

HOW TO GO LIVE ON FACEBOOK

Thank you for participating in Study in the USA's Live Sessions on Facebook! As a presenter, you will utilize Study in the USA's Facebook platform. Provide us with your Facebook email address, and we will give you admin access two days prior to your presentation date.

INCLUDED:

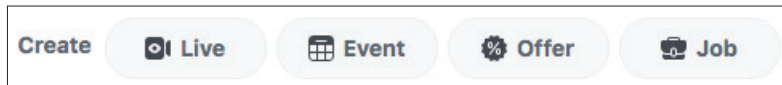
- How to Go Live on Facebook Without a Co-Presenter on a Computer
- How to Go Live on Facebook Without a Co-Presenter on a Mobile Device
- How to Go Live on Facebook with a Co-Presenter on a Computer
- Tips
- To Create a Live Poll



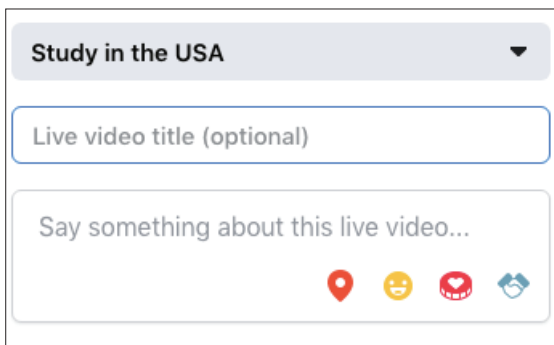
How to Go Live on Facebook Without a Co-Presenter on a Computer

1. Go to Facebook in your browser <https://www.facebook.com/studyintheusa>.

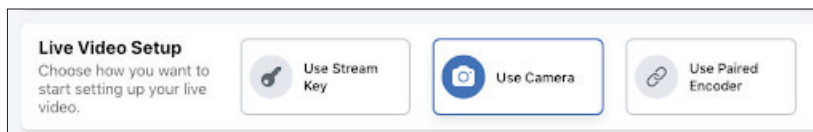
2. Choose "Live."



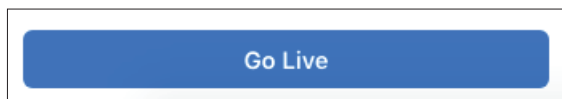
3. Write a compelling video title and description.



4. Choose "Use Camera" on Live Video Setup.



5. Click "Go Live" button on the left lower side.



6. Begin with an introduction of the presenters, institution, and topic.

7. Facebook Live will provide 90 minutes for the session. The recommended presentation time is 30 minutes, followed by a Q&A.



How to Go Live on Facebook Without a Co-Presenter on a Mobile Device

1. Go to Study in the USA page.
2. Press the “Live” option (the camcorder icon).
3. Tap to write a compelling video description.
4. Add a Facebook Live filter, lens, or doodle, if you’d like.
5. Press the “Start Live Video” button.
6. Begin with an introduction of the presenters, institution, and topic.
7. Facebook Live will provide 90 minutes for the session. The recommended presentation time is 30 minutes, followed by a Q&A.

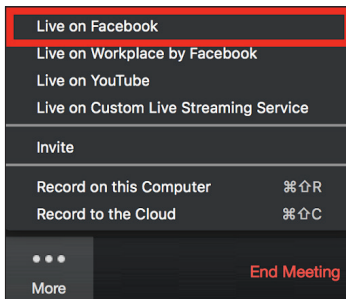


How to Go Live on Facebook with a Co-Presenter on a Computer

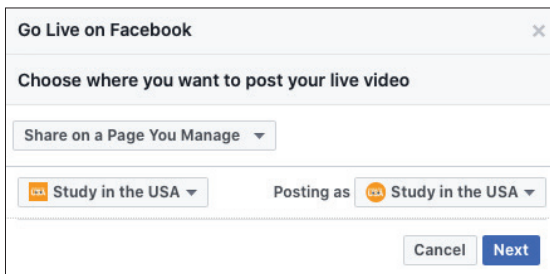
1. We will provide you with the link to our Zoom account.



2. Click "Start your Meeting."
3. Once you click "More" choose "Live on Facebook."



4. Make sure to unmute yourself in Zoom, or no one will hear you on Facebook.
5. Your default browser will open, and you will be prompted to log into Facebook if you aren't already. We are giving you access as administrator.
6. Choose where on Facebook you would like to Go Live.



7. Click Next.
8. Note: If you are not able to start the live stream, clear your browser's cache and cookies, then try again.
9. When you are ready to start the broadcast on Facebook, click Go Live.
10. Wait for the notification from the Zoom client that your webinar is Live on Facebook, then begin your webinar.
11. Streaming stops when you end the webinar or meeting or click the "Stop Streaming" icon on the Zoom client.



Tips

1. **Personalize your live Q&A** by addressing the students name.
2. You can **flip the comments and ask the students a question**. This gives them a very focused topic. It also provides value for people that watch the replay later as all comments are around a common theme.
3. To **keep your viewers engaged**, encourage them to interact with your live video (which will help your ranking in others' News Feeds). You can also interact with them both by speaking directly to them in your video and, if you want, by having someone else respond to comments from a desktop computer elsewhere.

Where can you see these comments? While you're broadcasting, you'll see the time elapsed on the top left along with the number of viewers, and comments will show up live on the bottom of your feed. They'll appear in reverse chronological order, like on Twitter, so keep in mind that the earlier ones may be farther down.

4. Start broadcasting by **leading with a question**. Let students respond with their answers throughout the stream.
5. Ask the students to **share the broadcast**. This will greatly increase your reach and expand the number of people watching the broadcast.
6. Also, comment sections are not just for questions and answers. The client can **use the comments box** to encourage users to submit pictures, comments, and information that allows them to learn more about what they are doing. In this way they can feature their users and make them feel like a part of your community.
7. When the client is almost done with their broadcast, make sure that there is a **call to action**. What do they want the students to do? Is it to visit their school page or fill out a form? Whatever it may be, be sure to end the Facebook Live post with something actionable for the students to do.

LIVE POLLS: You can create Live Polls. During the Live broadcast, they can show polls with 2 to 4 choices and choose when they want them to appear. Once a poll has been closed, they can start a new one. There is no limit to the number of polls you can run during a single broadcast.

When your poll is no longer live, you can see how many viewers voted and what their responses were in aggregate.



To Create a Live Poll

1. Go to Live Producer <https://www.facebook.com/live/producer>.
 2. Select "Polling" from the top navigation bar.
 3. Add a question and answers in the new fields. Add two to four poll answers.
 4. If applicable, use the check box to the right of the options to select the correct answer for your poll.
 5. Click "Save."
 6. You will be able to click "Publish" during broadcast, and the poll will appear.
 7. During your broadcast, click "Publish Now" in the Interactive tab to reveal your poll to your viewers.
 8. To add more questions during your broadcast, click "Add Question."
- ✳ It is recommended during the broadcast that you ask questions, and then ask the viewers to reply in the comments. Ask them to like and share the post. If there's a large audience tuning in, it can be tricky to keep up with audience comments. If possible, assign someone to respond to comments as they come in, so you can focus on speaking. This person can let you know if there's a question you should answer live or can point people to relevant resources in the comments. Think about what resources they might need in advance so you can have a list at your fingertips as the questions start to come in.

