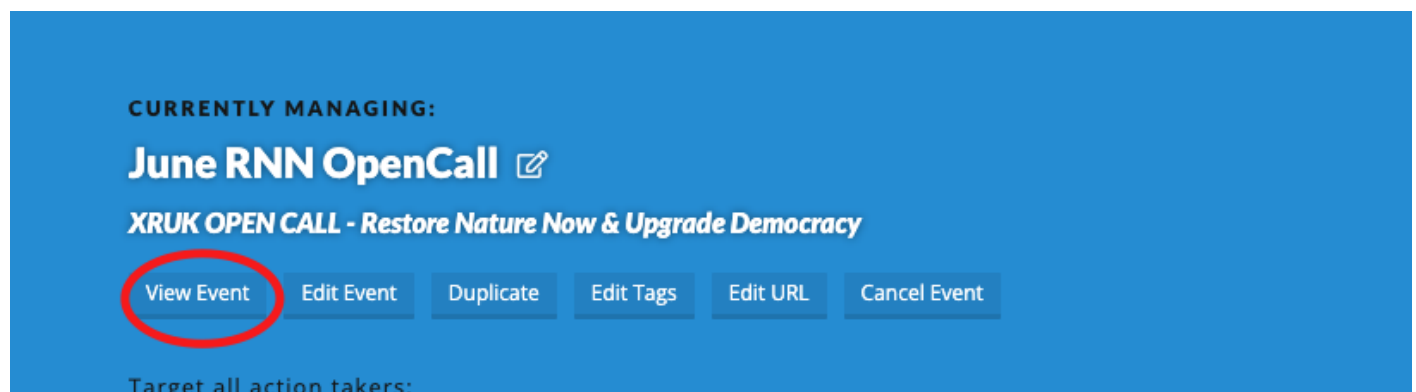


# Advertising your event

## 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 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.

## Preview graphics

This is the image that will automatically show through to channels such as 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'.

The screenshot shows the 'RSVPs' management interface. At the top, a navigation bar includes links for Statistics, **RSVPs**, Discussion, Event Info, Sponsors, Responses, and Sharing & Tracking. Below this, there's a section for 'Next Steps' and a checkbox labeled 'Only accept RSVPs until a specific date & time' with a help icon. A dark blue 'SAVE' button is present. Further down, the 'Latest 100 Activists' section features a table with the following headers: 'Referrer Code', 'Source Code' (highlighted with a red circle), 'Timestamp (EST)', and 'GDPR\_co'. To the right of the table is a 'Remove Submissions' link with a trash icon.

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