Easy Messaging with Facebook Live

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Identify best option to reach your target audience

- Face to face interaction (limited)
- Printed Mailers and Community Newsletters (potentially costly)
- Traditional News Media (extremely wide reach and general audience)
- Social Media (easy, inexpensive, potentially wide reach)
Social Media Options

- Instagram
- Snapchat
- YouTube
- Vimeo
- Twitter
- Pinterest
- LinkedIn
- Facebook
Production Tips for a Better Video

• Composition
• Steady Shots
• Lighting
• Audio
• Professional “Secrets”
Live Video Presentation Tips

- Imagine you’re talking to your friend- Engage with enthusiasm!
- Brevity is beautiful- Determine your ideal run-time in advance
- Follow an outline- Stay on track
- Use a “director” giving cues, monitoring feed, relaying comments (work closely with a PIO/community relations colleague)
- Consider a “co-anchor” (Interact with colleague or “expert” guest)
- Water
- Powder- Avoid the glare!