



# How to Host a Facebook Live Broadcast

## Overview

Facebook has recently launched a new tool called “Facebook Live” that allows users to host live broadcasts – straight from their Facebook timelines.

Now, it’s easier than ever to connect with your audience in real time and reach thousands of viewers with the snap of your fingers! Because Facebook wants everyone to jump onboard the Facebook Live train, they’re prioritizing the new feature in their algorithm. That means that your live broadcast is more likely than a normal post to show-up in users timelines.

An added benefit? Facebook sends a notification to everyone who’s liked your page when you start live-broadcasting! (*Thanks for the free advertising, Facebook!*)

**So what are you waiting for? Let’s get started!**

## How do you start a live broadcast?

To set-up your live broadcast...

1. Log into Facebook from your phone, or iPad.
2. Pull up the Facebook page you want to broadcast from. (Please note that you’ll need to be listed as an Editor or Administrator to be able to broadcast from a Convention of States Facebook page.)
3. Click on “Publish”. (*See Image A*)
4. Type a description of your broadcast. (*See Image B*)
5. When you’re ready to go live, click on the red silhouette icon for “Live Video”.
6. If needed, hit the icon in the right hand corner to switch between your phone’s front and back cameras.
7. Tap Go Live to start three-second countdown to broadcast.

## Best Practices

### Writing an introductory caption.

You want your caption to be short and to the point. The reader should have an idea of what you're talking about, but be curious enough to click play and see what you have to say.

For example, the White House used Facebook Live for a message from the President. They teased it with a great caption that helped readers understand the topic while peaking curiosity,

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*We got some great news on jobs and the economy this morning, and President Obama wants to tell you all about it. So pull up a chair in the Roosevelt Room next to his economic team and listen in!*

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Chances are, you're going to get people FIRED UP as they watch your broadcast. As such, we highly recommend including a call-to-action in your livestream. Be sure to include a link in your caption that takes them to an action page where they can easily sign-up to volunteer, become a District Captain, sign the petition, or whatever action you plan on asking them to take in the video.

Pull up the Facebook App and make sure you can find the live video button, well before you plan to begin.

If you follow the instructions in this hand-out and can't find the red live video button... chances are you need to update your Facebook app.

Check your lighting and camera angle before you start.

Nobody to watch a video of your forehead talking, or be distracted by a camera angle that forces them to look up your nose. So before you start broadcasting, open up the camera on your phone, flip the camera to selfie mode, and make sure your camera is set-up on a stand at a flattering angle. Don't forget to check for good lighting!

How long should I broadcast?

The longer you broadcast, the more people you'll reach. Facebook recommends going live for at least 10 minutes, but you can keep going for up to 90 minutes!

Interact with people who are engaging in the comment section!

As soon as you start broadcasting, people will start chiming in with comments and questions. As you're kicking off your broadcast, give shout-outs to people by name and answer their

questions specifically. Show the people a little love, and they'll love you in return. Be sure to continue answering questions, and mentioning people by name as the broadcast continues.

Ask people to "share" the live broadcast.

Because... can you say "free publicity"? The more people share the video, the more people you'll reach!

Give a specific call to action that asks them to click the link in the caption.

Think something like this...

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*"If you're as fired up as I am and are ready to get involved, click on the link in this video's caption to sign-up as a volunteer and join me! As a volunteer, you'll do things like..."*

*"Our goal is to find District Captains for every state house district in Texas. We're only 20 slots away from meeting that goal. Will you help us get there by signing up today? All you need to do to get going is click on the link I've included in the caption for this video... then we'll do the rest!"*

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And while you're at it, why not spend a little time explaining why the action is so important, and what they should expect to happen once they do take action. (Examples: We'll give you a call to tell you more about what's happening in our state; We'll deliver your petition directly to your state legislators; In this volunteer role, you can help our team by doing...)

Image A: Finding the Publish Button

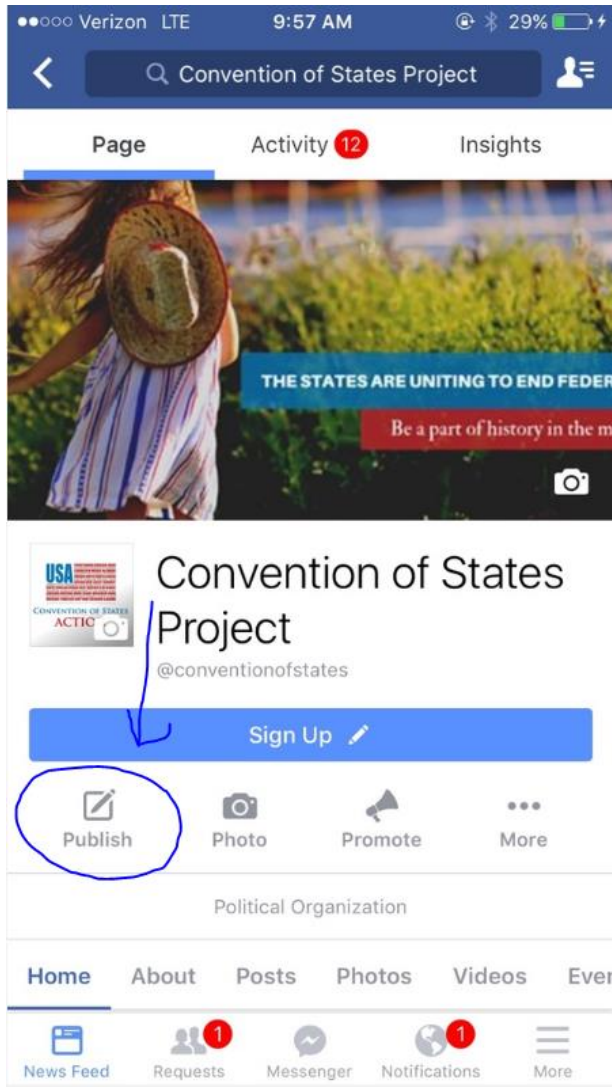


Image B: Finding the Live Video button

