

Facebook Live videos are a fun way to get more engagement with your audience. They can help with event promotion, or you can have a live Q&A session with viewers. Plus, these videos don't just disappear after the video is over, or after 24 hours like some platforms. Instead, you can choose to save it as a post so the video will permanently stay on your page for future visitors to see.

WAYS TO PREPARE

Plan

Think about what you want your video to be about (an event, live Q&A, product spotlight, etc.), where to shoot, when to shoot and if you want other people to be in it. Put together a list of topics you want to cover, shots to grab or questions you want to ask your audience.

Tip: Add a video description before you start filming. Write it down so you can copy it into the description line later.

If you're able to, go to the location beforehand and test the connection. A bad connection will either result in a low quality video or no video at all. Test the audio, lighting and different angles that may work. With Facebook Live videos, it's okay to shoot your video vertical or horizontal, so try both to see which best fits the situation. Even doing this just a half hour or an hour before will lower the chances of errors or delays occurring during filming.

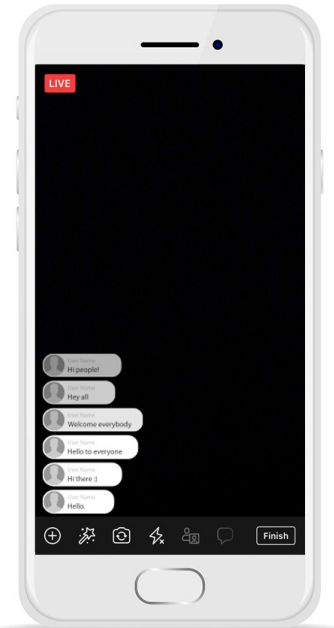
Another planning tip is to get ready to communicate and entertain. Don't be shy to answer questions in the comments during the video. This will show that you're paying attention to what people are saying and you may learn valuable information about your audience.

Promote

If you'll be running a Facebook Live video at an event, promote the event and the live video before it happens. Create posts announcing to (and reminding) your followers when you're planning on going live. Whether it's a day, a week or a month before, you can use that time to build up your followers, gain new ones and potentially get more viewers on the video the day-of.

Let's say your video isn't for a specific event – you can still promote that you'll be hosting a live video beforehand. If you'll be doing a live Q&A, encourage people to start thinking of questions to send in during the video.

Another plus of promoting is that you can do it on your other channels! You don't have to just talk about Facebook on Facebook. This will reach your followers on other platforms and possibly gain their likes and follows on Facebook as well.



STEPS FOR FILMING

1. On your company's Facebook page, click **Create a post** or **Publish**

2. Then select **Live Video**, which will open up your camera

3. Make adjustments and get familiar with your options

a. In the upper left corner, the **camera** icon will switch your camera (front or back side)

b. The **lightning bolt** will change the flash settings

c. The **X** will close out of the live video

d. **Tap to add a description** if you'd like one (we highly recommend this — it will help viewers know what they're watching. It's also a good place to include questions or a call-to-action).

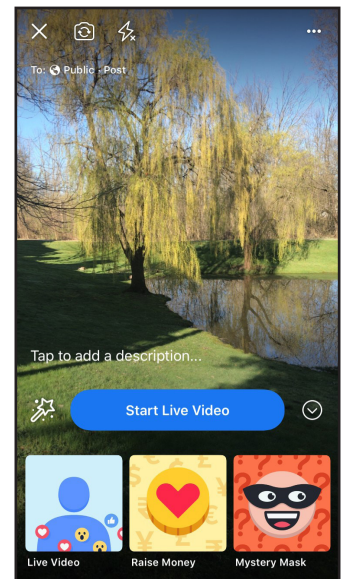
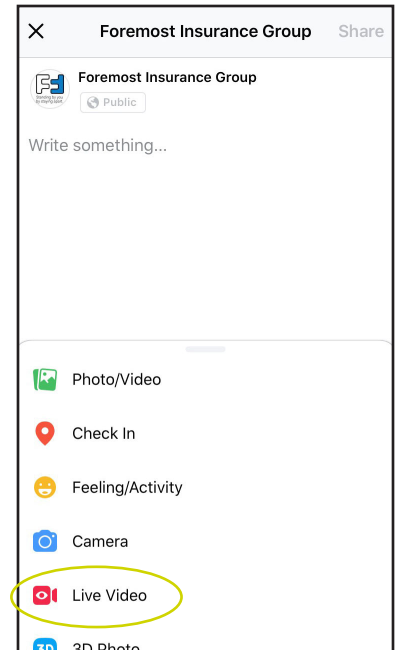
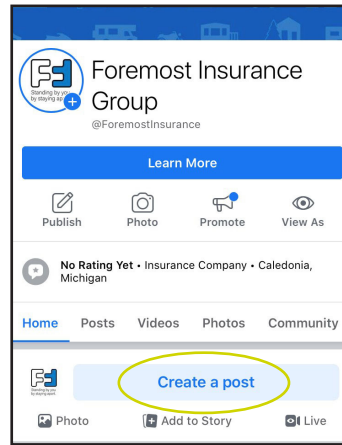
e. Click the **three dots** in the upper right corner to change **Audience Restrictions** or **Add Donate Button**

f. At the bottom you can select different **effects** with the **wand** tool to jazz up your video (use these sparingly—they may be distracting!)

4. When you're ready to begin filming, click **Start Live Video**

5. Once you're finished filming, click the **X** in the top-left corner to end the broadcast.

Then you can choose to **publish the video** and **check out the viewing results!**



Tip: These steps are for filming on a phone, but you can also take these steps to film on your laptop with a webcam!

Facebook Live videos are a great tool for digitally connecting with customers and making your social media page stand out. Take advantage of this resource to engage and gain more followers!



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