



10 FACEBOOK LIVE TIPS

1 INTRODUCTION

Have a standard intro. Hello this is NAME, I am WHAT YOU DO, talking about THEME. Keep it short, simple, engaging. But be consistent.

2 FILM IN LANDSCAPE

Filming in landscape fits with standard video format. It eradicates 'panels' down the sides of your video - and allows you to repurpose more easily.

3 LOOK INTO MY EYES

Focus on the lens of the camera, not the screen. Tip: Use a post-it note to cover the screen - you can also add notes to this too.

4 SAY HELLO BUT NOT TOO OFTEN

Welcome people to the live and say thanks for joining - but don't keep stopping to say hello and thanks. Save it for the end.

5 ADD A COMPELLING DESCRIPTION

Once your video is on the platform, go in and edit the post. Add a description and keep it compelling. Tease the user to want to tune in and find out more.

6 ENGAGE, ENGAGE, ENGAGE

It's a two way conversation. Get your audience involved. Ask questions. Ask them to type in the comments. Send thumbs or hearts if what you're talking about resonates.

7 CHECK PEOPLE CAN HEAR AND SEE YOU

Ask your audience for confirmation that the LIVE is streaming well and that all is working. You don't want to share gems that no one can tune into.

8 GIVE PEOPLE TIME TO COME ON

If you've promoted a live for 10am when you go live give people time to come on. Your intro and checking sound, site levels etc are good tactics to kill time and check the tech.

9 FLIP THE SCREEN FOR TEXT

If you're doing a LIVE teach - using whiteboard, then flip the screen so that users can see things the right way round.

10 BE AUTHENTIC AND RELAX

The more authentic and real world the better. Ums and ahs are fine, as is stuff that happens. Go with it as you would as if in front of a live audience.