



## Facebook Live ✓ CHECKLIST

# WHY YOU SHOULD JUMP ON FACEBOOK LIVE ASAP

- 1. LIVE broadcasts get a bit of extra Facebook juice right now. Meaning Facebook is pushing LIVES out into the newsfeed over other content!**
- 2. There is no need to put money behind your LIVE to be seen, but that will end soon. Build your audience NOW while it's free.**
- 3. Facebook LIVE lets you be a broadcaster!**
- 4. You can report the news, events and anything you deem news-worthy LIVE to your own audience.**
- 5. LIVES are interactive. You receive instant feedback about your content and presentation.**



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### **BEFORE YOU GO LIVE**

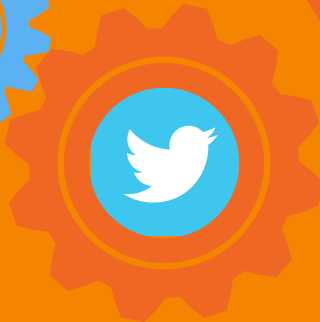
- 1. Announce and promote your event in advance**
- 2. Set a specific time and date each week/month**
- 3. Create a 3-5 bulleted script**
- 4. Craft a catchy headline and add an emoji**
- 5. Invite colleagues or friends to attend for support**
- 6. Stabilize your smartphone**
- 7. Double check your appearance**
- 8. Check you WiFi**
- 9. Turn phone to landscape**
- 10. Start on time**



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### **DURING YOUR BROADCAST**

- 1. Introduce yourself and smile**
- 2. Welcome your guests by name**
- 3. Invite new viewers to subscribe**
- 4. Look into the camera, not at yourself**
- 5. Ask for 'reactions'**
- 6. Answer questions when they pop up in the comments**
- 7. Get close to the camera**
- 8. Speak slow, don't rush**
- 9. Stick to your script but be spontaneous when needed**
- 10. End with a call to action**



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### **AFTER YOU END THE VIDEO**

- 1. Edit your video (on desktop!) and add a description and tags**
- 2. Leave and pin your own comment with a link to a sign up page, article or sales page**
- 3. Set up your next Facebook Live event**
- 4. Share your video on other social media channels**
- 5. Download your Facebook Live video**
- 6. Upload your video to YouTube**
- 7. Embed your video in a blog article**
- 8. Get feedback from your audience**
- 9. Comment on the comments on your video where appropriate**
- 10. Plan for your next broadcast; invite a guest**



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### **TOOLS FOR SUCCESS**

- 1. Facebook Page Manager App**
- 2. Smartphone tripod**
- 3. Selfie stick**
- 4. Headset**
- 5. Microphone**
- 6. Remote**
- 7. BeLive.tv**
- 8. OBS Studio**
- 9. Switcher Studio**
- 10. Wirecast**