



## Your Essential Guide to Facebook Livestreams

There is no better way to stand out from the crowd than hosting your own show live on Facebook. It has been proven to increase user engagement and can be a useful tool to expand your reach and build trust among the public. I am sharing a number of ways to help you improve your broadcasts and give your organisation's brand an air of authority when live streaming.

### How to go Live on Facebook

To start producing your live streams on Facebook, it is intuitive and straightforward. All you need to do is click on the area where you would typically write a post, once in click the camera icon and you are ready to go. You will need to allow Facebook permission to access your camera and microphone, after you have done that once, you won't be prompted each time you wish to start a live stream.

You are now ready to start running live interviews, let people see what you are doing in real time and this opens a unique source to expand your followers and communicate with users who have questions for you.

### Tips to Maximise Your Audience Engagement

Live streaming content is a potent tool to help get more eyes on your content and your brand. By creating unique live content, you can keep your viewers engaged, it gives users a high-quality experience and gets more views than traditional posts on the social media platform.

Here are a few tips and tricks to make sure you get the most out of using the live stream features on Facebook.

#### Create a Catchy Title

If you have looked on social media like YouTube, Facebook and others, you will notice that highly viewed content always has a catchy title that grabs user's attention. You only have a few seconds to stand out when users are scrolling, so make the most of this by creating a title that persuades users to watch.

Your title should describe what the tone of the content will be, what you will be doing on the video and perhaps an idea on how long the stream will be live. Be creative and bounce ideas around before settling on any given title.

#### Plan your Content

You will need to treat a live stream as though it were an interview or presentation, and this means doing the groundwork before hitting the go-live button. You should have an opening and closing statement prepared and detailed notes you can use throughout the video to keep the content on topic and viewers interested. Be sure to have a segment where viewers comments will be answered, and this helps to keep users watching and a sense of involvement throughout the stream.

Thorough planning will not only help your stream run smoothly; it will also keep you more composed during the video giving it a more professional feel.

### **Keep Users Involved**

Facebook provides a range of ways that users can interact with your stream. A variety of buttons are available for users, so make sure they use them. Perhaps start with asking the viewers to click a specific button if they can hear you clearly, this simple technique gets users contributing straight away, and they will feel that they are a part of the production.

It is wise to ask a question every five minutes that users can respond to, by keeping your viewers involved, you will encourage them to share and stay for the duration of your live feed. Never be scared to ask a question of your viewers, they have taken the time to start watching so they will most probably be keen to respond to your questions.

### **Encourage Comments Throughout the Stream**

Get your viewers to tell you some questions they may have or even just let you know where they are in the world, people like to talk about themselves so encourage that from your users. Get the opinions of the viewers by asking things such as which do you prefer? Is that a good idea? How would you feel about XYZ?

By giving them the chance to give their views on the topics you are creating a sense of involvement which everyone on social media is searching for, therefore we join groups or add comments — leverage people's behaviour to maximise your streams impact.

### **Use Call to Actions**

The whole reason for starting a live stream is to increase awareness about whichever topic you are discussing, try to utilise this by asking viewers what topics to cover in your next stream or let them know when your next broadcast will be so they can set a reminder to watch. Once you have the viewers watching your stream, it would be a waste not to maximise the time, and the best way to this is by telling them what the next step is. Maybe you want them to download a guide you have created or sign up to a newsletter. Your users won't be sure what to do unless you point it out, don't be shy to ask them to take the next step, they obviously find your content interesting, or they wouldn't be watching.

### **Going Live Using Third-Party Software**

If you have used the Facebook live streaming option before but want to be more professional and have extra features, you may want to look at using a third-party application to help. You can get free tools or very cost-effective services that allow you to do so much more than just a standard stream.

Here a few of the most popular services available with a few key features:

Streamyard.com is one of the most well-used services available as it has a free service and you can do useful things such as a shared screen with one, two or three guests. This gives a professional feel to your broadcasts for zero money.

Another great tool although only available for the Mac is Ecamm Live. This has a small one-time cost, but it does allow you to share your screen, drag and drop screens and you can read users comments without the need for another monitor, just like reading an autocue. To add other guests, you will need another piece of software which seems to be its only drawback.

Crowdcast is a monthly pay service and has some cool features that will help to make your broadcast engaging. You will have the ability to highlight comments from users so everyone can see what you are talking about when you answer a viewer's question or respond to a comment. Using it with multiple platforms can get confusing, but it is excellent for using on Facebook.

### The Checklist

- Check your Internet connection
- Decide where you are going live (mobile, desktop, third party software)\
- Create an announcement post directly on Facebook or a schedule live will publish an announcement post via your third-party software
- Plan ahead: decide on your topic, target audience, messaging and call to action \
- Provide a Q&A: prompt engagement by answering viewer question
- Interview someone
- Setup equipment, brand your studio in Streamyard
- Give people time to join – Many viewers tune in during the first couple of minutes of a broadcast. While you're waiting for the audience to grow, we recommend using this time to introduce who's on the show, welcome the early viewers and go over what you plan to do.
- Interact with viewers – The power of Facebook Live is real-time interaction. You can have a more successful broadcast if you let viewers participate by asking questions. Remind your viewers that they can submit questions as comments and try mentioning viewers' names when responding to their comments or questions.
- Invite a friend – You have the option to add a friend to your broadcast. This could be a fun and exciting way to interview someone and add a communal dynamic to your normal Live routine.
- Broadcast for more extended periods – The longer you broadcast, the more likely people are to discover and invite their friends on Facebook to watch the video. Keep in mind the maximum length of a broadcast is four hours. We recommend that live videos last at least 10 minutes, if possible.
- Announce the end – Don't leave people hanging or end a broadcast abruptly. Instead, use a closing line to let people know that you're done. If you already know when you're broadcasting with Facebook Live again, mention that too and encourage people to tune in next time.
- After your broadcast: once you finished your streaming, you are not finished yet. This is some of the things you can do afterwards. Remember the video will stay on after the Live ended.
- Save the video – Once you end your broadcast, you'll have the option to delete or publish the video to your Page or profile.
- Update the description – Providing a detailed report before your broadcast is just as helpful as the description you use after your show. Did something exciting happen while you were broadcasting live? Were there unexpected topics that came up? Just tap Edit on the video post and include these types of highlights in an updated description to add more interesting elements and boost discovery.
- Understand Video Metrics: here are some of the Live-specific parameters:

- **Peak Live Viewers** – This shows the highest number of concurrent viewers who viewed your live broadcast for at least three seconds. The curve you see in the graph shows the number of simultaneous viewers watching different points of your live broadcast for at least three seconds.
- **Audience and Engagement** – The Video Engagement graph shows you how aggregate audiences engaged at specific points during a Live broadcast. This means you can see particular aspects throughout your broadcast of when people were moved to react to, comment on, or share the video.
- **Minutes Viewed** – This is the total number of minutes your video was watched, including replays and views less than three seconds.
- **Unique Viewers** – This is the number of distinct people who viewed your video at least once. We'll show you a breakdown of people who saw your video organically and through paid media (like a boosted post).
- **3-Second Video Views** – This is the number of times your video was played for an aggregate of at least three seconds, or for nearly its total length, whichever happened first. There are several video views metrics you can find, such as three seconds, ten seconds, etc. You'll also see a breakdown of the percentage of people who viewed your video with sound on versus sound off. Time spent replaying the video for a single impression won't be included.
- **10-Second Video Views** – This is the number of times your video was played for at least 10 seconds, or for nearly its total length, whichever happened first. Similar to Video Views, we'll show you a breakdown of the percentage of people who viewed your video with sound on versus sound off. Time spent replaying the video for a single impression won't be included.
- **Video Average Watch Time** – This is calculated as the total watch time of your video divided by the total number of video plays (including replays). If you see a point in your video with a significant drop-off, look at your content to understand which parts of your video might not have been as engaging to people. You can select a specific moment on the engagement graph to watch the corresponding video clip.