

Facebook Live Checklist

Tips for Planning a Live Video

PLANNING

- Choose the type of video you are going to create: live interview, Q&A session, video series, news announcement, etc.
- Choose a date and time.
- Prepare the interviewer/interviewee and all people who may be in the video.
- Identify any potential problems and have backup solutions.
- Enlist a person familiar with your topic and your organization to answer questions and monitor comments during the live broadcast.
- Use email and social media channels to let everyone know when it will be going live. Also let them know that even if they do not catch the live broadcast, the video will be available on your FB page immediately afterwards.

PREPARING TO GO LIVE

- Make sure you have chosen a quiet and well-lit location – you want to be seen and heard!
- Check your internet connection to make sure it can support a live stream.
- Turn off the notifications on your phone.

GOING LIVE!

- Write a compelling description and eye-catching title. Put the words LIVE NOW! in the headline to ensure that your audience will pay attention (you can delete them later).
- Tag any pages or profiles you want, add the location where you are filming, or share an activity using the icons at the bottom of your screen.
- When you go live, welcome viewers — be excited!
- Interact with viewers and people that comment. Mention people by name as they join and comment.
- Encourage people to share the live stream with their networks so even more people can join and learn about your organization.
- Invite viewers to get notifications about future live streams by clicking the Follow button.

FOLLOW UP

- Once you click “Finish” and end the broadcast, post your video replay. Pin it to the top of your FB page for added exposure.
- Download the video to your phone or desktop, so you can upload it to YouTube, embed it in your blog, and send it to other social media channels.
- Edit the caption if you need to, and include your call to action in a comment on the video post.
- Analyze and improve your live video strategy by reviewing your video’s Insights stats.