

FACEBOOK LIVE 101

Without a doubt, video has become the most popular content for users to consume, in fact, 51.9% marketing professionals say, video is the content with the best return on investment. If you're ready for a revolutionary way to step ahead of traditional video, it's time to make your plan of attack for Facebook Live!

While the thought of getting on camera, especially live, may cause stress (we're all so limited on time, right?) it's become an imperative part of social media strategy and we would encourage you to hop on the bandwagon with us in 2018! Here are some things to keep in mind:

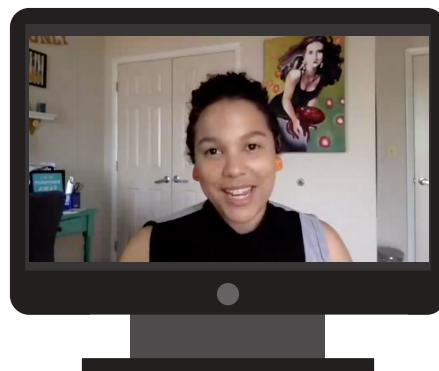
- Users enjoy the "behind-the-scenes" feel, so your live videos **DO NOT HAVE TO BE PERFECT**
- Your beard doesn't have to be meticulously groomed and your makeup doesn't even have to be on!
- You don't need an expensive camera or high-tech gadgets, just a smartphone and a tripod
- Videos can be as short as 15 seconds or as long as 5-10 minutes depending on the topic

2018 is the time to make this happen and we are excited to be on this journey along with you!

Warmly,

The Starlight Social Team

Are you ready?
Let's do this!



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FIRST, LET'S ANSWER SOME LIVE VIDEO FAQs

- **Should I do a Facebook Live from my personal profile or business Page?**

It is more beneficial to do a Facebook Live from a business page. Facebook tools are specifically set up to favor pages, not profiles. Pages are public while profiles are public. You are also unable to boost posts on profiles. Pages have analytics and measurements while profiles do not have that capability.

- **When is the best time for the highest amount of viewers online?**

It is crucial to not only have a target audience but familiarize yourself with their lifestyle as well. The best practice for during work hours is 1-3PM while people might be taking their lunch break. After work hours, 6-9PM is a time when people are winding down from their day at the office. To know the best time is directly correlated to your targets lifestyle!

- **What do I say during a Facebook Live without making a fool out of myself?**

The first step is to have a clear purpose. Your audience does not want to hear a speech, they want to know why you are there and what you have to offer. Create a brief outline to calm your nerves. It is also important not to sound too scripted. You want your audience to feel like they can have a real conversation with you one-on-one. Incorporate your personality! It is crucial to be confident in what you are saying so the audience sticks around!

- **How do I make MONEY with Facebook Live?**

Reach out to your audience via social media channels and let them know you will be unveiling a product/service. Link them to the landing page where your service is offered.

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- **How do I write an attention grabbing title to turn viewers into stark raving fans?**

The purpose of the title is to inform your audience on what your video will be about. That being said, you want them to actually WANT to know more about it. One practice for a good title is to make it a question that causes the audience member to reflect. For example, if the video is about time management the title could be "What Is Your Ideal Morning," or "Were You Happy With How You Spent Your Time Yesterday?"

- **What are the hot trending topics that grows engagement**

2018 is the year of engagement! Some Social Media Trends that are taking over:

1. Higher Engagement Between Brands and Customers
2. Chatbots
3. Social Listening Tools
4. Instagram Stories
5. Social Call-Out Culture

- **Why live stream anything?**

The purpose of live streaming is that you are getting to know your audience and they are getting to know you!

- **My Facebook Live ended. Now what?**

The work is not over when the stream ends! You are able to go back and edit the description and title once the feed has ended. After you have finished talking you might feel like some things have changed so this is the opportunity to change what the audience can see (title, description.) Next up is share share share! Just because the video has ended does not mean it is lost. Share it on your social media platforms so people who might have missed it are able to catch up! Finally, study your own video. Doing a self-assessment is a great way to improve for next time.

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NOW, HERE A HANDY CHECKLIST TO GUIDE YOU

Week Before

- ✓ Share your FB live promotional post to social media platforms
- ✓ Send out your FB live announcement to your email list

Day Of

- ✓ Send out an email reminder a couple hours before you go live
- ✓ Post a reminder on your social media platforms

Right before

- ✓ Focus ALL of your attention on the live

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During

- ✓ Thank all of your audience for joining
- ✓ Introduce yourself and announce your topic
- ✓ Let your audience know they are welcome to engage with any questions/comments during the stream

At the end

- ✓ Thank all of your audience for joining
- ✓ Ask the audience to tag a friend who might benefit from the live
- ✓ Kindly ask your audience to subscribe to your platforms

After

- ✓ Make sure the video shows up on your Facebook page
- ✓ Edit the video and respond to any leftover questions/comments