Ready, Set, Action!

Leveraging Facebook LIVE
What will you learn today?

- Ease of use
- Importance of planning
- Let’s go Live!
- Tips for success
- Q&A
Are you ready?

Do you have a Facebook page?  
*Personal, Group, Event, or Business*

How’s your internet speed?
Going Live is the Easy Part

• Which Camera?
  Smartphone, tablet, laptop, desktop

• Go to the page you want to broadcast from
  Personal, Group, Event, or Business

• Engage as you would a typical post, but select “Live”
What’s your purpose?

- Event?
- Teach?
- Increase Page Likes?
- Build Awareness?
Make a plan

• When are your fans online?  
  *Post insights, trends*

<table>
<thead>
<tr>
<th>When Your Fans Are Online</th>
<th>Post Types</th>
<th>Top Posts from Pages You Watch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data shown for a recent 1-week period. Insights for the time of day are shown in the Pacific time zone.</td>
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</table>

**Best Days & Times (generally):**  
Weekdays between 1 – 4pm  
*This will vary depending on your audience.*

Reference: Bitly
Make a Plan

- Prep Your Settings
  Audience, Comment capacity

![Audience Settings](#)

![Comments](#)
Make a plan

• Communicate your pending broadcast

*Facebook options* - Create an event, or use its announcement (or both)
Make a plan

• Practice. Practice. Practice.
  How do you translate on screen?
  What about your surroundings?
  Do you need equipment?

• Let’s go Live
Mobile App Screens

- Circled area: To: Public · Post
- Circled area: Diane and 52 others are online
- Circled area: Select your audience
- Circled area: Only me · Post
- Circled area: Diane and 52 others are online

- Circled area: Tap to add a description...
- Circled area: Start Live Video
- Circled area: Live Video · Bring a Friend · Raise Money
- Circled area: Start Live Video
Mobile App Screens

- Start Live Video
- Tag Friends
- Check In
- See places near you

Suggestions:
- Denice Resendez
- Leslie Hyman
- Kent Davis
- Elizabeth Patton Hill
- Maggie Hug Laffoon
- Tom Mentzer
- Kathy Holmes
- Teresa Dirks
- Marie Graham
- Alison Gail Jenkins

Locations:
- Overland Park, Kansas
- Monument Rocks
- Fox & Hound (Overland Park...
- Hamburger Mary's Kansas Ci...
You’re ready, now what?

- What do you want your viewers to experience?
- As you begin, introduce yourself
- Encourage sharing
- Be yourself, spontaneity works
- As you sign off, re-introduce yourself
Pro Tips

• Keep your videos short (< five minutes)

• Wipe your lens with a soft cloth before going live

• Use a tripod

• Consider consistency (ex. every Tuesday)

• Year-round relevancy

• Engage with your viewers (having a partner helps!)
Facebook Live Examples

• Wes Hamilton (Disabled, But Not Really)
• A Store Named STUFF
• Teresa Dirks Artist
• Underground Mic
• The Song Lounge - using Zoom
• Live Poets Society - using Zoom
Questions?

Thank you!

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