

Best Practices for Live Video

1. Choose the right platform

Facebook Live

- No platform is bigger than Facebook, so you can reach a lot of people.
- High-resolution streaming available.
- Lots of features, including screen sharing and 360 degree live video.
- Can save live video for later viewing.

YouTube Live Video

- User-friendly interface with easy-to-share video links.
- No built-in audience like Facebook and other social networks.
- Not many added features.

Instagram Live Video

- Currently only available as part of the Instagram "Stories" feature.
- No way to share with non-Instagram users.
- However, there are lots of young members on this platform. Could be a good way to tease your longer livestream on Facebook or other platforms.

2. Promote your broadcast in advance

Because live video is time-specific, live video events should be publicized multiple times in advance. This can be done a few different ways:

- Email to members.
- Social media posts (even on other platforms like Instagram and Twitter if using Facebook Live, for example).
- Flyers in buildings.

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3. Get your technology in order

There are no editing opportunities or re-dos for live video, so it needs to look and sound good the first time around.

- Reliable, high-speed internet is a must. Because your phone's cellular data can be slow and Wi-Fi is sometimes erratic, try to find a reliable, ethernet connection where available.
- It's OK to use your smartphone, but be sure to mount it to a tripod for stability. Always shoot horizontally unless you're using Instagram Live Video.
- If you can, mic up your livestream subjects and find a way to plug your phone into that audio. Otherwise get as close as possible to your subjects.
- Test your equipment and connection BEFORE starting. Facebook Live allows you to run a test ahead of time.

4. Extend the life of your livestream

Be sure to save your livestream video afterward so others can view later. Send out the link in an email to let people know it's available.

FYI: You do NOT need a Facebook account to view live videos on the platform as long as your Facebook page is public and the livestream privacy settings are set to open to everyone and not friends only.