



Facebook/Instagram Live Best Practices

Plan Ahead

- What do you want your live broadcast to look like? Have an outline of what you want the content to be so the broadcast to feels purposeful
- Write a catchy caption to accompany the Live video telling users what they can expect and enticing them to tune in

Use an iPad if available

- A larger screen and a device dedicated for only Live will be helpful for creating purposeful content
- Strategically set up the iPad with a tripod in the room but feel free to move it around when there is a reason

Check the Connection

- Check video and sound quality with a small group and test the Live features

Tell People Ahead of Time

- Announce on social media platforms the time, date and subject (this builds anticipation!)
- Link to Facebook/Instagram Page with concise description
- Time it right – you don't want to go live when your audience is at work or asleep

Interact With Audience

- Give people time to join the broadcast and welcome them by name as they tune in
- Be sure to answer some of their questions throughout – this will make them feel that much more engaged in the content and will encourage dialogue
- If situation permits on Instagram, encourage people to request to be in the Live video

Stay Live

- Stay live long enough to build a following and for those followers to become invested in the content
- The longer you are live, the more people you will reach
- Give a closing signal to signify the end of the broadcast and once it's over, save the video to that those that missed the live broadcast can still view it