

FACEBOOK

LIVE

**TIPS &
TRICKS**

For a Successful Event



A Division of MaRC Strategies, Inc.

1 WEEK PRIOR



create Facebook event

Create an actual Facebook event for the live video with a detailed description.



got guests?

If the event will include a guest, invite the guest as co-host.



pick a date and time

Pick the date and time of your Facebook Live event and stick to it. Pick a time that is convenient for your followers. Weekends generally don't work well as people are busy. Evenings and mid-day work well.



create a promotional post

You will want to create a promotional post a few days before and a reminder post the day of the FB Live event to encourage followers.



pay to play

Pay to promote the event on Facebook | IG if within the budget.



tune-in

Include why people want to tune in, what you will talk about, what the live video will show viewers how to do, or even what will happen if they don't tune in.



schedule a post

Schedule a post on the Facebook page with a link to the event to try and get people to RSVP to the event.



content idea

"We're excited about our new fitness classes starting January 20, and we can't wait to share the details with you! Join us as we go Live at 10:30 a.m. on Monday, January 7, to learn more and ask questions."



ask!

Ask people to share questions they'd like to ask the guest in the event/post comments.



co-host

If using a co-host, ask them to schedule a post on their Facebook page with a link to the event.

1 DAY PRIOR



leave a comment

Leave a comment in the event reminding people of the live video and asking for last-minute questions.



schedule a reminder

Schedule post on FB Page reminding about Live Event. Can ask in comments "Where will everyone be tuning in from?" to get a conversation started.



co-host reminder

If using a co-host, ask them to schedule a post on their Facebook page reminding attendees about the live event.

1 HOUR PRIOR



remind them again

Leave another reminder in the event encouraging people to check back on the Facebook page to see the live event.



last-minute questions

Schedule post on FB Page reminding about the live event. Can ask in comments for any last-minute questions.



co-host reminder

If inviting a co-host, ask them to schedule a post on their Facebook page reminding them about the live event.



GETTING SET UP

Make sure that lighting and sound are OK and limit any background noise.

Decide if you are going to shoot vertical for a more up-close shot or horizontal to include your surroundings.

Get someone to help off-camera to moderate. They can direct the most important comments your way and hold the camera. Or use a tripod to reduce shaking.

Make sure your phone is on Do Not Disturb. Don't be distracted by incoming calls or texts.

Practice. You don't want your video to be scripted, but do think about what you are going to say. Have important dates and information on a piece of paper so you don't forget and stumble for the details

Relax, smile, and have fun! It's OK to mess up. Everyone understands this is a live environment!

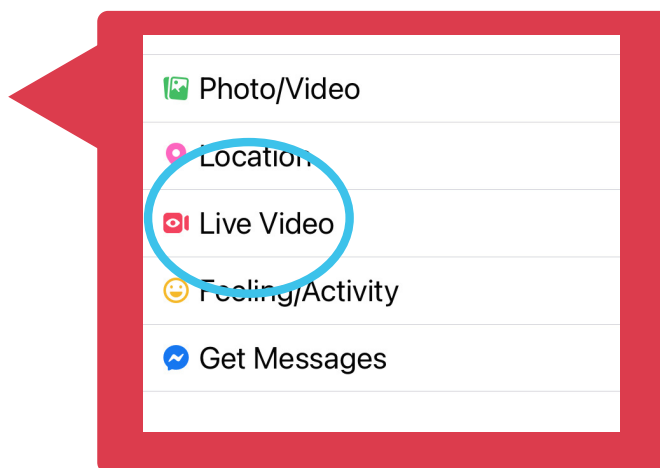
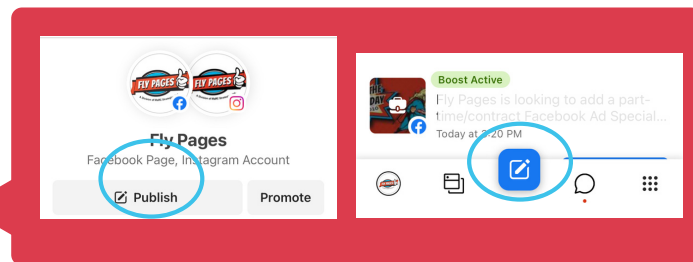
HOW TO GO LIVE

*** NOTE * - Do not go live within the event. Go live from the Facebook page, so everyone who follows the page receives a notification when the live event happens.**



STEP-BY-STEP

- Go to your business Facebook page from your mobile phone. (Note: you must be an admin of the page to go live.)
- Tap the “Publish” button located under the page’s profile picture or at the bottom.
- Tap “Live Video” in the new window that appears.
- If you have yet to give the Facebook app access to your device’s camera and microphone, tap “OK” on the two prompts that appear. You may also be presented with a Facebook Live tutorial video, which can be watched or skipped.
- Select the “Live Video” theme.
- “Tap to add a description...” to write a compelling description that will later show up as the post description in people's feed.
- Example: “We’re here with Stacy, our certified fitness instructor, to talk about new specialty classes beginning January 20! Tune in to learn more and ask questions.”
- Tap the “Start Live Video” button to begin streaming.
- When you’re done streaming, tap “Finish” in the bottom-right corner of the screen to end the video.
- When you’re finished streaming, you will have the option to post a replay of the stream to your Facebook page or to delete the video. You will also be able to download the video to your own device.



TIPS FOR ONCE YOU ARE LIVE

STARTING THE VIDEO:

Start the video by introducing yourself and provide basic information about the video, when very few people have joined the live stream. Explain why the topic matters, what you're going to cover, and what they'll learn how to do.



WELCOME VIEWERS:

Briefly greet a few viewers by saying, "Hey, Mike, thanks so much for joining." Don't greet every person.

USE ICEBREAKERS:

Ask people where they are tuning in from, how their day is going, etc.



SPREAD THE WORD:

Ask viewers to tag friends in the comments and share the live video. You might say, "If you know anyone who will be interested in this video, do them a favor. Tag them in the comments. Share this to your personal profile or your groups."

VALUABLE CONTENT:

Make sure you have plenty of information to talk about in case you don't get any questions/comments.



RE-INTRODUCE YOURSELF:

Visitors can join the live stream at any time, so remember to re-introduce yourself and recap what's happening at least halfway through the video. i.e.) "Hey, if you're just joining us, welcome! We're currently talking about [topic] and we've just covered [previous topic]. My name is..."



GET COMMENTS:

Remind your viewers that the live video is an easy time to get one-on-one advice. Ask them to ask questions in the comments and then respond to them.

COMMENTS CONT'D

For instance, if Mary leaves a question in the comments you could say "Mary just asked a great question about ..." and answer it.

****Using a moderator is a great way to do this without having to manage the comments on your own****



THANK VIEWERS:

At the end of the live video, remember to thank your viewers for watching, recap what you talked about, and give them a way to get in touch with you after the video with any more questions.

BE PERSONABLE AND INFORMATIVE.

If you are promoting an event, be excited and make it fun! Dress up and get the staff into it. People may ask questions, so make sure to answer them and address the person by their first name. Talk about the date and time of the event or classes offered and important details (registration dates, etc). If there is a new instructor, ask them to join you for the Live event so that members can meet them, learn about their classes and ask any questions they may have.

CONGRATS

YOU DID IT!



NEED HELP? CONTACT US!

Follow us for more tips!



@ info@buyflypages.com

instagram.com/flypages

linkedin.com/company/fly-pages

facebook.com/flypages

twitter.com/flypages