



Live from St. George, It's Thursday Afternoon!

Facebook Live Tips

1. Tell fans when you're broadcasting ahead of time.

Build anticipation by letting your audience know when you'll be going live with a written post. We've found one day's notice gives people the right amount of time to tune in.

2. Go live when you have a strong connection.

Check the app to make sure that you have a strong signal before going live. WiFi tends to work best, but if you can't find a nearby network, you'll want a 4G connection. If you have weak signal, the 'Go Live' button will be grayed out.

3. Write a catchy description before going live.

A great description will capture people's attention and help them understand what your broadcast is about.

4. Ask viewers to subscribe to Live notifications.

Remind your audience that they can tap on the Follow button on live videos and videos that were live so that they can get notifications the next time you go live.

5. Say hello to commenters by name; respond to their comments live.

Your audience will be thrilled to hear you mention their name and answer their questions when you are live.

6. Broadcast for longer periods of time to reach more people.

The longer you broadcast, the more likely people are to discover and share your video with their friends on Facebook. We recommend that you go live for at least 10 minutes, although you can stay live for up to 90 minutes at a time.

7. Use a closing line to signal the end of the broadcast.

Be sure to finish with a closing line, like "Thanks for watching!" or "I'll be going live again soon." After you've wrapped up, wait a few seconds until you hear the "ping" indicating your broadcast is complete.

8. Be creative and go live often!

Try different types of broadcasts - and go live frequently - to keep your audience engaged. Here are some of our favorite examples so far:



Hot Topics- Share what's on your mind or in the news



Q&A- Answer questions from fans



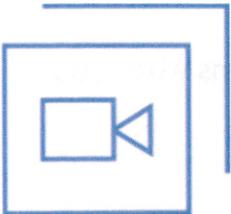
Breaking News
Comment on the day's events



Interview
Bring a friend/colleague/expert into the conversation



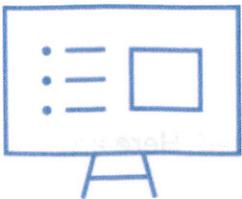
Performance
Play a song, rehearse a scene, practice your sport & provide a peek into your craft



Behind the Scenes
Turn the camera to the scenery around you and let events unfold



Watch-With
Watch your favorite show/movie/event/Live stream with your audience*



Demo
Teach people how to cook, play music, learn about current events & more

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Going Live with Facebook

1. Tap "What's on your mind" at the top of News Feed.



What's on your mind?

2. Select "Live Video" from the dropdown menu.



Live Video

3. Add a description and choose your audience before hitting "Go Live." You'll see a three-second countdown before your broadcast begins!

Going Live with Mentions

1. Tap the Post button at the bottom of your screen.



2. Select "Live Video" from the dropdown menu.



Live Video

3. Add a description and choose your audience before hitting "Go Live." You'll see a three-second countdown before your broadcast begins!