

TIPS FOR FACEBOOK LIVE

AND FOR CREATING A TAPED VIDEO TO POST

RESEARCH

- What does your business do that is different than your competitors?
- What are your strengths?
- What are the promises that your business makes to your customer (branding)?
- Test ideas and practice.

PLAN

- Have a focus for your broadcast. Don't ramble.
- Develop a compelling title and description.
- Go live when you have a strong internet connection.
- Tell people ahead of time when you are going to broadcast.

GO LIVE AND BE SPONTANEOUS

- Be interactive. Say hello to commenters by name.
- Broadcast for longer periods of time – 10 minutes minimum.
- Test different lengths of time and time of day.
- Get started speaking as soon as you go live. Don't wait for people to join.
- Reintroduce yourself at different stages.
- Ask viewers to follow you and receive notifications when you go live.
- END WITH A CALL TO ACTION.

AFTER GOING LIVE

- Edit your video on Facebook. You can make changes to the live video.
- Choose a thumbnail.
- Add a call to action (match call to action you requested in video).
- May consider a video ad.
- Repurpose your video. Write a blog post with highlights that coordinates with video.

REVIEW

- What worked, where can you improve, and give it another try!