

A hand holding a vintage Argus camera. The camera is silver and has a sticker on the back that says 'f LIVE'. The background is a blurred green plant with small white flowers.

Populate.

How To Guide: Facebook Live Streaming

Introduction.

In April 2016, Facebook launched Facebook Live, a live video streaming service that lets anyone broadcast from their mobile devices straight to their Facebook News Feed.

Since its launch, live streaming video has exploded in popularity -- particularly on Facebook Live, where according to Vimeo, 78% of online audiences are watching video on Facebook Live as of 2018.

It's no mystery why Facebook Live is so popular: Videos see 3X the engagement of traditional videos shared on Facebook, and millions of users live stream on Facebook around the world.



Facebook Page Streaming.

The following pages outline how you can live stream on your Facebook page for your business. There is a step-by-step guide that you can follow to ensure it is effective. We have focused on streaming from your phone.

Key things to note:

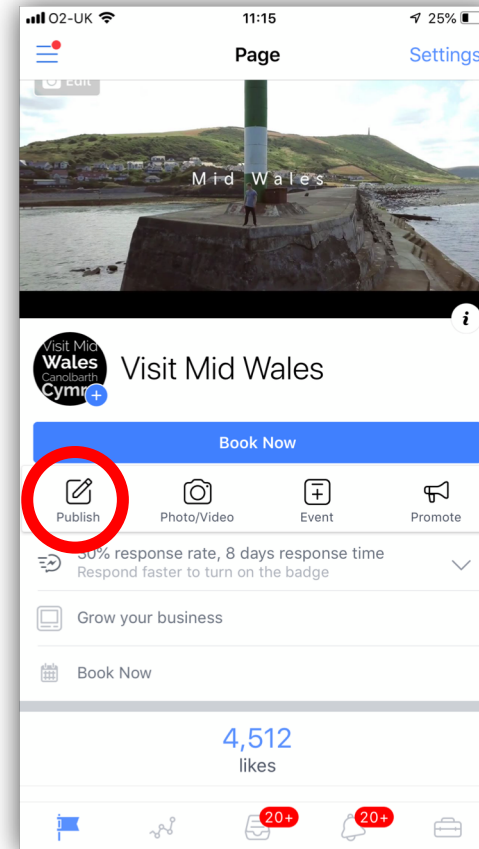
1. Ensure you have a good internet connection
2. Have a plan for your stream
3. Use a good quality phone camera





Step one.

In the Pages Manager app, click "Publish" from your brand's page.

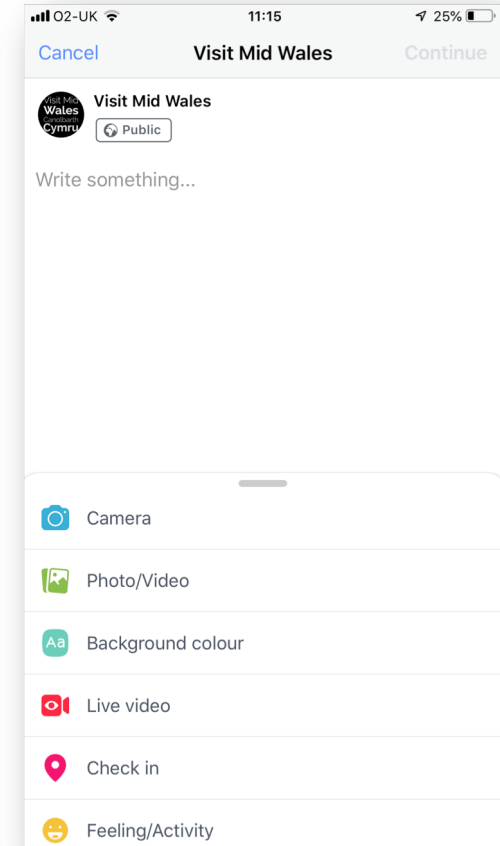
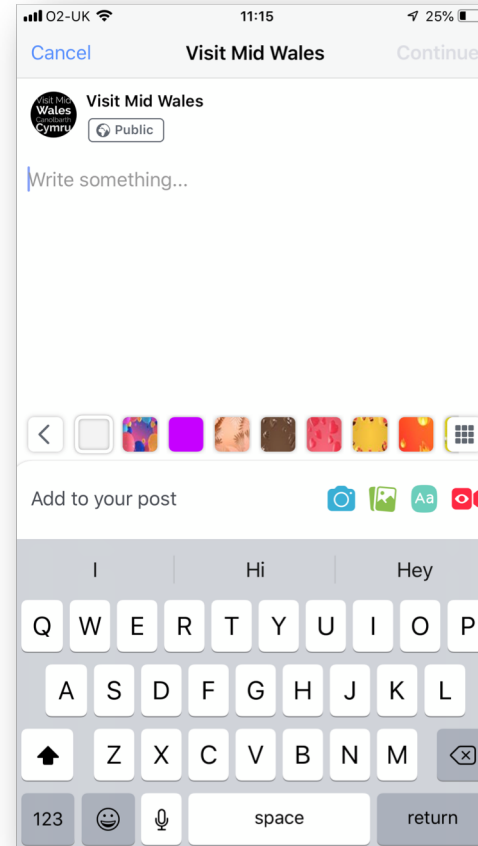




Step two.

On the following page, you'll find an option at the bottom of your screen that says "Add to your post."

Select this, and then click "Live Video." If this is your first live video, Pages will request access to your camera and microphone. Click "OK" for both.



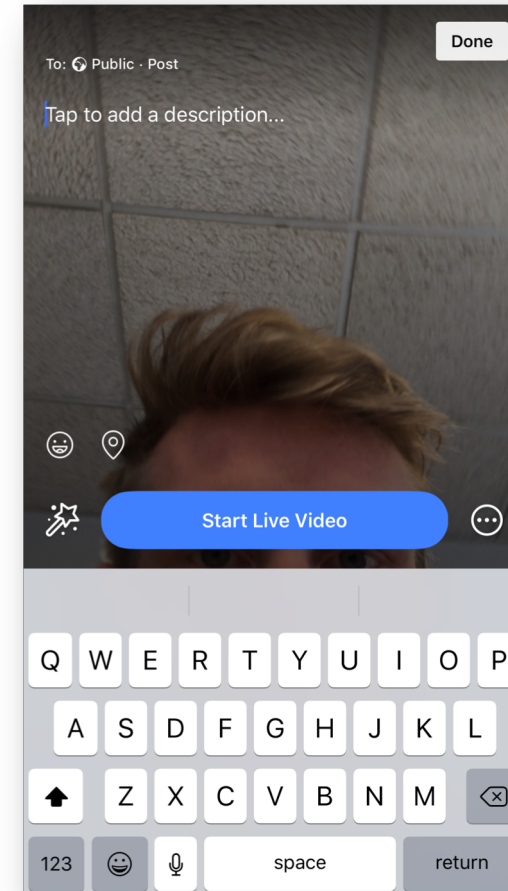


Step three.

This step is crucial! The description is the only thing your followers will see telling them what your video is, so it should be catchy, clear, and interesting.

If your followers start watching the Live video after it has already begun, make sure you've described it well enough so they know why to continue watching.

You'll be able to update this description after you've completed your Live broadcast and before sharing, but during your broadcast, you're stuck with the one you set prior to streaming.





Step four.

Once you've entered a bit of compelling copy, click the blue "Go Live." A 3-second countdown timer will begin before you are actually live streaming.

Live videos can be streamed for anywhere from a few seconds up to 90 minutes. Facebook recommends you broadcast for at least 10 minutes.

And once you're live, you can choose to use a filter or even draw on the video for a more interactive experience.

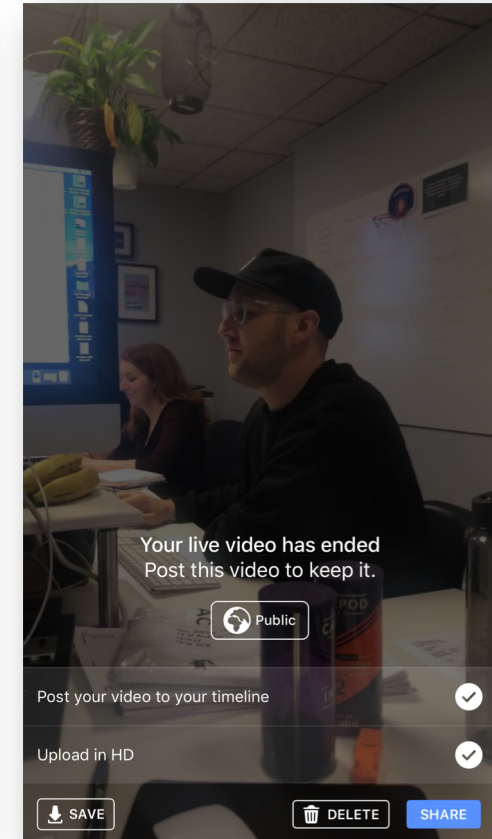
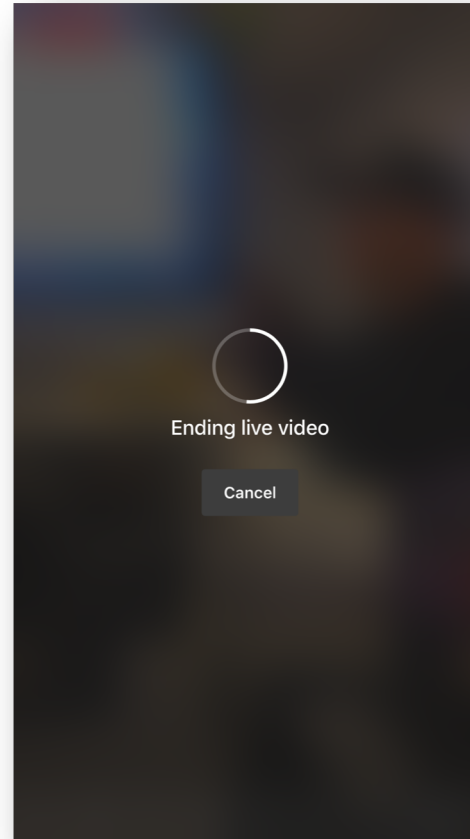




Step five.

When you're finished with your broadcast, just hit "Finish." Facebook will automatically prepare your video for posting.

You'll get a screen with a few options. You can post it to your wall, delete it, upload it in HD, or download it.



Before you go live.

Just like any scheduled event, you should promote your Live video before it happens. You can use all your usual communication channels, including Facebook itself.

If you're promoting in another channel, use a link to your Facebook page to tell people where they can find your video -- and don't forget to include a date and time!

During the live stream.

Even better, your followers' friends will be able to see that their friends are watching your video (depending on their notification settings), so you can get some virality if friends of followers start to tune in.

During your live stream, promote links to your video to drive traffic to your Facebook page.





Capitalise on the momentum.

Here are a few things you can do to capitalise on the momentum of your Facebook Live video:

1) REPACKAGE & RELEASE SHORT CLIPS

You can download your Live video file and create lots of smaller piece of content out of it. If you live streamed an entire event, try creating small clips to use in various social media posts or blog posts in the future.

If your video is longer than 10 minutes, you likely have at least a couple of smaller segments you can turn into clips and repackage with other types of content.

2) LINK TO IT FROM RELEVANT CONTENT

Treat your Facebook Live video just like an article. If you write a blog post or create another video that's relevant to the same topic, mention or link to your Facebook Live video and give people a chance to rediscover it. You can also embed a Facebook Live video into your website.

3) DISTRIBUTE IT THROUGH OTHER CHANNELS

Your video itself can be a story. You can cover it on your blog or other marketing channels and talk about the process of the video coming together, analyse comments or reactions, do a follow-up piece based on questions you didn't get to during the live broadcast -- there's plenty of opportunity if you adopt the mindset that your Live video was just one piece of the puzzle.

Facebook Live Tips.





One.

Test the live video out using the 'only-me' setting

If you want to play around with live broadcasting without actually sharing it with anyone else, you can change the privacy setting so you're the only one who can see it -- just like with any other Facebook post.

Two.

Space out live videos with other Facebook posts

Because Facebook ranks Live videos higher than other videos and other types of posts, we recommend spacing out your Facebook Live videos with other Facebook content you post to maximize your organic reach.



Three.

Keep reintroducing yourself

When you first start the video, take a minute to introduce yourself and what the video's about. But keep in mind that when you first start live streaming, you may have zero people watching. Even a few seconds in, you could only have a handful of viewers. As people find your video on their News Feeds, they'll join in -- but that means you'll want to reintroduce yourself a second, third, and even a fourth time to catch people up.

Four.

Make the video visually engaging

You have to be visually engaging -- not just at the very beginning of your broadcast (although that'll be important for when folks view the video later), but throughout the video as more and more people join in.

Not only will you get more viewers this way, but you'll also get your broadcast ranked higher in other people's News Feeds. Facebook started monitoring signals of video engagement -- like turning on the audio, switching to full-screen mode, or enabling high definition -- interpreting that as users enjoying the video.



Five.

Make it spontaneous

What makes a live video special? The spontaneous, interactive nature of it. People love the ability to interact, and they love the novelty of viewing someone in a live moment when anything could happen. In many ways, it's the new reality TV.

These moments are what make live video special, and they're exactly what differentiates it from scripted, edited, or otherwise pre-recorded videos. Embrace the platform.

Six.

Don't worry about mistakes or stutters

Spontaneity works -- even if your Facebook Live doesn't go according to plan.

Let's face it, we're all human. And when humans and technology mix, there can sometimes be technical difficulties.

The good news? These things help keep your broadcast human and real. If you wobble your phone while filming, laugh and call it out. If you forget what you were saying, make a joke. The key is to keep the broadcast like a fun conversation, so if mistakes happen, keep it light and keep the lines of communication open with your viewers.



Seven.

Encourage viewers to like and share

One of the primary ways Facebook's algorithm ranks a post is by how many people Like and share it. The more people who Like and share your live broadcast, the more it'll show up in people's News Feeds.

But when people are watching a video, they may be more distracted from Liking and sharing it than they would a text or photo post. (That's something the folks at Facebook noticed about video content early on, which is why they began monitoring other video engagement signals as well, like turning on the volume.)

Eight.

Don't worry about mistakes or stutters

The number of comments on your broadcast is another way to get Facebook to give it a higher relevancy score, making it more likely to show up on people's News Feeds. So encourage your viewers to comment, and engage with people who are commenting by answering their questions and calling them out by name. Not only will it get more people to comment, but it's also a fun way to include your viewers in the live experience, which could make them stick around longer.



Nine.

Broadcast for at least 10 minutes

As soon as you begin recording your live video, you'll start slowly but surely showing up in people's News Feeds. The longer you broadcast - especially as Likes, comments, and shares start coming in -- the more likely people are to discover your video and share it with their friends.

Because timing is such an important factor for engagement in these live videos, we recommend that you go live for at least 10 minutes.

Ten.

Add a link to the description later

Once you've finished the live broadcast, you can always go back and edit the description, change the privacy settings, or delete the video, just like you would any other post.

Here's where you can add a trackable link to the description in the post, which can direct future viewers to your live video series page, the site of whatever campaign you're using the video to promote, or somewhere else.

Thank you.

We hope this document has provided the insight required for you to take a more informed approach with your Live Streaming.

For more tips please do get in touch and a member of our team would be happy to help.

Our details.



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