

# **WHY FACEBOOK LIVE?**

## **History of Facebook's Live Video Feature**

<b>August, 2015</b>	<b>Launched in Mentions app for celebrities</b>
<b>January, 2016</b>	<b>Launched for profile pages</b>
<b>March, 2016</b>	<b>Launched for business pages</b>
<b>April, 2016</b>	<b>Launched for Facebook Groups</b>



## **What It Offers**

**Facebook Live offers the ability to broadcast live video with audio to your profile page, business page, or group directly from your smartphone or tablet.**

## **Why This is Powerful!**

**Facebook is the Big Kahuna of social media platforms, and live video is what's performing best on Facebook**

**The organic reach of standard posts on Facebook is maybe two or three percent, and some say it may go to zero. But the organic reach of live video on Facebook is sky-high! You will see far more organic reach than virtually any other kind of post on Facebook.**

**You don't have to pay for that reach; Facebook just gives it to you because they are rewarding you for doing live video. (In social media, you need to do what is working!).**

**It gives you additional impact on the replays; often even bigger than live. Facebook wants viewers to get used to seeing live video, so they're showing it to a great deal of your audience.**

**The more people who see your great content, the more people will share it. So you'll have even more impact.**

# **ANOTHER ALGORITHM CHANGE!**

## **The Only Thing Constant With Facebook Is Change!**

**In the summer of 2016, Facebook announced another major algorithm change. (Facebook's algorithms are complicated programming formulas that decide what they are going to show you in your Newsfeed).**

### **Summary**

**Facebook says their top priority is connecting you to the people, places and things you want to be connected with – starting with the people you are friends with on Facebook. They've gotten feedback people are concerned about missing updates from the friends they care most about. So the Newsfeed has been updated so that things posted by the friends you care about are higher up in the Newsfeed.**

### **Impact on Pages**

**Facebook anticipates that the update may cause reach and referral traffic to decline for some pages.**

**The specific impact may vary depending on the composition of your audience.**

- **For example, if a lot of your referral traffic is the result of people sharing your content and their friends liking and commenting on it, there will be less of an impact than if the majority of your traffic comes directly through page posts.**

**Facebook encourages Pages to post things that their audiences are likely to share with their friends.**

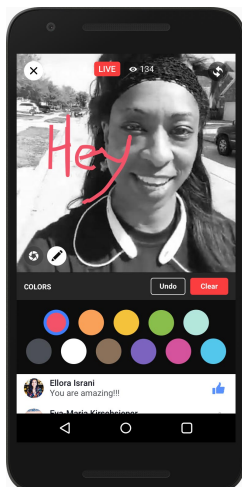
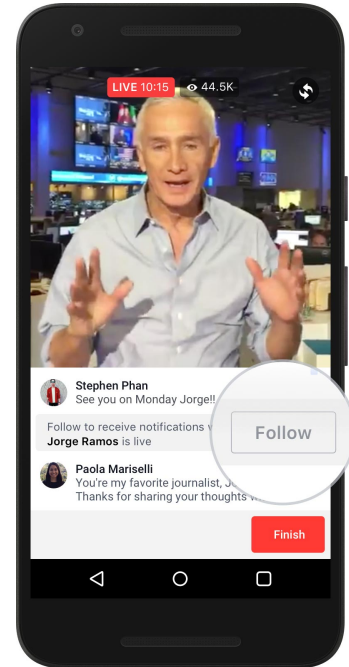
**Facebook believes the Newsfeed should inform and entertain, not favor specific sources or ideas, and remain authentic and customizable by users. The algorithm works hard to predict what kind of posts you will find to be entertaining.**

**Facebook views its work in this area as only 1% finished. More change to come!**

# FACEBOOK LIVE FEATURES

## Feature Summary

- You can broadcast live to Facebook from your smartphone or tablet using your device's built-in camera and microphone. (Or add a plug-in microphone for better audio).
- You can enter a catchy title before you begin your live broadcast
- Followers can subscribe to your videos and be notified when you are live
- You will be able to see the number of people who are viewing the video live
- Live Reactions help you gauge how your broadcast is going
- Viewers can comment, both during your broadcast, and after the fact when they are watching the replay. You can read and respond verbally to viewers' written comments in the chat as they appear during your live broadcast.



- After the broadcast, it remains on your page unless you delete it. You can go back into the comments and respond to anyone you might have missed or who watched and commented during the replay.
- Facebook has added live filters and the ability for the broadcaster to draw on the screen during your broadcast for additional interest and interaction

- Viewers can share your broadcasts with their audiences either when you're live or as they watch the replay, extending the reach and impact of your livestream
- Replays remain on your page forever, so you can get additional views, likes and shares of your content

## **Coming Features**

- Facebook Live is changing rapidly. In the fall of 2016, Facebook announced that it is rolling out the ability to broadcast live from your laptop or desktop computer. This will offer more flexibility as well as the option of connecting external cameras and even video switchers to your computer for better quality video and professional effects and titles.
- Facebook is also planning to offer split-screen capability, which would allow you to have a live guest who is joining your broadcast from another computer anywhere in the world.

## **Limitations**

- Broadcasts cannot exceed 4 hours if you plan to save the recording to your page. In May, 2016, Facebook launched continuous broadcast support for things like puppyncams as long as you don't want to save the recording.
- Video started out square in the app, but is transitioning to full-screen vertical or standard widescreen (horizontal). There are other apps that broadcast to Facebook Live in widescreen, such as Telestream Wirecast, OBS Studio, or the Mevo Live Event Camera.
- At least initially, many viewers aren't expecting to see live video on Facebook, so they may not immediately understand that you're live. But Facebook puts a red icon at the top left hand corner of the video, with the word "Live" written next to the icon. (Hopefully, they'll get the hint!)

# **HOW TO BROADCAST**

## **Planning Your Broadcast**

- **Determine your content. It MUST be high-value; your best stuff. It should inform, educate, and/or entertain. Take viewers “behind the scenes.”**
- **Decide the style of broadcast.**
  - Will it be you solo?
  - Will you have a live guest?
  - Will you do a demonstration?
- **Pick a location for your broadcast**
- **Jot down bullet points – but do not script it!**
- **Schedule your broadcasts in your calendar. Aim for consistency.**

## **Final Preparation for Your Broadcast**

- **Compose a title. The best titles combine curiosity, interest, and/or compel the reader to answer the question posed by the title.**
- **Type the title in your devices’ Notes app**
- **Start the Facebook app, get to the Live setup screen, and paste in your title. This is a “safety net”: if your broadcast crashes for any reason, you can get right back on without having to re-type the title.**
- **Make sure you have good lighting**
- **Have your smartphone mic plugged in and your tripod set up at eye-level**
- **Decide which camera you will start on: forward-facing or rear-facing**
- **Position your bullet points just off-camera (if you need them)**

## Starting Your Broadcast

- In the Facebook app, click “Publish” and the “Live Video” icon to get to the correct screen
- Select your audience, if prompted (should be “Public” for a Page)
- If the signal is too weak to broadcast, it will tell you. Otherwise, you will see the big blue Go Live bar.
- When you’re ready, push the Go Live bar. There will be a 3-2-1 countdown, and then you’ll be on the air, live on your Page!

## During Your Broadcast

- Start immediately and do not wait for any viewers to join. Probably, for most broadcasts, the bulk of your viewers will come from the replay. When you start immediately, the replay viewers will be immediately engaged.
- In the first 30-45 seconds or so, do the following:
  - Welcome viewers  
    (“Hey, welcome to the broadcast!”)
  - Tell people your name and what you do or what business or organization you are with  
    (“My name’s Kerry Shearer, and I help businesses, agencies, and entrepreneurs be more effective and reach more people with livestreaming video”)
  - Preview your topic  
    (“In this broadcast, I’m going to show you 5 things you can do to pre-promote your livestream to get more viewers”)
- Launch right into teaching your content
- Be sure to look into the camera. The effect at the other end is that you’ll be looking your viewer right in the eyeballs. That builds connection.
- Be authentic; be “you”. Don’t get hung up trying to achieve perfection. Social media viewers don’t want that. They want “real”.



- When you see viewers enter the broadcast and comment, use your best judgement to involve their comments in the broadcast based on whether the comments are relevant and applicable. Viewers love to be acknowledged and feel like it is a conversation.
- Partway through your broadcast, it's fine to do a quick "reset" by reintroducing yourself to people who have recently joined, and do a fast one-sentence recap of the main points you've covered so far. Ask people to share the broadcast if they like what they hear.

## **Signing Off**

- At the end of your broadcast, thank viewers for participating. Do a final recap if you think it's warranted.
- Give viewers an ACTION STEP. What do you want them to do? Examples include visiting a page on your web site; signing up for your e-newsletter; downloading a PDF fact sheet, or whatever action you might want them to take.
- Push the Finish button and end the broadcast. You may see an option to "upload a higher quality copy," or an HD Upload On/Off button. I recommend uploading the best quality copy so it looks great on your page and provides an outstanding viewing experience.

## **After the Broadcast**

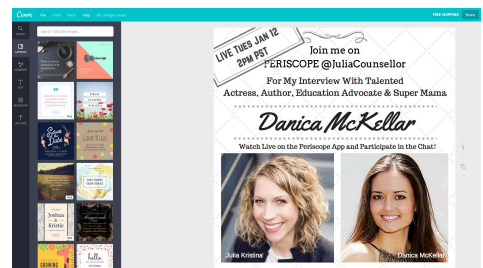
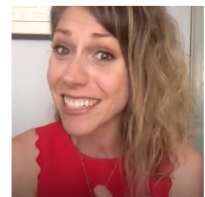
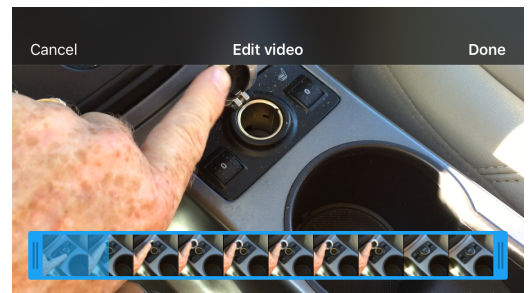
- Check playback to make sure audio and video sound and look great
- Scan through comments and answer any you didn't get to
- Make a note of how many people have watched the live broadcast, then check the number daily to see what kind of traction your video post is getting
- Use Canva, or a graphics or photo app on your phone or tablet, to create a promotional post to send out on Twitter, Instagram, Snapchat or your other social media sites with a link to your Facebook video
- Plan your next broadcast!

# LIVESTREAM PROMOTION

## Increase Your Viewership with Promotion

Doing quick, easy pre- and post-livestream promotions can help you get more viewers, more shares, and more interaction. You can quickly and easily create promotions on your smartphone or tablet.

- Do a Twitter video of up to 140 seconds promoting the time and topic of your upcoming broadcast. You can shoot right from the Twitter app. Don't forget to include the time zone (i.e. 11:00 a.m. PDT) so there is no confusion for viewers in other time zones. For post-broadcast promotion, you can take a screen shot from your video and use it as an image for social media promotion.
- Use a photo collage app, such as PicFrame or Frame Magic, to create a graphic. For example, in a three-box grid, put your picture, a logo, and a color background in the boxes. Export the image, then open it in a text overlay app, like Over, WordSwag, or InstaQuote. Write some promotional language atop the box with the blank graphic and export the finished product to your Camera Roll. Then upload it to Instagram, Twitter, or wherever you want to promote your livestream.
- Use the free web site (Canva.com) or Canva's iPad app to create promotional graphics for your broadcasts.





# **PRE-BROADCAST JITTERS!**

## **Nervous? Everyone Gets Pre-Broadcast Anxiety!**

**It's natural to feel anxiety about broadcasting. Almost everyone feels that twinge just before they press the "Go Live" or "Start Broadcast" buttons on Facebook Live or Periscope. Here are some things that can help.**

- **If you are brand new to live streaming, try some test broadcasts. Either try some private Facebook broadcasts on your Profile page to just you, or record some simulated broadcasts using your phone's video recorder app. On Periscope, you can choose to broadcast privately to as few as one of your followers whom you pick from a list.**
- **Ask a trusted colleague for their feedback on your test broadcasts**
- **Watch some other peoples' livestreams and make notes of what you like or dislike about their broadcasts. Incorporate the best of what you discover.**
- **Create bullet-point notes to keep you on track during your content presentation**
- **Take some slow, deep, relaxing, deliberate breaths in and out before you begin broadcasting**
- **Recognize that your presentation does NOT have to be polished or perfect. People value authenticity. So smile! Use appropriate humor as desired.**
- **Still scared? Push the Go Live button anyway! It will truthfully be much better that your worst fears, and you're going to get better and better with each broadcast! The audience will pump you up, too as they comment and Like and share!**

# **FB LIVE STREAM OPTIONS**

## **Telestream Wirecast (Software)**

- This is computer software (\$500) for your laptop or desktop computer
- It broadcasts in normal 16:9 widescreen video
- Allows text/lower-third graphic overlays
- Allows you to insert pre-recorded videos for playback
- You can potentially connect an external video switcher to an HDMI-to-USB converter box, connect it to the laptop, and do a multi-camera production through Wirecast streaming to Facebook Live



## **Mevo (Wireless camera/recorder)**

- The Mevo camera (\$399 at [GetMevo.com](http://GetMevo.com)) can broadcast to Facebook Live
- It is a 4K camera with a 150-degree field of view that is controlled by your smartphone or tablet
- It allows you to set and crop up to 9 separate shots from that one stationary camera, and use your phone like a video switcher to select shots and create a professional broadcast with a multi-camera look. The broadcast can be streamed to Facebook Live and recorded both to Facebook Live and to the Mevo's built-in Micro-SD memory card.



## **OBS Studio (Free laptop/desktop livestreaming software)**

- This is free livestreaming software for your laptop or desktop computer
- It broadcasts in normal 16:9 widescreen video
- Allows text/lower-third graphic overlays
- Can be connected to Periscope or Facebook Live. You'll need a Streaming Key (good for 5 hours) from Facebook, or Periscope Producer access.

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