How to use Facebook Live for your Consignment Event

Preparing for your event
- Announce your event! Let your Facebook followers know that you’ll be hosting a Live event to support your organization. Make posts a week, a day, and an hour before you go Live.
- Make sure everything is set up for your event
- Make sure the device you’re using to broadcast the event (smartphone, tablet, or even a laptop) is plugged in or fully charged. You don’t want to be running out of power in the middle of your event!
- Check your signal or wifi strength. You’ll want a strong signal for the best streaming of your live event.
- If you’re using a smartphone to host your event, set it to “Do Not Disturb” to avoid unwanted interruptions from calls or texts.
- When you start recording, make sure you face windows and light sources— you want to make sure your event is as easy and fun to watch as possible.

Hosting Your Event from Your Phone
If you’re using your personal profile:
- Using the Facebook app, navigate to your News Feed. Select 📺 Live to start your video.

If you’re using your organization’s page:
- Using the Facebook app, navigate to your News Feed. Select 📺 Live to start your video.

After selecting the appropriate Live button:
• Your video should appear, as in the screenshot below. We highly recommend adding a
description! To do this, tap the section labeled “Tap to add a description.” You can use
something like this:
  o Support Your Organization and nonprofit SERRV International by purchasing
  handmade gifts and delicious foods from around the world this holiday
  season.
• You can also decide who you want to see your Live video post, and tag people and
locations.

• Go live! Tap the **Start Live Video** button.
Hosting your Event from Your Computer

If you’re using your personal Facebook profile:

- When going to make a new post, click the button.

If you’re using your organization’s Facebook profile:

- Near the top of your profile, you’ll see a button. Select this.
After selecting your appropriate Live button:

- Tell Facebook how you want to host your live event. You’ll probably want to choose the Use Camera Button.

- On the left hand side of your screen, you’ll see a column where you can enter a name for your Live Video as well as a description. *We highly recommend doing this!*

![Live Video Title and Description Input Fields](image)

- You can use a name such as “Support Your Organization and Global Artisans at our Annual Consignment Sale!”
- Make sure you enter a detailed description too:
  - Support Your Organization and nonprofit SERRV International by purchasing handmade gifts and delicious foods from around the world this holiday season.

- Go live! Select the **Go Live** button.

**Questions?**

- Reach out to friends and family who have hosted events before.
- Reach out to SERRV’s friendly Customer Care team at sales@serrv.org
- Visit the Facebook Live page from Facebook.