



FACEBOOK LIVE: Best Practices

With Facebook Live, you have the ability to make an immediate personal connection with your audience. Below are a few ideas and tips for going Live.

BASIC LIVE Q&A

- While you wait for questions, introduce the topic(s) that you want to discuss. See what's trending on Facebook to find topics.
- Tell viewers when you're about to take the final two questions so they know your Live video will end soon.
- Consider doing Q&As at a consistent day or time to create a tune-in habit.
- Ask for questions or topic ideas in advance through all of your social media accounts.
- Do an activity while answering questions. Invite friends to join, cook, play a game, etc.

WATCH PARTY*

Create the ultimate watch party using Live to share your reaction to major events, such as:

- Presidential debates
- Award shows (Oscars, Grammys, Golden Globes, etc.)
- Sports events & games
- Big premieres and finales such as *Game of Thrones*, *The Bachelor*, etc.

Remember: Your audience may be watching in different time zones, so no spoilers!

FLY ON THE WALL

Provide the audience with an inside look at your day-to-day life.

- TRAINING DAY: Go live from your training or workout routine.
- THE BIG REVEAL: Use Live to unveil new things in your life, work or town that you're excited about.
- ON THE ROAD: Answer questions while you're on-the-go from the car or airport.
- #TBT LIVE: Share a live story about your #WCW, #TBT and #FBF posts from the week.
- BEHIND THE INSTAGRAM: Explain the story behind your favorite or most popular Instagrams.

CREATE YOUR OWN LIVE SERIES

- INSTANT ANALYSIS: Present live commentary to react to breaking news or an interesting day in your life.
- PERSONAL PRESS CONFERENCE: Use Live to control the message when you have an announcement.
- THE BIG INTERVIEW*: Provide the first glimpse of an interview by "airing" a portion live.
- MEET MY PEOPLE: Introduce important people in your life through quick interviews or by letting them do a Live takeover.
- MEET MY PET: Let people see and interact with the animals closest to your heart.
- FAN CHALLENGE: Accept an audience challenge to a game like Heads Up, Never Have I Ever, or Two Truths & A Lie.
- MASTER CLASS/DEMO: Reveal parts of your process by giving a live class, or reveal a secret skill with a live demonstration.
- FIRST READS: Use Live to provide the first reading of new written work.

*NOTE: Please make sure your live video complies with Facebook's Statement of Rights and Responsibilities, which applies to all content you upload to or through Facebook. This includes only broadcasting content for which you own and/or control all rights (or have obtained all necessary licenses/permissions to such rights), globally, including rights in any sound recordings or musical compositions included in the video and any performers appearing in it. Make sure to keep the camera on you, and never broadcast the unfolding event, including what is on a stage, field, or any screens.

