

# YOUR FACEBOOK LIVE CHECKLIST



## BEFORE YOUR BROADCAST:

- Let your fans know that you're going live by scheduling your live broadcast (if you've verified your profile) or sharing a graphic detailing your live video ahead of time.
- Make sure your battery is charged and your phone won't die mid-broadcast.
- Use a tripod or selfie stick, or recruit someone to film you.
- Open your camera to check your lighting and position before going live. Are you going to film vertically or horizontally?
- Write an enticing description of what your broadcast is about to get more people interested in joining.

## DURING YOUR BROADCAST:

- Introduce yourself several times, as people may join throughout the video and might not know who you are and what you do.
- Monitor and respond to comments as they come through to engage with your audience
- Broadcast for longer periods of time to reach more people. At least 10 minutes is ideal.
- Use CTAs (calls to action). Ask people to subscribe to receive live notifications, ask them to visit your website, subscribe to your email list, or check out your products/services.

## AFTER YOUR BROADCAST:

- Make sure the video posts to your business Page.
- Edit the video to add title, tags, caption, custom thumbnail, etc.
- Reply to questions/comments (especially ones you didn't get to during the broadcast), and check back often to respond to future comments left after your broadcast.
- Share the link to the video on your other social platforms.
- Upload the video to your YouTube channel.

## OTHER FACEBOOK LIVE TIPS:

- Edit short snippets from your broadcast to repurpose into your social media content.
- Interview experts in your industry by adding them to your Facebook Live broadcasts remotely.
- Try to keep each broadcast 11 minutes or longer to maximize your potential reach and viewership.