



# 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

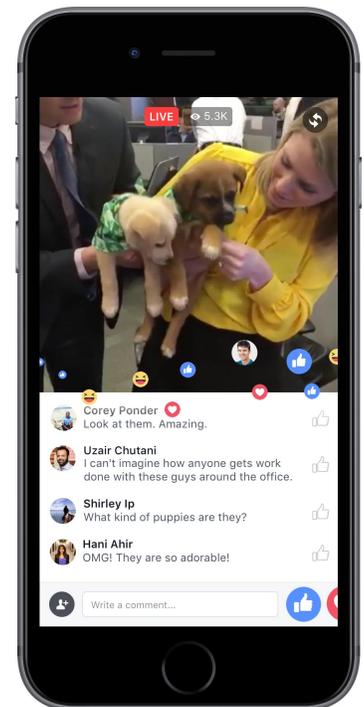
- **Compose a title. The best titles combine curiosity, interest, and/or compel the reader to answer the question posed by the title.**
- **Type the title in your devices’ Notes app**
- **Start the Facebook app, get to the Live setup screen, and paste in your title. This is a “safety net”: if your broadcast 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:  
-Visit a page on your web site; sign up for your e-newsletter; download a PDF fact sheet – whatever action you might want them to take. Ask!**
- **Push the button and end the broadcast**

## **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!**