

Facebook Live videos are a fun way to get more engagement with your audience. They can help with event promotion, or you can have a live Q&A session with viewers. Plus, these videos don't just disappear after the video is over, or after 24 hours like some platforms. Instead, you can choose to save a live video as a post so it will permanently stay on your page for future visitors to see.

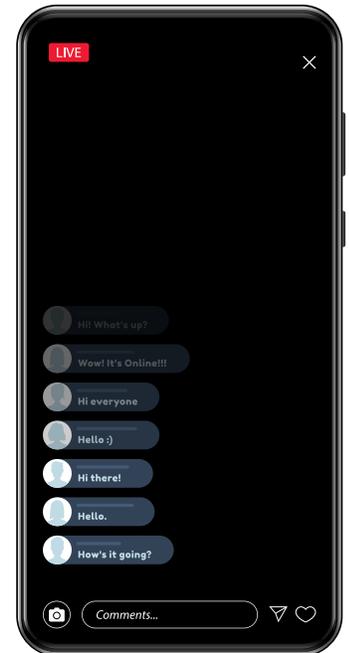
WAYS TO PREPARE

Plan

Think about what you want your video to be about (an event, live Q&A, etc.), where to shoot, when to shoot and if you want other people to be in it. Put together a list of topics you want to cover, shots to grab or questions you want to ask your audience.

TIP #1

Add a video description before you start filming. Write it down so you can copy it into the description line later.



If you're able to, go to the filming location beforehand and test the connection. A bad connection will either result in a low-quality video or no video at all. Test the audio, lighting and different angles that may work. With Facebook Live videos, it's okay to shoot your video vertical or horizontal, so try both to see which best fits the situation. Even doing this just a half hour or an hour before can lower the chances of errors or delays during filming.

Another planning tip is to get ready to communicate and entertain. Don't be shy to answer questions in the comments during the video. This will show that you're paying attention to what people are saying and you may learn valuable information about your audience.

Promote

If you'll be running a Facebook Live video at an event, promote the event and the live video before it happens. Create posts announcing to (and reminding) your followers when you're planning on going live. Whether it's a day, a week or a month before, you can use that time to build up your followers, gain new ones and potentially get more viewers on the video the day-of.

Let's say your video isn't for a specific event – you can still promote that you'll be hosting a live video beforehand. If you'll be doing a live Q&A, encourage people to start thinking of questions to send in during the video.

Another plus of promoting is that you can do it on your other channels! You don't have to just talk about Facebook on Facebook. This will reach your followers on other platforms and possibly gain their likes and follows on Facebook as well.

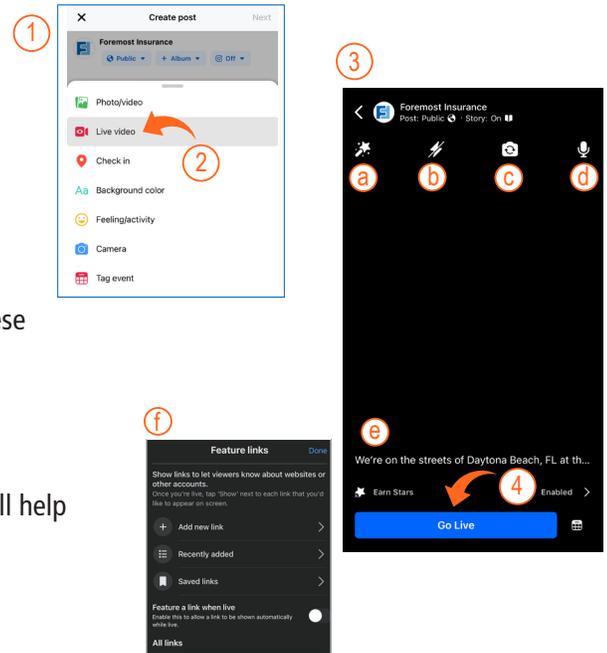


TIP #2

These steps are for filming on a phone, but you can also take these steps to film on your laptop with a webcam!

STEPS FOR FILMING ON A MOBILE DEVICE

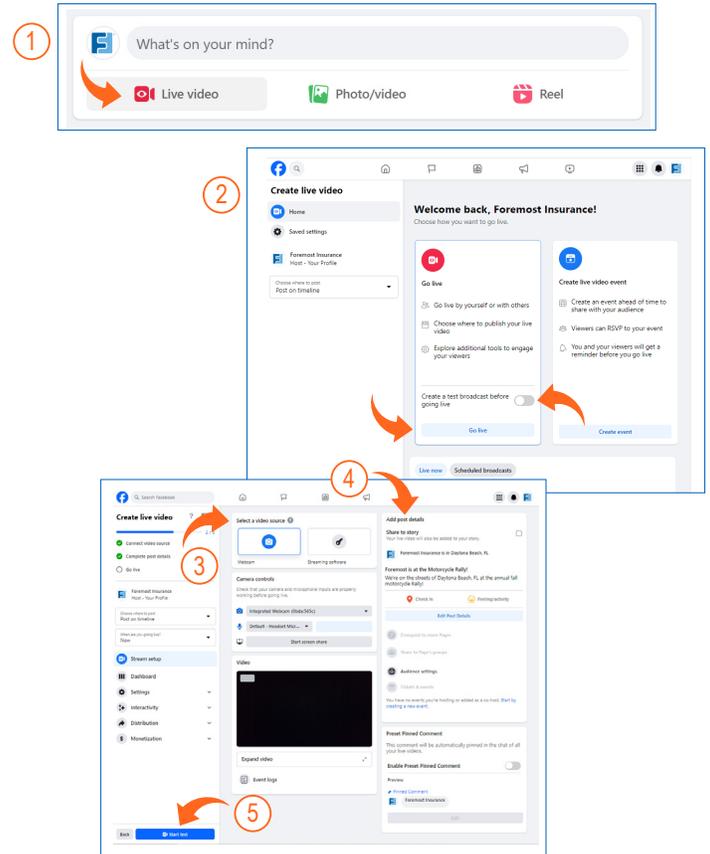
1. On your business Facebook page, tap in the posting section to begin creating a post.
2. Then select Live video, which will open your camera.
3. Make adjustments and get familiar with your options.
 - a. Select different effects with the wand tool to jazz up your video (use these sparingly since they could be distracting).
 - b. The lightning bolt will change the flash settings.
 - c. The camera icon will switch your camera (front or back side).
 - d. The microphone icon will change the audio settings.
 - e. Tap to add a description if you'd like (we highly recommend this — it will help viewers know what they're watching. It's also a good place to include questions or a call-to-action).
 - f. View more options at the bottom!
4. When you're ready to begin filming, tap "Go Live."



Once you're finished filming, you can choose to publish the video and check out the viewing results!

STEPS FOR FILMING ON A DESKTOP

1. On your business Facebook page, click the "Live video" button in the posting section.
2. A new page to create a live video will open. If you would like to do a test broadcast before going live, be sure to click the toggle so it turns on. When ready to move forward, click the "Go live" button.
3. Make sure your camera is connected.
4. Add post details (title, post description, audience settings, etc.).
5. Click the "Go live" button or the "Start test" button if you're running a test.



Facebook Live videos are a great tool for digitally connecting with customers and making your social media page stand out. Take advantage of this resource to engage and gain more followers!