

# DOOMSDAY CLOCK

11:57pm Release Parties

Tuesday, November 21

Thank you for celebrating DOOMSDAY CLOCK with 11:57pm parties on Tuesday, November 21, 2017! Here is some helpful information to help you celebrate the day.

- The official hashtags for the day is #DOOMSDAYCLOCK
- We highly recommend creating a Facebook Event for your store for the event. Here are a few tips on what to include in your Facebook event to make it a success:
  - Make sure to make the event public so everyone can find it
  - Event photo: We've created a Facebook event photo that you can use for your event so fans know it's an official DC Comics event. You can download the event photo here:

[https://trelo-attachments.s3.amazonaws.com/568aa08ddd62b5ab2e14dd4f/](https://trelo-attachments.s3.amazonaws.com/568aa08ddd62b5ab2e14dd4f/59e7eb33b07e3d0caa83f427/312fc88ecac1abea683ce8632baeac9a/Doomsday_FB_event_Cover_09.jpg)

[59e7eb33b07e3d0caa83f427/312fc88ecac1abea683ce8632baeac9a/Doomsday\\_FB\\_event\\_Cover\\_09.jpg](https://trelo-attachments.s3.amazonaws.com/568aa08ddd62b5ab2e14dd4f/59e7eb33b07e3d0caa83f427/312fc88ecac1abea683ce8632baeac9a/Doomsday_FB_event_Cover_09.jpg)

- Event name: Keep it simple and clear so fans know what you're event will be celebrating. Ex: [Comic book shop name]'s DOOMSDAY CLOCK Release Party
- Location: Include your shop's address
- Include a start and end time
- Description: List out any activities, signings, or giveaways you'll have available that day
- Keywords: Make sure to include Watchmen, Doomsday Clock, superheroes, comics, comic books, etc.
- Make sure to select that your event is free and kid-friendly if those are applicable to your event
- Once you've created your event, you will be able add DC as a co-host for your Facebook Event:
  - Click Edit at the top right of the event
  - Scroll down to Options
  - Next to Co-hosts, click where it says Add Friends and enter their names
  - Click Save
  - Select create, then begin inviting people to spread the word!
- You can find more information about Doomsday Clock here: [dccomics.com/doomsdayclock](https://dccomics.com/doomsdayclock)

