



Facebook Live: A Training Guide

Broadcasting live on your Facebook Business page is a great way to connect with customers to tell your brand's story. Whether it's broadcasting live at a special event or providing a behind-the-scenes sneak peek at the inner workings of your business, Facebook Live allows viewers to experience your brand like never before (in particular, millennials prefer this format!).

We've created this guide to help you produce a series of live broadcasts from a live event, but you could just as easily use this outline to share regular updates from your day-to-day activities.

Ideally, the live videos together will tell a story from beginning to end in an appropriate setting with an enthusiastic crowd at a fun event. Start the live event with an introduction video and end it with a closing video as things are winding down to say thank you to everyone who came out and who tuned in onto Facebook Live.

Here is a simple template of what to show during each broadcast from start to finish:

- Have the host/brand ambassador/company representative give a short introduction.
- Show off the setting (music, event area, decorations, people, special activities, etc.).
- Show events as they happen live like special performances, speeches, and more.
- Be sure to film anything that shows the success of the event (cheering crowd, beautiful setting, fireworks, confetti, etc.).

- Closing message and thank you from host/brand ambassador/company representative.



Note: It isn't the goal to have live video streaming constantly, so just pick the best opportunities and make them good. Remember always that you are broadcasting as the brand.

If you also have time to take some photos or videos to use later, that's also great! Photos and all saved Facebook Live Broadcasts can be used later for other promotions such as Throwback Thursdays (#TBT).

What to do before your live broadcast:

- Write a description for your FB live video to catch people's attention; we recommend writing this beforehand to ensure that best practices such as keywords and proper grammar are utilized. Here are a few example phrases to describe your live video:
 - Welcome to [location]!
 - Live from [location/event name]! (You can repeat this one)
 - [Event name] is Happening Now!
 - Behind the scenes at [your company name]!
- Make sure you have a strong signal going. Wi-fi usually works best, so make sure to secure wifi passwords beforehand, if necessary.
- Live broadcasts can last up to 4 hours, but we recommend limiting your live video to strategically selected "moments" in the storytelling; never leave a broadcast unattended.
- Make sure you have adequate lighting/good light source.
- Be mindful of including people in the broadcast, and ask their permission before shooting nearby, especially if there are children in the shot. Photo releases should be signed or an umbrella release sign should be posted at the event, but since this is live, this is a more of a courtesy.
- Avoid sudden, jerky movements and change direction of your phone at a gradual pace.
- Keep your phone charged - an external charger and wall charger is recommended to have on hand.
- Clean the camera lens and turn up the volume on your phone before starting your broadcast.

How to go live on Facebook:

- 1) Tap  **Live Video (for iOS)**/  **Go Live (for Android)**.
- 2) Write the description (ideally, you wrote this beforehand!).
- 3) Do not use filters.
- 4) Tap **Go Live** to begin broadcasting your video (You'll have a 3-second countdown).
 - Check that video is live by seeing if there is a red icon at top left-hand corner of the video.

What to do during your broadcast:

- Say hello, introducing yourself as “Name, title of your position” and what the video will be about.
- Remind the audience to click the Follow button on your video, so they'll get notifications next time you go live.
- Say hello to some of the commenters by name, and thank them for joining.
- Make sure that someone is on hand to answer live comments in the Facebook thread, if you don't think you will be able to yourself.
 - Don't feel like you must respond to every comment, and do not respond to product-specific or pricing questions.
 - Do be prepared to respond with the hours for the event, and also the location and any other logistics that needs to be answered such as parking tips.
 - You may tell people, “We will follow up on your questions in the comment thread.”
- Use a closing line to signal the end of the broadcast. Example: “That's it for now, but we'll be back live later today at '**your next broadcast location**'.”

Ending the broadcast:

- Tap **Finish** when you want to end your broadcast.
- When ending a broadcast, **wait a few seconds for the “ping” sound that signals you are no longer live before doing anything else.**
- After finishing the broadcast, you can post the video to Facebook, download it, change the privacy settings, or delete it.
- If you're not happy with how a particular broadcast went, that's okay. Save it to your phone afterwards - you don't have to publish it to your Facebook page, but you may want to have access to it later.