

USING FACEBOOK LIVE TO DRIVE SOCIAL CHANGE



Livestreaming at an Event. Facebook Live is a powerful way for organizations to engage audience members and communicate their message in a more humanizing way.



Organizations should use Facebook Live to leverage advocacy efforts and build stronger relationships with audiences, especially if you already have a big following on the platform and an engaging event to spotlight. It is a great way to raise awareness for your issue, ignite thoughtful conversation and grow your following. This guide provides best practices for how to use Facebook Live effectively.

Choosing the Right Format:

Facebook Live sessions offer valuable opportunities for organizations to grow their movement and can be done in multiple formats. It is important to choose the appropriate method depending on the message that you are trying to convey and the type of response that you hope to achieve.

- **Live broadcast events.** Livestreaming events through Facebook is a great way for organizations to let their supporters gain access to events that they are interested in but cannot attend. Showing the inner workings of your organization and the people behind the scenes has been shown to increase engagement and trust for nonprofits.
- **Make announcements.** Organizations can use Facebook Live to announce achievements, fundraising goals, new staff members, new projects and much more. Going live with big news and involving your audience in the excitement will help boost engagement and encourage supporters to take action.
- **Conduct Q&A's.** This is a new way organizations can connect with their program participants and answer questions they might have during a Facebook Live session. Different staff members may answer questions during the live stream to give audience members the opportunity to meet the faces behind your organization. This is a great way to create more personal relationships, while informing and encouraging audiences.

Before the Event

Before livestreaming any event, consider both logistical and content-driven aspects:

- **Select the right person for the job.** The person who is selected to operate Facebook Live should only be familiar with Facebook and able to troubleshoot if technical difficulties arise. The staff member should be comfortable with setting up necessary equipment and ensuring that the broadcast runs smoothly. 
- **Promote before you broadcast.** It is important to build anticipation for your upcoming Facebook Live video by letting your target audience know when you'll be broadcasting. Promotion will allow you to generate interest and ultimately, higher viewership. Consider pushing the upcoming announcement on each of your social media channels in the days leading up to your livestream so that your audience will be reminded when to tune in. 
- **Make sure that you have the tools and equipment you need.** Do you have admin access to the appropriate Facebook page? Do you have the right streaming device? Different devices can be used to operate Facebook's livestream feature and it is important that you know exactly what you need in order to get started. Please note that you cannot create a link to schedule the live feed if you are using a smartphone to stream the footage. We recommend using a tripod to keep the footage in the same frame and using microphones to pick up stronger audio. [Facebook](#) provides an overview of the publishing tools that you are able to use during a livestream, as well as a step-by-step guide. 
- **Test run your video before going live.** Test the system prior to broadcast by creating a live stream and enabling the "Only me" feature in your privacy settings. Testing will allow you to see the live video as it will appear, without broadcasting to potential viewers. Take the time to think about how you'll shoot your video and when you'll stream it. For instance, when using the Facebook Live app for iOS, you may choose between broadcasting horizontally or vertically—depending on what gives you the best view. A practice run will let you see how you look to your audience. 
- **Confirm internet connection and Wi-Fi capability.** Poor internet connection can delay the livestream or prevent any footage from coming through at all, which can frustrate viewers. Make sure that you have a reliable internet connection at the location of your broadcast. 

During the Event

At the beginning of the event, send an introduction post to tell your followers know that you will be livestreaming the event shortly.

Once the event begins, consider the following tips:

- Make sure that you have a reliable internet connection at the location of your broadcast so that footage isn't prevented from coming through, which can frustrate viewers.
- Monitor comments or reactions as they come in.
- Be responsive and interact with live comments and reactions to increase engagement and connect with your audience in real time.
- Check the livestream footage periodically to make sure that you are capturing everything that you want your viewers to see.
- In the event that one of your streaming devices malfunctions, be prepared with a backup.



After the Event

Once the event is over, it's important to take a look at your analytics and measure your reach and engagement.

Facebook has [several metrics](#) that you can measure with your live videos. For instance, you can find out how many people your live video reached, how many viewers you had and the number of clicks your video received. You can even go through your results to find how many people were watching at specific times, allowing you to figure out which moments had the most impact on your audience.

The more information that you are able to glean from your Facebook Insights page, the more likely you are to create and publish higher performing videos in the future. Depending on the overall goal of your post, use the information gathered to play with new ideas and optimize your next Facebook Live video.