



Why Should
YOU
BE ON IT?

Facebook Says.....



1/5

amount of videos that
are posted live



3X

amount of time users view a
live video versus pre-recorded

HOW TO FACEBOOK LIVE LIKE A PRO

Preplanning: Announce to your audience when you plan to be live.

Setup: Before getting started, check that you have appropriate lighting and a strong internet connection.

Topics: QnA's with your experts, product or service demonstrations, and special events.

Frequency: Bimonthly or monthly to start.

Limit Time: Keep Facebook Live video length around 15 to 30 minutes.

Experiment To Start: Try different topics, days, and times to find a schedule that works! Have fun with new topics and other fun ideas and adjust according to user engagement.

Have a "Loose" Plan: It is best to have an idea of the topics to discuss, but ideally user questions and comments will help to guide the conversation.

Schedule Appropriately: Time videos for the evenings or during lunch breaks when your audience will be available to interact.

Stay Consistent: Once you've found a day and time that works with your followers then let's work to build on your audience by going live with new content on a regular basis (same days/times), this will help users know when to tune in.

Build Your Video Library: After a Facebook Live event, the video will save to your page for users to view or for additional promotions.

